

GLADSTONE COMMUNITY CENTER

The 90,000 square-foot Gladstone Community Center boasts three swimming pools and large recreation and fitness facilities.

IN THEIR WORDS

“With the marketing plan and direct mail campaign NextPage created, we were able to reach our membership goals much faster than we expected, which is helping us ensure the long-term sustainability of the center and its programs.”

*Sheila Lillis, Director of Parks and Recreation,
City of Gladstone, Missouri*



THE PROBLEM

INCREASE LOCATION AWARENESS TO GENERATE MEMBERSHIP RATES

The Gladstone Community Center is located away from the suburb’s main thoroughfares. Many potential members were not aware of its location.

The center wanted to advertise it’s opening, the location and it’s various programs in order to generate membership.

THE SOLUTION

A DIRECT MAIL CAMPAIGN THAT RAISED AWARENESS OF THE CENTER’S OPENING

NextPage created a marketing plan aimed at getting families to tour the facility during construction and attend the grand opening event.

NextPage conducted research, which created a database of 5,000 high-potential consumers most likely to use the center fitness programs.





THE SOLUTION, CONT.

The [direct mail postcards](#) were personalized with the recipient's family name and used a PURL (personalized URL) to drive recipients online. At the PURL, recipients were given more information, and the opportunity to RSVP for the events. This allowed the center to plan staffing levels for the events and to build prospect and email databases.

The Gladstone Community Center campaign won the overall “Most Innovative Solution” award and a gold award in the Kansas City Direct Marketing annual contest.

THE RETURN

AWARD-WINNING CAMPAIGN

More than 5 percent of the recipients who received the two mail campaigns purchased memberships, well above direct marketing industry standards. Both events were also well attended and generated a buzz and a flurry of referrals before the center was even open.



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