

2024 Revenue Strategy Focus

“Low hanging fruit ready to be picked.”

Intro:

This document provides a list of revenue ideas for the year 2024. These ideas are ones that I view as low hanging fruit. Ideas that are ready to be picked. We don't want to be leaving easy money on the table. Also, smart technology usage is key to effective implementation. I assume this isn't a part of the role of the Marketing Director. However, as a member of the leadership team, I would be able to contribute much more than simply marketing advice.

Digital Content Marketing:

Drive all digital channels to increase attendance and donations. See digital content document for details. Start building a digital foundation to greatly increase attendance, greatly increase donations, greatly increase conservation impact, and keep the Minnesota Zoo relevant with younger generations for many years to come. See Digital Content Plan document for more details.

- Goal: Increase Attendance by X%.
- Goal: Increase Donations by X%.
- Goal: Ad Revenue – Break even on content creation cost.
- Goal: Sponsors – X a month.

Traditional Marketing Campaigns:

- Goal: Simply remain stable. Work hard to maintain these channels as they are the foundation of our revenue and attendance.

Upsell Tickets:

- Goal: increase ticket sales by X%
- **Add a new ticket tier for Care Package Bundle:** For \$10 more, get a water bottle (at a discounted price than if bought separately) and a care package of goodies (designed for kids). *Moms don't have to pack snacks. Grandmas can spoil grandkids.* Can only be bought with the ticket. Packages are handed out at the ticket window. Packaging is important as it lets kids see other kids getting these cool packages. Make it cool. Not included in membership.
- **Add a new ticket tier for Legendary-Walk-Through.** Tickets priced at \$1000 or even \$10,000 a ticket. Throw in special memorabilia. **Guests can't buy it if it's not offered!** Give a special compensation to Zookeepers or staff members involved so they are incentivized to do a good job. NPS feedback is important on this! It must be worth it. Requires online booking to make sure we don't overbook. *Can only book two weeks out.*

Membership Value Increase: *What's the benefit of membership when you are away from the zoo?*

- Goal: Lower membership churn rate.
- Use AI. Input zoo data to determine potential churn of a member/donor. Based on their donation/membership history, predict how likely they are to churn. Allows you the opportunity to see the signs and catch them before they do!
- Add live stream capabilities for certain animals. Put those live streams behind the membership paywall. Livestreams for free devalue them to the public.
- Quarterly Raffles.
 - o Free shirt.
 - o Meet a Zookeeper (15 minutes).
 - o Visit behind the scenes.
 - o Coffee with the Curator.
 - o Shake hands with Zoo Director (15 minutes). Designed for students or people starting out in the zoo space who want advice.
- Member only swag available for purchase.

QR Code Donation Signage:

- Goal: increase donations by X%. Or increase donations by X% during opening 30 minutes.
- In the waiting area, guests are attentive and waiting for opening time. Or they are waiting for the rest of their party to arrive. They are generally excited and receptive. Use special signs with a persuasive message and a QR code to help them donate or upgrade their ticket.
- Find other areas in the park where a donation message and QR code would be good. Outside bathrooms, etc. Where people are most attentive.

New Mobile App:

- What does everyone have that enters the zoo? A phone.
- There is huge potential for marketing, increased engagement, increased sales/donations, etc from a mobile app, both during visits and while they are away from the zoo. Please see the Digital Content Plan to see the power of such an app.