

# Naperville Park District: Ringing in Year One with New Members

## A HUBBARD CHICAGO CASE STUDY

### *Dominating Digital Display to Exceed Fitness Center Registration Expectations*

#### SNAPSHOT

Naperville Park District wanted to celebrate its Fort Hill Fitness Center's first anniversary by boosting membership registration and encouraging continued engagement through the fall. Hubbard Chicago's 2060 Digital delivered a display campaign that knocked it out of the park, surpassing registration goals and providing a CTR higher than the national average.

#### GOALS

Naperville Park District's Fort Hill Fitness Center offers a variety of programs, fitness classes and personal training for members of all ages. Closing in on its first anniversary in August 2016, Naperville Park District wanted to celebrate the fitness center, boost membership, and reinvigorate members. As a previous client of Hubbard Chicago's 2060 Digital, Naperville Park District sat down with us for a renewed Customer Needs Analysis.

Together, we identified three goals for the Fort Hill Fitness Center's anniversary campaign:

- Raise awareness about the fitness center's offerings and member perks.
- Generate 250 new memberships.
- Reinvigorate membership activity throughout the fall.



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### THE MARKETING SOLUTION

We focused first on boosting memberships with a free enrollment campaign in August, using display ads to ramp up new member interest during an exclusive two-week period.

As a follow up, we developed a plan for September that would help maintain memberships and encourage use of the fitness center's space, classes, and more. We developed a message that would remind the public that there would be plenty of ways to stay fit and active, all through the fall.

### RESULTS

Display results during the two-week promotional push were astounding. The CTR for desktop display (0.95%) was 6x higher than the national average. And most importantly, new membership registration exceeded goals by more than 100.

Naperville Park District was so impressed by these results that they contracted us to run a six-month engagement the following year, twice the length of this year's engagement.

#### Metrics Snapshot

- Total memberships sold: 341
- Display ad CTR (two-week period): 0.95% (desktop)

### INFORMATION:

**Industry:** Health & Human Services

**Market:** Dupage County, IL, and surrounding area

**Company:** Naperville Park District - Fort Hill Activity Center

**Campaign Dates:** August - September 2016

**Target Audience:** Adults 25-54 located within 10 miles

**Solutions Utilized:** Display Ads via 2060 Digital

*"We sold 341 memberships—91 more than our target—and were thrilled that we significantly surpassed our goal during a promotional period that was relatively compressed. It's clear that our digital advertising campaign helped generate interest and drive potential new members into the facility to check it out, with many deciding to join."*

- Director of Marketing and Communications, Naperville Park District

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