

FINDR

STRATEGIC USE CASES

City of Cypress Springs

Three Departments · Three Initiatives · Three Budgets

PUTTING FINDR'S DATA TO WORK

From Data to Decisions

The performance data Findr now provides for the Library, Recreation Center, and Senior Center is only valuable if the City uses it. This document demonstrates how each department can apply that data to a specific upcoming initiative — translating zip code rankings, search terms, and engagement patterns directly into outreach plans, ad budgets, and tactical decisions.

Three departments. Three different audiences. Three different budget realities. The data Findr provides works for all three because it answers the same fundamental questions: who is searching, where are they searching from, and what are they trying to do?

The Three Initiatives

Department	Initiative	Timing	Budget
Public Library	Summer Reading Program	June-July (registration May-June)	\$1,000
Recreation Center	Fall Youth Sports League	September-November (registration August)	\$3,500
Senior Center	Annual Health & Wellness Fair	October	\$1,500

Each plan that follows uses the same logic: identify the highest-intent zip codes from Findr's reporting, match the message to what residents are actually searching for, and split the budget across the channels and timeline best suited to the audience.

Library · Summer Reading Program

Department: Library Services | Total Budget: \$1,000 | Initiative Timing: Registration May-June, Program runs June-July

Why This Initiative

Summer Reading is the Library's highest-impact program of the year — driving foot traffic, building lifelong library users, and serving as a primary engagement vehicle with families. Last year's program reached 312 registered children. With the Library now visible in search results for terms like "kids storytime" and "library card sign up," there is genuine room to grow that number with a focused micro-budget.

What Findr's Data Tells Us

- **Geographic concentration:** 80% of Library direction requests come from just 5 zip codes (33543, 33544, 33559, 33558, 33545)
- **Search intent:** "kids storytime" is already in the top 6 search terms surfacing the Library — parents are actively looking for kid-friendly programming
- **Engagement pattern:** Library audience clicks through to website at the highest rate of the three locations — they want to register and self-serve
- **Mobile dominance:** 78% of Library profile views come from mobile — registration-friendly mobile creative is essential

Budget Allocation (\$1,000)

Channel	Budget	% of Total	Notes
Facebook (Tier 1 zips)	\$450	45%	Where parents in this geography are most active
Google Ads	\$300	30%	High-intent searches: "summer reading," "kids library programs"
Instagram Reels	\$100	10%	Younger parent audience; visual program highlights
Library Google Posts (free)	\$0	—	Weekly posts during registration; no spend
Reserve / final week boost	\$150	15%	Hold for late-registration push
Total	\$1,000	100%	

Targeting Strategy

Use Findr's Month 3 data to target the five zip codes generating 80% of direction requests:

- **Tier 1:** 33543 (Cypress Springs Central) — 31.4% of direction requests
- **Tier 1:** 33544 (Cypress Springs North) — 18.7%
- **Tier 1:** 33545 (Cypress Springs East) — 8.1%

- **Tier 2:** 33559 (Lutz) — 12.3%; 33558 (Lutz/Land O'Lakes) — 9.6%

Creative Direction

- Lead with kids and books — high engagement on parent-focused social
- Specific incentive headlines: "Read 5 books, win a prize. Free for ages 3-12."
- Single-tap registration link to the Library's program page
- Run "Last week to register" creative in the final 7-10 days for the boost period

Success Metric

Target: 400+ registrations (a ~30% increase over last year's 312). Measured via Library website registration page traffic and final program enrollment numbers, both of which Findr can track monthly through Google Business Profile click-through data.

Recreation Center · Fall Youth Sports League

Department: Parks & Recreation | Total Budget: \$3,500 | Initiative Timing: Registration August, Leagues run September-November

Why This Initiative

Fall Youth Sports is the Recreation Center's largest revenue-generating program, with soccer, flag football, and basketball leagues serving roughly 850 children annually. Registration fees and concession revenue make this program self-funding plus contributing to facility operations. Every additional registrant has direct fiscal impact, making this the highest-ROI marketing investment of any city initiative.

What Findr's Data Tells Us

- **Search intent is high:** "youth sports registration" is already a top 4 search term surfacing the Rec Center — demand is strong
- **Wider geography:** Rec Center has the broadest zip code reach of any city facility — pulling from 5 distinct areas with significant volume
- **iPhone audience just unlocked:** Apple Maps engagement grew 366% in three months, capturing iPhone-using parent audience that was previously invisible
- **Conversion intent:** Direction requests jumped to 456 in Month 3 alone — meaning 456 parents physically planned a visit, many of whom likely came to register
- **New zip emerging:** 33545 (East Cypress Springs) showing emerging demand — worth targeted outreach to this growing audience

Budget Allocation (\$3,500)

Channel	Budget	% of Total	Notes
Facebook (3-tier ad sets)	\$1,400	40%	Primary parent audience; tier structure mirrors zip data
Google Ads	\$900	26%	High-intent registration searches
Instagram Reels	\$300	8%	Younger parents; sports highlight reels
Local print (school newsletters)	\$350	10%	Direct school-family reach for Tier 1 zips
Eventbrite-style registration platform fees	\$200	6%	If using paid registration platform
Final week / signup-deadline reserve	\$350	10%	Hold until 2 weeks before deadline
Total	\$3,500	100%	

Facebook Three-Tier Ad Sets (\$1,400)

Ad Set	Zips	Budget	Daily	Creative
Tier 1 Core	33543, 33544	\$700	~\$23/day	Highest intent: 'Sign up your kid for fall sports' urgency creative
Tier 2 Geographic Expansion	33545, 33559, 33558	\$525	~\$17/day	Awareness + registration: features highlight reels of past seasons
Tier 3 Test	33549, 33548 (emerging)	\$175	~\$6/day	Discovery audience; lower spend

Google Ads Pacing (\$900 over 5 weeks)

Registration window is the critical period. Pace daily budget to peak in the final two weeks:

Week	Phase	Daily Budget	Weekly Total
Week 1 (early Aug)	Awareness build	\$15/day	\$105
Week 2	Registration opens	\$22/day	\$154
Week 3	Mid-registration	\$28/day	\$196
Week 4	Push toward deadline	\$32/day	\$224
Week 5 (deadline week)	Final push	\$32/day	\$224
Total		—	\$903

Success Metric

Target: 950+ registrations (~12% increase over last year's 850). Each league registration is roughly \$85 in fees, meaning 100 additional registrants generates ~\$8,500 in incremental revenue against the \$3,500 ad spend — a 2.4x ROI on registration revenue alone, before accounting for concession and ancillary spending. Findr's monthly reporting will track website click-throughs to the registration page as a leading indicator throughout the campaign.

Senior Center · Annual Health & Wellness Fair

Department: Community Services | Total Budget: \$1,500 | Initiative Timing: October

Why This Initiative

The annual Health & Wellness Fair is the Senior Center's signature event — connecting seniors with health screenings, Medicare resources, fitness classes, transportation assistance, and community service organizations. The event has historically attracted 180-220 attendees. Three months of clean Findr data now shows the Senior Center has a tightly concentrated audience and exceptionally high call-conversion rates from search results — both of which favor a focused outreach approach.

What Findr's Data Tells Us

- **Tightest geography:** 84% of all direction requests come from just 5 zip codes — the most concentrated of any city facility
- **Phone-first audience:** Senior Center sees the highest call-to-view conversion rate of the three locations — seniors prefer phone contact
- **Practical needs drive search:** "medicare help," "senior transportation," and "free meals seniors" are top search terms — these are practical, urgent searches
- **Lower digital click-through:** The Senior Center's audience clicks through to the website less than other locations, suggesting print/mail outreach should be weighted higher
- **Channel preference:** Demographic likely under-indexes on Instagram, slightly under-indexes on Facebook compared to broad population, and over-indexes on direct mail and local print

Budget Allocation (\$1,500)

Senior Center budget allocation differs from the other two locations because of audience preferences. Less digital, more direct.

Channel	Budget	% of Total	Notes
Direct mail to Tier 1 zips	\$525	35%	Postcard mailer to 33543 and 33544 — highest concentration
Facebook (older-skewing audience targeting)	\$375	25%	55+ targeted ad set in Tier 1 zips
Local print (community newsletters)	\$225	15%	Senior-focused publications and HOA newsletters
Google Ads	\$150	10%	Lower weighting — search volume is smaller
Partner cross-promotion (Library, Rec Center)	\$0	—	Cross-link from Library and Rec Center social channels
Day-of / final-week reserve	\$225	15%	Hold for final push and any unfilled vendor spots
Total	\$1,500	100%	

Direct Mail Strategy (\$525)

This is the largest single allocation because Findr's data clearly indicates the audience is geographically concentrated and prefers physical outreach. Recommended approach:

- **Geography:** Mail to all addresses in 33543 and 33544 with residents 55+ (~3,500 households)
- 4x6 oversized postcard with event date, free admission, free transportation info, and large-print phone number
- Two mail drops — one 3 weeks before event, one 5 days before
- Cost estimate: \$0.15/piece × ~3,500 pieces = \$525 (printing + postage)

Phone Number Prominence

Across all creative — mail, print, social, search — the phone number must be displayed prominently in large, readable type. Findr's data confirms the Senior Center's audience prefers calling: 167 calls in Month 3 alone, the highest call-to-view ratio of any City facility. Make calling easy.

Cross-Promotion Opportunity (Free)

Library and Recreation Center have larger digital audiences and overlap with the Senior Center's audience through grandparents, multigenerational households, and caregivers. Free cross-promotion ideas:

- Library: post the event on Library's Facebook page and Google Posts during October
- Recreation Center: include in monthly e-newsletter and add a flyer at the front desk
- Both: encourage staff to mention the event when interacting with senior residents and caregivers

Zero dollar cost; meaningful incremental reach.

Success Metric

Target: 250+ attendees (~14% increase over historical baseline). Tracked through event-day registration sign-ins and post-event surveys. Findr's reporting will show whether direction requests and phone calls spike in the days surrounding the event — confirming the campaign reached its target audience.

Combined Initiative Overview

Initiative	Budget	Channels	Target Outcome
Library: Summer Reading	\$1,000	Facebook, Google, Instagram, posts	400+ registrations (+30%)
Rec Center: Fall Youth Sports	\$3,500	Facebook, Google, Instagram, school print	950+ registrations (+12%, ~\$85K revenue)
Senior Center: Health Fair	\$1,500	Direct mail, Facebook, print, search	250+ attendees (+14%)
Combined	\$6,000	Multi-channel across 3 audiences	Cross-departmental reach

What Each Department Has That It Didn't Before

- **Library Director:** data on what parents are searching for, where they live, and how they interact with the Library's profile online
- **Parks & Rec Director:** a clear picture of which neighborhoods drive program registration and which are growing — informing both ad spend and where to host pop-up registration events
- **Community Services Director:** evidence-based confirmation that the audience is geographically concentrated and phone-driven — informing budget decisions for years to come

Looking Ahead: How Findr Continues to Add Value

The plans in this document are tactical — focused on three specific upcoming initiatives. But the underlying data infrastructure Findr has built will continue to inform every decision each department makes:

- Where to add a satellite library kiosk based on which zip codes are searching but not currently receiving direct mailings
- Whether to add a second summer camp session based on direction-request volume during peak registration weeks
- When to extend hours based on after-hours search activity
- Which programs to expand based on which search terms drive the most engagement
- Where to host community events based on real demand mapping, not assumptions

Every monthly report Findr delivers extends the City's ability to make these decisions with data instead of intuition.