

ZOOLOGICAL SOCIETY REPORT

AUGUST 2013

Zoo Website

- Mammal pages live on Website (working on reptiles and birds).
- Working on improving corporate sponsor page (adding links, info.).
- Creating sponsorship opportunities page for prospects.
- Daily updates to homepage and event pages.
- Creating graphics for sidebar links.

E-Mail Marketing

- We have 62 subscribers signed up via the website.

Membership

- Developing referral rewards program for members.
- Managing ValPak coupons – new version distributed Aug. 1.

Corporate Sponsorships

- Prospecting: Target, Kohl's, Pentair, McDonald's, Burger King, Potawatomi Casino, Coca-Cola for corporate sponsorship packages.
- Working with O&H to create official sponsorship package.

Advertising/PR

- Next Fox 6 segment is scheduled for an upcoming Friday in August. Developing schedule going into the next few months.
- Advertising campaign is underway with placements in Kenosha News, The Journal Times, Just Add Kids, WRJN, Lite Rock 92.1
- We currently have two billboards in Kenosha. (One was left up at no charge!)
- Two Safari Saturdays aired thus far in August on WRJN 1400AM. MP3s of the shows were sent to sponsors.

Social Media

- Social Stats
 - Twitter: Up to 446 followers
 - Tweeting multiple times per day
 - Zoo Facebook: 6,853 up from last month!
 - Posting every day
 - Zoo Debut Facebook: 30 likes
 - Driving traffic to website (online orders, especially Animal Crackers tickets, continue to rise)

Respectfully submitted,
Jay R. Christie
President and CEO