

# “Selling” Conservation

Convincing Zoo Guests that it's  
Worth Our Time, Money, and Effort

# Outline

- ▶ The Battle Between Cynicism and Hope
- ▶ Applying Modern Day Marketing Techniques to Conservation
- ▶ Small Efforts = Big Difference



Jenny Reineck, Zoo Atlanta, TW: @jenny\_reineck

# Balancing Cynicism and Hope

100% Cynical? You won't even try.

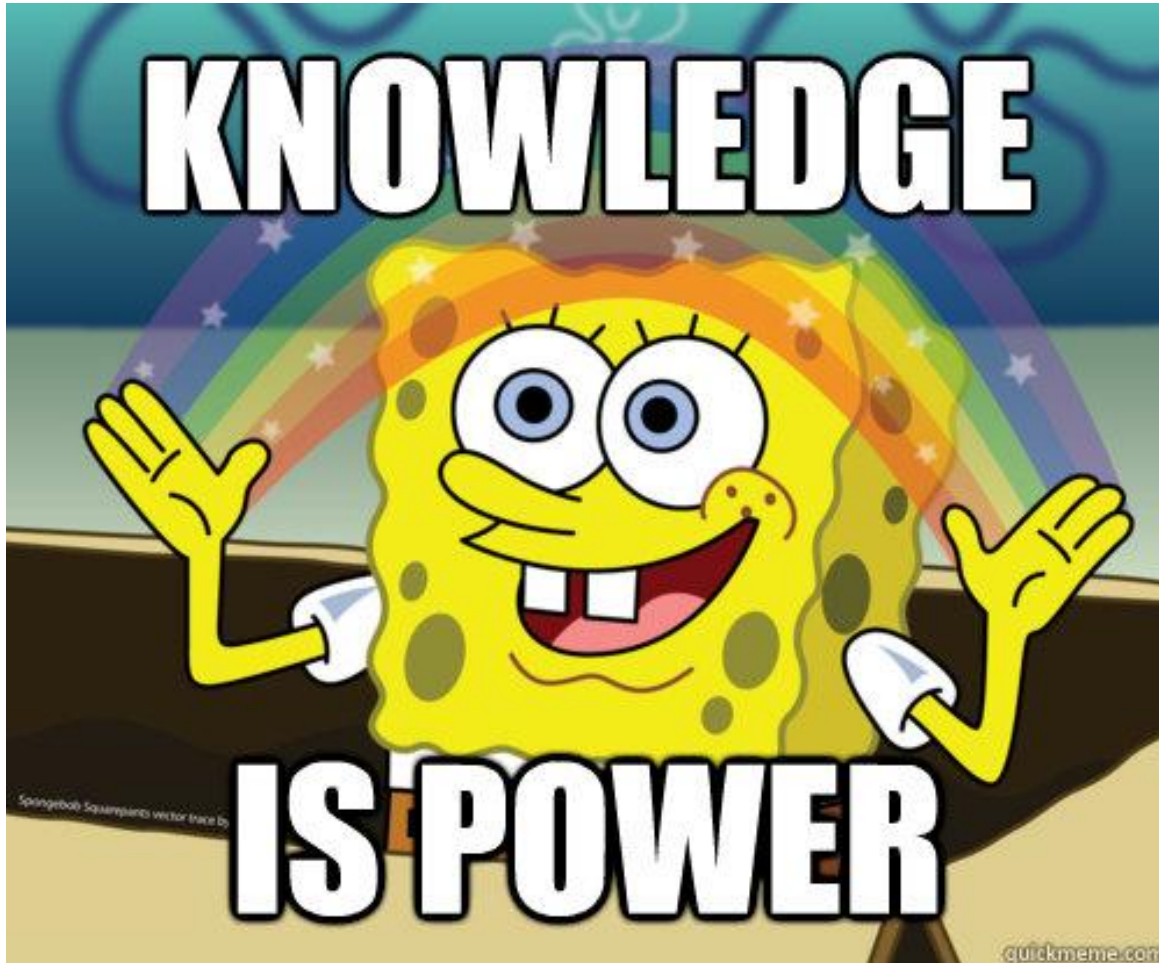
100% Hopeful? You won't accomplish anything.

“I Swear, I’m Not Selling Anything!”



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“Okay, Maybe I Am. But It’s Free!”



# Applying Modern-Day Marketing Techniques to Conservation

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# Wait, back up—do I know what I'm talking about?

- ▶ Education: B.S., Marketing, Elon University 2012
- ▶ Experience: Over 7 years of experience working in Digital Marketing, including website design and management, email marketing, and social media marketing.
- ▶ What Have I Learned?
- ▶ How Can I Apply It to Zoo Guests?



# How can we optimize the path to conversion?



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# Small Efforts = Big Difference

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# Changing Your Life...



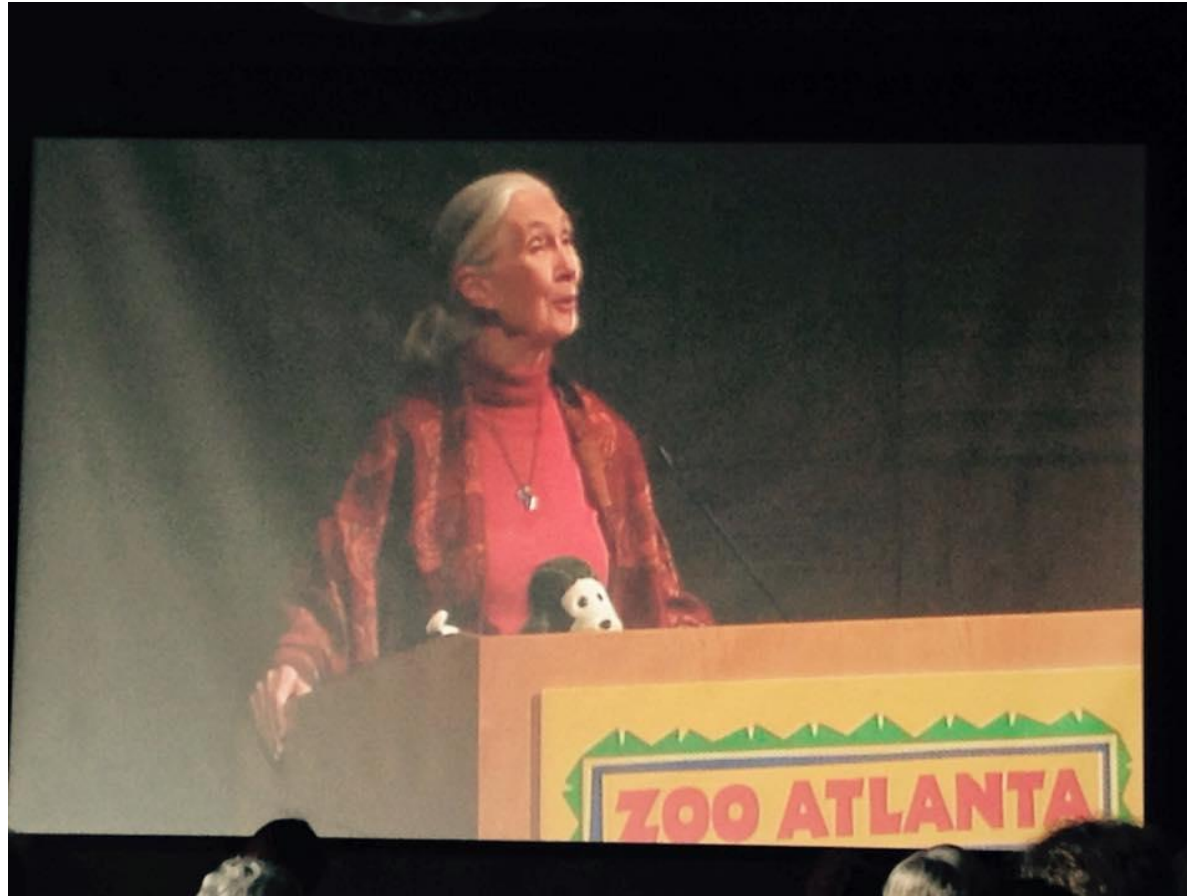
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# ...vs Changing Your Lifestyle



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# Jane Goodall's Message to the World, A Message of Hope



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# Questions, Comments?