

Marketing Plans

Good marketing can help a museum fulfill their mission statement and become a sustainable institution. Marketing helps attract visitors, increases awareness, and promotes communications with the community. Creating a plan ensures efficient and effective use of the museum's marketing resources and provides an opportunity to ensure that the plan adheres to the other policies of the museum.

Marketing plans begin by assessing what the museum has to offer through their facilities, collection and programs, the location and accessibility of the museum, the human resources available, how the museum is promoted and the amount and types of revenues. This is often called the five P's – Product, Place, People, Promotion, and Price.

Marketing plans also require museum audience research, that is, the market. This is done by answering such questions as; Who is the current audience? What are their needs? What other areas of the public could be part of the museum audience? The answers to these questions must all be considered with reference to the museum's mission statement.

Armed with the information from your assessment and market research, the museum can begin to assess its internal strengths and weaknesses against possible external opportunities and threats. The aim of this exercise is to determine a means of marketing that maximizes the strengths and opportunities and minimizes the threats and weaknesses.

Based on the information collected, a museum's marketing plan should include the following:

- What aspects of the museum will be promoted
- Methods of communicating with the targeted audience
- A general action plan that outlines what needs to be achieved, the resources required, a plan timeline and methods of evaluating of success.

For more information on this topic see:

Guidelines for the Operations of Community Museums in Newfoundland and Labrador
Museum Shop/Marketing – Page 38

Resources for Developing Museum Marketing Plans

Western Australian Museums - Marketing of Museums and Development of Museum Audiences

<http://www.museum.wa.gov.au/services/map/musmanage.asp>

Western Australian Museums - Shops and Merchandise

<http://www.museum.wa.gov.au/services/map/musmanage.asp>

Australian Museums Online – Museum Methods – A Introduction into Audience Research

http://sector.amol.org.au/publications_archive/museum_management/museum_methods/audience_research