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National Museum of Ireland

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‘Developing a marketing strategy using digital & traditional media’





A hand in a white sleeve is shown from the bottom left, holding a cluster of 3D text elements. The word 'Strategy' is the largest and most prominent, rendered in a bright blue color. Surrounding it are several other business-related terms in a light grey, 3D font, including 'Marketing', 'Business', 'Solution', 'Analysis', 'Management', 'Vision', 'Plan', 'Innovative', and 'Business'. The background is a blurred image of a person's face, suggesting a professional or business context.

Strategy

Marketing

Innovative

Plan

Management

Business

Vision

Solution

Analysis

ESTABLISH A DIGITAL MARKETING STRATEGY:



OBJECTIVE:

**‘to collect, preserve and
make accessible the local
history and heritage online ...’**

<http://www.ouririshheritage.org/category/aboutus>

Goals:

GOALS	MEASURABLE	TIMEFRAME	BUDGET	CRITICAL SUCCESS FACTORS	REPORTING MECHANISM	ACHIEVABLE
Increase visitors to website	Yes	Monthly	No / Yes	Consistency / Member Support / Workload Shared	Google Analytics	Yes
Increase awareness of website						
Increase content contribution						
Attract interest in Area						

TARGET AUDIENCE?



Audience: Primary / Secondary

PRIMARY AUDIENCE	TYPE-Easy to Reach / High Value
EDUCATIONAL	<ol style="list-style-type: none">1. Primary Schools2. Secondary School3. 3rd Level School
DOMESTIC	<ol style="list-style-type: none">1. Residents /Family2. Retired3. Associated Groups: Chamber of Commerce/Local Business / Associated Groups - GAA4. Historical Societies
INTERNATIONAL	<ol style="list-style-type: none">1. Immigrant2. Immigrant / Descendant3. Culturally International Tourist4. Irish Ancestry Tracing Groups/Associations

SECONDARY AUDIENCE	TYPE-Difficult to Reach as low in numbers/Low Value
Historians	<ol style="list-style-type: none">1. Academics2. Researchers
Other	<ol style="list-style-type: none">1. Photographers2. Artists3. Authors



AUDIENCE PROFILE?

PROFILE 1

Bob, 75, married, farmer, has lived in area all his life, listens to local radio and reads local newspaper. Has a great interest in local history and is plays the accordion in a trad group every Friday evening in the local pub. Has a mobile but only uses it for calls and texts.

Radio & Newspaper (Email Marketing) / Posters

PROFILE 2

Charlotte, 28, single, teacher, plays ladies GAA football for the local club, very tech savvy, uses ipad/iphone, has Twitter / Facebook / Instagram account.

Social Media, Mobile Marketing (Text), Email Marketing (Ezine)

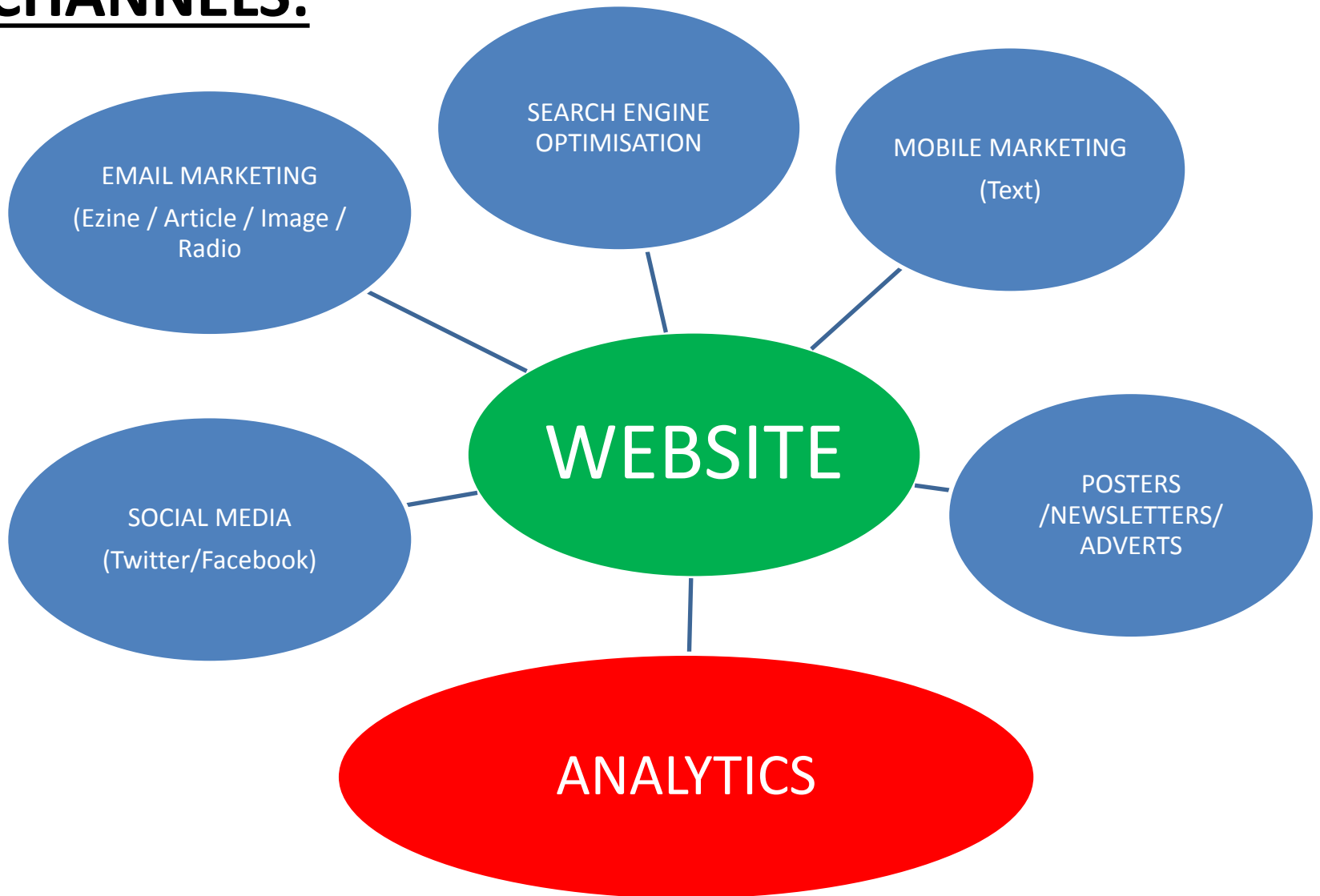
PROFILE 3

Dan, 70, retired army corporal living in the US, Irish ancestors from the West (Mayo / Galway), huge interest in Irish history and genealogy. Is planning a family gathering in Europe and will be travelling to Ireland and the West. Uses a PC and has a Facebook account.

Social Media, Email Marketing (Ezine)



CHANNELS:





Action Plan:

CHANNEL	TYPE	BUDGET	FREQUENCY	SUPPORTING TOOLS	CRITICAL SUCCESS FACTORS	CANDIDATE
EMAIL MARKETING:	Ezine	No	Monthly	Mail Chimp	Content Resources Training	
	Email to Newspaper	No	Weekly	Photoshop	Content Resources Training	
	Radio	No	Weekly		Content Resources Training	
SOCIAL MEDIA:	Facebook	Yes	Daily	Hootsuite / Photoshop	Content Resources Training	
SEO	Content Keyword Analysis Image Hyperlink Call to Action	No	Continuous		Content Resources Training	
MOBILE MARKETING	Text	Yes	Ad Hoc	383 Messaging	Resources Training	



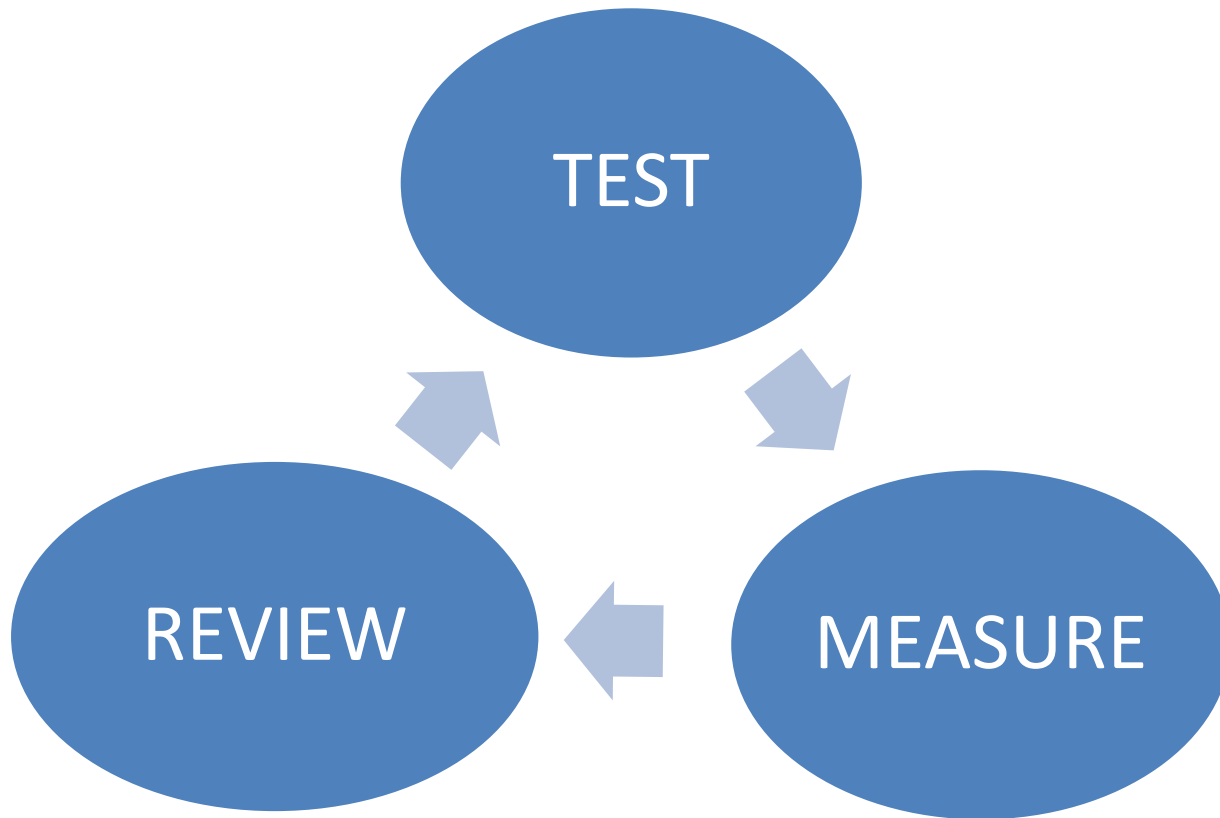
ANALYSE/REPORTING:

DEVISE CUSTOM REPORTS
THAT PROVIDE THE FULL PICTURE OF
THE WORKINGS OF THE MARKETING STRATEGY:
TRADITIONAL & DIGITAL

Examples: Google Analytics/Twitter
Analytics /Facebook Insights
/Twitalyser /Followerwonk



Review Model:



Summary:

- **Develop Marketing Strategy**

1. Clear Objective
2. Define Goals
3. Know your Audience – create profiles
4. Select Channels that match your profiles
5. Create workable Action Plan to include Schedule and Budget
6. Create easy readable reports
7. Based on the data on the reports devise review model – don't afraid to admit that something may not be a suitable fit – move on to a new channel or invest more time in a channel that works

Thank You!

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