

9-1 Project Submission: Measuring Your Strategic Marketing Plan's Success

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Part One: Strategic Brand Implications and Management



What is Brand Equity?

Brand equity is the total value of a brand, which encompasses both tangible and intangible assets, as well as its perception among consumers. It quantifies a brand's recognition, reputation, and sway over consumers. Positive brand equity indicates a brand held in high esteem by consumers, while negative brand equity signifies one that consumers steer clear of (Aaker & Moorman, 2024).





Brand Equity: Positive Implications

Safety Concerns	Community & Local Government Support	Employee Support
<p>The goal with the new safety measures in the crisis communication plan is to ensure all of our stakeholders that we are committed to their safety and that this issue will never happen again.</p>	<p>The community and local government are crucial in guaranteeing citizen safety and satisfaction, which builds trust among customers and stakeholders in the park's safety measures.</p>	<p>Employees are crucial internal stakeholders for a company's success. Engaging employees can lower turnover and increase morale, as poor workplace conditions can affect them directly.</p>

(Ritson, 2022)





Brand Equity: Negative Implications

Social Media Negative Reactions	Employee Negative Concerns	Operational Concerns for Safety
<p>It's expected to encounter negative responses on social media, despite having a well-thought-out strategy to handle situations. Social media poses a substantial risk by potentially disseminating false information and undermining trust in the parks</p>	<p>Employee worries are vital since their trust in the company may decrease if they believe their safety is at risk, leading to increased staff turnover and inadequate staffing levels, impacting operations and customer satisfaction.</p>	<p>Operational problems can put a strain on relationships with shareholders who expect returns on their investments. Concerns about safety might cause certain employees and customers to explore other options, which could result in reduced financial backing and investor trust.</p>

(Ritson, 2022)





Strategic Communication Plan

Employees

New protocols to prevent further crisis.

All staff will be required to be fully trained on SOPs for each anticipated crisis.

All staff will need to be fully trained on the proper operation of each ride with the ability to detect problems and shutting down the ride immediately.

All staff will be responsible for post-closing and pre-opening inspections.

Customers

Customers play a crucial role as external stakeholders for organizations, driving sales and revenue through their support. Their primary focus at theme parks is the range of activities available.

Customers seek assurance that theme parks have safety measures in place to ensure a enjoyable and memorable experience for the money they invest. Incidents of severe accidents in parks can lead to a decline in customers' trust, loyalty, and confidence in the park.

Vendors

Park reopening news and schedules
Information on safety measures and guidelines, and their potential effects
Updates on necessary supplies and equipment, and any modifications to current offerings





Communication Needs

Employees

Provide continuous updates regarding our reinstatement strategy, latest security protocols and guidelines, financial implications, and forthcoming initiatives. Implement new procedures to avert future crises. All employees must undergo comprehensive training on standard operating procedures for all potential emergencies. All employees must receive comprehensive training on the correct operation of each attraction, including identifying issues and promptly halting the ride.

Customers

How are all dangers being addressed and resolved.

Which measures are being implemented to avoid these occurrences.

When will the park be re-opened.

Will there be any changes to the parks enrollment criteria to become a guest?

Vendors

Vendors will want to know what will be required to be a vendor of the park moving forward.

Have all the existing risks of the current crisis been addressed? Which standard operating procedures (SOPs) are being put in place to prevent a recurrence of this crisis? Are there any planned modifications to the criteria for vendor enrollment in the parks?





Communication Methods

Employees

For effective employee communication, use these methods: virtual and in-person town hall meetings, weekly email updates on park reopening, safety protocol training with random drills every three months, and an FAQ portal for more information and support.

Customers

Receive consistent updates on park reopening and important events through emails, social media, and radio or television ads. Get updates every two weeks on deals and rewards via emails and social media. Receive monthly safety upgrades and information on safety guidelines for when the park is operational. Utilize social media posts and the FAQ section of our website to handle inquiries and offer extra details.

Vendors

Vendors will want to know what will be required to be a vendor of the park moving forward.

Have all the existing risks of the current crisis been addressed? Which standard operating procedures (SOPs) are being put in place to prevent a recurrence of this crisis? Are there any planned modifications to the criteria for vendor enrollment in the parks?





Strategic Communication Plan: Effects of Reopening on Stakeholders

Employees	Customers	Vendors
<p data-bbox="703 620 1426 667">High</p> <p data-bbox="703 724 1426 962">Employees depend on the park running smoothly and staying open so they can support their livelihood. Since the park has been closed, some employees may now face financial challenges.</p> <p data-bbox="703 971 1426 1164">Employees still have to pay their rent, utilities, food, etc. As a result of the park closure, the lack of income has directly affected their living expenses</p>	<p data-bbox="1426 620 2159 667">High</p> <p data-bbox="1426 724 2159 1065">The park relies heavily on its customers for income and success. Without its loyal customer base, the park would not survive. Ensuring that the park is open and all rides operate safely is crucial to customer satisfaction, as they visit the park for entertainment.</p>	<p data-bbox="2159 620 2875 667">Medium</p> <p data-bbox="2159 724 2875 1164">The vendors at the park, particularly the ride vendors, rely on it as a significant revenue stream. These vendors also operate in various other theme parks nationwide to generate income. Hence, our park represents just a portion of their earnings, and losing a single client could unexpectedly affect their financial plans, income, and overall success.</p>





Functional Departmental Roles and Responsibilities

Sales - Drive Sales, Boost Revenue and Profitability

In light of the current circumstances, the trust and confidence levels of employees, customers, and other relevant stakeholders in the company's offerings may decrease, leading to a negative impact on the company's brand reputation. Due to safety being a top priority for all employees and customers utilizing the brand's products or services, they may refrain from repurchasing or visiting the park if it is deemed unsafe for them or their friends and family. This, unfortunately, will result in a decline in future sales. Consequently, the sales department devises a strategy to cultivate and sustain positive customer relationships. By taking ownership of critical issues, providing transparent information, and delivering exceptional customer service, these initiatives can elevate customer value and satisfaction. Enhanced customer satisfaction with the company's offerings can drive future sales, profitability, brand reputation, attract new customers, and retain existing one's post-incident. Additionally, the sales department should prompt customers to participate in surveys to gather their feedback and concerns. By collecting both positive and negative feedback and promptly addressing them, the company can improve its shortcomings to meet customer needs and desires. Moreover, the sales department is tasked with determining suitable pricing for individuals or groups based on their demographics and requirements. They should offer varied pricing options with distinct features that align with visitors' schedules and preferences. Furthermore, they may introduce promotions such as discounts, events, and gifts to entice existing and potential customers to revisit the park once it is revamped and safe for reopening (Agility PR Solutions, 2024).





Functional Departmental Roles and Responsibilities

Operations - Maintaining Customer and Employee Satisfaction and Safety

The operations department's main role is to guarantee that all company operations are running smoothly. During the reopening phase, all departments need to collaborate to navigate the crisis. Safety incidents can lead to panic among employees and customers, affecting the theme parks' present and future. The operations department liaises with other teams like sales and marketing to develop a strategic plan assuring employees and stakeholders of the parks' safety upon reopening. Throughout this process, they must closely supervise day-to-day activities, ensure efficient park operations, provide employee training, and maintain quality standards and regulatory compliance to prevent similar incidents (Thrill Syndicate, 2024).





Functional Departmental Roles and Responsibilities

Marketing: Retain our existing loyal customers and expand into new markets to increase revenue.

The marketing department's key responsibility is to promote and enhance the company's products and services. They are tasked with engaging customers, the community, and other stakeholders, all while creating and upholding a positive company image. A crisis can harm the brand's trust, loyalty, and reputation by depicting the parks as unsafe for visitors. Individuals can further harm the company's credibility by spreading rumors, negativity, and criticisms to millions of users on different social media platforms. A damaged brand image can reduce credibility with suppliers and investors, impact potential customers' purchasing decisions, and create a negative perception that prevents them from giving the company a chance. Therefore, marketing's role is to safeguard the brand image, raise brand awareness, attract new customers, and increase brand value. They can utilize various advertising methods such as promotions, billboards, and social media campaigns to gain exposure and motivate a specific audience. Additionally, marketing departments can interact with stakeholders through different communication channels to tackle issues, professionally address negative comments, and ensure the company is taking necessary actions to provide a safer environment (Rowan Digital Works).





Legal and Ethical Considerations

Ethical considerations:

- There are growing corporate social responsibility (CSR) trends addressing people, planet, and profit. Commonly called the triple bottom line or TBL, these trends are becoming the expected norms for businesses.
- Ensure you engage critical stakeholder groups as required in both the marketing initiatives and communications.
- We understand a significant portion of our target audience is comprised of families with young children, young adults, and teenagers. This audience is particularly sensitive to the CSR of businesses they consider supporting.



Part Two: Customizable Marketing Plan



Consumer Research Methods

Two methods of consumer research that will be helpful in developing our marketing plan include:

1. Surveys
2. Focus Groups





Traditional Marketing Methods

Print Advertising

Print advertising allows us to highlight the unique experiences and attractions our park offers, drawing in potential visitors. Print ads provide a tangible, memorable way to connect with our audience, letting them physically hold and interact with the content.

Radio Advertising

We'll use radio advertising to reach a broad audience, sharing our message during their daily routines. By picking stations that align with our target audience's interests and demographics, we'll capture their attention and spark interest in visiting our park. Radio ads are budget-friendly and let us create catchy jingles or memorable slogans that stick with listeners.

Direct Mail Marketing

We'll target individuals who've visited our park or shown interest in similar attractions with direct mail campaigns. This approach lets us remind them of the thrilling experiences and adventures that await. By personalizing messages and offers, we'll boost the chances of repeat visitors and foster customer loyalty.





Maximizing Customer Retention Through Print Advertising, Radio Advertising, and Direct Mail Marketing

Explore how traditional marketing methods can enhance customer retention strategies for U.S. Park Southeast

Print Advertising

Print advertising is an effective method to showcase the unique experiences and attractions of our park to our target audience. By placing advertisements in local newspapers, magazines, and brochures, we can reach potential customers within the Southeastern United States. These advertisements allow us to highlight the various offerings of our park, including thrilling rides, engaging shows, and immersive themed areas.

Radio Advertising

Radio advertising is a valuable method for reaching a wide audience and reinforcing our brand in the minds of our existing customers. By strategically selecting radio stations that align with our target audience's interests and demographics, we can effectively capture their attention and generate interest in visiting our park.

Direct Mail Marketing

Direct mail marketing is a powerful tool for retaining existing customers and fostering customer loyalty. By sending targeted mailings to individuals who have previously visited our park or have shown interest in our attractions, we can remind them of the exciting experiences and adventures that await them at our park.





Advantages and Disadvantages of Print Advertising, Radio Advertising, and Direct Mail Marketing for U.S. Park Southeast Theme Park Reopening

Exploring the most effective marketing strategies for the U.S. Park Southeast theme park reopening, targeting families and teens in the high-income bracket.

Print Advertising

Print materials such as brochures, flyers, and billboards can be strategically placed in areas where families and teens frequent, such as shopping centers, schools, and popular hangout spots. This ensures maximum visibility and reach.

However, print advertising also has some disadvantages. Firstly, it can be costly, especially for high-quality print materials and large-scale advertising campaigns..

Radio Advertising

Radio advertising offers unique advantages when promoting the U.S. Park Southeast theme park reopening to the target audience. Firstly, radio has a wide reach and can be accessed by families and teens during their daily commutes, while at home, or during leisure activities.

One disadvantage would be radio advertising can be less targeted compared to other marketing channels.

Direct Mail Marketing

One advantage is that it allows for a personalized and tangible experience. By sending brochures, posters, and promotional materials directly to households, families and teens can physically interact with the marketing materials.

Some disadvantages is that it can be costly, considering printing, postage, and distribution. Success will rely heavily on the recipients' willingness to engage with the materials since most people just treat direct mail as junk.



Digital Marketing Methods

In today's digital age, it is essential for theme parks to leverage digital marketing strategies to reach their target audience effectively. Here are three digital marketing methods that can be utilized:

1. Social Media Marketing
2. Influencer Marketing
3. Email Marketing





How social media marketing, influencer marketing, and email marketing help in the retention of existing customers?

Social Media Marketing

By placing advertisements in local newspapers, magazines, and brochures, we can effectively reach our target audience within the Southeastern United States


Influencer Marketing

Radio reaches a wide audience and allows us to share our message with individuals during their daily routines. By strategically selecting radio stations that align with our target audience's interests and demographics, we can effectively capture their attention and generate interest in visiting our park. Radio advertising offers the advantage of being cost-effective and provides the opportunity to create catchy jingles or memorable slogans that resonate with listeners.

Email Marketing

By sending targeted mailings to individuals who have previously visited our park or have shown interest in our attractions, we can remind them of the exciting experiences and adventures that await them. Direct mail campaigns allow us to personalize our messaging and offer special incentives, increasing the likelihood of attracting repeat visitors and fostering customer loyalty.





What are the advantages and disadvantages of social media marketing, influencer marketing, and email marketing for theme park promotion?

When it comes to promoting a theme park, different marketing strategies can be utilized to reach the target audience effectively. Understanding the pros and cons of social media marketing, influencer marketing, and email marketing is essential for creating a successful promotional campaign.

Social Media Marketing

By placing advertisements in local newspapers, magazines, and brochures, we can effectively reach our target audience within the Southeastern United States

Influencer Marketing

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Email Marketing

By sending targeted mailings to individuals who have previously visited our park or have shown interest in our attractions, we can remind them of the exciting experiences and adventures that await them. Direct mail campaigns allow us to personalize our messaging and offer exclusive deals, increasing the likelihood of attracting repeat visitors and fostering customer loyalty.



How Traditional and Digital Marketing Methods Will Work Together?

To hit peak brand performance and amplify the marketing plan's impact, it's essential to blend traditional and digital strategies. Merging these methods lets the park tap into a broader audience and craft a seamless brand experience. By doing so, it bridges the gap between the old and new, ensuring no potential visitor is left out and the brand's message stays consistent and engaging. Here's how the selected methods can work together:



Crisis Management Strategies

Before reopening the park, we need effective crisis management strategies for a seamless transition. By anticipating potential issues and addressing legal and ethical concerns, we can protect our brand's reputation. Meeting customer expectations is crucial to mending any brand damage. Clearly communicate all changes and safety measures, reassuring customers that their well-being is our top priority. Transparency and proactive engagement will help tackle negative impacts and maintain trust in our brand.

Reopening also means addressing our employees' needs directly. They require thorough training and resources to handle potential crises and ensure safety. Prioritizing their well-being and equipping them with essential tools is key. We're preparing for scenarios like negative media buzz or technical glitches. By crafting solid crisis plans, we'll be better equipped to handle any challenges.



Legal and Ethical Considerations

One significant legal issue that could tarnish an organization's brand image upon reopening is non-compliance with safety regulations. Ensuring all safety protocols are followed is vital for the well-being of employees and visitors. Proactive measures include regular safety audits, continuous employee training, and clear protocols for reporting and addressing concerns. These steps not only protect people but also safeguard the organization's reputation.

One ethical issue that can arise is the exploitation of employees or unfair treatment. To prevent this, prioritizing employee well-being, fair compensation, and a positive work environment is essential. Proactive steps include implementing policies that promote a healthy work-life balance, conducting regular employee satisfaction surveys, and addressing any concerns or grievances promptly and transparently. These measures create a supportive atmosphere where employees feel valued and heard, fostering loyalty and productivity.



Part Three: Measuring The Strategic Marketing Plan Success



Setting SMART Objectives for Theme Park Marketing

Setting goals using the SMART method can transform your email marketing strategy. By being specific, measurable, achievable, relevant, and time-bound, SMART goals give your team clear direction. They help your team create informed plans and ensure their efforts match the company's main objectives. SMART goals also prevent burnout by avoiding unrealistic expectations. This keeps morale high and productivity steady. Implementing SMART goals in your email marketing strategy sets your team up for intentional success.

When planning the marketing strategy for the reopening of the theme park, it is important to set SMART objectives that align with the overall goals of the park. SMART stands for Specific, Measurable, Achievable, Relevant, and Time-bound. Here are three SMART marketing objectives that can be considered:

- Objective 1: Increase park attendance by 20% within the first month of reopening. This objective aligns with the method of digital advertising, as it allows for targeted campaigns to reach a wide audience.
- Objective 2: Improve customer satisfaction ratings by 15% compared to pre-incident levels. This objective aligns with the method of customer surveys, which can provide valuable feedback on customer experiences.
- Objective 3: Generate a 10% increase in revenue from ticket sales within the first quarter of reopening. This objective aligns with the method of promotional offers, such as discounted tickets or bundles, to incentivize customers to visit the park.

By setting SMART objectives, the marketing team can focus on specific goals that are measurable, achievable, relevant to the reopening, and have a clear timeline for evaluation.

(Sonee, 2024)

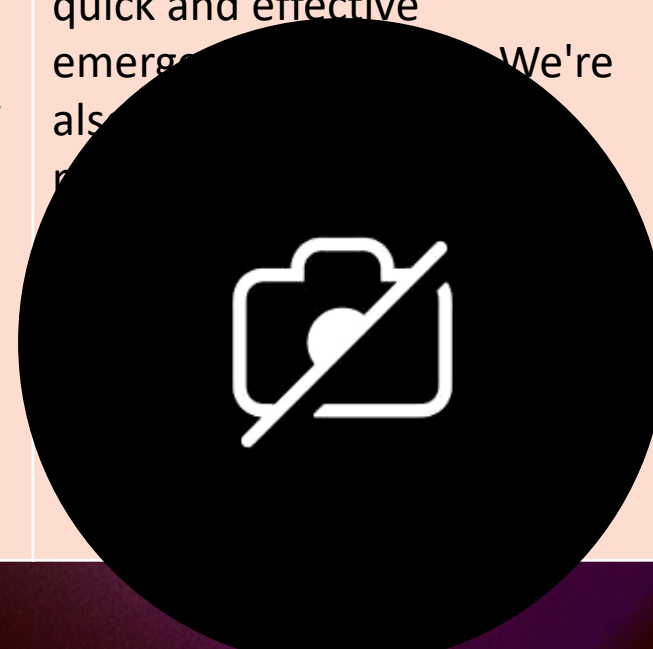


SMART Objectives for Social Media Marketing

SMART Objective 1: Social Media Marketing

Specific	Measurable	Actionable	Relevant	Time Bound
Kick off your social media marketing campaign by showcasing improvements, special promotions, upcoming events, and updated safety protocols at the park. Start with eye-catching posts about enhanced attractions and new features. Highlight special deals and limited-time offers that will attract more visitors. Promote upcoming events with engaging visuals and clear details. Share changes to safety measures with straightforward, reassuring messages that show your commitment to guest well-being. Use a mix of photos, videos, and live updates to keep the content dynamic and engaging. Keep the tone friendly and informative to build trust and excitement.	We will roll out our social media marketing campaign across Facebook, Instagram, TikTok, and YouTube, with clear goals set for each platform. Our mission: boost followers by 15% and lift engagement rates by 10% within six months. We'll keep a close eye on these targets, tweaking strategies as needed to stay on course. Every platform gets its own tailored approach to ensure our content truly connects with its audience. With consistent monitoring, we'll stay on track and adjust our tactics for continuous improvement, ensuring we hit our marks and drive meaningful results.	Share press releases, videos, and promotions that are easily accessible to everyone. Make it simple for consumers to stay informed and engaged. Develop a guest satisfaction survey to track feedback and measure results, letting us see what's working and what needs to be tweaked. By staying connected and responsive, we can build trust and loyalty with our target audience. Creating a survey does take effort, but it's worth it to understand your customers better and where we can improve. Keep our content fresh and our feedback loops active to stay ahead. Our target audience will appreciate the effort and help our brand have success.	To win back customer trust and confidence in our theme park, we need to be clear and straightforward in our communication. Honest updates about what's happening and why show guests we value their time and money. Address issues head-on, explain how we're fixing them, and share regular updates. This openness helps build a stronger bond with our customers. They'll appreciate the honesty and, in turn, will be more likely to visit us again. By keeping the lines of communication open, we're not just fixing problems; we're nurturing loyalty and goodwill.	We have made some exciting transformations for our theme park to ensure guest safety. We will also be adding thrilling new rides, upgraded old favorites, and implemented new safety protocols for a smoother, more secure and safe experience. Increased safety measures, including pre and post opening ride inspections, are now in place. Our team is going to be well-trained for quick and effective emergency response. We're also...

(Sonee, 2024)

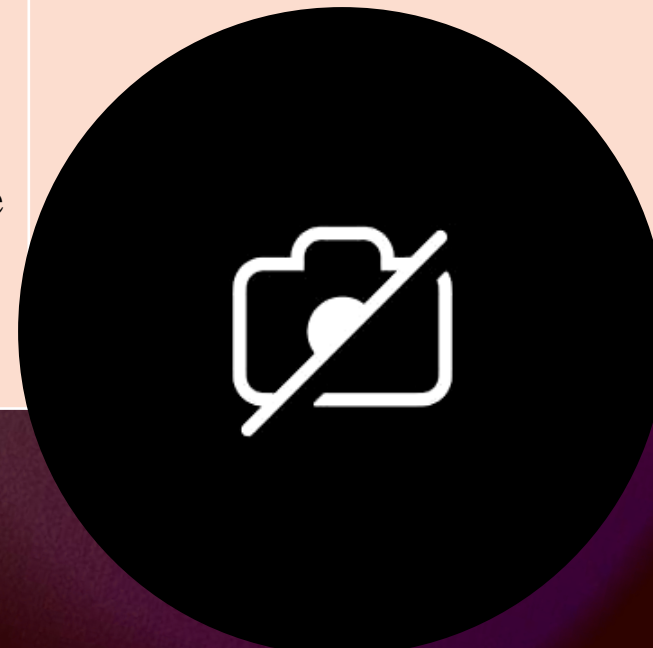


SMART Objectives for Radio Advertising

SMART Objective 2: Radio Advertising

Specific	Measurable	Actionable	Relevant	Time Bound
We're excited to bring back previous visitors and welcome new guests to our theme park, aiming for a 20% spike in attendance with our fresh radio spots. These ads will spotlight our latest attractions and special events, designed to ignite curiosity and thrill. They'll remind past visitors of the joy they experienced and showcase to newcomers the fun they can expect. Our message will be sharp and captivating, ensuring it grabs listeners' attention and draws them to our park. With a focus on unique adventures and family fun, we believe our radio spots will attract crowds and boost our numbers.	Our radio ads need to grab attention and etch themselves in the listeners' minds. The ads need to ignite curiosity and buzz about our theme park's grand reopening. We want to lure back our loyal fans and intrigue fresh faces to come and discover our world of fun. Every word must electrify, making listeners crave the excitement and thrills that we offer. We need to be able to craft ads that are unforgettable and persuasive, so that we can ensure a packed crowd on opening day.	Creating targeted and engaging radio ads for our theme park requires truly understanding our audience. We need catchy slogans and memorable jingles that stick, capturing the excitement of kids and the nostalgia for parents. Highlighting unique rides, special events, and family-friendly attractions is key. Use upbeat music and enthusiastic voices to create a sense of fun and adventure. Include a clear call to action, like special discounts or limited-time offers, making it easy for listeners to remember our park's name and website.	Rebuilding our customers' trust in our theme park is crucial for our success. We've had some rough patches lately, and we need to show our guests that we're committed to giving them a safe and fun experience. We'll focus on better service, cleaner facilities, safer rides, and clear communication of our new safety protocols. Listening to our customers feedback and making real changes will help us regain their confidence. We want every visit to be a positive one, where families can create lasting memories.	We need to keep working on our reopening, but ongoing monitoring is key. We will schedule additional marketing with special discounts for upcoming events. This will help us attract more customers and ensure a smooth reopening.

(McWhirter, 2021)

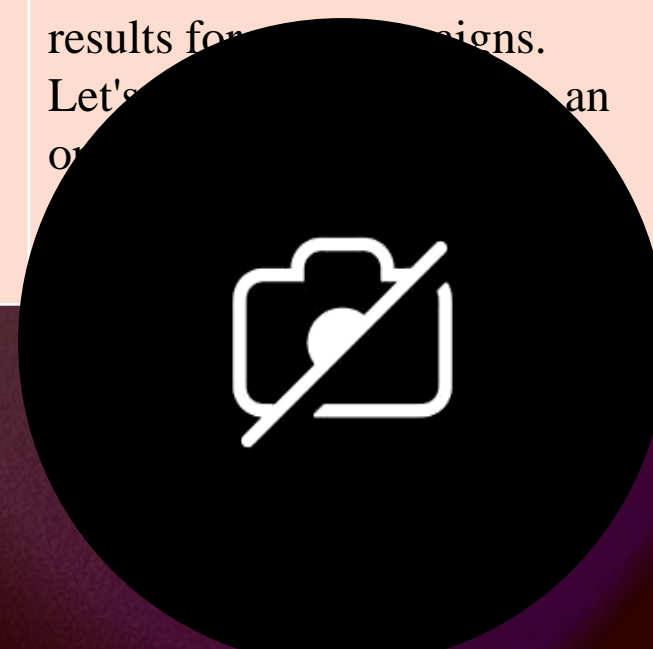


SMART Objectives for Email Marketing

SMART Objective 3: Email Marketing

Specific	Measurable	Actionable	Relevant	Time Bound
We aim to boost our email open rates with eye-catching subject lines. We'll enhance click-through rates by offering content that's both valuable and engaging. Regular promotions of U.S. Park Southeast will keep our audience hooked. Each email will deliver exciting updates and exclusive deals. Our goal is to create a vibrant community eager to explore U.S. Park Southeast.	We'll check our email marketing goals every two months by using last year's open rate metrics. We'll also compare each two-month period with the last one we reviewed. This will help us spot any growth patterns and make better decisions. This approach keeps our strategy fresh and focused on results.	We'll launch new strategies for our email campaigns and check the open rates after each send. This will help us find the best ways to reach our audience. Once we know what works, we'll aim to boost our open rates to 50% by year's end.	U.S. Park Southeast aims to boost profits by 25% by year-end. To hit this target, we need a big lift from our email marketing. If we increase our open rates and click-through rates by 50% this year, we'll drive the revenue growth needed. Effective email campaigns can bring more visitors to our parks, helping us reach our profit goals. We'll focus on crafting compelling subject lines and engaging content to capture attention and drive action. By doing this, we ensure a strong contribution to U.S. Park Southeast's success.	Our goal in email marketing this fiscal year is clear: we're aiming for a 50% boost in click-through and open rates. This means crafting compelling subject lines that grab attention and creating content that encourages action. Every email must provide value, spark interest, and prompt engagement. By focusing on these key areas, we'll see stronger connections with our audience and better results for our designs. Let's work together to achieve our goals.

(McWhirter, 2021)



Identifying Key Performance Indicators

To monitor the performance of the marketing objectives, it is important to identify key performance indicators (KPIs) for each objective. These KPIs serve as measurable metrics that can indicate progress and success. Here are the KPIs for the three marketing objectives mentioned earlier:

- Objective 1 KPI: Number of ticket sales and park attendance data. This KPI can be monitored through ticketing systems and attendance records.
- Objective 2 KPI: Customer satisfaction ratings and feedback. This KPI can be measured through customer surveys and online reviews.
- Objective 3 KPI: Revenue from ticket sales. This KPI can be tracked through sales reports and financial data.

By regularly tracking these KPIs, the marketing team can evaluate the effectiveness of the marketing strategies and make data-driven decisions to optimize performance.



Methods to Monitor Results

To monitor the results of the identified KPIs, we can employ two methods:

1. **Data Analytics Tools:** To gauge the success of our radio ad spend, we will need to track key metrics. First, check for increased search volume. If the radio spot works, we should see a spike in searches around the specific keywords mentioned in your ads. Google Analytics can spot these keywords for both on-site and broader searches. Next, we should notice a rise in website traffic. Higher search volume for our target keywords usually brings more visitors to our site, and Google Analytics will track these visits. Lastly, focus on higher-quality traffic. Visitors from the radio ad will likely have high interest and purchase intent, often engaging with valuable content like blog posts and store items such as logo merchandise and ticket sales. Google Analytics measures this high-quality traffic and any resulting conversions, giving leadership a clear picture of our ad's impact (Jantsch, 2024).
2. **Regular Reporting:** In addition to using data analytics tools, it is important to establish a regular reporting system to monitor the results of the selected KPIs. This can involve creating monthly or quarterly reports that highlight the key metrics and performance indicators. These reports can be shared with the regional marketing directors and the CMO to keep everyone informed about the progress and effectiveness of the marketing plan.



Leverage PDCA for Continuous Marketing Improvement

To ensure continuous improvement in marketing efforts and preserve brand identity and reputation, the Plan-Do-Check-Act (PDCA) methodology can be leveraged. Here is a continuous improvement process using PDCA:

- Plan: Set marketing objectives, develop strategies, and create an action plan.
- Do: Implement the marketing strategies and monitor their performance through KPIs.
- Check: Evaluate the results and compare them against the set objectives and KPIs.
- Act: Take corrective actions, make necessary adjustments to the strategies, and implement improvements based on the evaluation.

By following the PDCA cycle, the marketing team can continuously assess and enhance their strategies, ensuring that the reopening of the theme park is supported by effective marketing efforts.

(Kobiruzzaman, 2024)



Addressing Negative Feedback: Strategies for Social Media Engagement

Negative feedback on social media can significantly impact brand reputation and customer perception. Here are two marketing strategies to address negative public feedback:

- Strategy 1: Prompt and Transparent Responses: Respond to negative comments or reviews on social media promptly and transparently. Acknowledge the issue, apologize if necessary, and offer a resolution or explanation. This shows that the park takes customer concerns seriously and is committed to addressing them.
- Strategy 2: Proactive Social Listening: Monitor social media platforms for mentions of the park and actively engage with customers. By proactively addressing concerns or questions before they escalate, the park can demonstrate its commitment to customer satisfaction and build positive relationships.

By implementing these strategies, the park can effectively manage negative feedback on social media and mitigate any potential damage to its reputation.





Integrating Public Relations and Crisis Management in Marketing Efforts

Public relations and crisis management play crucial roles in marketing efforts, especially during the reopening of a theme park after a safety incident. Here are some ways to integrate public relations and crisis management:

- **Maintain Open Communication:** Keep the public informed about the park's safety measures, employee training, and incident response protocols. This can be done through press releases, media interviews, and social media updates.
- **Engage with Media:** Build relationships with journalists and media outlets to ensure accurate and positive coverage of the park's reopening efforts. This can include hosting media events, providing press kits, and offering exclusive interviews or behind-the-scenes access.



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Thank You

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