

JOINT MUSEUMS COMMITTEE 14 SEPTEMBER 2016

DIGITAL MARKETING REPORT

Recommendation

- 1. The Museums General Manager recommends that the progress made in digital marketing be noted.**

Background

2. At the Joint Committee meeting on 9 March 2016 it was requested that a report on Museums Worcestershire's digital marketing strategy be brought to a future meeting (Minute no. 266 refers).
3. Engaging with audiences digitally offers Museums Worcestershire huge opportunities; it allows interested members of the public to see 'behind the scenes', and it builds peer recognition. It gives us the opportunity to engage with people who may never visit our museums and it helps us build relationships with those who do by allowing us to talk to our visitors before and after they visit. Online platforms widen the audience base and deepen their engagement.
4. Online activity is by its nature quantifiable, and the measurement of digital communications can bring clarity to areas that have been traditionally difficult to assess, such as the impact of word-of-mouth.
5. In order to make the most of our digital potential, Museums Worcestershire appointed a part-time Digital Marketing Assistant in March 2015 following a restructuring of the existing team. The focus of the post was to expand our digital presence in terms of online content and marketing.
6. Achievements in the seventeen months since the appointment include:
 - a) Launch of a new website which includes a new events calendar, is fully compatible with all formats and has a data capture function;
 - b) Extension to social media practice including a new Instagram account and improved approach to Facebook and Twitter;
 - c) Creation of new video content;
 - d) Regular e-newsletters;
 - e) Digitisation and use of collections images for use in press, on social media and research blog;

- f) Improved presence on key external websites such as Visit Worcestershire;
- g) Trial of SMS marketing; and
- h) Incorporation of a digital strategy in all exhibition and event marketing plans.

7. The £136k award from Arts Council England Resilience Fund has increased our marketing capacity through procurement of a Customer Relationship Management system. More than 11,000 records have been migrated to the cloud-based system which will allow us to target marketing more personally and effectively, and will support our fundraising plans.

8. The digital marketing strategy supports the following Museums Worcestershire strategic priorities:

- 1 To create compelling, high quality destinations, exhibitions and events
- 5 To secure a viable future for our museum sites through new ways of working

9. A presentation of digital marketing practice will be provided to members of the Joint Committee.

Contact Points

County Council Contact Points

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Specific Contact Points for this report

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Background Papers

In the opinion of the Museums General Manager the following are the background papers relating to the subject matter of this report:

Arts Council Resilience Fund application 2015-17

Joint Museum Committee minute 266b, Wednesday 9 March 2016