



## New Ways to Reach New Audiences

How to Create an Effective Multichannel Program

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## Overview

- Thinking Beyond Direct Mail
  - *Online Advertising*
- A Multichannel Campaign in Depth: *Seattle Art Museum*
- Outside the Box Techniques: *Art Institute of Chicago*

## Benefits of a Multichannel Campaign

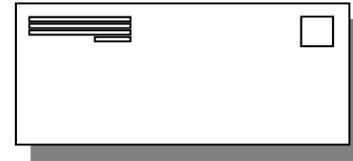
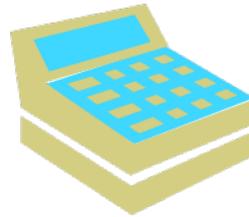
- Opens up less costly media sources
- Provides more opportunities to engage and reach our constituents
- Potentially increases response to each individual channel efforts
- Encourages brand consistency
- Allows for a more positive customer experience – personalized approach/relationship marketing

## Challenges in Implementation

- Messages from different channels must be consistent
- Requires coordination and planning
- Inter-departmental silos
- Database integration between channels
- Initial investment is usually larger than what management is willing to spend
- Lack of industry benchmarks in newer technologies
- Resistant to change

# Channels of Integration

- Direct Mail
- Telemarketing
- Onsite
- Email
- General Advertising
- Social Media
- Online Advertising



# Objectives of Online Campaigns

- Data Collection (email addresses, etc.)
  - Drive users to landing page to collect their email address, name, and zip code
- Awareness
  - Drive users to landing page that collects email address and offers opportunity for users to participate in some way (i.e., petition, survey, share story)
- Membership Generation
  - Drive users to landing page to join
- Ticket Sales
  - Drive online admission or program ticketing

# Online Advertising: Types of Ads

- Ad Networks
- Search
- Content
  - Text
  - Display
    - Static
    - Animated
  - Video
    - Click-to-Play
    - YouTube



# Examples: List Building/Data Collection Ads

## Jewish Americans

The National Museum of American Jewish History wants your story.

[www.nmajh.org/ShareYourStory](http://www.nmajh.org/ShareYourStory)

## American-Jewish History

Share your story with the National Museum of American Jewish History.

[www.nmajh.org/ShareYourStory](http://www.nmajh.org/ShareYourStory)

## American-Jewish Museum

We share a story distinctly Jewish and uniquely American. Share yours.

[www.nmajh.org/ShareYourStory](http://www.nmajh.org/ShareYourStory)



NATIONAL MUSEUM OF  
AMERICAN JEWISH HISTORY

**OUR STORIES ARE  
DISTINCTLY JEWISH...**



NATIONAL  
MUSEUM OF  
AMERICAN  
JEWISH  
HISTORY

HIS STORY  
CHANGED

**MUSIC**



NMAJH.ORG

NATIONAL  
MUSEUM OF  
AMERICAN  
JEWISH  
HISTORY

HIS STORY  
CHANGED

**A SPORT**



WWW.NMAJH.ORG

# Examples: List Building/Data Collection Ads



**HIS STORY CHANGED MOVIES**  
NATIONAL MUSEUM OF AMERICAN JEWISH HISTORY



**HIS STORY CHANGED SCIENCE**  
NATIONAL MUSEUM OF AMERICAN JEWISH HISTORY

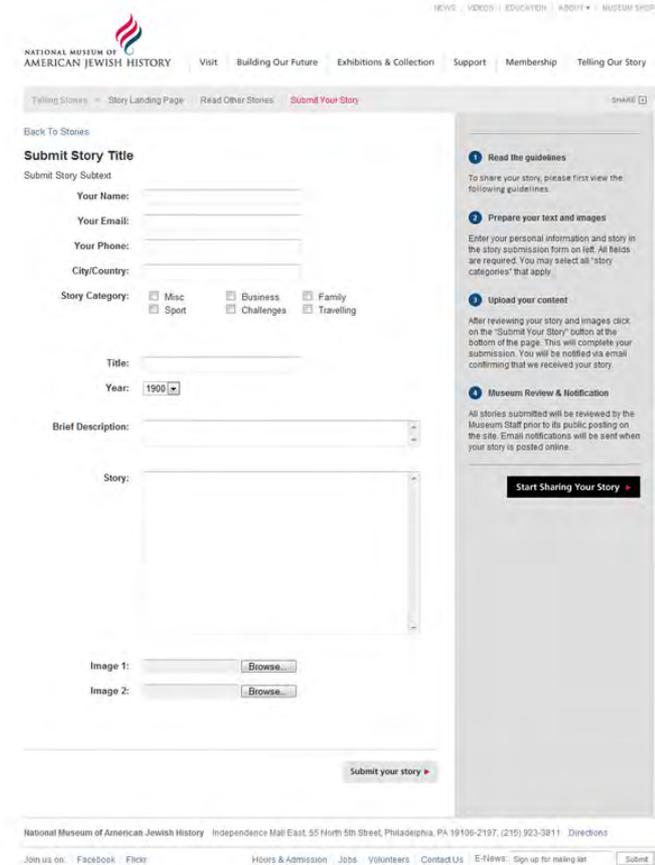
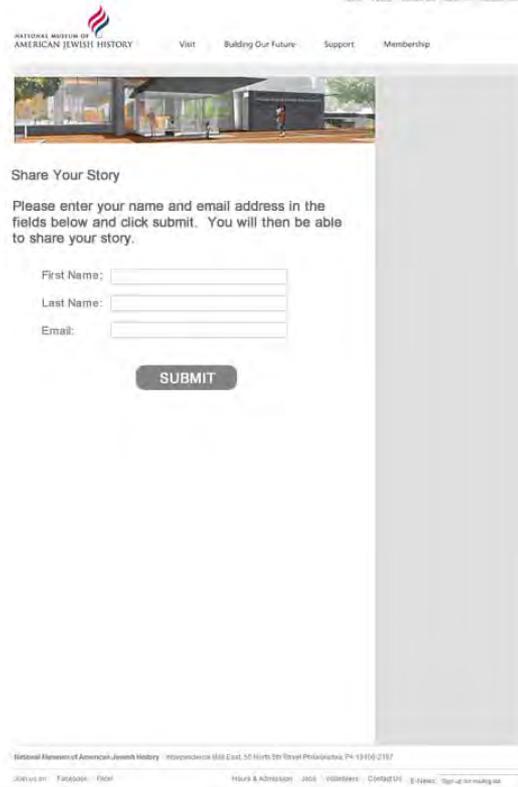
NATIONAL MUSEUM OF  
AMERICAN JEWISH HISTORY

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**HIS STORY CHANGED  
MUSIC**



# Examples: Landing Page for Data Collection Campaign



# Examples: Join Now Ads



# Examples: Join Now Ads



[Join Now. Get Free Print.](#)

National Museum of American Jewish History wants you to be a member.

[www.nmajh.org/membership](http://www.nmajh.org/membership)

[American-Jewish Museum](#)

Your history has a new home. Become a member now and get free print.

[www.nmajh.org/membership](http://www.nmajh.org/membership)



# Example: Landing Page for Join Now Campaign

The screenshot displays the website for the National Museum of American Jewish History. The header includes the museum's logo and navigation links: HOME, VISIT, EDUCATION, ABOUT, and SUPPORT. Below the header, there are links for Visit, Building Our Future, Support, and Membership. The main content area features a large image of the museum's interior and a call to action: "Become a Founding Member". Below this, there is a smaller image of a limited-edition print. The page is titled "Donation Page" and includes a privacy policy notice. The form is divided into two sections: "1. Billing Information" and "2. Payment Method".

**YOUR DONATION SUMMARY**

Membership	\$54.00
Total Donation	\$54.00

**1. Billing Information**

\*First Name \_\_\_\_\_  
\*Last Name \_\_\_\_\_  
\*Address line 1 \_\_\_\_\_  
Address line 2 \_\_\_\_\_  
\*City \_\_\_\_\_  
\*State/Province \_\_\_\_\_  
\*Zip Code \_\_\_\_\_  
\*County \_\_\_\_\_  
\*Email \_\_\_\_\_  
\*Verify Email \_\_\_\_\_

**2. Payment Method**

\*Card Type  Visa  MasterCard  American Express  
\*Card Number: \_\_\_\_\_  
\*Security Code \_\_\_\_\_  
\*Expiration Date: 1 / 2010

National Museum of American Jewish History | Independence Mall East, 55 North 5th Street Philadelphia, PA 19106-2197

Join us on: Facebook Flickr | Hours & Admission Jobs Volunteers Contact Us | E-News Sign up for mailing list

# Strategy

- Targeting
  - Keyword Targeting
  - Demographic Targeting
  - Geo-Targeting
  - Behavioral Targeting
  - Websites of core direct mail lists



# Strategy

- Timing
  - Road block 7-10 days prior to opening/exhibition
  - Coordinate with direct mail, other advertising, press



# Strategy

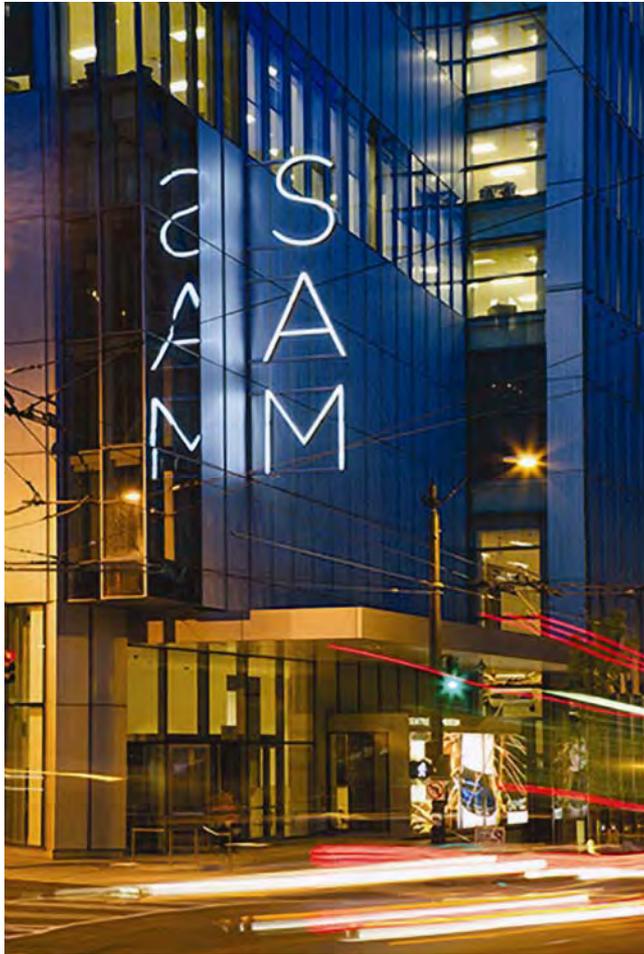
- Messaging
  - Test multiple messages/offers
  - Coordinated with messaging in mail or telemarketing campaigns
  - Drive user to Landing Page that collects information, etc.
  - Ability to adjust messaging and increase urgency as necessary



## Budgeting/ Costs

- Cost per Click model
- Cost per Thousand Impressions
- Google Grant





## A Multichannel Campaign In Depth

## Background

- Consists of SAM Downtown, Seattle Asian Art Museum, Olympic Sculpture Park (free)
- Olympic Sculpture Park opened in January 2007
- SAM Downtown reopened in Spring 2007
- Special exhibitions in recent years:
  - *The Gates of Paradise: Lorenzo Ghiberti's Renaissance Masterpiece*
  - *Roman Art from the Louvre*
  - *Inspiring Impressionism*



## Goals

- Increase overall attendance (talk about projections being down?)
- Reach new audiences
  - 18-34 market
  - Families?
  - (list other specific targets/focus)
- Ultimately convert visitors and increase membership
  - Current membership count: approximately 40,000

## Initial Steps: Market Research

- Marketing department initiated PRIZM cluster analysis
  - Focused on members (only data available)
  - Apply findings to grow both membership and attendance
- Membership department conducted survey in Fall 2009
  - Targeted current and lapsed members
  - Conjoint analysis to better determine benefit structure

**Goal: What is our member profile?**

**What are motivators/behavioral trends?**

**How can we apply these findings to our efforts?**

## Member Profile

- Well-educated: 44% have college or post-grad degree
- DINKs (Dual Income, No Kids)
- Middle Aged: 75% of households age 45+
- Predominately female vs. male
- High income, 3 in 10 have incomes over \$100,000
- Lapsed members tend to be younger with less income

## Key Motivators

- The top motivator to be a SAM member is an interest in art
- Unlimited free admission and supporting SAM's mission round out the top three motivations for joining
- Eight in ten members have visited another art museum in the past 12 months
- **Two approaches = better results**  
Must take into account both member profile and behavioral preferences in targeting new audiences

## Applications

- Picasso exhibition in Fall 2010
- Coordinated approach with marketing and membership campaigns
- Leverage Membership and Marketing research
  - Better target top prospects through multiple channels
  - Increase membership, sell tickets and build lists/participation
- Integrate mail, telephone, internet and advertising efforts into a cohesive plan



# Integrated Marketing Timeline

	<b>Marketing</b>	
	<b>Online</b>	
	<b>Telemarketing</b>	
	<b>Direct Mail</b>	
	<b>Email</b>	

August	September	October	November	December	January
<b>Picasso: Masterpieces from the Musée National Picasso, Paris</b> October 8, 2010 - January 17, 2012					
Picasso microsite live on SAM website. Public ticket sales begin August 1.	Posters on view. Rack cards in hotels & city distribution. Print ads begin. Seattle Times in-kind: \$125,000. New York Times Fall Arts Co-op ad & Art Newspaper ad. Large-scale building signage installed (vinyl, banners).	Chase Bank Cross Promotions. SAM special edition inserted in NYT. Outdoor promos begin (city banners, billboards, airport/malls/sounder wrap, transit/bus wraps). Window displays in city. Radio and TV spots begin (Oct 10). King 5 in-kind value: \$125,000. KPLU, KEXP.	Test audience response. Mid-point evaluation. Assess effectiveness of promotions, change course or initiate new incentives if needed.	Countdown to Closure promotions drop. Website Countdown Clock. Sashes on building signage. Countdown message in radio, print, online, etc. Final weeks email & social networks. Closing Weekend Marathon Promotion drops.	Closing Weekend Marathon
Online Test August 1 - 31	Online Rollout September 1 - October 31				
		Lapsed Telemarketing September 15 - October 22	Recorded Message October 25 - 30		
Acquisition/Lapsed Direct Mail August 5	Acquisition/Lapsed Direct Mail September 3	Lapsed/Ticketbuyer email October 1			Lapsed/Ticketbuyer email January 1



## Direct Mail

- Two mailings in early August and September targeting lapsed, ticketbuyers, rental and exchange lists
- Timing coordinates with print and online advertising
- Focus on ticket pre-sales and members only previews
  
- Testing membership card package against control

(insert image of control package and a membership card package if we have art)

## Telemarketing

- Pre-opening lapsed campaign
  - September 15–October 22, 2010
  - Most-recent lapsed members (2008-2010)
  - Follow-up to direct mail
  - Test discount vs. premium offers
- Taped message
  - October 25-30, 2010
  - Lapsed members, ticket-buyers and internal prospects
  - 30 second recorded message left on voicemails focusing on urgency to join now that exhibition is open
  - Serve as follow up to direct mail, email and telemarketing campaigns
  - Possible celebrity caller (Johnny Depp, Paloma Picasso)
  - Test Interactive Voice Response (IVR)

## Email

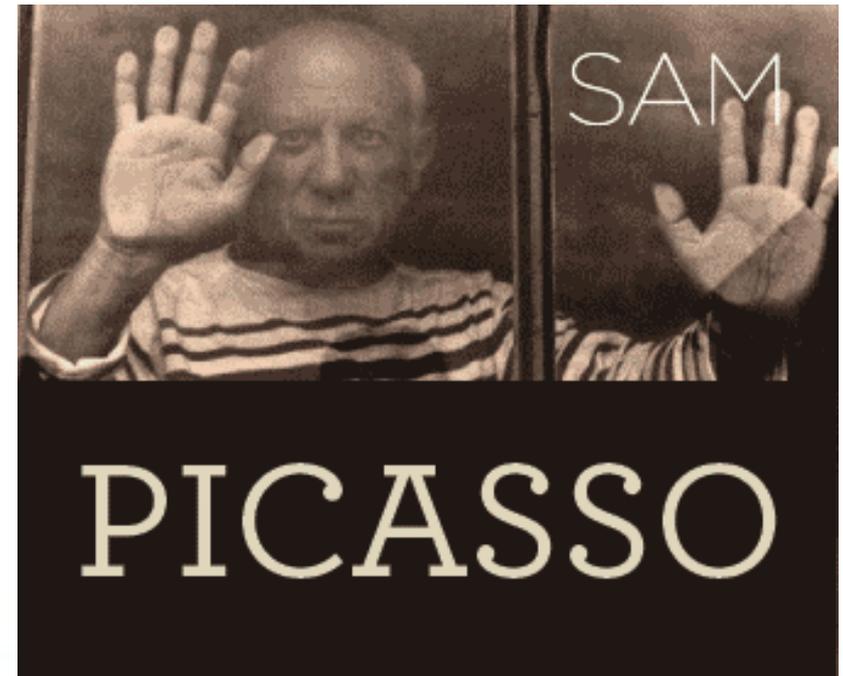
- Pre-exhibition opening
  - October 1, 2010
  - Internal prospects and lapsed members with email addresses
  - Highlight members-only previews and cost savings
  - Focus on membership ask with secondary objective of ticket sales
- Last-Chance
  - January 1, 2011
  - Internal prospects and lapsed with email addresses, as well as recently acquired addresses from online advertising
  - “Last chance” message
  - Discount offer
- Ticket buyer follow up
  - Post-visit email to cultivate and ultimately convert

## Online Advertising

- Search and display ads to run in Google network and Facebook from August through end of October
- Geo-Targeting
  - Seattle DMA (media market) and key zip codes
  - Targeted zip codes for specific lists
- Lifestyle User Categories
  - Display ads on websites that fall under our target lifestyle user categories from PRIZM clusters
  - Demographic, physiographic and behavioral targeting
- Keyword and Phrase Targeting
  - “Picasso”, “Seattle Art Museum”, “Seattle Tourism”, etc.
  - Used for both search (Google searches) and display marketing (contextual targeting)

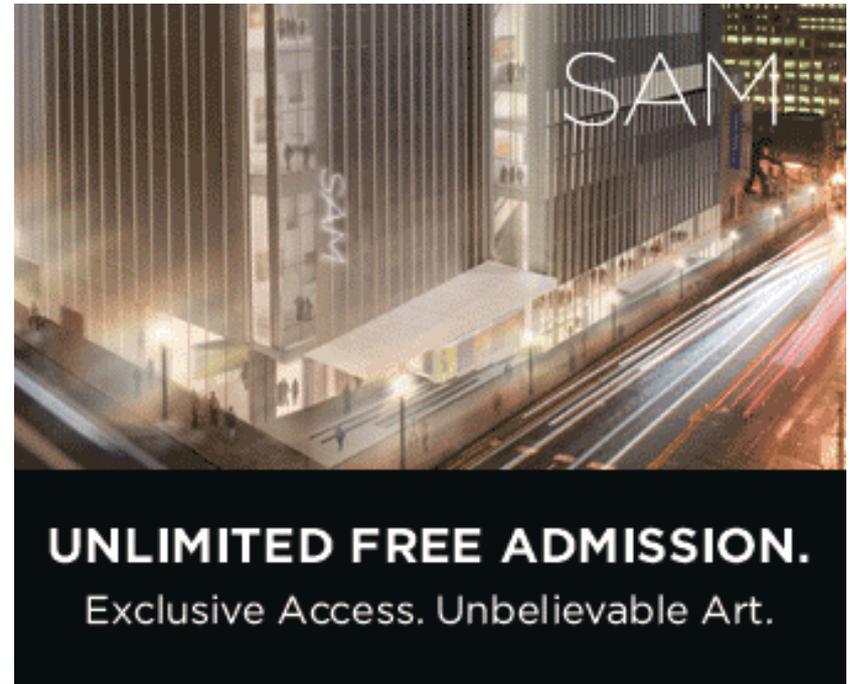
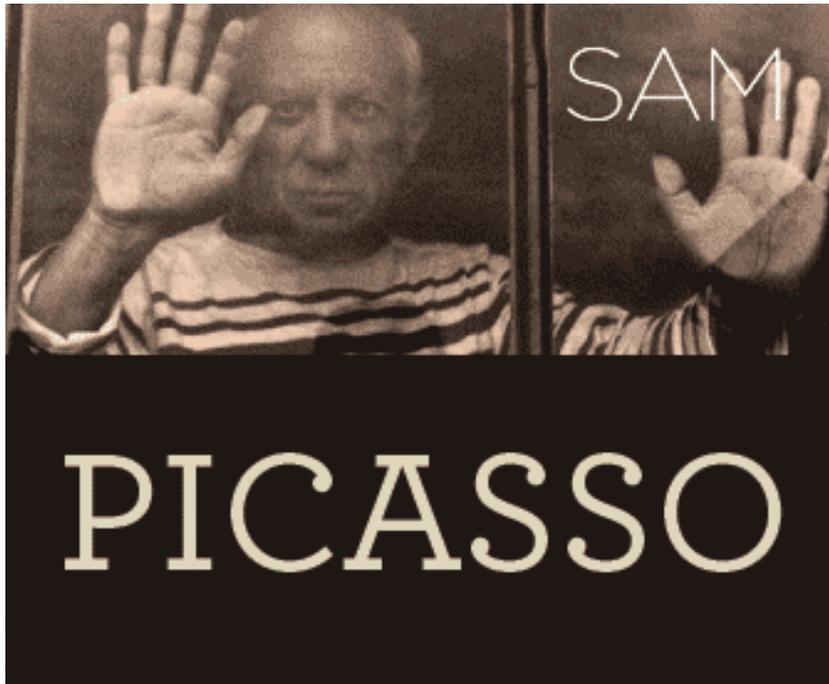
## Online Advertising

- List building
  - Enter to win tickets/premiums



## Online Advertising

- Membership sales
  - Test Picasso exhibition message vs. Institutional message



## Online Advertising

- Ticket sales
  - Offer discount on tickets; test premium offer



WHERE ARE YOU GOING?



## Onsite/Website Opportunities

- Increasing staff onsite
- Improving the member experience
  - Based on survey results
  - Speed up time of entry
  - More membership than general ticketing stations
- SAM Remix
  - Entry level point for 18-34 target market
- Membership “wall”
- Up-sale ticket buyers online with membership ask