



**StEPS-UT Audience  
Building a Marketing Plan**

**HANDS-ON ACTIVITY #3 = 30 minutes  
Understanding Your Audience**

**Hands-On Activity #3 – section A:  
Audience Identification (5 minutes)**

**Instructions:**

- 1) **Work with others from your museum.**
- 2) **Review the following list (add your own audience categories if you would like), and rate each audience in terms of its importance to the museum: Somewhat Important, Critically Important, or Not Applicable.**
- 3) **Decide whether the museum has been Effective or Not Effective at reaching out to that audience.**
- 4) **Rank the five most critical audiences for this planning process.**

Category	N/A	Somewhat Important	Critically Important	Not Effective	Effective	Top 5
Students						
Donors						
Board Members						
Volunteers						
Staff						
Community Groups						
Community Leaders						
Government Officials						
Parents						
Children						
Educators						



## **Hands-On Activity #3 – section B:** **Audience Profile (10 minutes)**

### **Instructions:**

- 1) Using one of the top five most critical audiences you identified in Section A: Audience Identification, answer the following questions for that group.**
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1. Describe the audience: What are their concerns? How do they spend their time? What is their demographic profile? What characteristics are important to the museum?
  
  
  
  
  
  
  
  
  
  
2. Why are they important to the museum?
  
  
  
  
  
  
  
  
  
  
3. Why should the audience care about the museum?
  
  
  
  
  
  
  
  
  
  
4. What does the museum want from the audience?
  
  
  
  
  
  
  
  
  
  
5. How does the audience receive information?



## **Hands-On Activity #3 – section C:** **Audience’s Desired Action (5 minutes)**

**Instructions:**

- 1) From Section A: Audience Identification, indicate how the top five audiences are important to the museum’s work and the desired action you would like them to take.

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Audience	Why are they Important?	Desired Action



## Hands-On Activity #3 – section D: Audience Objectives (10 minutes)

### Instructions:

- 1) From the table in Section C: Audience's Desired Action, start to write out clear strategies and objectives for each audience type. These will transfer right into a marketing plan.
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The **strategy** is the approach you are going to take to achieve your goal. For example: *“Educate youth on the importance and impact astronomy has on our future as humans.”*

The **objective** is the measurable steps you take to achieve the strategy. For example: *“Increase percentage of school groups and students from 20% to 30% in one year.”* OR *“Expand the breadth of social media content to include fun facts and educational topics.”*

1.

2.

3.

4.

5.