

Lessons From Experience: Targeting the Museum Market

Introduction

The story that you are about to read is from actual events that occurred in the field. Its purpose is to provide you with a real-world example from a seasoned professional in the business world.

Targeting the Museum Market

All Star Art Museum is a small for-profit art museum in the center of a small beach town on the East shore. In existence for more than a decade, the museum has enjoyed a profitable few years. The museum is credited with exhibiting the work of local and well-known fabric artists year-round.

The museum has a formal communication media plan that uses best practices to keep the museum's brand in the hearts and minds of existing and future visitors. The word-of-mouth opportunities through social media have been quite successful, too.

The governing board and the new museum executive director recently suggested that the museum work on a more formal marketing plan to boost visits and revenue during the next few years. One suggestion has been to implement a strong branding campaign that will help build museum visibility both locally and regionally.

The only viable choice is to create an effective integrated marketing communications plan, combining new and traditional media. Customer demographics and psychographics are important to help determine who the museum wants to reach. Currently, data shows that most of the visitors are seniors, aged 55 and above. The museum wants to expand the market by reaching new visitors in the Generation X and Millennial demographic segments.

An effective print campaign has been successful in bringing notoriety to the museum, reaching the senior demographic. The missing link seems to be with the younger customer set. An examination of social and sharing media has been brought to the museum marketing team's attention. By focusing on social and sharing media, the museum hopes to appeal to a younger demographic.

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It is important to take the following away from this scenario:

- Today's competitive marketplace should be considered when creating publicity campaigns to reach an organization's desired customer demographic.
- Although traditional media are an important component of any branding campaign, the power of new media (including social and sharing media) cannot be underestimated.
- When looking at the desired customer demographic, not only is the branding message important, but the communication platform must be considered when delivering the message to the target audience.