

# 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



# About Us

**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**



# How COULD You Segment

A close-up, low-angle shot of a wooden roller coaster track. The track is made of light-colored wood and is supported by a complex wooden structure. The track curves sharply to the right, creating a series of concentric arches. The background is a lush green forest with tall trees. The lighting is bright, suggesting a sunny day.

- 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

A scenic view of a mountain range with a dense forest in the foreground and a wooden cabin balcony on the right side. The sky is blue with scattered white clouds. The mountains are covered in green trees, and the cabin balcony is made of light-colored wood.

- **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



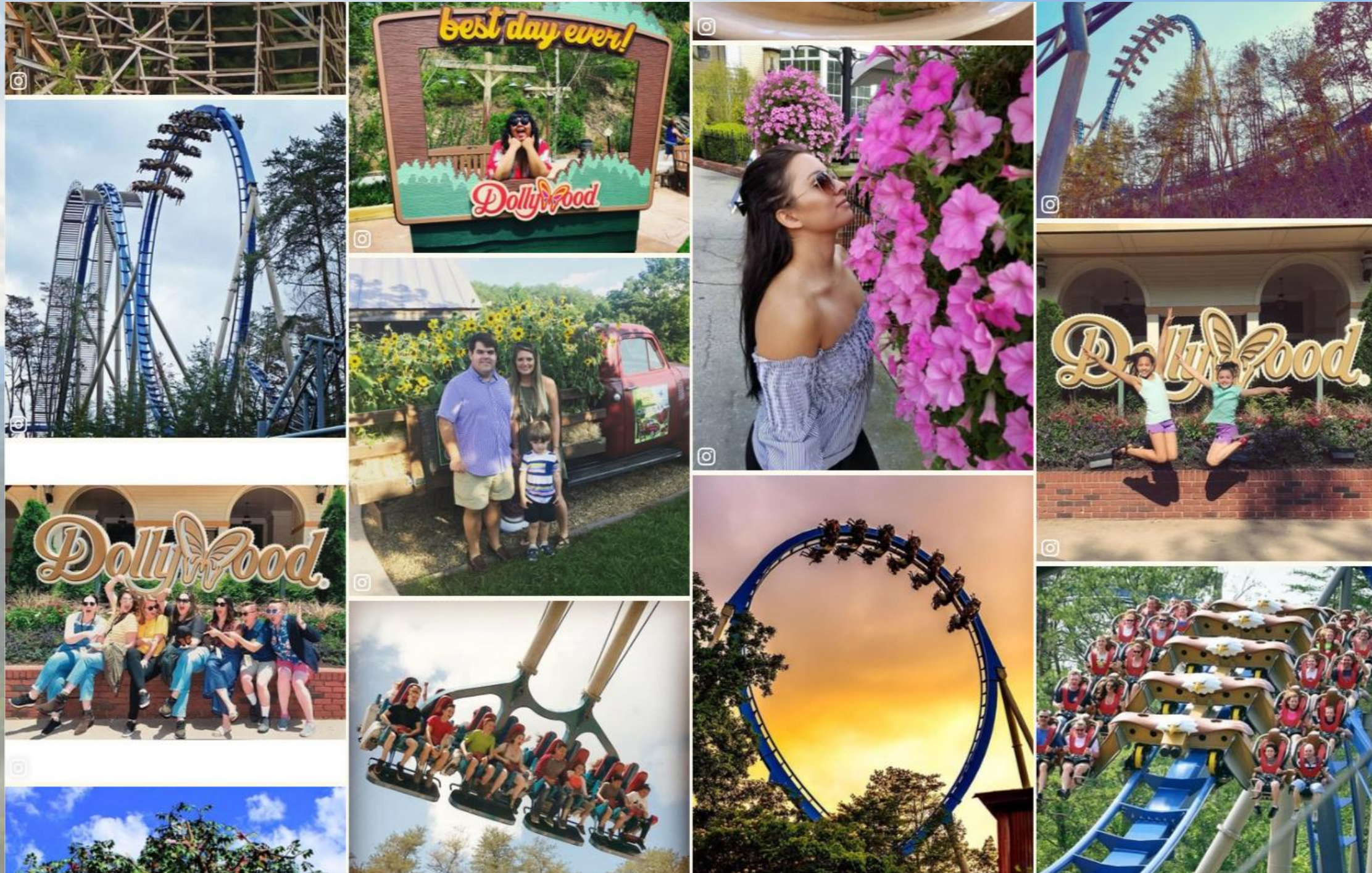
# Slideshows

- 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*



**WILD  
ADVENTURES**  
THEME PARK

# User Generated Content





# 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

You & Your Family Explored 15 Times And That Means You Saved \$400 In 2019!



## What A Year Berry Family!

We wanted to start off by saying thank you! It's been a great year so far, and without you we could not have had so much fun. One of the highlights was the opening of Wildwood Grove, our largest expansion ever! It celebrates Dolly's childhood and a spirit of imagination.

When you became a Super Passholder, we knew we were going to have a great year full of thrills, entertainment, splash and savings! So, we thought it would be fun to look back at some of the memories we created this year. Here are the 3 Season Passes associated with your email [mberry@hfecorp.com]:

Passholder Name	Start Date	Property	Pass Type
Matt	12/01/0019	Multi-Park	Super
Oliver	12/01/0019	Dollywood	Regular
Nicole	12/01/0019	Dollywood	Regular

# 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?

