



Field Marketing Support Model Training

2017

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Marketing

How to Spot Opportunities, Best Practices, Examples, Case Study, Procedure

How to Spot Marketing Opportunities for Your Sites

- NPS contact(s) for marketing and social media
- Local businesses or attractions we can partner with for promotions?
- Tourism groups (Convention and Visitor's Bureaus, County Tourism offices, associations, Friends Groups) to leverage for promotional opportunities?
 - Good way to submit/publicize event listings (i.e. book signings)
 - Retailer listing for a local "rewards card" or discount coupon offering
- Local media outlets?
 - Leverage Calendar of Events for free event listings
- Intra-park / multi-site promotional opportunities
 - Good way to "do it on your own" in regions with multiple EN stores in relevant proximity to one another

Marketing Best Practices

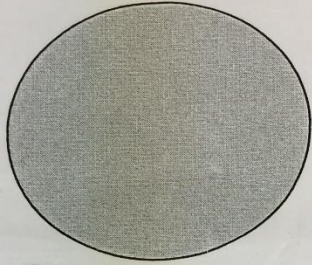
- Stay abreast of your site's current events and happenings, so that we can support their existing efforts and leverage for our own promotion
- Designate point of contact among site staff for local opportunities
- What will success look like?
 - How will you measure your marketing efforts?
 - Metrics mean everything to gauging success; make sure these are established at the onset on any marketing initiative.
 - Metrics also help determine ROI for future marketing opportunities

Marketing Examples

from Eastern National Stores



Place your
Salem Witch Museum
sticker here.



Use it to receive DISCOUNTS at
these participating sites:

\$5.00 off a reading at **Omen**
\$5.00 off a reading at **Hex**
\$5.00 off a reading at **Crow Haven Corner**
\$5.00 off at **Sinister Stories of Salem**
\$3.00 off a sail on the **Fame**
\$2.00 off **Salem Night Tour Ghost Tour**
\$2.00 off the **Salem Witch Walk Magical Tour**
\$2.00 off **Haunted Footsteps Ghost Tour Adult Ticket**
\$1.00 off **The Witch House** (with your SWM receipt)
\$2.00 off adult or child tickets for **Boston Duck Tours**
\$3.00 off **Essex River Cruises** – Essex MA
\$1.00 off of Adult or Child at **Salem Time Machine**
\$5.00 off of Adult or Child ticket for **Sea Shuttle**
\$2.00 off of Adult ticket to **Marblehead Museum**
(Children are free to **Marblehead Museum**)
10% off of a **Witch City Segways Tour**
10% off at **Brother's Taverna**
10% off at **Essex NY Deli and Pizza**
10% off at **Melt Ice Cream**
10% off at **The Marble Faun Books & Gifts**
10% off of Total or Free tall coffee w/ purchase of pastry at
Starbucks (Salem Only) Offer ends November 6th
\$10.00 off per sticker - **Titan Guide Service – Fishing**
(Up to 4 stickers max)

Updated 9/21/16

Salem Witch Museum Admission Discount

A prominent tourist attraction, the Salem Witch Museum, works with local businesses to offer discounts by showing your museum admission ticket.



Current Discounts Offered (As of 1/27/17)

Alexander's Photography	Free engagement photo session with wedding day booked or 10% off total cost of family portrait in Historic Yorktown
Auntie M's American Cottage	15% off Hampton Roads Virginia Bun warmers
Battlefield Museum Shop	10% off any purchase
Beach Delly	10% off entire meal (alcoholic beverages excluded)
Ben & Jerry's/Green Mountain Coffee Café	10% off purchase
Black Dog Gallery	10% off framing
Carrot Tree	20% off whole cakes
Custom House	10% off Custom House Cook Book
Duke of York Hotel	10% off lodging (excludes July 3-6 th)
Duke of York Island Grille	10% off breakfast or lunch
Hornsby House Inn	5% off with any 2 night stay and a free cookbook, "From the Kitchen at Hornsby House" by Marian Bowditch
Gallery at York Hall	10% off purchase
Grace Parish Book & Gift Shop	10% off any purchase
Marl Inn	10% off lodging
Nancy Thomas Gallery	10% off entire purchase
On the Hill Gallery	5% off all purchases over \$100.00
Patriot Tours & Provisions	10% off Segway PT tours, kayak, paddle board & bicycle rentals & store merchandise
Redcoat Antiques	10% off any purchase
Riverwalk Restaurant	10% off lunch and dinner (alcoholic beverages excluded)
Schooner Alliance & Serenity Pirate Cruises	\$3.00 off cash adult ticket or \$2.00 off credit card ticket (valid 2015 on-site cash/credit ticket sales only)
The Yorktown Onion	10% off everything (can't be combined w/other discounts)
Viccellio Goldsmith	10% off all Yorktown charms
Watermen's Museum	10% off gift shop purchase
Water Street Grille	10% off lunch and dinner (alcoholic beverages excluded)
York County Historical Museum	Free Admission. 10% off museum merchandise.
York River Charters	10% off fishing charters or sightseeing cruise
York River Inn Bed & Breakfast	10% off lodging & 15% discount for Active Duty Military
Yorktown Bookshop	10% off any purchase
Yorktown Pub	10% off entire meal (alcoholic beverages excluded)
American Revolution Museum at Yorktown Cafe	20% off entire meal

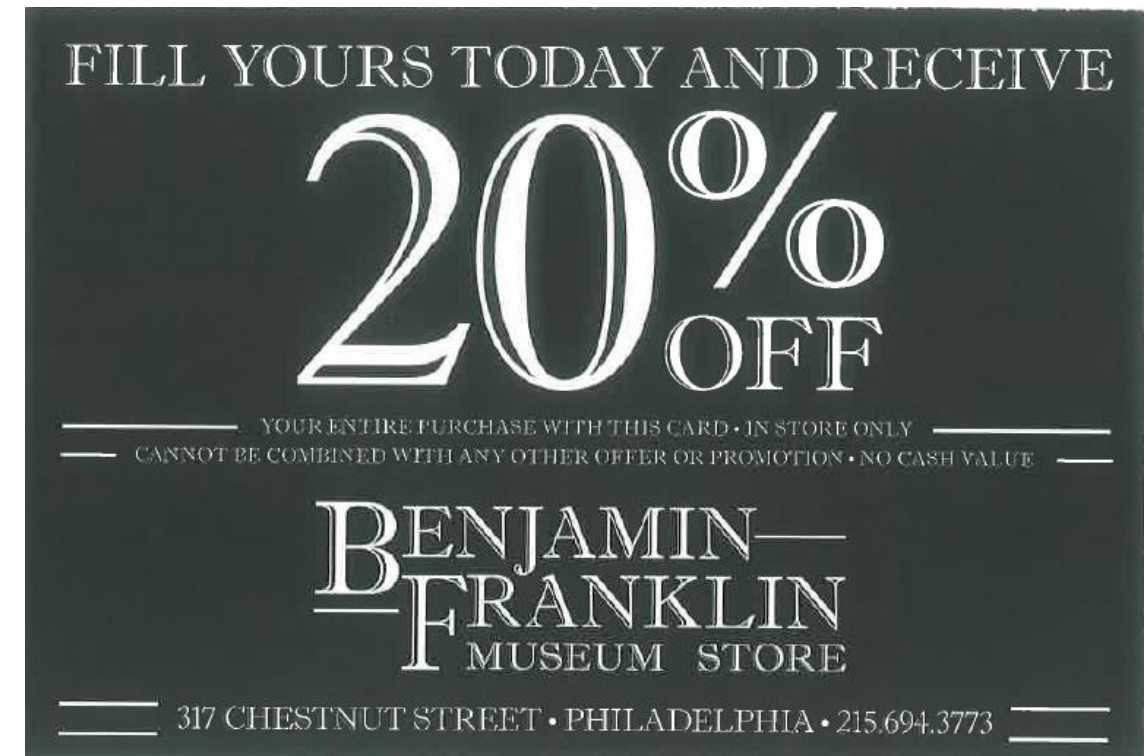
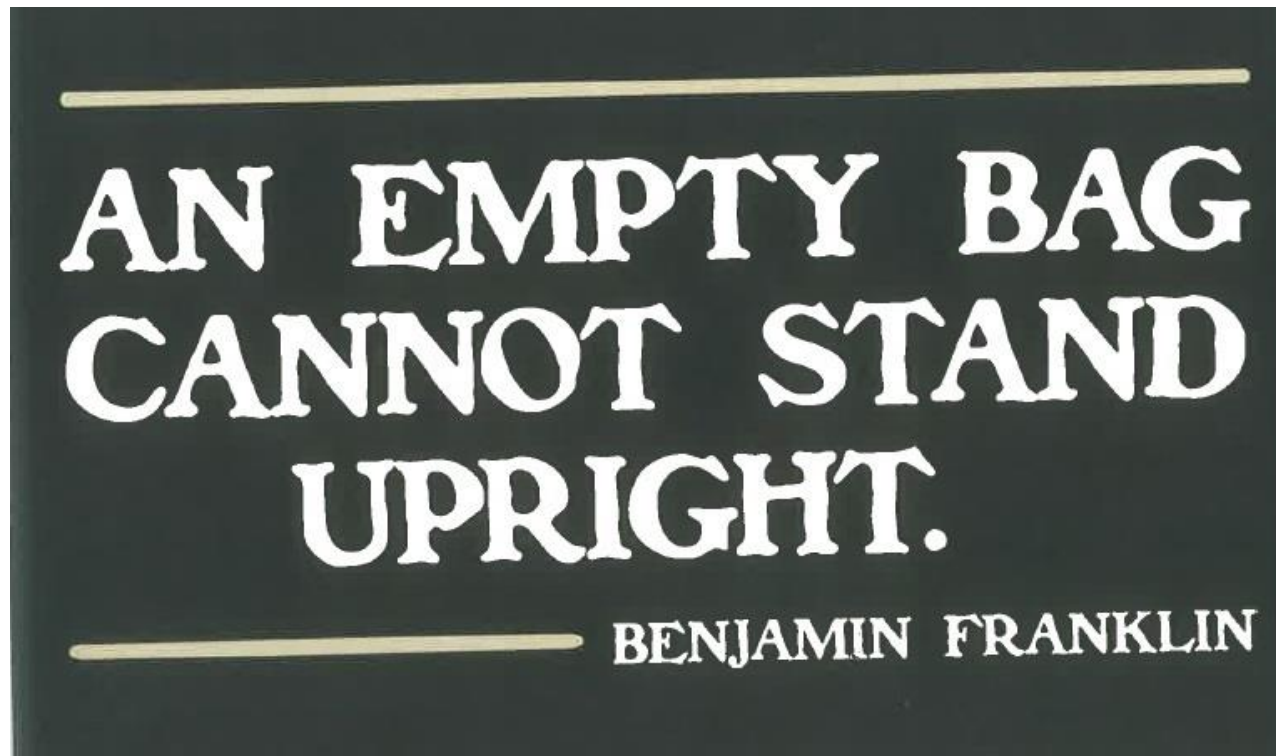
*Discount offers and participating businesses subject to change without notice. Offers cannot be combined with any other sale, coupon or discount offer. Cardholders must present actual rewards card before purchase is rung up.

** Please visit <http://www.yorkcountyny.gov/publicinfo> (click on Citizen Rewards) for the most current discount offers

York County, VA Rewards Card

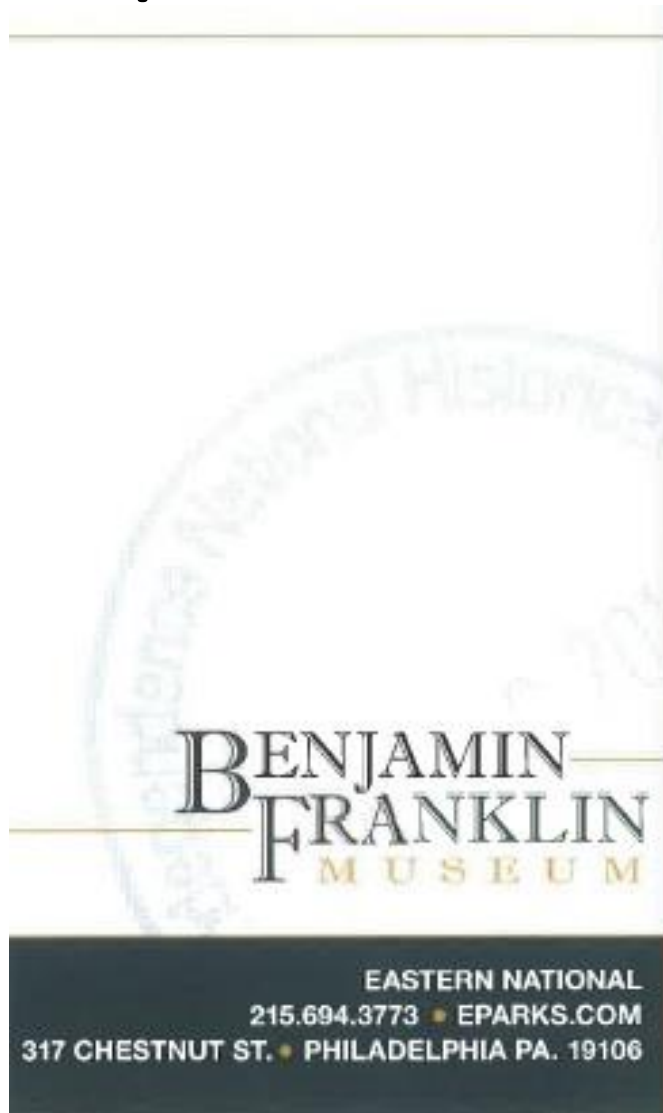
Example of a local county discount program, offered by York County in VA for local businesses / attractions to promote various discounts as an incentive to drive visitation.

Ben Franklin Museum Store Discount Coupon



INDE stores Old City Hall and Ben Franklin Museum Store offer this discount coupon to drive intra-park visitation between the two stores. The coupon is offered at Old City Hall, the prime visitor location, to encourage visitation at the lesser-known store, incorporating the Ben Franklin theme into the messaging in a clever, cheeky, way.

Ben Franklin Museum Store Passport Cancellation Card



The Ben Franklin Museum Store created this Passport cancellation card, offering a place to stamp the cancellation if the visitor forgot their Passport on the front (left), with a map guiding / encouraging them to visit the other sites and stores within the park on the back (right).

Marketing Case Study: Appomattox 152nd Anniversary

[Experience Appomattox](#), a group of local businesses that banded together to create special tourism package for the 152nd anniversary of the surrender, presented an opportunity for Eastern National to:

- Offer a discount coupon
- Place logo on website, linking back to easternnational.org
- Include store in media materials
- Share social media posts mentioning store



Marketing Procedure

- Alert HQ **Emily Geesaman (David Eberle)** for requests to use EN copyrighted or trademarked materials
 - HQ to approve any product using our logo or promotion using our materials – this is important to enforce with new and existing partners!
- Please use Marketing & Graphic Support Request Form
 - Form is available on enparks.org
 - Submit to Emily/David to initiate conversation
- HQ can facilitate file conversion requests for apparel, etc.

Advertising

How to Spot Opportunities, Examples, Procedure

How to Spot Advertising Opportunities for Your Sites

- What are the main media outlets targeting tourists/visitors (or main demographic of park)?
- Where do other local attractions/events advertise?
- What's the "reach" or how many people will potentially see your advertisement (some outlets provide this by number of impressions, subscribers, etc.)?
- Where are the outlets distributed? Ideally within local/regional destinations/attractions (hotels, conference centers, etc.)
- Are there discounts offered to nonprofits?
- Are there bundled packages offering a mix of advertising and editorial opportunities?
- Do the outlets have an online and/or social media presence that can be leveraged for further promotion?

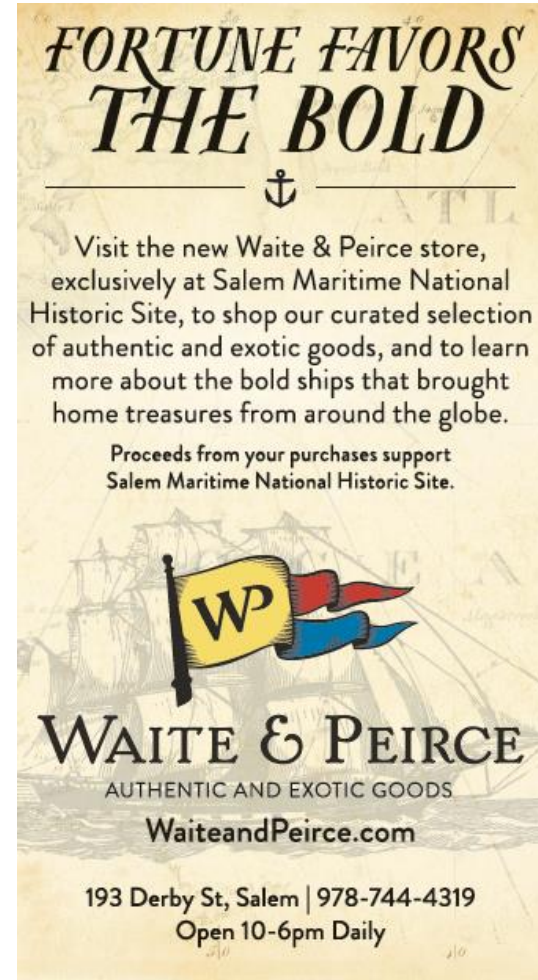
Advertising Best Practices

- Look for discounted rates for placing more than one advertisement
- If your advertisement will run in more than one issue, time the issues around your peak sales season
- Many outlets work up to six months (or more) in advance, so plan accordingly!
- Most information can be found in outlets' media kits
- When measuring ROI for any advertising purchases, make sure you can differentiate what, if any, other promotions may be taking place at the same time to tell if the ad alone drove visitation/sales

Advertising Example: *Destination Salem*

Advertising Purchase provided:

- ¼ page advertisement and map listing in print booklet distributed at hotels, VCs, etc.
- Online listing, link to website
- Social media mentions
- Calendar of Events submissions
- Blog posts



**FORTUNE FAVORS
THE BOLD**

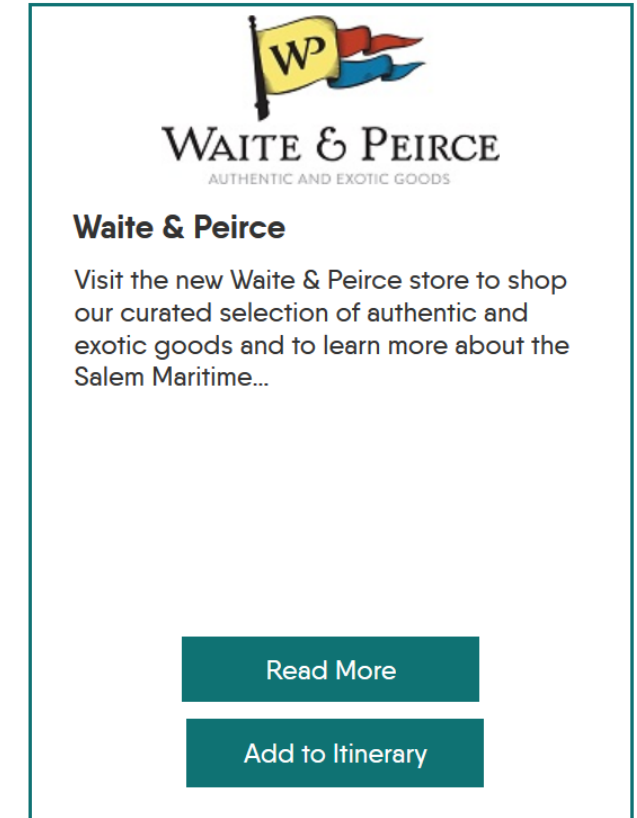
— — — — —

Visit the new Waite & Peirce store, exclusively at Salem Maritime National Historic Site, to shop our curated selection of authentic and exotic goods, and to learn more about the bold ships that brought home treasures from around the globe.

Proceeds from your purchases support Salem Maritime National Historic Site.

WAITE & PEIRCE
AUTHENTIC AND EXOTIC GOODS
WaiteandPeirce.com

193 Derby St, Salem | 978-744-4319
Open 10-6pm Daily



WAITE & PEIRCE
AUTHENTIC AND EXOTIC GOODS

Waite & Peirce

Visit the new Waite & Peirce store to shop our curated selection of authentic and exotic goods and to learn more about the Salem Maritime...

[Read More](#)

[Add to Itinerary](#)

Advertising Example: Blue Ridge Parkway Association Directory & Travel Planner



Blue Ridge Parkway

www.blueridgeparkway.org **DIRECTORY & TRAVEL PLANNER**

68TH Edition

Learn

Eastern National

Shop | Visitor Services | Passport Cancellations

Ways to Help:

- Shop at 14 Blue Ridge Parkway Visitor Center stores to support the park and its programs, enrich your park visit and multiply your memories!



easternnational.org

Each Blue Ridge Parkway visitor center and store has a different story to tell with uniquely themed product collections. Sample Southern Appalachian crafts and lifeways, the history of American music, Victorian manor life, a waterfall gateway to wilderness or high-elevation mountaintops, collect National Park Service Passport stamps and more.

VIRGINIA

Humpback Rocks MP 5.8
James River MP 63.8
Peaks of Otter MP 86
Rocky Knob MP 169
Blue Ridge Music Center MP 213

NORTH CAROLINA

Doughton Park MP 241
Moses Cone Memorial Park MP 294
Linn Cove Viaduct MP 304
Linville Falls MP 316
Minerals Museum MP 331
Craggy Gardens MP 364
Folk Art Center MP 382
Blue Ridge Parkway Asheville Visitor Center MP 384
Waterrock Knob MP 451

Advertising Procedure

- Any advertising placements can be facilitated and purchased from HQ
- If you believe, or are unsure of whether or not, an advertising inquiry is worth considering, please submit the opportunity to **Emily Geesaman** at HQ (via the [Marketing & Graphic Support Request Form](#))
 - You can always attach the media kit, initial email from the outlet's ad sales rep, or other relevant background information

Public Relations

How to Spot PR Opportunities, Best Practices, Case Study, Procedure

How to Spot Public Relations Opportunities for Your Sites

- How are Eastern National funds (grants/donations) being spent to enhance park programming and experiences for visitors?
 - Is the park doing anything to promote a certain program/event that Eastern National has supported?
 - Have there been recent media articles mentioning certain programs or events that Eastern National has supported?
- Is there a compelling human interest story worth sharing?




Public Relations Best Practices

- Screen grants and donations for Park Stories – opportunities to talk about how EN is fulfilling our mission and being productive park partners – that we can leverage / repurpose via social media, ENformer, Annual Report, etc.
- Notify HQ of any local media coverage of any EN-funded programs – the sooner the better!
- At the field level, PR opportunities will mainly be driven by the park: we are a supporting partner of the parks; not the main event.
- Check with your NPS contact to see if they are preparing any materials or press releases; if so, let them drive the effort and ask how we can collaborate in a way that will yield our inclusion in the final product (i.e. providing key messaging, media kit materials).
- Maintain open lines of communication with Superintendents and CIOs – don't be afraid to ask questions, especially if Eastern was involved with funding, developing, or supporting a program.
- Be proactive about taking photographs and getting [release forms](#) signed if you know a program taking place was supported by EN.
- When in doubt, send opportunities along to HQ; we can help vet if the story is worth sharing, and how.

Home

Grant Allows Obed Wild And Scenic River To Expand Night Sky Programs

By NPT Staff on December 21st, 2016

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Staff at Obed Wild and Scenic River have been able to expand their night sky program thanks to a grant from Eastern National/NPS

A grant from Eastern National has enabled the staff at Obed Wild and Scenic River in Tennessee to expand its night sky programs.

Starry night skies are an important part of the special places the National Park Service protects. With the extent of urbanization in the United States, it is becoming exceedingly difficult to experience the night with little impact from artificial light pollution. At Obed, visitors can still enjoy the splendor of the Milky Way and see a night sky strewn with thousands of stars with only the naked eye.

As part of the park's Dark Sky Initiative, Obed offers programs to provide visitors an in-depth look into the night sky while promoting its importance as a global resource. Earlier this year, Obed Wild and Scenic River received a competitive grant from Eastern National to enhance the park's dark sky and astronomy programs. The grant enabled the

park to purchase a Dobsonian reflector telescope with a 12-inch parabolic primary mirror, complemented with specialized eyepieces. The telescope was available during a debut appearance at Lilly Overlook to view the November supermoon, where visitors were awestruck by the crisp, clear, detailed views of the cratered lunar surface.

The grant was also used to offer a new youth-focused night sky activity: the National Park Service's **Junior Ranger Night Explorer program**, an activity guide for youth ages 5-12 to encourage young visitors to explore the "dark side" of their park. Completion of the activity book, ideally during a night sky program, is rewarded with a unique patch.

Founded in 1947, Eastern National supports the interpretive, educational, and scientific programs and services of the National Park Service and other public trust partners. For more information about Obed's night sky and astronomy programming, contact the park at 423-346-6294.

PR Case Study: Obed Wild and Scenic River

[*National Parks Traveler*](#), a key industry publication, included Eastern National as part of a feature story, which was facilitated by NPS, on a grant-funded program at Obed Wild and Scenic River.

Public Relations Procedure

- **Please share any media inquiries you receive, including invites to serve as a guest speaker or guest blogger, before responding with Emily Geesaman at HQ to vet if it is a “friendly” opportunity**
 - Any requests for data (sales info, etc.) or higher level questions/issues (selling confederate flag merchandise, ethics, why we do/don't sell someone's product) should be answered by HQ
 - HQ can provide guidance with key talking points, visual aids (photos, logos, etc.) and additional background information (fact sheets, media kit materials, etc.)
 - Field may have direct contact with reporter for local/regional media inquiries, depending on opportunity, with support/guidance as needed from HQ
 - National/larger media inquiries will be facilitated by HQ
- **Share Park Stories with Karen Wernick at HQ**
 - Providing educational or interpretive programming that improves visitors' experience
 - NPS should be sharing summary of program, describing how funds were used
 - Goal of program and results (number of people who directly benefitted)
 - Quality photos and signed photo release forms

Social Media

How to Spot Opportunities, Best Practices, Example, Procedure

How to Spot Social Media Opportunities for Your Sites

- See How To Spot PR Opportunities (same list applies here!)

Social Media Best Practices

- Social media platforms are intended to share **short stories**
- In order for us to share these stories across our company platforms, there has to be a **relevant connection** – before forwarding a press release from NPS, please include the following details:
 - How is Eastern National affiliated? Have we funded and/or are participating in the program/event?
 - Is there a call-to-action; what do we want the reader to do as a result (i.e. attend, donate, shop)?
 - If promoting a product, what is the price point?
- **Visuals** help capture the story in a more concise manner – think photo captions
- If you're sharing a photo, please **ID the individuals** included (name and title)



Eastern National

March 2 at 9:15am · 🌐

We recently celebrated the release of the newest America the Beautiful Quarter® with our partners at Effigy Mounds National Monument. Stop by one of our stores, or shop on eParks, to get the new quarter and related collectibles including sets, maps and books.



1,400 people reached

Boost Post

Social Media Example

A recent post on our Eastern National Facebook page shared a photo with NPS at the launch of a new product offered at Effigy Mounds National Monument. This post exemplifies:

- Strong connection with NPS
- Visual component
- Call-to-action



Social Media Procedure

- Please submit potential stories to share with **Karen Wernick** at HQ
- Please connect NPS social media contacts within your region with HQ – we'd love to collaborate!

Photos

Best Practices, Examples, Procedure

Best Practices for Capturing Compelling Photos

- A picture is worth 1,000 words, so let it do the talking!
- The more, the merrier; when possible, take a group shot!
- Say cheese; smiling, happy people always make for the best photos
- Don't worry about zooming in; we can crop photos to achieve the desired "close up" effect, but not the other way around
- Candid photos, or "action shots," can be just as impactful as "staged" photos
- Avoid metal poles, empty shelves, hanging wires, and other distracting and unseemly backgrounds
- Avoid direct sunlight in the background, which will darken the individuals being photographed

Photo Examples



Photos Procedure

- A signed [photo release form](#) is **required** for any photograph of non-NPS or non-EN personnel to ensure we have written consent to use that image for promotional purposes
- If you do not have the [EN photo release form](#), or if you have questions regarding using the form, please contact **Karen Wernick**
- Please email a scanned copy of the signed release form to Karen along with the images

Marketing Team HQ Contacts

Contact	Contact For:
Emily Geesaman Marketing Manager emilygeesaman@easternnational.org 267-464-7150	<ul style="list-style-type: none">• Media Relations Opportunities & Questions
David Eberle Marketing Specialist davideberle@easternnational.org 267-464-7183	<ul style="list-style-type: none">• Marketing Opportunities & Questions• Public Relations Opportunities & Questions• Advertising Opportunities & Questions
Karen Wernick Communications Specialist karenwernick@easternnational.org 267-464-7151	<ul style="list-style-type: none">• Social Media Opportunities & Questions• Photo Opportunities & Questions