engage by cell

Atlanta Botanical Garden's *Garden Lights, Holiday Nights* App

ATLANTA BOTANICAL GARDEN

The Atlanta Botanical Garden sought a solution to extend the guest experience and improve communication and navigation during its popular Garden Lights, Holiday Nights event, which attracts more than 200,000 attendees annually. They needed a mobile-first approach to streamline communication, reduce printed materials, and provide an interactive journey for guests. In collaboration with the event sponsor, the Garden chose a tech-driven solution to improve the guest experience while strengthening sponsor visibility.

Using Engage by Cell's platform, the Garden developed a customized mobile web app and GPS map tailored to the event. Atlanta Botanical Garden Senior Marketing Manager Bo Shell shares, "Our partnership with Engage by Cell allowed us to provide a modern, tech-savvy solution for our visitors while also spotlighting our event sponsor in meaningful ways."

THE VISITOR JOURNEY

The experience began with an automated text message and email sent to visitors on the morning of their scheduled visit, including a link to the app. The app accompanied them from their drive to the Garden throughout the visit.

During the journey to the Garden, geofencing technology triggered popups for app users based on their proximity to the entrance. **These popups provided:**

- **A link to the app's main menu**
- **Parking Information**
- **General event FAQs**
- **An interactive garden map**

At the Garden, those who hadn't accessed the app via email or text could scan QR codes on signage throughout the garden to get started.

> *"Our partnership with Engage by Cell allowed us to provide a modern, tech-savvy solution for our visitors while also spotlighting our event sponsor in meaningful ways."*
>
> — Bo Shell, Senior Communications/Design Manager, Atlanta Botanical Garden

120,000+
PAGE VIEWS.

64%
Increase in navigation satisfaction

KEY FEATURES OF THE APP

The app's main menu offered the following options:

- **Interactive GPS Map:** A guide to attractions, photo ops, food vendors, and restrooms.
- **Parking Info:** Details on parking pass prices and overflow options.
- **Event Info:** Information on amenities, accessibility, and transportation.
- **Pre-Show Vibes:** A curated playlist, food and concessions details, and fun event facts.
- **Photo Ops:** Instructions on using the GPS map to find the best photo opportunities and social sharing tags.
- **Contact Us:** FAQs, a phone number, email address, and text chat instructions.

Throughout the development process, Engage by Cell provided continuous support, ensuring a seamless experience. Bo Shell emphasizes, "You don't have to be an expert in any of this to make it happen." He adds, "It's built for everyone to use first, and then we layered our sensibilities and design critiques on top of that. Engage by Cell's development process was impressively fast, making implementation smooth and efficient."

In the mobile app the event sponsor was featured prominently on every page, increasing their visibility and providing additional value for visitors. Visit the app: [Garden Lights Holiday Nights App](#).

RESULTS

Bo and the Engage by Cell team were able to execute this build in just three months! Bo shares, "Standing there literally welcoming the guests, them seeing this new sign, and watching them stop and scan the QR code is amazing to see after the work that went into making this happen."

Bo continues, "We heard reports from our older volunteers saying 'I put this in the hand of someone who looked like me that doesn't love technology'—but after their experience in Garden Lights they come back around to say, 'actually this is really helpful!'"
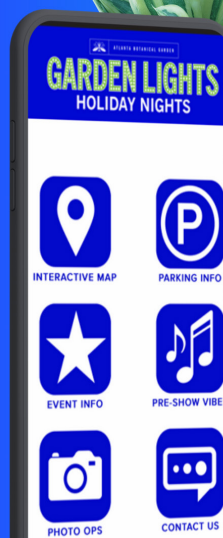
During the event app generated more than 120,000 impressions, plus 28,738 new text message subscribers. Atlanta Botanical Garden experience surveys indicated a 64% satisfaction rate with the map, and navigation satisfaction improved from previous years.

"You don't have to be an expert in any of this to make it happen."

—Bo Shell, Senior Communications/Design Manager, Atlanta Botanical Garden

Try it out!

SCAN ME

ATLANTA BOTANICAL GARDEN
LIGHTS THE WAY
MOBILE EXPERIENCE

GARDEN LIGHTS HOLIDAY NIGHTS

INTERACTIVE EXHIBITION MAP & MORE!

Invesco QQQ
LIGHTS THE WAY

NO DOWNLOAD REQUIRED!
atlantabg.org/lightsmap

ATLANTA BOTANICAL GARDEN
GARDEN LIGHTS HOLIDAY NIGHTS

INTERACTIVE MAP

PARKING INFO

EVENT INFO

PRE-SHOW VIBES

PHOTO OPS

CONTACT US

28,738
NEW SMS SUBSCRIBERS

GARDEN

Your Garden Lights adventure starts NOW! Visit https://bycell.co/dcyye to begin your Lights the Way mobile experience.

Hello we are going to be late, are we still able to enter with our time slot?

Late entry is accommodated.

Ok thank you so much for your fast response