

**BUILDING A
MARKETING PLAN**

David Wicai | Land Cruiser Heritage Museum
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WELCOME & INTRODUCTIONS

Module Instructor




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Agenda Overview

SCHEDULE

- 1) What is a Marketing Plan?
- 2) Organizational Analysis
Hands-On Activity #1
- 3) Marketing Mix
Hands-On Activity #2
- 4) Understanding Your Audience
Hands-On Activity #3
- 5) Communication Strategy
Hands-On Activity #4

GOALS FOR TODAY

- Understand the basic components of a marketing plan
- Learn how to build marketing plan
- Assemble contents into a useable plan



What is a Marketing Plan?

- Describes the actions you will take to communicate with and persuade your audience to take an action.
- Your strategic plan should align with your marketing plan.



Marketing Plan Components

- 1) Organizational Analysis
- 2) Analysis of Current and Desired Audience
- 3) Marketing Mix
- 4) Development of Goals, Objectives, and Strategies
- 5) Communications and Messaging

ORGANIZATIONAL ANALYSIS

Organizational Analysis

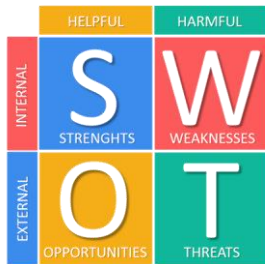
Ask yourself the hard questions. Be as objective as possible.

- INTERNAL REVIEW – people with an inside perspective of your museum: staff, board, volunteers, etc.
- EXTERNAL REVIEW – people with an outsider’s perspective of your museum: visitors, your general public, etc.

Organizational Analysis – SWOT

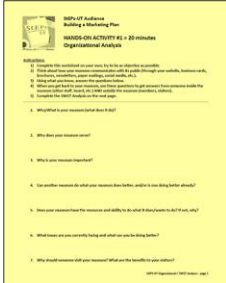
SWOT Analysis

- Strengths
- Weaknesses
- Opportunities
- Threats



HANDS-ON ACTIVITY #1

ORGANIZATIONAL ANALYSIS = 20 minutes



- 1) Complete worksheet on your own.
- 2) Think about how your museum communicates with its public (e.g., website, business cards, brochures, newsletter, social media, etc.) and answer the questions.
- 3) When you get back to your museum, use these questions to get answers from someone inside the museum (other staff, board) AND outside the museum (members, visitors).
- 4) Using all that information, complete the **SWOT Analysis** on the next page.

MARKETING MIX

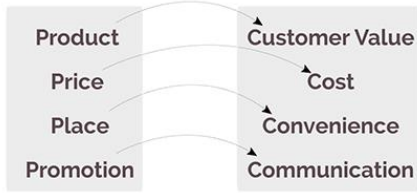
Marketing Mix – Four Ps

- In the for-profit world, this is how many businesses approach marketing
- Business-centric
- A modification to this system is helpful in the nonprofit world... the Four C's



Marketing Mix – Four Ps & Four Cs

4Ps to 4Cs



Marketing Mix – Four Cs

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.
- Augmented Product – Features and Benefits created by the marketer to stimulate purchase or further involvement with the museum.

Marketing Mix – Four Cs

Visitor Cost

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

- Time?
- Money?
- Resources?



Marketing Mix – Four Cs

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
- HOW EASY and convenient it is for your audience to access it

Marketing Mix – Four Cs

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?



HANDS-ON ACTIVITY #2

MARKETING MIX = 15 minutes

Activity Audience:
Building a Marketing Plan

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

The goal of this quantitative analysis is to identify areas of weakness and when the time is right to make changes, such as adjusting the marketing mix to better serve the audience. This activity is designed to help you understand the marketing mix and how it can be used to improve your museum's marketing efforts.

Objectives:

- Identify the marketing mix elements.
- Analyze the marketing mix elements from the perspective of your museum.
- Develop a marketing mix strategy for your museum.

Learning Objectives:

- Understand the marketing mix elements.
- Analyze the marketing mix elements from the perspective of your museum.
- Develop a marketing mix strategy for your museum.

Activity List:

- Analyze the marketing mix elements.
- Develop a marketing mix strategy for your museum.

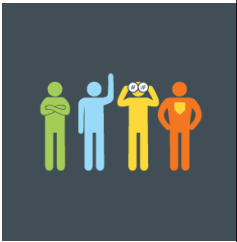
- 1) Work in your museum teams.
- 2) Answer each of the questions below from the perspective of your museum.
- 3) For each item listed, indicate whether it could be a positive or a negative.

UNDERSTANDING YOUR AUDIENCE

Understanding Your Audience


Audience Identification

- Who you currently serve, and who you wish to serve
- How do you know?
 - Guessing?
 - Data?



HANDS-ON ACTIVITY #3 – section A

AUDIENCE IDENTIFICATION = 5 minutes



1) Working with others from your museum, 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.**

2) Decide whether the museum has been **Effective or **Not Effective** at reaching out to that audience.**

3) Rank the **FIVE most critical audiences for this planning process.**

Understanding Your Audience

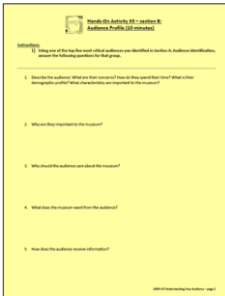
Audience Profile

<https://claritas360.claritas.com/mybestsegments/?ID=60#zipLookup>

- What are their barriers to entry?
- How do they spend their time?
- What is their demographic/psychographic profile?
- How does the audience receive information?

HANDS-ON ACTIVITY #3 – section B

AUDIENCE PROFILE = 10 minutes



- 1) Using one of the top five audiences identified in **Section A: Audience Identification**, answer the following questions for that group:
 - ✓ 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?
 - ✓ Why are they important to museum?
 - ✓ Why should they care about the museum?
 - ✓ What does the museum want from them?
 - ✓ How does the audience receive information?

Understanding Your Audience

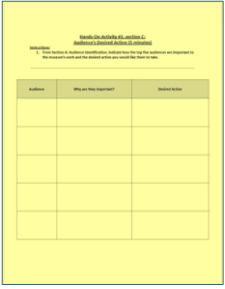
Audience's Desired Action

- Engage in community programming
- Donate to the museum
- Partner with the museum
- Promote the museum



HANDS-ON ACTIVITY #3 – section C

AUDIENCE'S DESIRED ACTION = 5 minutes



1) Using **Section B: Audience Profile**, indicate:

- ✓ How the top five audiences are important to the museum's work
- ✓ The desired action you would like them to take

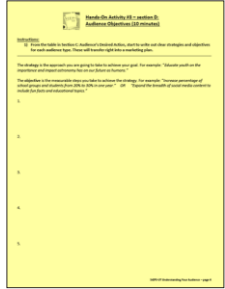
Understanding Your Audience

Audience Objectives

- 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.”*
 - *“Expand the breadth of social media content to include fun facts and educational topics.”*

HANDS-ON ACTIVITY #3 – section D

AUDIENCE OBJECTIVES = 10 minutes



1) Using the table in **Section C: Audience's Desired Action**, write out:

- ✓ Clear strategies for each audience type
- ✓ Clear objectives for each audience type

COMMUNICATION STRATEGY


Communication Strategy

- Consider all information for each audience segment when crafting messages
 - ❑ Challenges/barriers
 - ❑ Needs
 - ❑ How they consume information
- Identify appropriate communication channels
 - ❑ How much will it cost (including staff time)?
 - ❑ How many people will the message reach?
 - ❑ How will you define its success/effectiveness?
 - ❑ Ideally, each strategy should be measurable



HANDS ON ACTIVITY #4

COMMUNICATION STRATEGY = 15 minutes



- 1) In 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) Considering the value you are offering and the benefit they will receive, create a message for the top five audience groups.

Wrap Up! Thanks for Coming!

- This workshop is part of the Utah Division of Arts & Museums' Office of Museum Services **Skills Lab** training series. Subscribe to our newsletter to learn about new topics in coming months!
- This workshop is part of **STEPS-UT**, a partnership between the Utah Division of Arts & Museums, Utah Division of State History, and Utah Humanities, with funding from the Utah Department of Heritage & Arts, the State of Utah, and the National Endowment for the Humanities.

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