How Dollywood (& HFE) Turned 1:1 Tactics Into Must-Haves

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Expected Takeaways

- Importance of segmentation & example tactics
- Reasoning behind developing deeper & meaningful content
- Realization that you have to be relevant and timely
- How to increase subscriber engagement
- Benefits of getting on a personal level
- Full circle digital marketing efforts
- Value of good strategic partners
Herschend Family Entertainment™ (HFE) is the largest family-owned themed attractions corporation in the U.S. with a focus of bringing families closer together by Creating Memories Worth Repeating®
Segmentation
Why Not Batch & Blast?

- Subscribers & ISPs are expecting you to segment at some level
- Subscribers want to be given information that is relevant to them
- Batch & blast approaches might get you in trouble with an ISP
Every business is different. No magic segmentation to solve all problems

Tactics that HFE has used & proven to be successful

- Geolocation segments
- Engagement segments
- Behavioral segments
- Realtime segmentation capabilities
Geolocation Segments

- **Mindset:** subscribers distance from your business impact the communication lead-time/cadence
- **Requirement:** need to know some level of geographical data such as zip, state, county
- Break your subscribers into ‘markets’
Dollywood

Core Market
(100ish miles)

Growth Market
(300ish miles)

Everyone else?
Engagement Segments

- **Mindset:** subscribers’ engagement gives you enough information to leverage for segmentation

- **Requirement:** need to know some level of engagement level data such as open/click activity at a subscriber level

- Create a ‘scoring’ model based on that data
Behavioral Segments

- **Mindset:** if a subscriber interacts with your company you should alter the communication to them

- **Requirement:** need to know some level of interaction level data such as purchase/visitation activity at a subscriber level

- Create audiences based these interactions
Realtime Segments

- Partner that allows HFE to provide engaging content to subscribers
- Take it a level further with their ‘segmentation’ capabilities
  - Know your location
  - Know your device
  - Know your interactions
  - Know your environment
- Personalize subscriber experience based on a variety of these factors
Deeper & Meaningful Content
We Are Segmenting, Now What?

- Dive deeper into segmentation by giving subscriber content that matters
- Don’t say the same thing with the same look and feel for every segment
- Give the subscriber something valuable
Videos

- Sadly no one reads anymore
  - Less than 10 seconds to capture subscribers attention in an email
- Video can explain so much more and it is more visually stimulating
- HFE has the ability to present the video in email
Slideshows

- Having a hard time deciding what one image to use?
  - Now HFE doesn’t have to worry about choosing the wrong image for some of the subscribers
Urgency & Realtime Information
Procrastination

- How do you get someone to act **NOW**?
- Need to get subscribers to act on a special offer or season pass deadline before they miss the train.
- HFE Deadline Formula
Relying On Nature

- Can you predict what the weather is going to do?
- Weather impacts ALL of our theme parks, water parks, aquariums, etc differently
Increase Engagement & Get Personal
Have A BIG Announcement?

- Everyone can say “Here is the next best thing since sliced bread”, but how do you go a step further?
- Make the subscriber work for it a little and then treat it as a ‘reward’
- Liveclicker Live Reveal enables you to do a ‘scratch-off’
- Everyone wants to see what is behind the curtain
- 2.5% lift in click activity
Communicating Events Effectively

- How do you make sure a subscriber doesn’t FORGET a deadline or event?
- What do you do after someone purchases admission for an event weeks/months away?
- At HFE our add to calendar links have been the best performing link in an email.
- 40% of click activity in one email with 6 CTAs (image & buttons)
Make A Connection & Build Loyalty

- HFE preference center continues to evolve
- Guest is willingly providing information
  **BUT EXPECTS** meaningful content in return
- Only collect information you can & want to act on.
Leverage The Data
Leveraging Data To Get Personal

Saying “Hi Matt” doesn't provide value to me

Telling me I saved $$ and visually showing me that adds value and loyalty
Use Data For Other Channels

- Leverage the subscribers’ engagement to the best of its ability by gaining efficiencies and saving money.

- Just because you can’t communicate in email doesn’t mean they are a lost cause.
Now what?

- Look at your data
- Leverage your data
- Update your content
- Get a great partner
Questions?