



BEST MUSEUM

Sample Marketing Plan

Plan Outline

- Assessment
- Goals
- Overall Key Message
- Target Audiences
- Message by Target Audience
- Tactics by Target Audience

Assessment

- What is the current situation?
 - Best Museum's collection is static and, therefore, so is interest in it.
 - Many objects need restoration.
- What are your strengths?
 - Best Museum is one of the top five museums in the country for World War II memorabilia.
 - Highly motivated board and volunteers
- What would you want to change?
 - Find ways to build excitement around our collection.
- What opportunities exist that you may capitalize on?
 - Upcoming donations, one of which is very rare and coveted
- Who is your competition and what are they doing?
 - XYZ Museum has been garnering recent attention and publicity for its renovation and new gallery.
- What are the obstacles you confront?
 - We don't have enough space to display our entire collection.
 - Limited staff

Goals

- To raise awareness and support
- Engage the community
- Enhance relationships with five targeted, major donors for future giving
- Begin restoration of objects in need (\$X dollars required)
- Use opportunity of a gift as a way to highlight the significance of Collections and our needs

Overall Key Message

- Best Museum needs an ongoing funding source to properly conserve its unique and rare Collections.
 - For print and media purposes:
 - Currently over 3,000 documents and artifacts relating to military history are stored in the public trust at Best Museum. Without the funding for their proper care and conservation, we are at risk of losing a number of priceless items, including two signed war maps that are the only ones in existence, within the next two years.

Target Audiences

- Internal staff, volunteers and board members
 - Close friends of people mentioned below
- Donors (objects and money)
 - Specifically, we want to reach out to Ann Apple, Albert Bay, Joe Turkey, and Susan Dressing who are well-known and well-heeled World War II collectors.
- Media
 - History blogs and online media sites
 - Daily and Weekly newspapers
 - Channel 123 (news and talk show programming)
 - Local radio talk shows
- Significant World War II history buffs

Messages by Target Audience

- Target
 - Internal staff, volunteers and board members
- Messages
 - Best Museum needs an ongoing funding source to properly conserve its unique and rare Collections.
 - We need your help to identify and educate the appropriate audiences to support this cause.
 - We are planning to use a rare and unique gift as a way to build awareness of this issue.

Messages by Target Audience

- Target
 - Donors (objects and money)
- Messages
 - Best Museum needs an ongoing funding source to properly conserve its unique and rare Collections.
 - We need your support (followed by cultivation plan and specific ask).
 - A rare and unique gift is being donated by Joe Smith, one of the oldest World War II survivors in our state, on May 31.

Messages by Target Audience

- Target
 - Media
- Messages
 - Best Museum needs an ongoing funding source to properly conserve its unique and rare Collections.
 - This public trust is at risk without proper support.
 - A rare and unique gift is being donated by Joe Smith, one of the oldest World War II survivors in our state, on May 31.

Messages by Target Audience

- Target
 - Significant World War II history buffs
- Messages
 - A rare and unique gift is being donated by Joe Smith, one of the oldest World War II survivors in our state, on May 31.
 - Best Museum needs an ongoing funding source to properly conserve its unique and rare Collections.
 - This public trust is at risk without proper support.

Tactics by Target Audience

- Target
 - Internal staff, volunteers and board members
- Tactics
 - Hold small meetings with each of the above groups to educate on importance of Collections and present updates on Collections activity (marketing, specific needs, recent donations, etc.)
 - One-on-one lunches
 - E-mail blasts
- Timeline: February and March (plus all year)

These folks could be your best marketing tools!

Tactics by Target Audience

- Target
 - Donors (objects and money)
- Tactics
 - Hold one event each quarter for donors/potential donors
 - Send a newsletter to keep them up-to-date on Collections activity
 - Create buzz around an activity (i.e. highlight a rare and exciting Collections-Item-of-the-Month)
 - Send invitations to the event showcasing the new gift and its donor
- Timeline: March, April, May (plus all year)

Tactics by Target Audience

- Target
 - Media
- Tactics
 - Prepare press materials
 - List of media contacts, press release, photos, spokesperson messages, e-mail pitch
 - Send e-mail pitch to print media
 - Focus on rare aspect of gift
 - Offer to set up interviews
 - Send invitations to event showcasing new gift and its donor
 - Prepare a custom list of military publication and send press release and pre-written story
 - E-mail television stations for morning/noon/lifestyle show interview opportunities. Offer Bill Best and/or Joe Smith.
- Timeline: Begin early May and until event on May 31

Tactics by Target Audience

- Target
 - Significant World War II history buffs
- Tactics
 - Hold special “previews” for this group in advance of the item’s public presentation
 - Create an online presence through social media
 - Invite this group to join Best Museum’s Facebook page
 - Blog weekly about the latest in Collections at Best Museum
 - Exhibit at their annual meeting in Virginia
- Timeline: Around event (plus all year)