Millennials, Visitor/Donor Acquisition, & Digital Outcomes For Museums

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Contents

- Millennials – What's their deal?
- Digital Measures That Attract Millennial Outcomes
  - Common Problems - engagement, traffic, personalization, calls to action, social, outcome tracking, mobile
  - Driving Outcomes – analytics, insight based and other content updates
- SEO as the best way to acquire visitors and donors
- New Digital Revenue Mechanisms

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Millennials

EYE GET IT

Digital Outcomes – What?

- Must follow strategic objective – DRIVE REVENUE
    - BRAND:
        - Increase accessibility and awareness of information
        - Drive visitor interest and engagement – increase site visits, membership (millennials 25 - 44)
        - Drive volunteer interest and engagement
    - $$$$$:
        - Drive donor interest and aid development **(45 – 64)**

- Strategy vs Point Solutions: Digital presence is more than website or social or youtube. It becomes infrastructure that can be deliberately wielded to achieve or influence these outcomes

- Your world does not stand still and neither should your digital presence

Design

Implement

Measure

Refine

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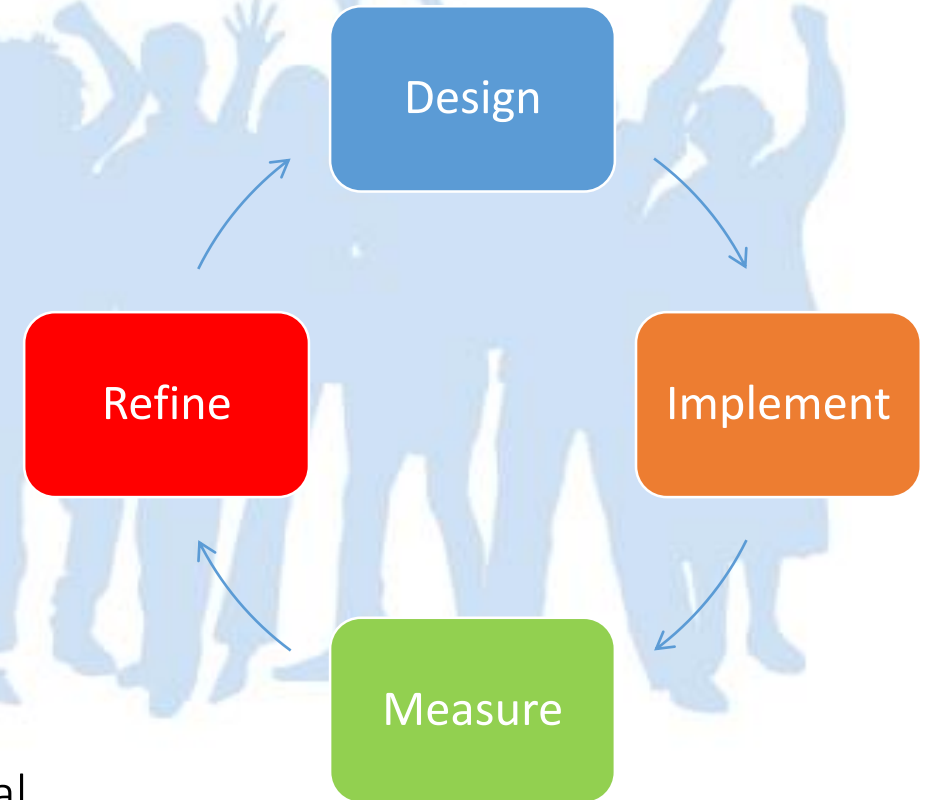
Digital Outcomes – How?

- Digital presence is not useful if you cannot
  - Drive a lot of visitors to it
  - Retain visitors interest once they get there
  - Ensure they are actually doing what you need them to
  - Keep them coming back
  - Get them to drag their friends in

Visitor Intent

Easily find Information, Share/Social, Customer Service, Checkout

Your Intent

Drive Outcomes by facilitating Visitor Intent !!

Cool Website Examples … Not Expensive!!!

- Museum 1

- Museum 2

- Pre-built and inexpensive to change to your content and give you a great new website!

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Common Problems & Digital Road Map

1. Engagement
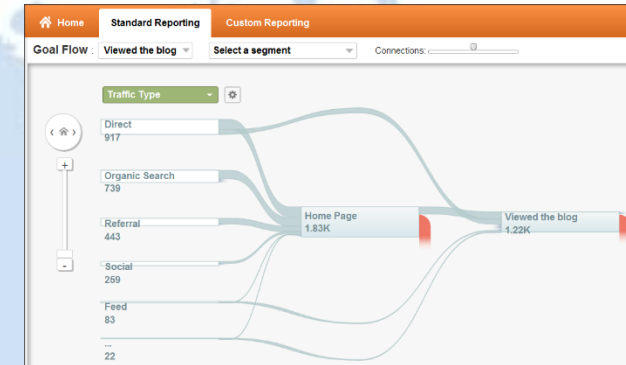- Text heavy, Stale, Navigability, Visitor Intent not addressed

3. Calls To Action
- Weak, Absent, Too many

5. Social
- Network not leveraged, Enthusiasts not Empowered

6. Outcome Tracking & Optimization
- Analytics absent or not used, Insights not actioned

2. Traffic
- SEO - Code, Keywords, Content, Links inadequate

4. Personalization
- Lack or absence of Visitor Specific Content or Paths

7. Responsive
- Not accessible on all devices, Not Mobile enough for SEO

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Engagement

Different text

And
Tiny
copy

More text

And
Tiny
copy

I have content

I have ever smaller text

I have even smaller text

I really need you to read this

Please read my hot tiny copy

Did the visitor find what they
came to find?
Are they happy?
Will they come back?

Tactics & Evaluation: Engagement

What	How	Indicator	Mention Worthy
Visitor Intent	Content caters to Visitor intent and needs	BounceRate < 30%, Pages/visit > 3	Bruce Museum , Childrens Museum Indianapolis, House of Seven Gables Tennis Fame, Linden Place, Historic Newton, Westford Historical, Owls Head Transportation , Swedish American
Navigability	Visitors can find information and navigate easily and without confusion	Multiple navigation paths, Search	
Content	NOT Text heavy, Lots of Pictures, Illustrations, Video, Full Page, Interactive	Big Visuals, Video!!	
Updates	Content NOT Stale, Regular updates	Homepage content < week old, Events	

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Visitor/Customer Acquisition Cost (CAC) & LifeTime Value (CLV)

Awareness
- Stage: AWARENESS – "need" not established, intent to visit/donate pure chance
- Expensive – Ads etc. LOW LOW LOW percentage reach next stage

Consider/Compare
- Stage: CONSIDER / COMPARE – intention to visit/donate!
- Least CAC – Price, SEO, Already considering you (web/ticket office)

Buy
- Stage: BUY ticket/Donate
- CAC Respend??!

Loyalty
- Stage: LOYALTY
- CAC salvaged – CLV increases

Marketing Funnel

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Keyword Strategy

Customer centric : Visitor Intent
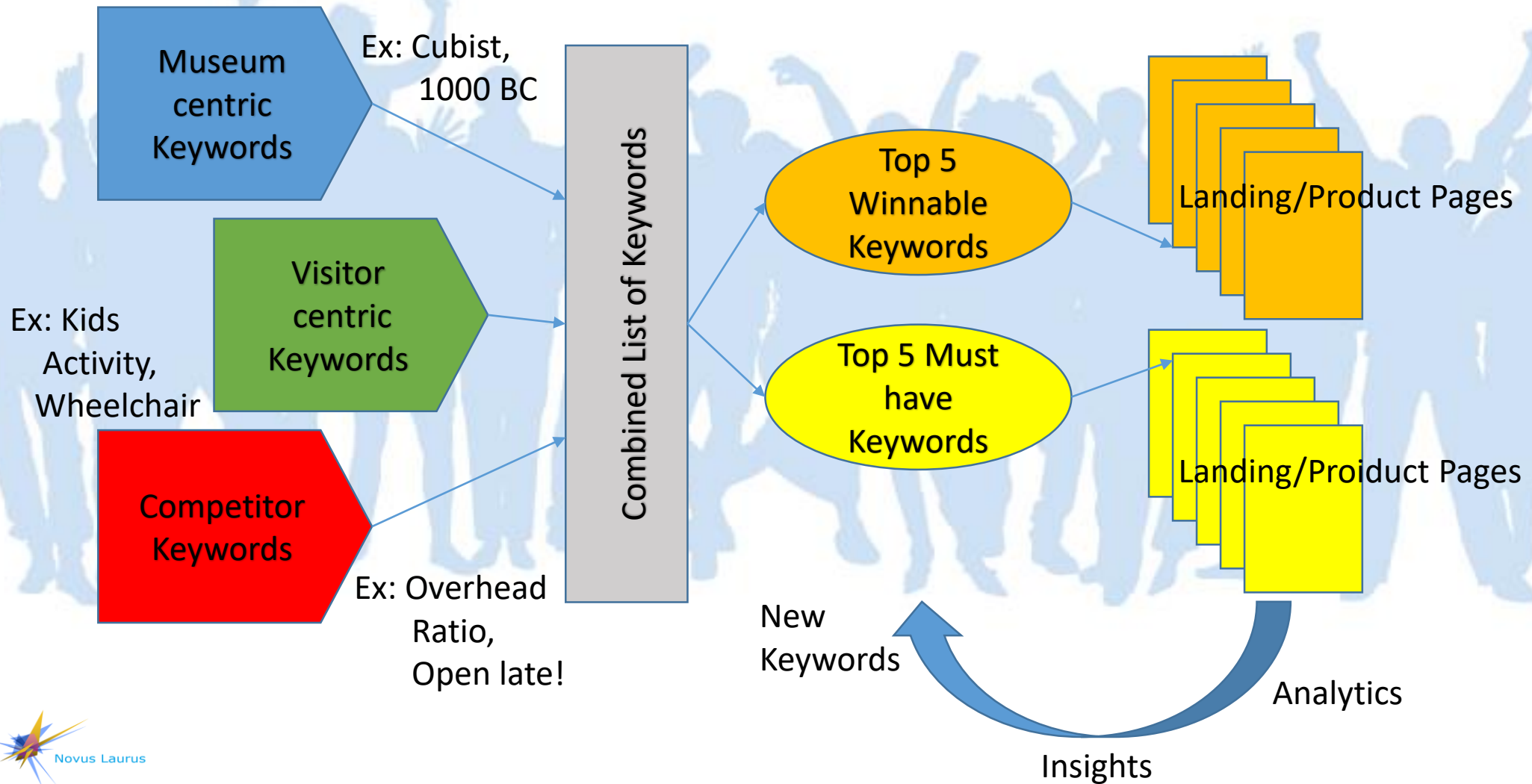
Product centric : Your Intent

Query, Search Volume

LTV

Competition

CAC

Barrier To Page Rank

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SEO Overview & Objectives

Museum centric Keywords

Ex: Cubist, 1000 BC

Visitor centric Keywords

Ex: Kids Activity, Wheelchair

Competitor Keywords

Ex: Overhead Ratio, Open late!

Combined List of Keywords

Top 5 Winnable Keywords

Top 5 Must have Keywords

Landing/Product Pages

Landing/Proiduct Pages

New Keywords

Insights

Analytics

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EXAMPLE

Driving Traffic

- Lowest Customer Acquisition Cost and Highest Lifetime Value

- Keywords visitors are using

- Landing pages with those words

- Links from other sites to those pages

- Coding practices

Tactics & Evaluation: SEO

What	How	Indicator	Mention Worthy
Keywords	Keywords mirror desired visitor actions	Visitor Interest / Content match	
Content, Landing pages	Content on Landing page bears out keywords	Dedicated pages	[Museum of Fine Arts](#)
Back Links	# of links from other sites back to your site grow illustrating your importance	Links from other sites to dedicated pages	
Code	Website HTML follows SEO tagging best practices, H1, Alt etc	Page title, heading, body all contain keyword	

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Call To Action

Tactics & Evaluation: Calls To Action

What	How	Indicator	Mention Worthy
Prominent And Clear	Relevant calls to action are displayed in prominent and relevant places	Action/Verb prominent, Other links subordinate	Colby Museum, Springfield Art
Not too many	NO confusing or conflict or overly numerous calls to action	Less than 3 CTA per page	

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Personalization

- Who are they?
- What do they want?
- Identify Individual
- Segment and Assign Persona

Give them
- Accounts
- Wishlists
- Voice

Incentivize to return
- Shorter paths
- Recommendations

Tactics & Evaluation: Personalization

What	How	Mention Worthy
Personas	Content is architected for visitor segments or personas	Nation Museums Liverpool
Accounts	Visitors can create accounts and self personalize – events schedule, wishlists, order management	Metropolitan Museum of Art, Childrens Museum Indianapolis
Dynamic Content Paths	Web experience reacts in real time to identified visitor and rearranges content/path according to visitor interest	

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Social

Networks
- Where do your visitors like to play?

Cultivate
- Identify and empower enthusiasts

Virality
- Make content easy to … SPIN and share

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Tactics & Evaluation: Social

What	How	Mention Worthy
Networks	Appropriate social networks are connected to content and can display social engagement	
Enthusiasts	Brand enthusiasts are cultivated and enabled	Colby Museum
Viral Content	Content is easily shareable on networks. Visitors can add their identities to content and look good sharing	

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Driving Outcomes

Tactics & Evaluation: Outcomes

What	How	Mention Worthy
Outcome Tracking	Visitor behavior is tracked at all relevant points with analytics	
Insights	Outcome drop offs are identified. Reasons for drop offs gathered	Litchfield Historical, Linden Place, Orleans Historical , Victoria Mansion
Content or Path Optimization	Based on insights content or visitor paths are regularly improved to decrease drop offs	

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Anytime, Anywhere, Any Device = Responsive

Mobile Capable = Higher SEO

Tactics & Evaluation: Responsive

What	How	Indicator	Mention Worthy
Device Support	Site and content is appropriately browsable from most likely devices – desktop/tablet/mobile, Dedicated or responsive experience is available	No horizontal scroll needed on mobile	Hill-Stead, Tennis Fame EitelJorg, Indiana History
Mobile for SEO	Mobile or responsive website allows for better Search Engine ranking		

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New Revenue Mechanisms via Digital

- Extend and enhance museum experience by
  - Digitizing Museum guides, Exhibits, Library & Resources, Gift shop items
    - Go Green…er, Reduce maintenance, Centralize content, Provide layered access
  - Connecting to other information/experiences

- Price to EACH Visitor … or Donation of $1 is easy!

- Delight existing Donors/Members and motivate renewals

- Build as part of Digital presence and drive outcome

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Interactive Museum Guide

Interactive Guide Map

Clickable hotspot on map leads to Exhibit page with Video and more info

CHRISTOPHER P. WOOD "AN INTRODUCTION"

ABOUT CHRISTOPHER WOOD

SEARCH ABOUT CHRISTOPHER P WOOD

Christopher Wood was born in Knowsley to Doctor Lucius and Clare Wood. He was educated at Marlborough College in Wiltshire, then briefly flirted with medicine and architecture at Liverpool University before pursuing an artistic career.[1]

Learn More

Click here to search more on Christopher P Wood's work.

How Can My Museum Get This?

- Custom Solution
  - Estimate provided based on requirements
- Subscription Platform
  - Set up cost to be estimated
  - Monthly fee of $99.99
- FREE Turnkey – Novus Laurus sends you revenue checks based on activity
  - Only for museums with over 500 visitors / day

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Your Partner For Optimizing Digital Outcomes & Evolving New Revenue Mechanisms

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