



StEPS-UT Audience Building a Marketing Plan

HANDS-ON ACTIVITY #4 = 15 minutes Communication Strategy

Instructions:

- 1) Working with your museum group, use the information from *Hands-on Activity #3 – section B: Audience Profile* to help identify the issues the audiences face and the desired actions you want them to take.
- 2) Consider the value you are offering and the benefit they will receive, create a message for the top five audience groups.

INFORM | PERSUADE | EDUCATE

1.

2.

3.

4.

5.

Instructions:

- 1) Using all of the information so far on each of the top audience segments, put together a small list of potential channels that can be used to carry out the various marketing and communication strategies.

Audience	Channel(s)