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GIFT MEMBERSHIP: NEW STRATEGIES TO REACH, ENGAGE, AND SELL

Reach new audiences for the holidays and create opportunities for gift campaigns throughout the year.

Case Study: Museum of Science, Boston

Leveraging digital marketing for gift membership

- Acquire new givers from untapped sources - social media and online advertising
- Test a set of messaging and offers
- Email marketing
- Analytics for measurement
- Landing pages optimized for the offer
- Holiday and Mother's/Father's Day campaigns
- Establishing a baseline and metrics
- Cyber Monday

Opportunities

- Facebook and other social platforms
- PPC/search and display advertising
- Geofencing
- Expanded email marketing
- CRM retargeting
- New gift giving "holidays"
- Out-of-home advertising
- Blogger giveaway



Cyber Monday Sale! 20% OFF all gift memberships



Don't Settle For Just Any Mother's Day Card

\$10 Off A Gift Membership for Mom

Helping You Solve Another "Dad's Day" Dilemma

Museum of Science.

\$10 Off A Gift Membership for Dad

Museum of Science.

Say "I Love You" With Science

Museum of Science.

\$10 Off A Gift Membership for Dad

Just like and comment to *Win a family membership to Boston's Museum of Science!

www.momsgirl.com See below for more details!

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Like Comment

Album: Timeline Photos Shared with: Public

Open Photo Viewer Download Embed Post Report

22 nareida like this

There is a separate contest on the blog and you can find complete details of the prize there too - See More

Contest closes 11th December 2013 (midnight est)

Want to win a family membership to Museum of Science, Boston Valued at \$125 ? You MUST Like AND comment this post to enter (sharing is optional and not required to enter)

Mommy Niri

The Best Gift You'll Ever Give

Museum of Science.

\$25 off a gift membership

A Single Gift, Infinite Discoveries

Museum of Science.