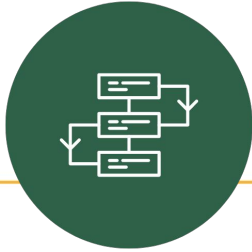


Communications & Marketing Strategies for Smaller Museums



By the end of this session, you'll learn...



How to identify
and prioritize
marketing
channels



Who your
audience is and
your top ways to
reach them



How to leverage
relationships to
help tell your
story



Step 1: Do less.

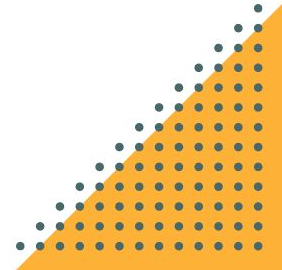
Identify and prioritize your marketing efforts.



Step 1: Do less.

Identify and prioritize your marketing efforts

- Start with your why to simplify
- Know your mission, vision, and values
 - ◆ Provides clarity & focus
 - ◆ Defines your target audience
 - ◆ Builds brand identity



Step 1: Do less.

Identify and prioritize your marketing efforts

→ Identifying Key Performance Indicators

- ◆ What are you trying to accomplish?
- ◆ What's your data source?
- ◆ Where are you now?
Where do you want to be?
- ◆ Plan downstream



goal
setters!





Action Breakout

Identify one data point you're going to stop tracking.



Step 2: Listen and create.

Get to know your audience and create intentional, user-driven content based on what they need.




An Ode to Jazz: Website Swing





Embracing Improvisation: First Instruments

Start composing your website marketing efforts by adding a few tools to the roster

- Google Analytics — Learn about your site traffic
 - ◆ Free**
 - ◆ Easy to implement
 - ◆ Provides
 - Google Search Console — See how visitors discover you
 - ◆ Free
 - ◆ Learn how users find you through Google
 - ◆ Identify specific site errors
- 

Call and Response: What is the Audience Telling You

First listen and understand your users

→ Build a baseline

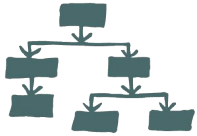
- ◆ Identify your most popular content
- ◆ Focus your energy on the top content
- ◆ Take notice if lower pages jump up in your top pages or if that order changes
- ◆ Then respond

→ Create and share

- ◆ Create blog posts, resources, media around
- ◆ Use your top content to surface content or boost promotions

More People at the Show: Reach More Users

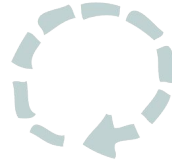
Improve your rankings on search to make more friends



Structure, size, and accessibility
H1, H2, H3, etc.
Ensure your images are under 300 kb.
Use alt descriptions for all images.



Enter meta descriptions for your pages
Abbreviated descriptions of your page for search engines. Add headlines and meta images for social use.



Improve content and update regularly
Focus on your top content pages first.
Create links to pages within your site.

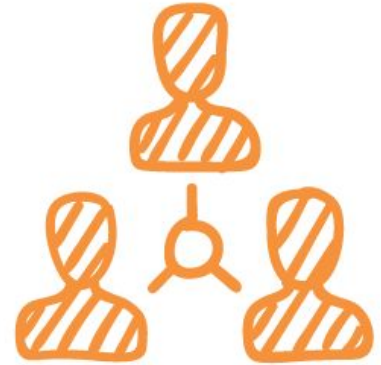


Improve readability for desktop and mobile
View your page on your phone. Is it easy to read? Does it resize?

Step 2: Listen and create.

→ Social Media Marketing: Content Development

- ◆ Strategizing and Planning
 - Capacity, resources, social channels, content
- ◆ Audience Research
 - User demographics, current versus ideal audience
- ◆ Writing and Creating Visuals
 - Repurpose, add value





Step 2: Listen and create.

→ Social Media Marketing: Content Development

◆ Promotion

- Tips and tools to maximize organic reach

◆ Publishing

- Tools for scheduling posts to maximize employee capacity

◆ Performance Tracking

- Refine your approach
- 

Step 2: Listen and create.

→ Social Media Marketing: Pro Tips and Promising Features

- ◆ Facebook events and groups
- ◆ Instagram stories and highlights
- ◆ Video content





Discussion Breakout

Current v. Ideal Audience: Bridge the Gap



Step 3: Make friends.

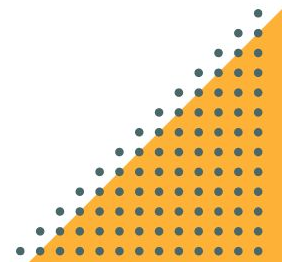
Leverage partnerships to get the work done.



Step 3: Make friends.

Leverage partnerships to get the work done.

- Community: Connect with like-minded organizations and individuals in your community that share a similar vision
 - ◆ Don't be shy - your museum is kind of a big deal!
 - ◆ Always Asking vs. Building a Relationship
 - ◆ Leveraging an Ask

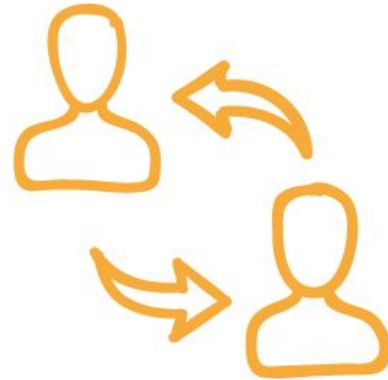


Step 3: Make friends.

Leverage partnerships to get the work done.

→ Social Networks: Build digital relationships to increase reach

- Develop a list of organizations that share segments of your ideal audience
- Share and engage with their content
- Take note and refine
 - Effective methods and best practices



Step 3: Make friends.

Leverage partnerships to get the work done.

→ Earned Media: Get to know your reporters.

Ask them...

- What's your favorite kind of story to cover?
- How do you want me to communicate with you?
- What's going on in the newsroom? How can I help?
- I got this great photo of you during your visit! Can I text it to you?



Step 3: Make friends.

Leverage partnerships to get the work done.

→ Earned Media: Make their jobs easier.

- Pitch targeted stories.
- Encourage drop-ins and slow news day ideas.
- Return calls, texts, and emails promptly.
- Find a way to say yes.
- Find **many** ways to say thank you.



Step 3: Make friends.

Leverage partnerships to get the work done.

→ Team: Identify other employee, intern, or volunteers' skills and how they can lend a hand to the marketing efforts

- ◆ **Every team member is actively marketing your museum.**

- make sure they know this too!

- ◆ Learn and lean on your team members' strengths

- ◆ Connect with local colleges - Internships rule!

- ◆ Make those "someday" projects happen today with volunteers

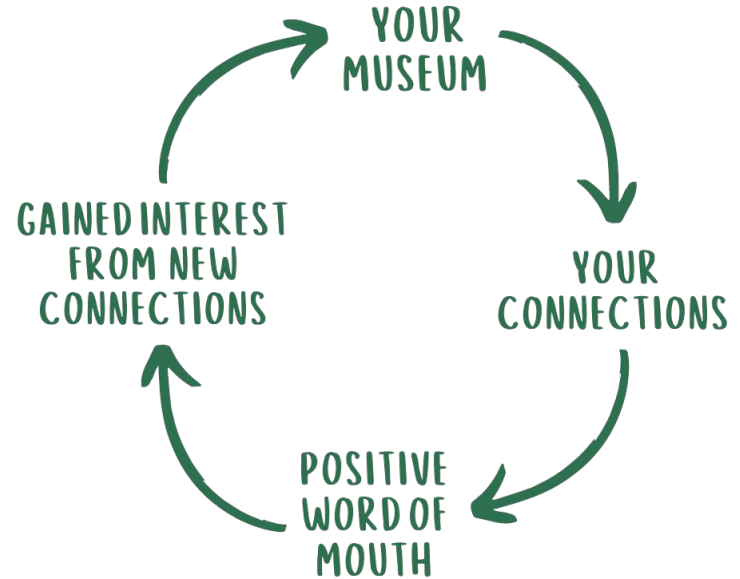
Umm...hello? Easy content for social media
and stories for your annual report!

Step 3: Make friends.

Leverage partnerships to get the work done.

→ Remember: Work Smarter, Not Harder with your Connections

- ◆ Do your absolute best to leave a positive lasting impact on those who have helped support your museum's mission.





Action Breakout

Identify one partner (internal or external) you can engage or thank right now. Then, grab your phone—and do it!



Let's Connect

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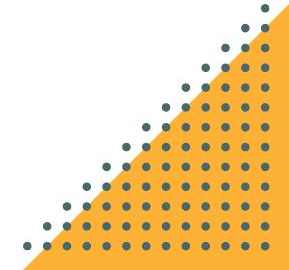


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Q & A

