



StEPS-UT Audience Building a Marketing Plan

HANDS-ON ACTIVITY #2 = 15 minutes Situational Analysis / Marketing Mix

The goal of the situational analysis is to review, revise (if needed), and refine the four Ps – PRODUCT, PRICE, PLACE, and PROMOTION – of the museum in order to incorporate the visitor-centered approach using the four Cs – CUSTOMER (VISITOR) VALUE, VISITOR COST, VISITOR CONVENIENCE, and VISITOR COMMUNICATION.

Instructions:

- 1) Work with others from your museum.
 - 2) Answer each of the questions below from the perspective of your museum.
 - 3) For each item listed, indicate whether it could be a positive or a negative.
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Customer (Visitor) Value

What do you offer to your audience?

- Core Product – The tangible offering that can be purchased or consumed. It is the total package of benefits the visitor receives when they buy/attend.
Example: Programming, merchandise, exhibits
- Augmented Product – Features and Benefits created by the marketer to stimulate purchase or further involvement with the museum.
Example: Educational attainment, social impact

Visitor Cost

What is the visitor giving up to interact with your museum?

- Time?
- Money?
- Resources?

Visitor Convenience

Where do you offer your product and how does your audience access it?

- Whether it is the core product or the augmented product, you must always consider where you are offering it in addition to how easy and convenient it is for your audience to access it.

Visitor Communication

Communication is perception and Information is data. Communicating the right thing at the right time is key. However, in order to influence behavior, you must understand the audience and where they are coming from.

What are you currently telling your audience and what is your audience telling you?