

**CASE STUDY:**

# CENTRAL FLORIDA ZOO & BOTANICAL GARDENS

## ECOMMERCE CAMPAIGN



As one of Central Florida's most beloved family attractions since 1975, the Central Florida Zoo & Botanical Gardens has long served as a cornerstone of education, conservation, and entertainment in the region. When the Zoo partnered with evok, the goal was to strengthen its connection with the community, elevate its online presence, and inspire both new and returning visitors to experience all the Zoo has to offer.

Having collaborated with the Zoo across multiple initiatives, from branding and event promotions to seasonal campaigns, evok's team took on full social media management to cultivate meaningful engagement and measurable growth. By developing a cohesive social media strategy, curating content across major platforms, and executing targeted paid campaigns, we set out to transform the Zoo's digital presence into an extension of its mission—to connect people with wildlife and inspire conservation action.



**INDUSTRY**  
TRAVEL, TOURISM, & ENTERTAINMENT



**AUDIENCE**  
FAMILIES  
TOURISTS  
DAY-TRIPPERS  
ANIMAL ENTHUSIASTS



**CATEGORY/TACTICS**  
SOCIAL MEDIA STRATEGY  
TARGETED PAID CAMPAIGNS  
CONTENT CREATION  
COMMUNITY ENGAGEMENT  
PERFORMANCE-DRIVEN ANALYTICS

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### Digital Display Ads

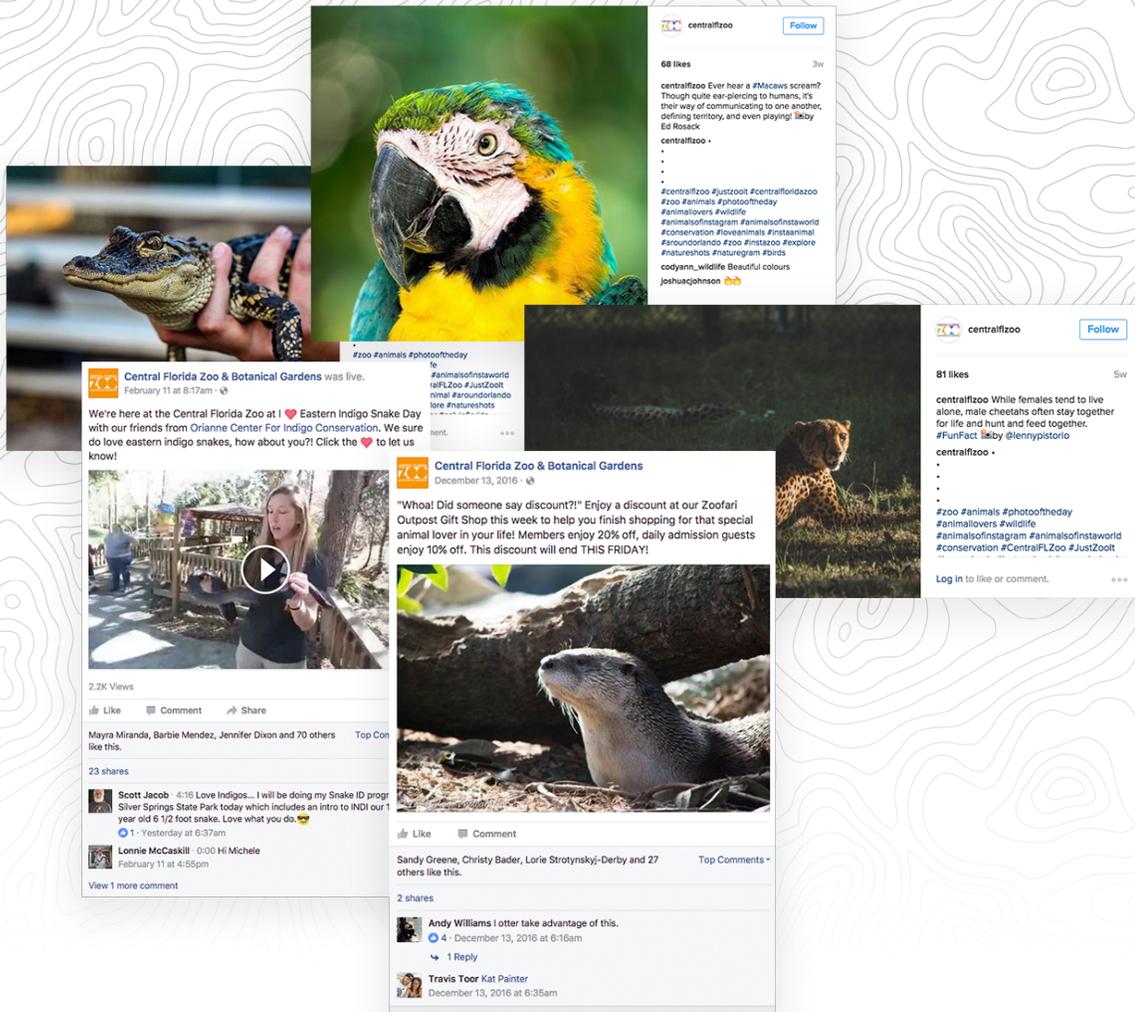


## IDEAS.

A local favorite since 1975, the Central Florida Zoo is home to over 500 animals representing 205 species.

Partnering with the Zoo on several projects, our team has gotten to know the family-friendly attraction quite well throughout the years. Following branding, event promotion and marketing engagements, we began fully managing the Zoo's social media in 2016. In this role, our goals were to increase online brand recognition and establish a positive brand culture for the Zoo, producing qualified leads and, ultimately, driving admissions.

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### Paid Social Media Ads



Social media has the potential to help develop iron-clad bonds between brands and their audiences, and that's just what we set out to do for the Zoo.

Providing a strong social media strategy and presence, we engaged past and potential visitors by providing up-to-date, relevant content across Facebook, Twitter, Instagram, Pinterest and LinkedIn. Our content strategy was not only aimed at creating loyal brand ambassadors through timely and effective communications, but also drive donations to the Zoo and increase likes, clicks, shares and comments across the Zoo's social platforms.

Our team also set up paid advertising to drive qualified traffic to the Zoo's channels while maximizing budgets for target audience segments.



# RESULTS.

The response to the partnership between evok and the Zoo has been overwhelmingly positive, with results showing growth across all social media platforms managed.

## FACEBOOK

28%

increase in  
Facebook fans

9%

increase in  
Facebook impressions

5%

increase in  
Facebook engagement

## TWITTER

9%

increase in  
Twitter followers

1,399%

increase in  
Twitter engagements

1,497%

increase in number of  
impressions per tweet

## INSTAGRAM

113%

increase in  
Instagram followers

7,136%

increase in  
Instagram engagements

139%

increase in number of  
Instagram engagements  
per media

## LINKEDIN

813%

increase in  
LinkedIn followers

2,867%

increase in  
LinkedIn impressions

3,350%

increase in  
LinkedIn engagements

92%

increase in number of  
LinkedIn engagements  
per post

## PINTEREST

129%

increase in average daily  
Pinterest impressions

38%

increase in average daily  
Pinterest viewers

**RESULTS (CONT.)**

**\$4,500+**

visitor increase in one month over same previous year's month

**2%**

less tourism tax collection decrease than expected

## KEY TAKEAWAYS

The Central Florida Zoo & Botanical Gardens case exemplifies how a well-crafted social media strategy can transform community engagement into measurable growth. By combining creative storytelling, consistent content, and data-driven targeting, we helped the Zoo strengthen its online presence and deepen its bond with visitors. Each platform—Facebook, Instagram, Twitter, LinkedIn, and Pinterest—was treated as a unique ecosystem, allowing us to tailor messaging that resonated across audiences while driving tangible results, from increased followers and engagement to higher on-site attendance.

This partnership underscores evok's ability to merge creativity with analytics to drive results for tourism and entertainment brands. By fostering authentic digital conversations and amplifying the Zoo's mission of conservation and education, we turned everyday interactions into lasting connections. The outcome speaks to the power of strategy-led storytelling—where insight, consistency, and creativity align to deliver meaningful impact both online and in the real world.