

# Zoozeum

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## **The Nebraska Wildlife Encounter Zoozeum Advertising Plan Book**

**JMC 420 Advertising Campaign**

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## **Executive Summary**

The Nebraska Wildlife Encounter and Zoozeum is a new non-profit organization in Kearney, Nebraska. The Zoozeum has both internal and external points of concern as it develops and becomes established in town and across Nebraska. This campaign book goes through an analysis of the company, the industry, the consumers, and the competition to explain how to best address these concerns and then goes in depth into advertising for this new organization.

The ideal way to tackle advertising concerns is through the use of technology, with a specific emphasis on social media marketing. With various groups that are being appealed to by the Zoozeum, the main target audience that will be focused on in this advertising campaign is Kearney mothers in their late 20's to early 30's who have pre-school and elementary aged children. The total budget for this plan will come from allocating 15% each month of the total monthly budget for the Zoozeum to advertising costs. The percentage method will be done for one full year and then the budget should be examined after the year and it can be determined if each month's earnings were consistent enough to have a set, consistent budget, or the percentage method can be used for longer.

The Zoozeum will focus on appealing to the target audience through a brand image strategy. "[...] the advertising should build, reinforce, or change the target audience's attitude toward the brand, primarily by concentrating on psychological or emotional appeals," (Parente, 2015, pg. 180). This will be done through appealing to the creative and unique essence of the Zoozeum. Advertising will focus on the elements that the target audience is not used to seeing and draw them in through this.

Each problem is laid out in the various sections and the opportunities and solutions are supported with research. It is recommended that the Zoozeum solve these problems through continued advertising on Facebook, creating an Instagram account and building a following, and creating a user-friendly website to begin with. It is also recommended that the Zoozeum connects with other local non-profits and holds joint events to promote the organization through word-of-mouth advertising and by making connections with already well-established organizations. Radio and television advertising are a future recommendation and should be used after a following has been built and the name of the Zoozeum is well-known. This is a continuously changing industry and therefore, these solutions will help to keep up with the changing environment and help the Zoozeum to become a well-established and well-known organization in Kearney.

This plan is meant to be started immediately and be executed over the course of the first year of business. Each individual social media campaign can be scheduled in various time frames, with special attention being made to holidays and any events that schools are not in session.

### **Introduction**

The Zoozeum officially had a physical location beginning on October 1, 2018 and after a team/community effort and hard work, it is open to the public. The goal of the Zoozeum is to educate the younger generations about Nebraska wildlife and landscape in the hopes that when that generation grows up, they will go out into the world and make more environmentally sound decisions.

The Zoozeum's owner, Jacob Sikes, has worked with the University of Nebraska at Kearney, other Nebraska organizations, and several donors to make this all possible. There are a wide variety of exhibits in the building. Sikes has set up a few pieces that advertise other tourist destinations in Nebraska. He also made sure that there would be attractions that are accessible to every age level and that there are activities for the parents of the children as well. Much of the Zoozeum is safely available for kids to explore with very limited supervision and there are also guided tours for visitors of the Zoozeum to gain knowledge on Nebraska wildlife.

**Nebraska Wildlife Encounter-Zoozeum**  
March 30 at 10:36 PM · 🌐

**New Hours:**  
**Tues.- Fri. 10-7**  
**Sat. 12-5**  
**Sun. & Mon. Closed**

👍 10      4 Shares

👍 Like      💬 Comment      ➦ Share

The image shows a Facebook post from the page 'Nebraska Wildlife Encounter-Zoozeum'. The post is dated March 30 at 10:36 PM and is public. The main content is a graphic with a purple-to-pink gradient background. The text on the graphic, in white, reads: 'New Hours: Tues.- Fri. 10-7, Sat. 12-5, Sun. & Mon. Closed'. Below the graphic, the post shows 10 likes and 4 shares. At the bottom, there are three interaction buttons: 'Like', 'Comment', and 'Share'.

### **Situational Analysis**

There are quite a few research questions that can help examine the opportunities and potential weaknesses of the Zoozeum. What is the most effective focus for an organization like the Zoozeum? Is there a large market of 21+ adults that are interested in going to live concerts sponsored by the Zoozeum in Kearney? What type of advertising is best fit to reach the target demographic of the Zoozeum? How will the transition to a larger location work once the location downtown has already been marketed?

Currently, there are two basic problems with the Zoozeum. The first problem is that there is not much advertising being put into the company, so the Zoozeum is not yet well known. This is a problem because, in order to stay open and get business, people must know about the company, especially with a new company that has competitors that have been in business for a very long time and are well established in the community. Advertising through technology will be the best way to solve this problem.

The other problem is that there are many plans and ideas for the Zoozeum and several age groups that are being appealed too; however, there may be an issue if the focus is not put onto a specific target market and appealed to within this first year of business. It is good to have many ideas, but focus can help get the Zoozeum well established in Kearney and the surrounding Nebraska community first, then adjustments can be made in the future.

If there was more advertising and it was focused on a target audience, consumers would be much more likely to spend their time and money at the Zoozeum. There are plenty of exhibits and activities set up that are unique to Kearney and with enough awareness, people would show up. Right now, Sikes is relying a lot on word of mouth, which does help, especially in a fairly small community; however, it would help if some search engine optimization was worked into

the Zoozeum website and if Sikes expanded to Instagram, as well, to go along with his Facebook marketing. It would also be beneficial for the Zoozeum to be featured on NTV and expand to advertising on local radio stations.

➤ **SWOT Analysis**

The Zoozeum does not have a significant amount of advertising set up yet. This is a problem because, in order to stay open and get business, people must know about the company, especially with a new company that is competing with well-established businesses. With more advertising, consumers would be more likely to come in. There are plenty of exhibits and activities set up that are unique to Kearney and with enough awareness, people would show up.

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>➤ Strong and growing Facebook presence</li> <li>➤ Good financial connections for donations</li> <li>➤ Unique and endangered animals</li> <li>➤ The Zoozeum already has many exhibits</li> <li>➤ Growing and expanding business with more to come</li> <li>➤ Plenty of unique attributes</li> <li>➤ Strong conservation message to business</li> <li>➤ Educational and fun</li> <li>➤ Appealing to various age groups</li> </ul>	<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>➤ No social media marketing on platforms other than Facebook</li> <li>➤ There is a lack of marketing around town</li> <li>➤ Difficult to find hours, location, and similar information through google</li> <li>➤ Non-profits can be difficult to fund long term</li> <li>➤ Non-profits often rely heavily on volunteers</li> <li>➤ Animal care can be very costly</li> <li>➤ Many different projects going at once, which can cause projects to not get done</li> </ul>
<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>➤ Concerts are bringing in profit</li> <li>➤ More bands could see this venue as a good potential for them</li> <li>➤ Over-night activities at the museum</li> <li>➤ School field trips for elementary school</li> <li>➤ School collaborations</li> <li>➤ Father and child events</li> <li>➤ Coffee with parents while kids explore the Zoozeum</li> </ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>➤ The already well-known and well-established Kearney Area Children’s Museum</li> <li>➤ The size of the current location</li> <li>➤ Finances for a non-profit organization</li> <li>➤ Constant care for the animals</li> <li>➤ Reliance on volunteers</li> <li>➤ An abundance of projects with a lack of specific focus on a target audience can be a potential threat</li> </ul>



The Zoozeum's has several target audiences. There are the parents of young children, mostly mothers, around their late 20's to mid-30's and their kids. They also target the audience that is college aged and those who are 20 plus that will attend concerts and may be interested in other special events. These are mostly middle-class adults who live in Kearney, Nebraska and surrounding areas. The parents that are targeted are spending a lot of day time with their kids and they aspire for their children to learn while also having fun. The Zoozeum is selling memberships for \$100 a year per family, or there is \$5 per person daily passes available. The focus, however, is to sell those yearly passes.

## Company Analysis

Non-profit organizations often times have to find different ways to market than a for-profit business due to the costs. Money tends to be a major discussion and focus for any organization, especially a new one (Parente, 2015, pg. 43). The Zoozeum may find that there could be problems with finances based on donations since there are already so many non-profits in Kearney that are receiving donations regularly and do not have to work to get their name out there, while this is a new business coming in and the funding that is coming from current connections, cannot be fully relied on long term. Another key issue with this industry is getting people to return frequently. Because of the size of the Zoozeum's current building and the difficulty of training new animals may mean that the Zoozeum does not change frequently enough and kids may lose interest. This is why the advertising for the Zoozeum is going to focus more on the uniqueness of this organization and the specific benefits to the target audience. It will also be important to advertise the new activities happening and the special events, especially while the organization works to be more well-known within the Kearney community.

- **Mission Statement:** To provide hands on educational interaction with native Nebraska Wildlife, while teaching the public about: preservation, agriculture, conservation, water sciences, endangered and invasive species. Through this this education it is our hope that people will make environmentally sound decisions in their everyday lives.
- **The company's culture:** Laid-back, fun, pushing boundaries
- **Companies ambitions:** Educate younger generations, accessible and safe for kids, music venue for adults, VR/futuristic exhibits, larger location
- **Management and finances:** Jacob Sikes (owner) and volunteer based. The Zoozeum's current budget is around \$2,500 a month

- **Profits and trends:** The business is very new still
- **Company challenges:** Staying motivated and getting new animals

This business has a very unique, but also familiar industry as it combines museums and their informational elements with zoos and their fun and interactive environments. There is nothing like this in Kearney or near Kearney, so it is something that can appeal to a variety of age groups and people with different interests.

### **Consumer & Market Analysis**

Who are the consumers?

The consumers are from Kearney, Nebraska and surrounding Nebraska areas. Kearney has a population of 33,835 and is made up of 50.7% female populous according to the 2017 U.S. Census Bureau. Mothers and fathers between 20 and 40 years old are the main target audiences, specifically those that have children that are preschool to elementary aged and are in need of activities to take their children to. These parents require affordability, educational and fun experiences, and comfortability with the staff and location.

The current customers of the Zoozeum, according to their followers on Facebook and the customers they are marketing to the most are parents of toddlers and small children as well as mothers of these small children. The mothers are one of the main focuses because they often times have the children during the day and need stuff to do with their children. Since this business is in Kearney, the focus is going to be on Kearney parents and many of the mothers that

have children of the same age attend the same events with their children, so this is a great gathering place for them.

The concerts suggest that their current customer base also may include college age students who go out to the bars and to other live music events frequently. The parents value their children having a good experience where they can learn, have fun, and be safe. A college age student value having fun experiences at a good price. The Zoozeum fills the mother's needs of having their children learn during the day, but at an affordable price and at a place where they can meet up with their peers and enjoy each other's company. The kids need a place where they are able to explore and adventure on their own. The college age students are having their needs fulfilled by having a new place where they can go hangout with their friends and enjoy live music without it breaking the bank.

➤ **Brand Image**

The creative strategy for the Zoozeum is the brand image strategy. "The brand image strategy relies on factors not inherent to a brand because specific product attributes are relatively meaningless. Rather, the advertising should build, reinforce, or change the target audience's attitude toward the brand, primarily by concentrating on psychological or emotional appeals. This approach is used regularly by fashion, accessory, and perfume industries" (Parente, 2015, pg. 180). The Zoozeum is unique to Kearney and I wouldn't say that the product attributes are meaningless, instead I believe that the Zoozeum has a strong potential for emotionally appealing to its target demographic. The Zoozeum's mission statement, "To provide hands on educational interaction with native Nebraska Wildlife, while teaching the public about: preservation, agriculture, conservation, water sciences, endangered and invasive species. Through this this

education it is our hope that people will make environmentally sound decisions in their everyday lives,” hits on the psychological effects that the Zoozeum can have on the residence of Nebraska and therefore is what can be appealed to with this brand strategy.

➤ **Brand Promise**

The Zoozeum’s brand promise is to educate while keeping Nebraska’s wildlife alive. This promise hits on the key promises that the Zoozeum wants its clientele to know and experience when coming into the Zoozeum. This way the current and future customers at the Zoozeum have a good understanding of what benefits the Zoozeum has and what they promise to bring to each customer personally.

➤ **Touchpoints**

Consumer touchpoints effect how consumers interact with your brand and interact with other brands. Therefore they must be examined and studied to find how effective they are to your brand before, during, and after a customer’s experience with your brand (Baxendale, Macdonald, & Wilson, 2015). Having a touchpoint map allows us to keep track of the different places that we can place advertisements and helps us to explore those various options. The map outlines various interactions that the consumer might have with your plan.

***Touchpoint Map:***

GET THEM IN THE DOOR –

- Social media i.e. Facebook and Instagram
- Radio advertisements
- Newspaper advertisements
- Set up booth during other events around town

- Reviews/testimonials

#### WHILE THEY'RE AT THE ZOOZEUM –

- Sign up for e-mail offers
- Hand out/sell merchandise (shirts, buttons, pens)
- Special tours and special events
- Staff engagement

#### KEEP THEM COMING BACK –

- Mail flyers for special events, holidays, etc.
- E-mail lists
- Set up school visits
- Follow-up through social media

### **Disrupt Expectations**

A good way to disrupt people's expectations of the Zoozeum is actually close to something the Zoozeum has already done previously. The Zoozeum Facebook page is used frequently and has a lot of good content. Recently Sikes posted a video of a bird pecking the face of the boy holding it and I think that having a video like that is funny and it is not the typical informative video that is posted on the Zoozeum's page. Having text along with the video that said something along the lines of, "Every day is a new experience here at the Zoozeum" would reinforce the idea that the Zoozeum is worth coming to frequently because you'll always experience some weird and new situation.

Another way that people's expectations could be disrupted would be through creating a fake romance between two of the animal species to have as a social media campaign that is cute

and funny or having one animal that has a secret romance. This would work especially well if it is two ridiculously different animal species that an actual romance could not happen between, or if there is the case of one animal looking for one, this could be a good way to push the envelope like Sikes has mentioned that he likes to do. **See ad 1 on page**

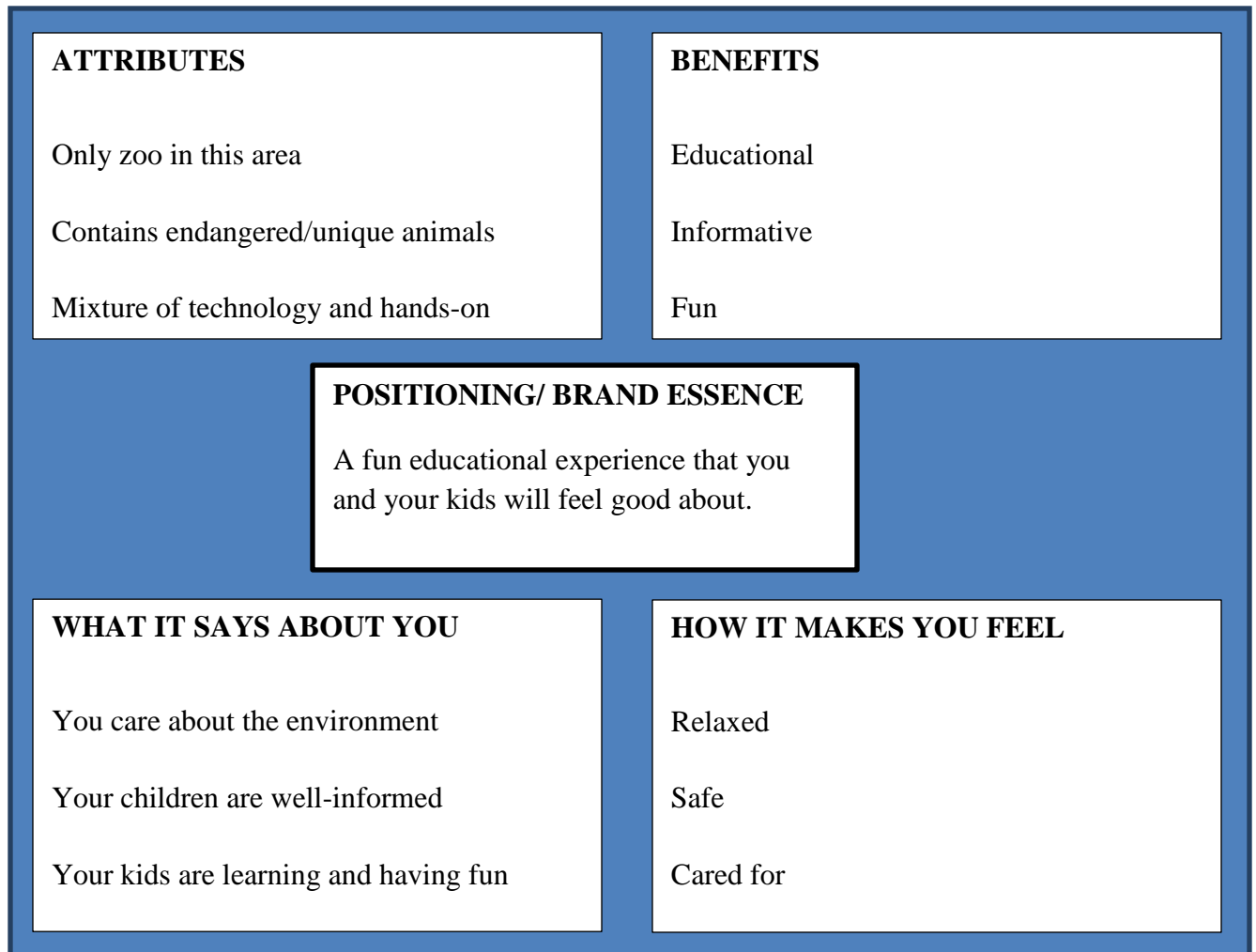
One last way that expectations could be disrupted would be by creating a digital campaign that focuses around the “poisonous animal that escaped at the Zoozeum” and posting all over social media about this and creating some kind of situation where people can come in and help by joining in on the “search for the missing and dangerous animal”. **See ad 2 on page**

### **Product & Service Analysis**

The objective is to bring awareness to the target audience and to get return clientele to the ZooZeum. “As with for-profit organizations, nonprofit marketing is not a one-time, set-and-forget initiative, but rather an ongoing commitment to support goals like:

- Establish credibility and increase affinity
- Generate support for and organize action around issues
- Drive social and behavioral change
- Engage prospective donors and encourage their support
- Attract volunteers and community support
- Recruit end-users of the nonprofit’s services





An effective nonprofit will have a dedicated marketing budget rather than allocating it sporadically. A dedicated budget allows a nonprofit to track and measure the impact of your marketing investment so that you can separate the successes from the failures,” (Elyse, 2018).

➤ **Budget**

The budget for the ZooZeum is currently \$2,500 a month and that is for rent, utilities, animal care, and advertising according to owner Jacob Sikes. Specifically, \$300 of this budget a month is set aside for advertising. Using a percentage of the overall budget will allow for the marketing plan to grow along with the business and allow for it to fluctuate as the ZooZeum’s

budget changes. This will be an effective method for the first year of being in business.

Nonprofit organizations have months where they do not have as much of a budget to spend, so using a percentage based strategy ensures that the budget fluctuates with the business itself and the Zoozeum does not dip into a financially difficult position. The current \$300 a month should be increased to \$375, or 15% of the current budget, a month immediately as that will allocate a little more money to be put into boosting posts online and into radio advertising.

After being in business for one year, the Zoozeum's owners and workers can sit down and look over the budget changes over the course of the year and decide if they want to continue with the percentage method or move forward with a set marketing budget for the second year of business. Using the percentage method in the first year, will give the Zoozeum a chance to experience different budget numbers without risking issues with financing if they have a slower month and must decrease the overall budget.

### **Competitive Analysis**

Every company has competitors in their market place. Using the SWOT analysis, the Zoozeum can take their threats and weaknesses and turn them into opportunities. One weakness of the Zoozeum is that there is a major lack of awareness of what the Zoozeum actually is and this can be solved through promotion, as it is one of the most important opportunities that will be used going forward. This weakness creates a great opportunity for fully realizing the target customer and promoted to that person in a specialized and focused way. A threat that can be an opportunity is the already established Children's Museum. Jacob Sikes can use the Children's Museum to collaborate and promote both of their companies. Sikes already has discussed wanting to promote other non-profits in Kearney and by doing so, they can share clientele. This is very beneficial to a new business that does not have as much influence in a town yet.

Advertising can help Sikes to find out more about his target audience by seeing who the advertising is reaching and if it is working on the audience he originally had intended it for. Advertising can also help him to promote events, such as one with the Children's Museum, and that would build brand equity connected with already established and trusted companies in Kearney. By doing this, Sikes can build his customer base and then retain them through pushing the yearly memberships as a better financial choice over paying per member each time the family comes. This will help retention drastically because people have already paid to come for a long period of time. He will then build customer loyalty by making his customer service a priority and by creating a sense of community with the customers and the Zoozeum staff. Gaining new customers will come from taking a look at the current customers and at the Children's Museum and the Hastings Museum to see what is bringing in their customers and then adjusting the online

advertising to fit that. Also, word of mouth advertising from the loyal customer base will create more clientele.

### **Research Analysis Results**

Viral marketing is a marketing tactic that uses social networks that are available to promote a product (Viral, n.d.). Viral marketing uses word-of-mouth tactics, but with the added elements of social networking that allows things to go viral. This could be used for the Zoozeum in many ways. Sikes could create a fun scavenger hunt type of game to post on social media for parents to see and share and win something fun at the Zoozeum. He could also do a campaign that connects from Facebook to his website and that would get more buzz there. Most of this type of campaign seems like it fits under the pro's category and the only cons I really see is that you have to be careful with what you put on social media and that it is time-consuming.

As a new company, the Zoozeum has the potential of facing a lot of challenges; however, those challenges can be turned into opportunities. First it is important to look at what an opportunity is; "An opportunity is a situation or a circumstance that can potentially give the company a marketing advantage," (Parente, 2015).

To determine the opportunities and how they can be implemented at the Zoozeum, the company, consumer, market and the product must be looked at.

- The company wants to educate and entertain children and to do this they need to draw in the parents.

- The consumer is mostly mothers ages 25 to 29, as that is the majority population of mothers in Kearney and they are looking for an affordable and educational place to take their child during the day.
- The market is fairly non-competitive with this field of company because it is very unique to all towns around Kearney.
- The product is selling an experience for both mothers and children.

“According to the Australian Museum Audience Research Centre (AMARC, 2005), over 400,000 people visited the Australian Museum, and **45-55%** of these visits were made by **family groups**. The proportion of family groups was even higher in **school holidays or during special exhibitions or events**,” (Wu, 2010) With this research information, it is clear that families are visiting museums, so having a family oriented museum, such as the Zoozeum, is a strong idea. It is important to push for large advertisement campaigns during holidays and days that school is not in session for elementary and pre-school kids.

The Zoozeum’s brand is most valuable for the quality service that is provided and for the uniqueness of this product. There is not anything like the Zoozeum in Kearney or any nearby cities. One focus for the museum should be the use of technology in advertising. The article, “How Do You Museum?: Marketing User-Generated Content to Engage Audiences” is a research study about two museums that were entirely different in almost every way, but they banded together and used modern technology and techniques to increase their overall attendance through a campaign called “#HowDoYouMuseum”. They got local celebrities to post videos at the museum and they used a combination of other traditional advertising and digital media to make this campaign a success. They gathered over five million views on their videos (Naiditch,

2015). The campaign was so successful that they decided to continue it for a year longer than intended. This campaign uses local influencers to post videos and other social media ads that relate to various exhibits. This differs from the study above in that it uses more new age and digital advertising components; however it does use traditional components as well and involves the public.

The article, “Does it pay for museums to foster creativity? The Complementary effect of innovative visitor experiences”, used a number of museums from various countries to see if fostering creativity through using new and interactive technologies within their museums were worth the return on investment. This is similar to the first article as it is used to see if finding new ways to make sure your guests are more involved works for keeping business coming and this article did find that the creativity being fostered was worth it; however, it did cost quite a bit to incorporate these technologies and creative elements into the museums. These techniques can be incorporated into the Zoozeum’s advertising campaign, but with a focus on the Zoozeum’s specific budget, therefore making it less expensive and more viable for a non-profit.

To build business for the Zoozeum, the next month should be spent focusing on increasing traffic to the Zoozeum’s social media sites, and this includes creating a Zoozeum Instagram page. The Instagram page should be utilized and posted on at least four times a week. The person running the Instagram account should go through and follow local businesses in Kearney, such as The Children’s Museum and The World Theatre, where families frequent. They should also follow any schools in Kearney/Pre-schools and Daycares in Kearney, then search through those following all of those pages and follow relevant people. This will be slightly time consuming but can be done after business hours and will get the page out there for others to follow.

Implementing a social media planning site, such as Hootsuite will help keep a consistent posting schedule and will also keep track of analytics. The free version can be used for this first month of testing this out. After that, if the budget has increased based on the 15% marketing budget, then a subscription can be purchased; however, in the first month, this is not necessary.

The other goal of the next two month should be a focus on completing the projects that are currently partially done in the Zoozeum and focusing on perfecting those and then placing a focus on what the kids are most drawn to, so what is working and what isn't working as well to draw the attention of the museum visitors.

### **Appendix of Advertisements**

Social media marketing is the main focus of the advertising campaign for the Zoozeum. One research article took three different Midwestern museums and studied their use of social networking services. They found that incorporating social media into traditional ways of marketing and all different kinds of marketing helped increase the success of the campaign (Chung, 2013). This is why it is important for the Zoozeum to use this type of marketing. Below are examples of how to do this.

All Facebook post examples are intended to be used for Instagram and the Zoozeum website as well. Physical posters can be printed out as well and posted in the windows of the Zoozeum and surrounding businesses to draw attention.

**Ad 1** is an example of a Facebook post that could be used to create an ad campaign of Omar falling in love with one of the other animals. This will spark interest among Kearney residents and get people coming into the Zoozeum, from there, the winner of guessing who the unlikely couple is, would win a prize of sorts. This could be through some type of scavenger hunt and they only have a week to figure it out. The winner could receive a free pass back to the Zoozeum and get to take a picture with the couple.

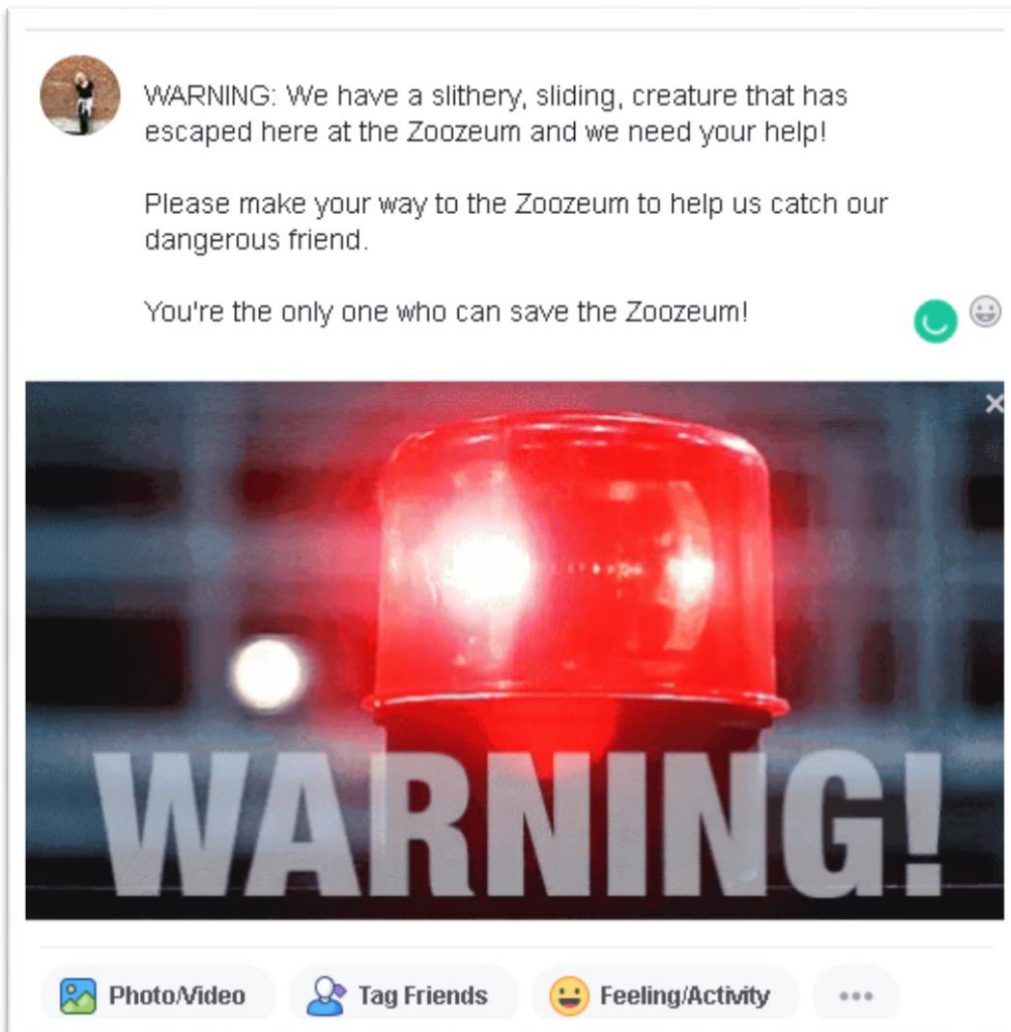
**Ad 1**





**Ad 2** is another Facebook post that uses the animals to draw visitors in. This one is meant to draw attention by claiming that a snake has gotten loose and that the Zoozeum needs the kids help to save the place. A fun activity can be set up at the Zoozeum to go along with this and the place can be decorated for the occasion. This would be a great campaign around Halloween time.

**Ad 2**



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