Beyond Digital: Increase Member Engagement

A Different Kind of Loyalty Program
Steve Sullivan

Getting Social with Social Media
Alyssa Pacaut
Woodland Park Zoo

Located in Seattle
Dedicated to animal conservation
Opened 117 years ago

1.3M visitors annually
40,500 member households
1.8M member visits over past 5 years
A Different Kind of Loyalty Program
One goal to rule them all

Increase engagement to increase renewal rates
Increase engagement to increase renewal rates

1) Get them to visit by reminding them of all the amazing things happening at the zoo

2) Build a relationship with the zoo by increasing participation

3) Increase renewals!
Why do traditional loyalty programs SUCK?

They are based on a transactional connection not an emotional one.

Why, oh why?
The best type of loyalty program is. . .

based on emotions

Emotions are nurtured through interaction
“This, my friends, is what pure joy looks like. That absolutely real-straight from the heart smile, that comes from a child when he realizes he is right next to his favorite animal in the whole world!! He couldn't stop smiling the rest of the day.”

@dogfreak18
The 12th Man
The 12th Man

12TH MAN BALL
Sunday, November 27th 2005 in a dramatic overtime win, the Seahawks defeated the New York Giants who were called for 11 false start penalties and 3 missed field goals — Courtesy of the 12th MAN's vocal support. Coach Mike Holmgren dedicated the game ball to the 12th MAN the following day. The ball, now known as the 12th MAN Ball, resides in the club level at CenturyLink Field.

2.36 FALSE STARTS PER GAME
The Seahawks average 2.36 false starts per game when playing in CenturyLink Field. There's no question the 12s lead the way for the Seahawks. In fact, it's quite possible they wouldn't have had an undefeated home record in 2012 without their help.

137.6 DECIBELS
On December 2, 2013, at CenturyLink Field, against the New Orleans Saints, Seahawks fans registered a decibel reading of 137.6, the second loudest recording in the world.

12TH MAN FACTS

- Eardrum Rupture
- Aircraft Carrier Flight Deck
- Jet Takeoff (C): 100 Meters
- Serious Hearing Damage (8 Hr)
- Hearing Damage (8 Hr)
- Pushing It
- Annoying
- Chat Chat
- Conversation
- Whisper

FOUNDED IN 1976
With the birth of an NFL franchise in 1976, Seattle fans were no longer starved for their own professional football team. As the Seahawks strengthened, their loud, sold out crowds became known as the 12TH MAN.
In the beginning . . .

Getting new members to visit

Maybe the sloth bear cubs ARE cuter than the lion cubs!

Or is the cutest of them all the new male porcupine baby, called a porcupette, who has started taking his first steps on exhibit? You'll have to see them all to decide!

And don't forget the new Asian small-clawed otters. They are settling into their new exhibit and even making it their own with some remodeling.

There is so much to see at the zoo now that summer has arrived.

Every day from 1:00 to 3:00 p.m., join us in the African Village for one of our most popular conservation activities: Elephant Poo Papermaking!

Or on Thursdays at 11:30 a.m., listen to a zookeeper talk about our sloth bear cubs as they play with mom in their exhibit.

Be sure to take advantage of our extended (zoo grounds open until 7:00 p.m.) either zoo entry...
Big Brother Steve is watching...  

Who is visiting and who isn’t?
Who are my peeps?

1) **At-risk members**: members who have not visited at all since they joined or last renewed, or have visited only 1 or 2 times

2) **Participating members**: members who visit 3 – 5 times annually

3) **Engaged members**: members who have visited at least 6 or more times

4) **Supporting members**: members who have been with us a long time but rarely visit
Hi! This is Steve Sullivan, head of membership. I wanted to call and thank you so much for your continued support. I’m sure you heard about the opening of Balboa Enclosure nearly 20 years, and it’s the new home for the sloth bears. Come join us as we celebrate.

And if you haven’t met our newest lion, Xerxes? Be sure to stop by the African Savanna to welcome him to the zoo!

We hope you’ve had a chance to visit and enjoy your membership benefits. If not, pick up your membership card at either zoo entrance and join us for all of the great summer activities that are happening every day.

Thank you for being a member!
Uh-oh. . .

The inevitable roadblock
How do you like it? More more more!!!

Friend, have you fed a giraffe this summer? Trust us, you'll never see a longer (or bluer!) tongue.

Also, tiger brothers Liem, Eko and Olan have been spotted wrestling with each other and Banyan Wilds plants. When a tiger takes on bamboo, who wins?

Tiger plays with bamboo like a kitten with string (18 sec.)

You have the whole zoo at your fingertips! Come see wallaroo Joey, Yuri, explore his new home. Listen to new siamang, Sam, practice a duet with his partner, Brony. And don't forget to tag photos from your visits #wp2member for a chance to be featured. See you at the zoo!
Don’t stop believin’
Getting Social with Social Media
Aquarium of the Pacific

- Opened in 1998
- Located in Long Beach
- 1,600,000 visitors
- 38,000 households
- 116,000 members
Member Hashtag

Encourage members to tag their photos on Instagram with our members-only hashtag, #AquariumMember.
Member Hashtag: Tips for Getting Started

Announce & repeat repeat repeat

Engage with likes & comments

Make it legal: Terms and Conditions

Feature & reward the best photos

Pro Tip: Brainstorm ideas for your hashtag and run a search to make sure that it’s not already being used.
Take a cue from larger corporations and put it in legalese.
Feature & Reward

Feature members in online and in print.

Reward members with photo shoots and with tailored invitations.
Weekly Posts

Publish weekly posts that steward members and help promote our program to the public.
Weekly Posts: Tips for Getting Started

- Find inspiration everywhere
- Stock up on photos
- Gather the troops
- Plan first few posts

Pro Tip: Look outside of our industry for inspiration. We’ve been inspired by companies and folks as far and wide as Disneyland, Oreo, and The Rock (seriously, Dwayne Johnson is the man).
Use Excel as a tool to plan your first few posts and get your troops in line.

## Channel Your Inner OCD

### Facebook Post

<table>
<thead>
<tr>
<th>Month</th>
<th>Date</th>
<th>Author</th>
<th>Post</th>
<th>Instagram / Twitter Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>April</td>
<td>04/22/15</td>
<td>Brandi</td>
<td>No opposable thumbs? No problem! Maggie shows off her cup stacking skills in Hugh's blog. bit.ly/1DsAx23 #MemberMonday</td>
<td>same</td>
</tr>
<tr>
<td>May</td>
<td>05/04/15</td>
<td>Brandi</td>
<td>I find your lack of membership disturbing...join today and visit me for free! - Darth Brook the Sea Otter #maythe4thbewithyou #membermonday</td>
<td>same</td>
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<tr>
<td>May</td>
<td>05/11/15</td>
<td>Francisco</td>
<td>With free admission every day, members have unlimited access to see some of our newest residents, like our Amazon milk frog. This guy is ribbiting! #membermonday #froggy</td>
<td>same</td>
</tr>
<tr>
<td>May</td>
<td>05/18/15</td>
<td>Alyssa</td>
<td>We can’t handle the cuteness. Shout out to AquariumMember Tiffany Wall for capturing this adorable moment. #MemberMonday</td>
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</tr>
<tr>
<td>May</td>
<td>05/25/15</td>
<td></td>
<td>No Post</td>
<td>No Post</td>
</tr>
<tr>
<td>June</td>
<td>06/01/15</td>
<td>Brandi</td>
<td>Ever said to yourself, “if only I had a page full of jelly GIFs to watch. Then my life would truly be complete.” We’ll guess what? Your life is now complete: <a href="http://bit.ly/1P7BqkX">http://bit.ly/1P7BqkX</a>. Happy #MemberMonday!</td>
<td>Happy #MemberMonday!</td>
</tr>
<tr>
<td>June</td>
<td>06/08/15</td>
<td>Brandi</td>
<td>Happy #MemberMonday! Do you know what kind of fish this is? Leave your answer in the comments below.</td>
<td>Happy #MemberMonday! Do you know what kind of fish this is? Leave your answer in the comments below. #WorldOceanDay #fish 🐟</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>EDITED TO ADD ANSWER: Gold-spotted rabbitfish</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>06/15/15</td>
<td>Brandi</td>
<td>Did you know that by being a member you’re helping to protect the Pacific Ocean, its inhabitants and ecosystems? Thank you for all of your support! #MemberMonday</td>
<td>same</td>
</tr>
<tr>
<td>June</td>
<td>06/22/15</td>
<td>Brandi</td>
<td>Mondays. #MemberMonday</td>
<td>same</td>
</tr>
<tr>
<td>June</td>
<td>06/29/15</td>
<td>Brandi</td>
<td>#MemberMonday: Have you seen Parker the sea lion smile? Try and</td>
<td>same</td>
</tr>
</tbody>
</table>
Post 80% of what your members want and 20% of what you want them to do.
Cute & Simple

Got adorable pics or stunning exhibits? Feature them as much as possible.
And remember, keep it simple.
Free Advertising

Sit back, relax, and let your members do the selling.
Find Your Brandi Kenney

- Great sense of humor
- Eye for photography
- Pulse on pop culture
- Knower of all things on the internet
The Tangible Benefits

• 40,000+ likes i.e. more engagement and awareness of program

• Member visitation jumped up 14% after hashtag launch

• 2,000 photos that perfectly capture the fun of membership
The Intangible Benefits

• Build relationships with your most engaged members

• Give your members a sense of pride and community

• Annnnnnd...
Alyssa Pacaut
Membership Manager
Aquarium of the Pacific
apacaut@lbaop.org

Pro Tip: Email me and I’ll share our excel planning doc for weekly posts.
Imitation is the Sincerest Form of Flattery
Thanks to Steve & WPZ...

Alyssa created a similar loyalty program with cultivation emails and timed postcards.
Thanks to Alyssa & AOP...

Woodland Park Zoo members now submit photos via #WPZmember.
Membership Best Friends Forever!
Folks Who Deserve Digital High-Fives
Charity: Water

Created separate Instagram handle to promote handmade Valentine’s for donors.

Bonus: Staff showed off cards in video form.
Great content that inspires huge online engagement.
Artifact Uprising

Does a great job of balancing sales-y emails with informational and inspirational content.
Another simple but effective example of keeping members engaged.

Cincinnati Zoo
Almost every Instagram post is a fan photo that was “submitted” by using the #disneyland hashtag.
National Aquarium

Used outstanding copy and graphics to motivate audience about their green campaign, #48DaysOfBlue.