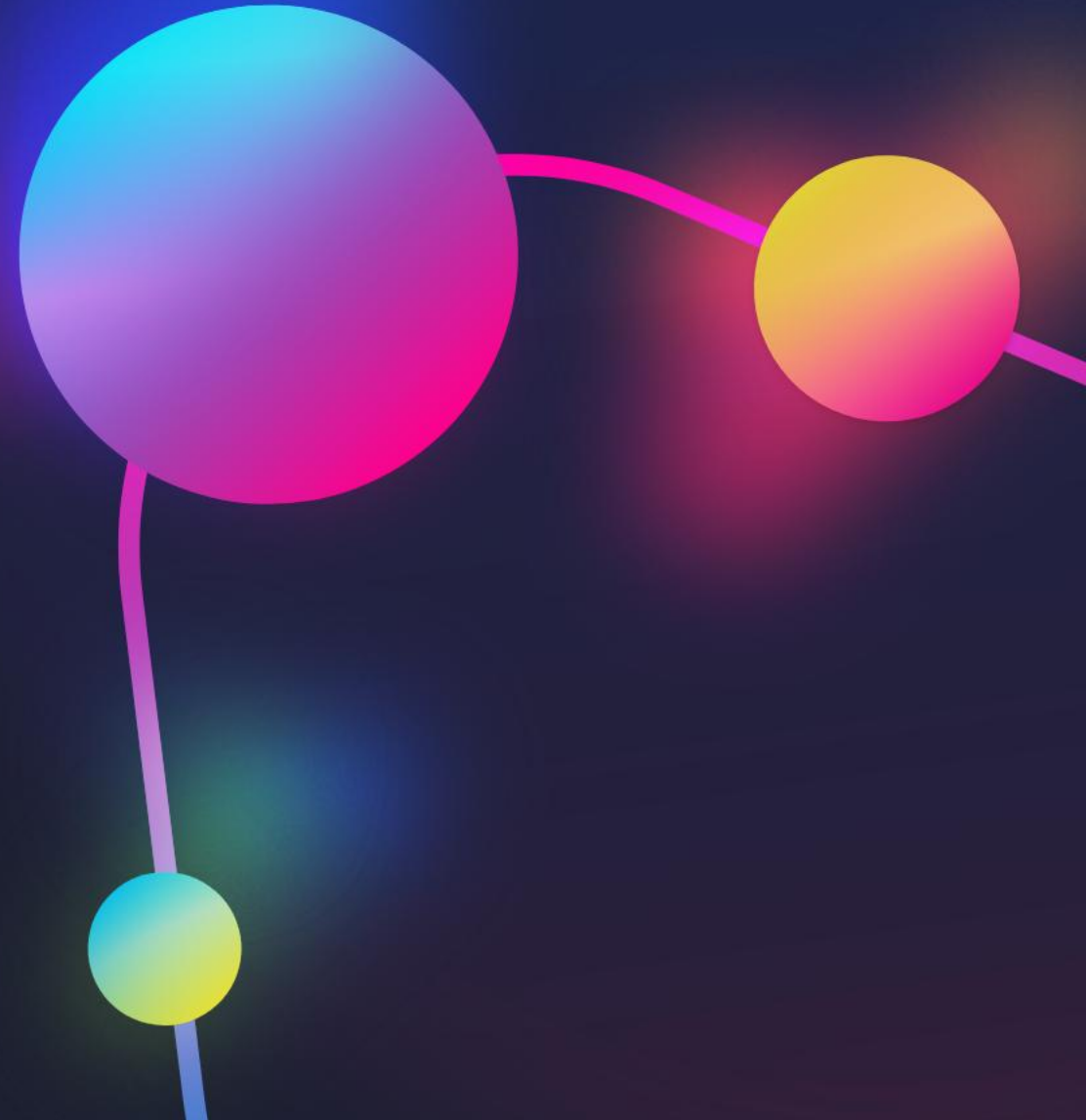




Eliminate the airgaps



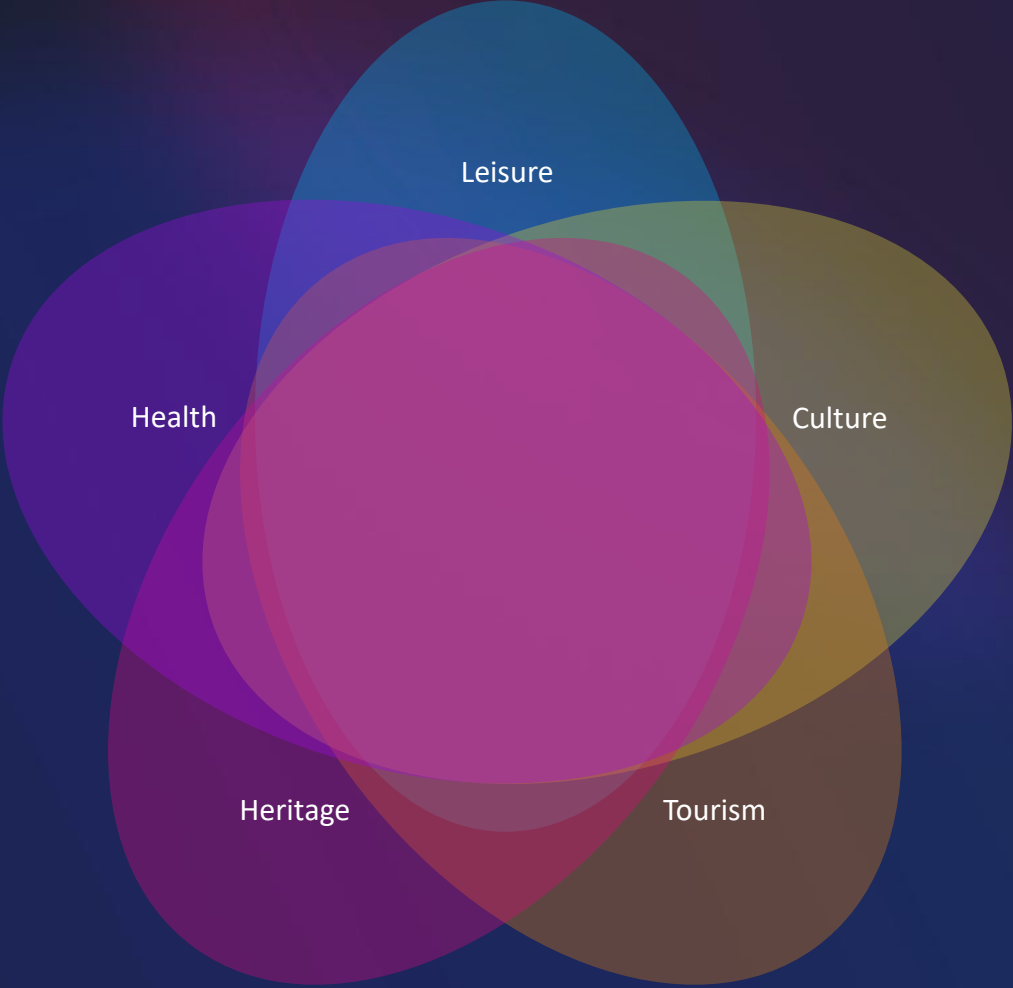
Creating a
promotional network



Operational vs. User interaction



Operational vs. User interaction



Promotional Airgaps

Gym Membership app

Summer campaign

Swimming Lessons

Health Referrals

Airgap

Libraries Facebook page

Reading challenge

New cafe

Remote office space

Airgap

Museum Mailing list

Historian talk

After-dark session

Free half-term entry

Promotional Airgaps

Gym Membership app

Summer campaign

Swimming Lessons

Health Referrals

Libraries Facebook page

Reading challenge

New cafe

Remote office space

Museum Mailing list

Historian talk

After-dark session

Free half-term entry

Promotional Airgaps



Promotional Airgaps

Families

Reading challenge

Swimming Lessons

Free half-term entry

Young Professionals

Summer campaign

After-dark session

Remote office space

Retirees

Historian talk

New cafe

Health Referrals

Promotional Networks

Why do it?

- Little to no cost
- Existing customer base – high trust
- Differentiation from private service providers
- Encourages wholistic approach to wellness



Be selective to avoid oversaturation

**If you try to say everything,
you're saying nothing.**

Example – Vision Redbridge



VISION
ISLEISURE

VISION
ISLIBRARIES

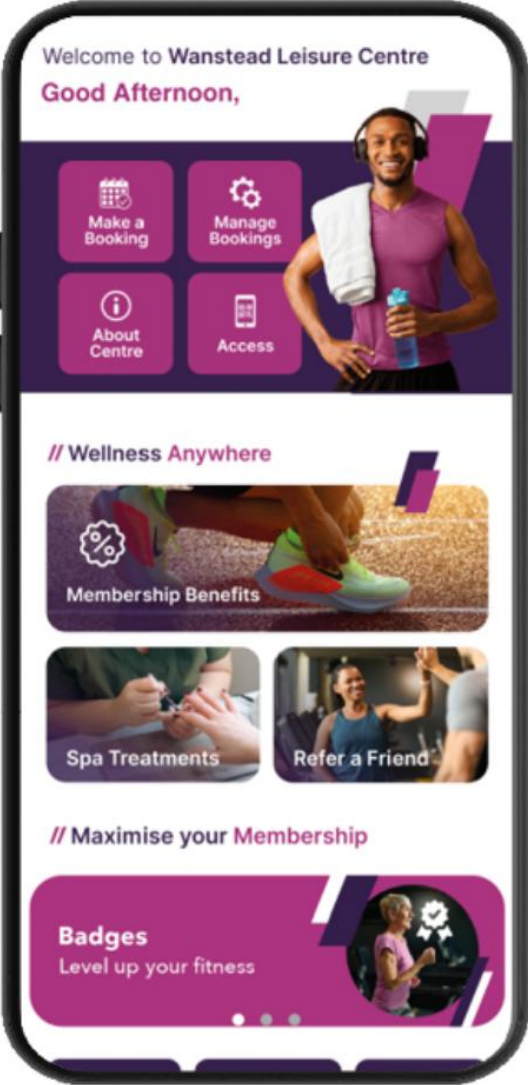
VISION
ISMUSIC

VISION
ISPARKS

VISION
ISTHEATRE

VISION
ISVENUES

Example – Vision Redbridge

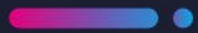


Example – Vision Redbridge





Thank you



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