

**Chicago Botanic Garden**

**2016 Operating Plan**

**Marketing**

Our marketing efforts will establish the Chicago Botanic Garden as a recognized and respected leader for its visitor experience, horticulture, plant conservation, and community education. The Garden's marketing efforts will increase loyalty and enthusiasm, inspiring people to interact with the Garden on site, online, and at its satellite locations

Goal	Objectives	Deliverables
<p>1. The Garden's marketing efforts will 1) build the Garden's reputation and awareness as one of the great gardens of the world; 2) increase membership and attendance; 3) increase enrollment in Garden programs, classes, and volunteer opportunities; 4) cause more people to take action toward saving plants; and 5) financially support the Garden.</p>	<p>- See Development Operating Plan for measurable objectives for membership revenue. - See Visitor Experience Operating Plan for public programs revenue goals.</p>	<p>Launch the new Regenstein Learning Campus and a series of lectures to broaden the Garden's international, national, and local reputation as a leader in STEM education, workforce development, and nature-based early childhood education, and as a provider of health and wellness programs, for people of all ages, backgrounds, and abilities.</p>
		<p>Reintroduce the Joseph Regenstein Jr., School of the Chicago Botanic Garden to generate renewed interest in classes and fundraising support.</p>
		<p>Promote new President and CEO Jean Franczyk.</p>
		<p>Promote and generate demand for major public programming: Orchid Show; Antiques, Garden &amp; Design Show; World Environment Day; Evenings, and Wonderland Express.</p>
		<p>Promote Windy City Harvest's Farm on Ogden and expanded programming in urban agriculture jobs training and health care.</p>
		<p>Promote the second year of the new American Craft Expo.</p>
		<p>Promote the second year of the new North Branch Trail addition.</p>
<p>2. The Garden will be top-of-mind as one of Chicago's foremost cultural institutions.</p>	<p>2.1 Continue to increase awareness for the Garden's horticulture and gardening leadership.</p>	<p>Optimize search engine optimization (SEO) to find Garden-based plant and gardening information and solutions.</p>
	<p>Maximize a horticulture content schedule across print and online to become a source of reliable information for gardening.</p>	
	<p>Launch V2 of the GardenGuide mobile app.</p>	
	<p>Organize all horticulture resources into one online repository for visitor searchability and usability.</p>	
	<p>Execute integrated marketing campaigns in support of Garden's horticultural excellence – titan arums, bonsai, etc.</p>	
	<p>Promote the importance of the new Kris Jarantoski Campus—greenhouses and nursery.</p>	
	<p>Promote Andrew Bunting's plant exploration plan.</p>	
	<p>Maintain strong media partnerships to convey gardening advice and the Garden's leadership.</p>	
	<p>2.2 Visitor Experience.</p>	<p>Execute integrated marketing campaigns and interpretation (PR, Print, OOH, Digital, Editorial) for signature events and programs including Orchid Show; Antiques, Garden, and Design Show; World Environment Day; Evenings; Fall Bulb Festival, and Wonderland Express.</p>
	<p>Test campaigns to attract and retain members including search engine marketing (SEM), display, email, and direct mail</p>	
	<p>Optimize ecommerce for mobile transactions.</p>	
	<p>Develop an email marketing program for optimal relationship building and coordinated contact cadence in accordance with a new CRM system.</p>	
	<p>2.3 Education and Community Programming.</p>	<p>Launch the new Regenstein Learning Campus and a series of lectures to broaden the Garden's international, national, and local reputation as a leader in STEM education, workforce development, and nature-based early childhood education, and as a provider of health and wellness programs, for people of all ages, backgrounds, and abilities.</p>
	<p>2.4 Position the Garden as a healthcare facility.</p>	<p>Regenstein Learning Campus.</p>
	<p>Horticultural therapy.</p>	
	<p>Wellness programs.</p>	
	<p>NorthShore University HealthSystem partnership.</p>	
<p>2.5 Community Gardening/Urban Agriculture</p>	<p>Promote Windy City Harvest's Farm on Ogden and expanded programming in urban agriculture jobs training and healthcare.</p>	
<p>Generate awareness of the size and impact of the Garden's urban agriculture program in Chicago and North Chicago.</p>		
<p>Promote the McCormick Place Rooftop Farm.</p>		

		Promote and expand the After School Matters partnership and new location in Austin.
		Promote the expanded Incubator program and Legends project.
	2.6 Plant Conservation	Publicize and promote the importance of plant conservation science including Plant Conservation Alliance, Plant Breeding and Evaluation Program, Conservation Land Management/Bureau of Land Management program, Plants of Concern and Chicagoland Grows.
		Promote the Plant Biology and Conservation Graduate Program with Northwestern University.
		Promote World Environment Day.
3. The Garden's marketing efforts will reflect the high standards of the Garden and will affect visitors before, during, and even after their visit.	3.1 Revamp business processes to improve customer service across the organization:	Implement new Customer Relationship Management (CRM) system.
		Continue to expand 5-star customer service.
	3.2 Develop and implement a crisis management plan:	Define a plan in collaboration with the rest of the organization.

4/4/2016