Museum Marketing
What Can Marketing Do?

• Marketing and strategic marketing plans can serve to achieve a museum’s mission or mandate which is to collection, research, educated and to interpret historical information.

• Museum marketing is unique because museums have a mission to educate the public as well as build an audience and revenue.

• Merging a museums mission and market is at the heart of effective planning.

• With a good marketing plan, a museum can build an audience for museum programs as well as sustain the necessary revenues for delivering the museums mission in its fullest form.
Institution's annual marketing plan...

• target key audience segments
• prioritize resources
• layout a chronological action plan
• create monitoring points
• evaluation process
What should you consider before you write a museum marketing plan?
A marketing plan is built in five steps:

1. Situation Analysis
2. Determining Market Opportunity
3. Setting Marketing Objectives
4. Strategy and Program Development
5. Implementation, Monitoring, Evaluation
But....

*Do not begin to plan before you answer this basic question:*
What kind of experience does your museum offer to visitors?
The answer is not an inventory of the museum's holdings, but a description of the activities the visitor can enjoy at the institution.
Situation Analysis
Situation Analysis

• Surveying the museum's current context in terms of its marketplace lays the groundwork for the future.

• First, find out about the museum's current customers.

• Asking visitors for their zip codes or sign a guest book, for example, can reveal a great deal about who goes to the museum during different periods of the year.
Situation Analysis

Conduct an analysis that attempts to answer the following questions:

• Why do visitors come to the museum?
• Who makes the decision to come to the museum?
• When do visitors make the decision to come to the museum?
Situation Analysis

Other Things to consider....

• *Review how various societal values influence visitor attendance*

• *Assess the economic environment*

• *Identify your competition, which can be very broad for museums*
  • *The physical environment*

• Technology

• *Evaluate current marketing objectives*
Market Opportunity
Market Opportunity

While exploring potential audiences and evaluating your target market consider:

• age
• gender
• profession
• income level
• educational level
• residence

“Look beyond the traditional market”
Setting Market Objectives
Setting Market Objectives

1. Review the basics

2. Then get specific:
   
   • What's the deadline for achieving various goals?

   • Establish monthly and quarterly action plans.

   • State the figures for the attendance and revenue goals you plan to achieve by the deadline.

   • Determine how you plan to reach your target audience. If you've decided to buy weekend radio time to attract a particular market segment, for example, state that in the plan.
Strategy and Program Development
Strategy and Program Development

• To develop the means for carrying out the plan, return to the "museum experience".

• Based on the experience offered by a museum and the profile of its customers, determine how you will present the institution to the public.

• develop a positioning statement
Strategy and Program Development

Once the marketing position is established, address the essential elements of the marketing mix:

• Product
• Price
• Promotion
• Place.
Developing a Marketing Budget
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The budget should include.....

- staff salaries
- costs of advertising
- ad preparations
- brochures and their distribution, mailing costs, processing of brochure requests
- special event expenses
- participation in trade shows
- market research.
Implementation, Monitoring & Evaluation
Implementation, Monitoring & Evaluation

• The entire institution must buy into the marketing plan, from the board to the director to the staff and volunteers.

• Well informed staff and volunteer members can be enthusiastic supporters of the plan.

• Place objectives in the marketing plan to monitor performance. Objectives can include attendance, revenues, dates in the media and research schedules, special events, and market tests.
Questions: