

AUSTIN PARKS FOUNDATION

2021 Marketing Plan



**AUSTIN
PARKS**
FOUNDATION

PEOPLE + PARKS

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EXECUTIVE SUMMARY

In 2017 Austin Parks Foundation created a new strategic plan. Out of that process, communication was identified as one of five key priority areas for the organization. Three overarching goals, plus strategies and objectives to match, were identified for APF's Marketing & Events team. Since then, APF has embarked on a new strategic planning process that will allow us to be more nimble in responding to the challenges of COVID-19. With this in mind, the following plan outlines our top-level goals as they stand now, and will be updated to reflect new overarching goals and strategies as they are finalized.

With a focus on frequency, efficiency and flexibility, the marketing and events team will close the loop on our most recent strategic plan and set up the organization for greater success in the next.

ABOUT AUSTIN PARKS FOUNDATION

For over 25 years, Austin Parks Foundation (APF) has been connecting people and parks in Austin. Our programming and strategic vision are aimed at helping to fill the funding and resource gap for our parks. We strive to ensure that every Austinite has access to great parks, trails and green spaces, no matter their neighborhood.

Our Mission

Austin Parks Foundation partners with our community to enhance people's lives by making our public parks, trails and green spaces better through volunteerism, innovative programming, advocacy and financial support.

Our Vision

Austin Parks Foundation envisions a community in which the lives of all people are enriched through access to Austin's well-maintained public parks, trails and green spaces.

Our Team: Marketing & Events

Chief Strategy Officer: Allison Watkins

Organizational strategy, media spokesperson, PR strategy and internal coordination, messaging and event oversight, board and development oversight

Marketing Director: Rachel Vallejo Carneglia

Brand management, collateral design and production, advertising strategy, social strategy, email marketing, web oversight, events and activations management, merchandising and e-commerce oversight, PR support

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BUDGET

See the full marketing and events budget under Marketing > Budget 2021. For specific collateral items coded to programs or development, see the departmental budgets associated.

MARKET ANALYSIS

Market Research & Trends

1) Video & Accessibility

Social platforms have become increasingly interested in promoting video content.....

2) COVID and Virtual Events

In addition to traditional video content, **livestreams and virtual events**

3) Children's Programming

As APF continues to grow Little Hummingbird Society, work on playscapes.... and make an effort to **re-engage family-focused advertisers** and media outlets....to **build a broader network of Austin families.**

4) Thought Leadership

Because of the ongoing conversations around parks equity, it's more important than ever for us to position ourselves as thought leaders in the parks and environmental space.....

5) Constituent Education

Based on our most recent constituent surveys and our strategic goals we still have work to do

Market Position

APF occupies some high positions, and some low, in the non-profit landscape of Austin, TX. Below are a few of the measures we will use in 2021 to assess how we stack up against our competitors.

Organizational Measures

Donors

Volunteers

Brand

APF's Value Proposition

Better parks for every Austinite.

Our mission and vision speak to the work we are doing to bring high-quality parks to every area of Austin

GOALS & OBJECTIVES

APF's overarching goal in the priority area of communication is to expand impact by creating clear and consistent communications and implementing strategies to raise greater awareness of APF's mission and engagement in our organization.

To accomplish this, we'll develop and execute this cohesive communications and marketing plan for internal and external audiences that positions APF as the go-to organization for improving Austin's parks, trails and green spaces. Below are the individual strategies and objectives we have identified to help us reach this larger goal. Individual metrics will be tracked each quarter through Khorus, and more comprehensive overarching goals will be added as we finalize our next strategic plan.

Goal: Raise general awareness of APF to drive engagement and increase participation in our programmatic and fundraising activities

Strategies & Objectives

MEASUREMENT & EVALUATION

Our overall marketing goals will be assessed each month with a KPI report. Each week, staff will report on their progress through Khorus. These metrics will be used at the end of each quarter and at year-end to assess goal completion.

2021 Key Performance Indicators

Compare each of the following month over month in order to track performance over time. KPI reports can be found in [Marketing > Planning 2021](#)

Email

- List subscribers
- Overall open rate
- Overall click rate

Online Store

- Total number of purchases
- Total \$ amount of purchases
- Sessions
- Return rate
- Conversion rate
- Top performing items

Social

- Facebook page likes
- Facebook page followers
- Top performing Facebook posts (reach and engagement)
- Facebook pages to watch rank (overall, engagement)
- Twitter followers
- Twitter impressions
- Top performing tweets
- Instagram followers
- Instagram reach (accounts)
- Instagram impressions
- Top performing Instagram posts (engagement, comments)

Web

- Bounce Rate
- Pages per session
- Total users
- New users
- Sessions
- Page views
- Session duration
- Highest performing pages
- Top referral sites
- Mobile/tablet vs. desktop users

TARGET AUDIENCES

In order to strategically target audiences with the messages that will most resonate with them, we've chosen six key groups with the help of Springbox, and we've added children & families for 2021. Persona descriptions, demographic info and other key descriptors are included in the User Archetype pages under *Marketing>Planning 2021*.

Each audience falls into different levels depending on their level of engagement. The following engagement funnel shows each level as well as the tactics we use to engage these constituents. See *Marketing> Planning 2021* for full image.

APF MARKETING FUNNEL

Austin Parks Foundation engages multiple stakeholders on varying levels. Generally, stakeholders follow one of two tracks, with some overlap in between. On the left are those that give their time, and on the right are those that give dollars. Each constituent is ushered through the varying levels of the funnel by various actions of the marketing department and a variety of individual tactics. Below is an overview of the tactics that push and pull our constituents to deepen their engagement with us, aided by each department, as well as our overall messaging, strategy and collateral plans as a marketing team.



KEY MESSAGES

In an effort to ensure our messaging is always up to date, APF's Marketing team will update messaging documents in Q1 and Q3. Each update will be incorporated into the public brand book at austinparks.org/brand-book, and distributed to all staff, as well as APF's key public spokespeople including members of the Board of Directors, Adopt-A-Park leaders, advocates, ambassadors and contractors.

The most up to date talking points, mission statement, and programmatic messaging items can be found on the shared drive under Marketing > Messaging.

CHANNELS

In 2021 we'll continue to use our most effective marketing channels including email, social media, the APF website and blog, PR and media outreach and some of our previous advertising relationships. We'll also explore new advertising relationships based on our best web referrals (in bold below) with a focus on digital over print. Additionally, we'll add Spanish language outlets as budget allows and is appropriate for our programs and events. A selection of advertising options are below...

2021 CAMPAIGNS & PROJECTS

Q1 - JANUARY

<i>Marketing</i>	<i>Development + Revenue Drivers</i>	<i>Programs</i>
Strategy focus on site UX/navigation	Amplify Ramp Up	Impact Grant discussions
Messaging updates	Sponsor recognition	It's My Park Day Discussions
Finalize and implement marketing plan	Merch inventory	Recruit monthly volunteers virtually
Activations planning	Merch sales/promo strategy	Summit planning
Advertising planning (adwords, digital/print outlets, social)	Spring appeal planning	Ambassador & Advocacy support
KPI reports	Marathon planning	Leader/programs appreciation events/items strategy virtually
ParksCast planning	Groundbreakers updates	Train teaser campaign

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Q4 - DECEMBER

<i>Marketing</i>	<i>Development + Revenue Drivers</i>	<i>Programs</i>
Send NPS surveys	Amplify planning	Spring IMPD planning
Messaging training	EOY Campaign send	Ambassador recruitment
MITP/Activation event	Merch inventory prep	Recruit monthly volunteers
2021 re-cap		Summit + podcast
2022 marketing planning		Train marketing
TOL activation		
2022 activations assessment		
NYE event		
KPI reports/assess Q4 goals		
Yearly appraisals		