

WISCONSIN  
HISTORICAL  
SOCIETY

# Big Marketing for Small Museums





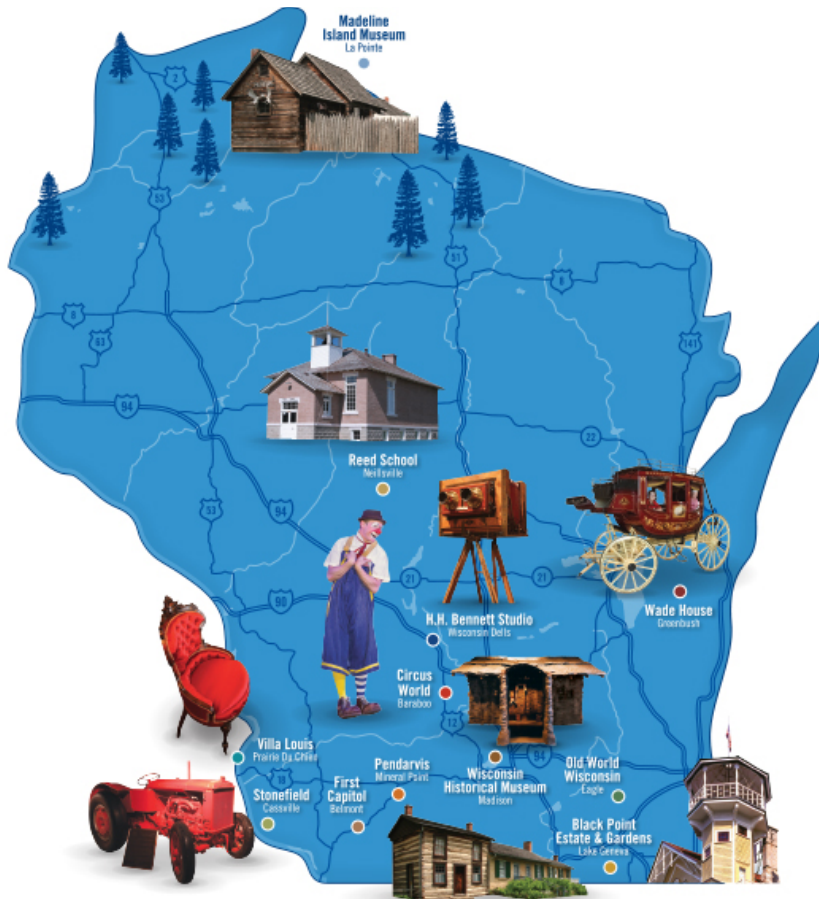
# Wisconsin Historical Society Overview



[wisconsinhistory.org](http://wisconsinhistory.org)



# Wisconsin Historical Society Overview



- 12 Historic Sites and Museums
- Library/Archives/Museum Collections
- Programs and Outreach
  - Education
  - Press
- Historic Preservation
- Legislative Communications



# Big Marketing for Small Museums

MARKETING IS HARD. IT *SHOULD* BE EVERYTHING WE DO.  
AND IT'S ALL ABOUT PEOPLE.



# Big Picture for Small Museum

WHO ARE YOU?  
WHAT ARE YOU DOING?  
WHY ARE YOU DOING IT?

WHO ARE YOU TRYING TO IMPACT?





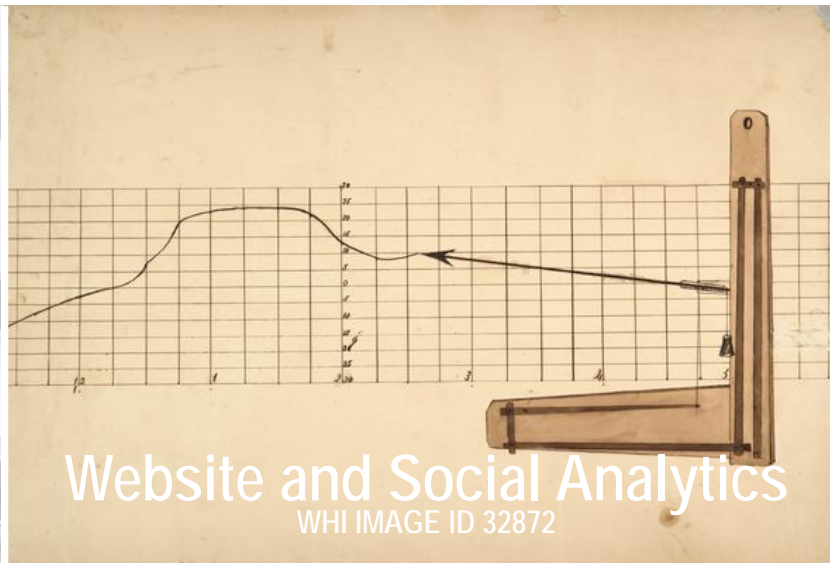
# Your People

WHO ARE YOU TRYING TO IMPACT and ATTRACT?

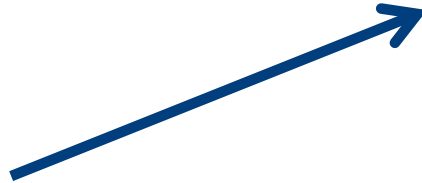
Understand your core audience.



# Information Gathering



# Information Gathering



- 51-65+ Years Old
- College Degree
- Household Income \$80,000



# Information Gathering

It's *not* so easy so collect, document, use. But  
it's so worth it!



1. How likely are you to recommend?
2. Where do you look for things to do?
3. Age Range
4. Ethnicity or Race
5. Zip Code
6. Email Sign Up
7. Experience Question

# Information Gathering

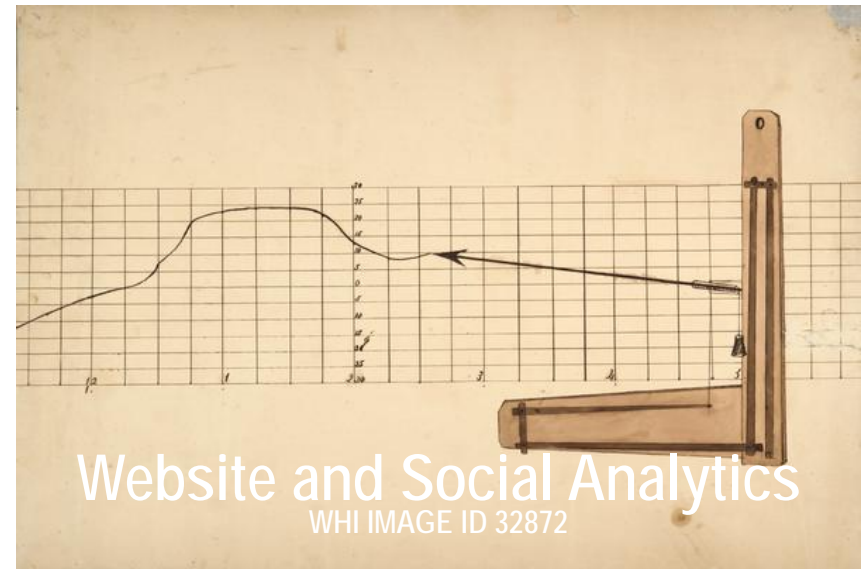
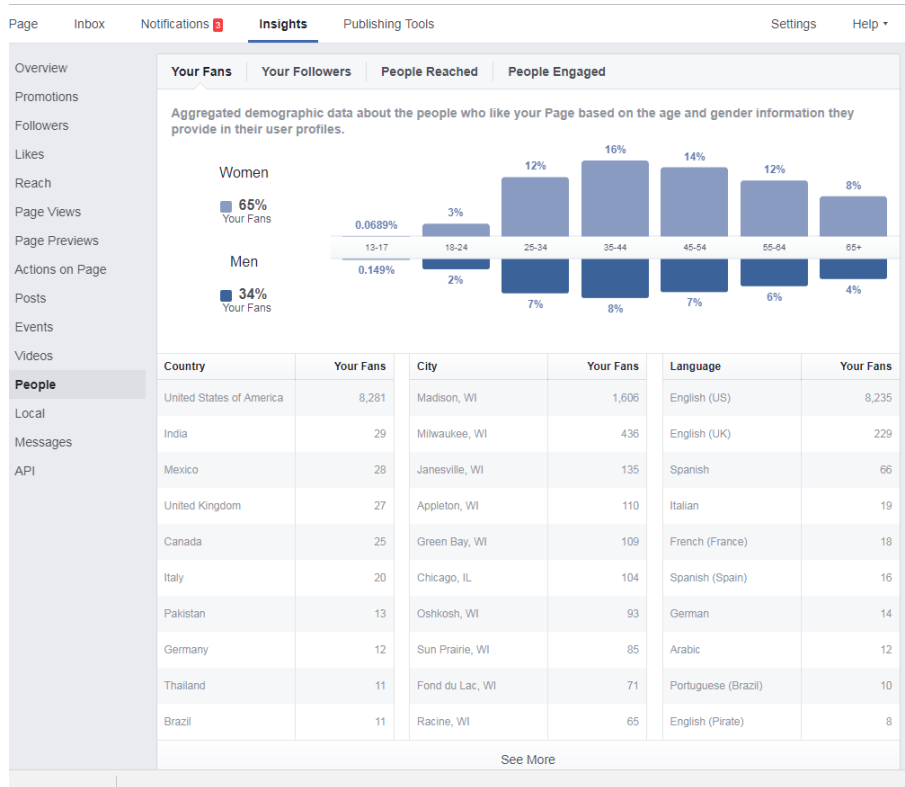
## Test Ideas on your Audience



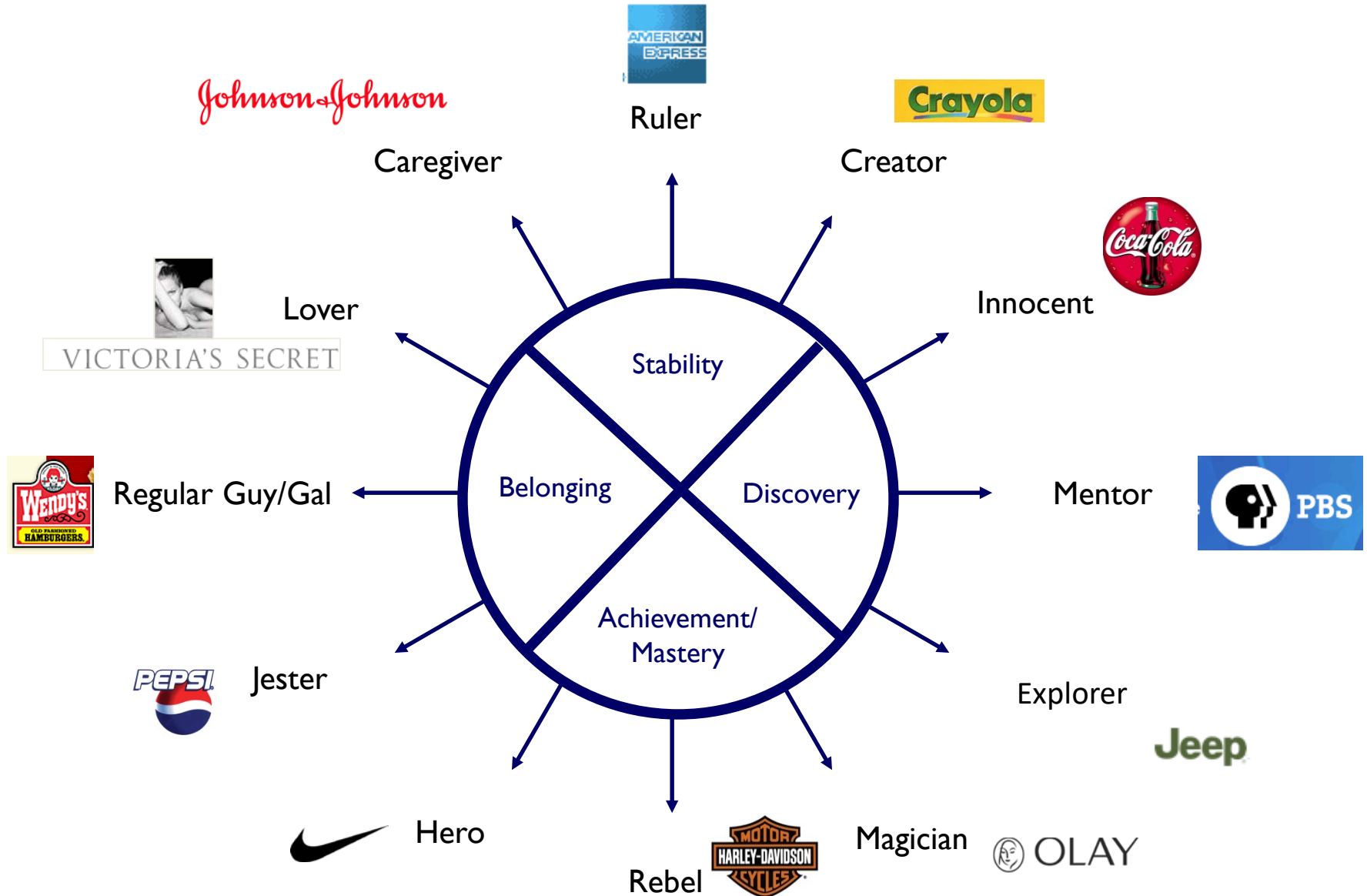
1. Survey Monkey
2. Facebook Polling



# Information Gathering

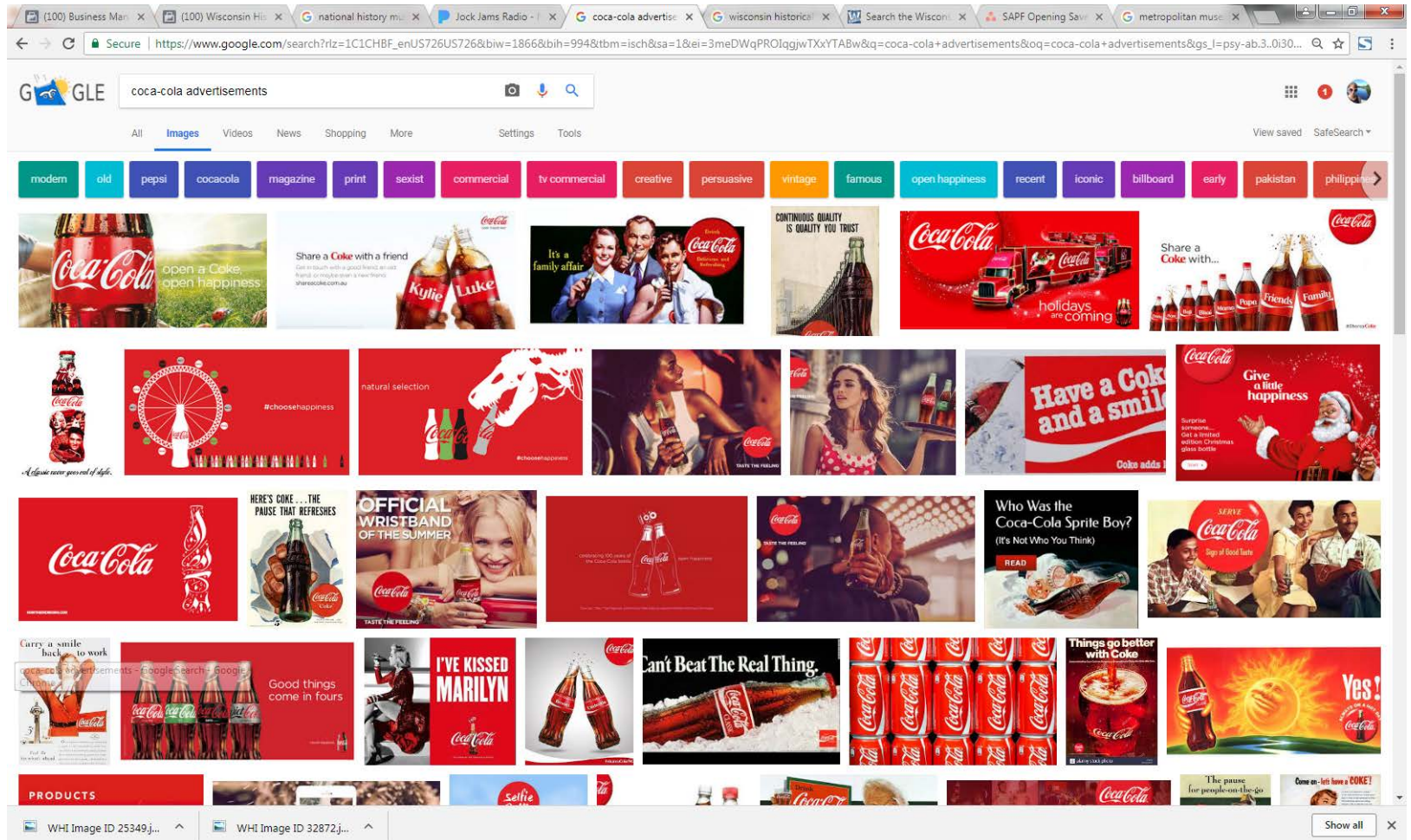


# Brand Archetypes



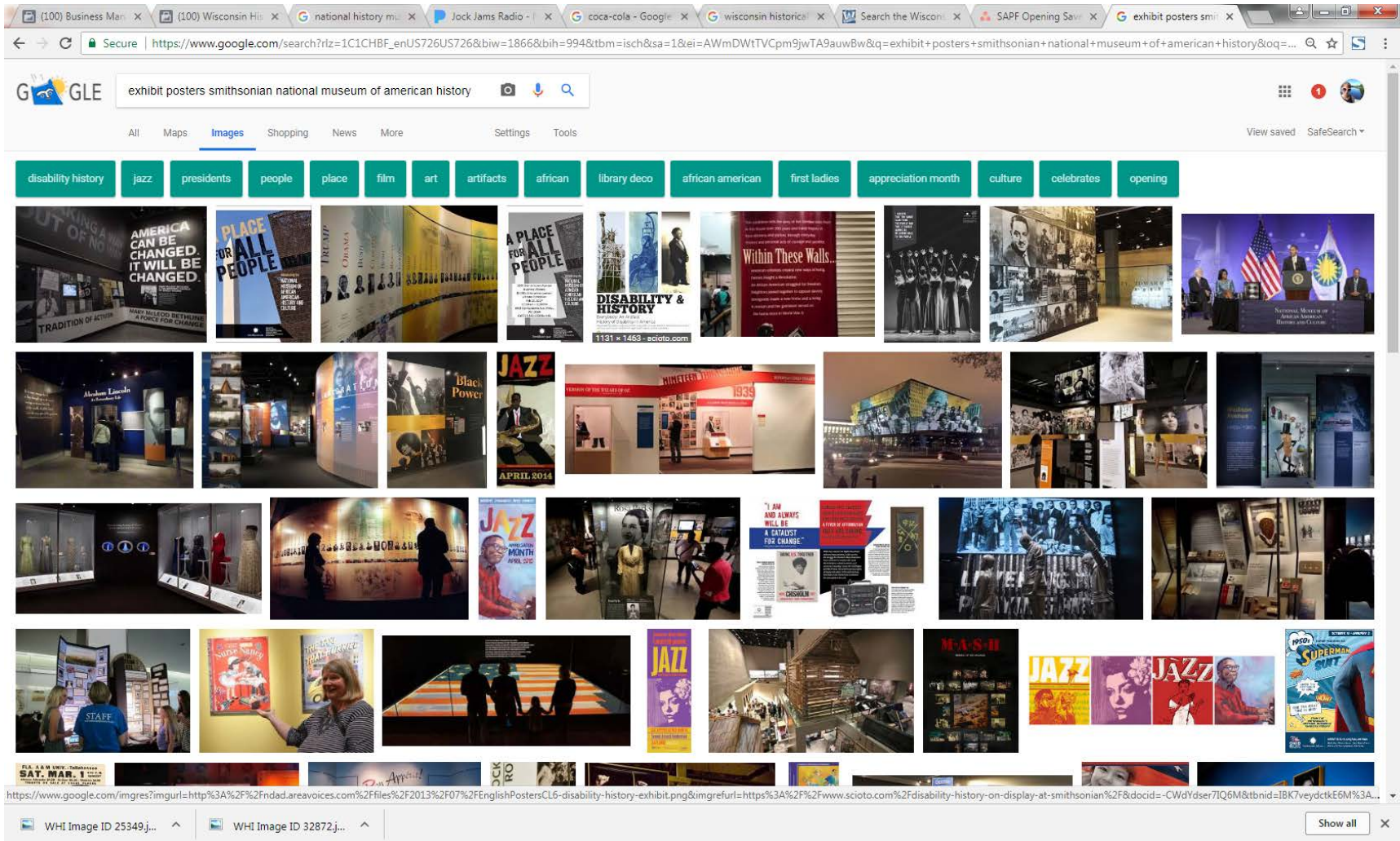


# Branding





# Branding





# Branding

Browser tabs: (100) Business Mar..., (100) Wisconsin Hi..., national history mu..., Jock Jams Radio - /..., coca-cola - Google..., wisconsin historica..., Search the Wiscon..., SAPF Opening Sav..., harley davidson mu...

Address bar: [https://www.google.com/search?rlz=1C1CHBF\\_enUS726US726&biw=1866&bih=994&tbm=isch&sa=1&ei=-mqDWoC3EcGjwTG2LjgBg&q=harley+darwin+museum&oq=harley+davidso&gs\\_l=psy-ab.1.0.0i67k1j0l4j0i6...](https://www.google.com/search?rlz=1C1CHBF_enUS726US726&biw=1866&bih=994&tbm=isch&sa=1&ei=-mqDWoC3EcGjwTG2LjgBg&q=harley+darwin+museum&oq=harley+davidso&gs_l=psy-ab.1.0.0i67k1j0l4j0i6...)

Search: harley davidson museum

Filters: All, Maps, **Images**, News, Videos, More. Settings, Tools. View saved, SafeSearch

Color-coded filters: milwaukee, chicago, vancouver, las vegas, wisconsin, ohio, milwaukee wi, famous, bike, history, architecture, milwaukee wisconsin, king kong, kid, tank, brick, motor, garage, cafe racer, etc.

Image grid showing various views of the Harley-Davidson Museum in Milwaukee, including the exterior architecture, interior exhibits, and motorcycles on display.

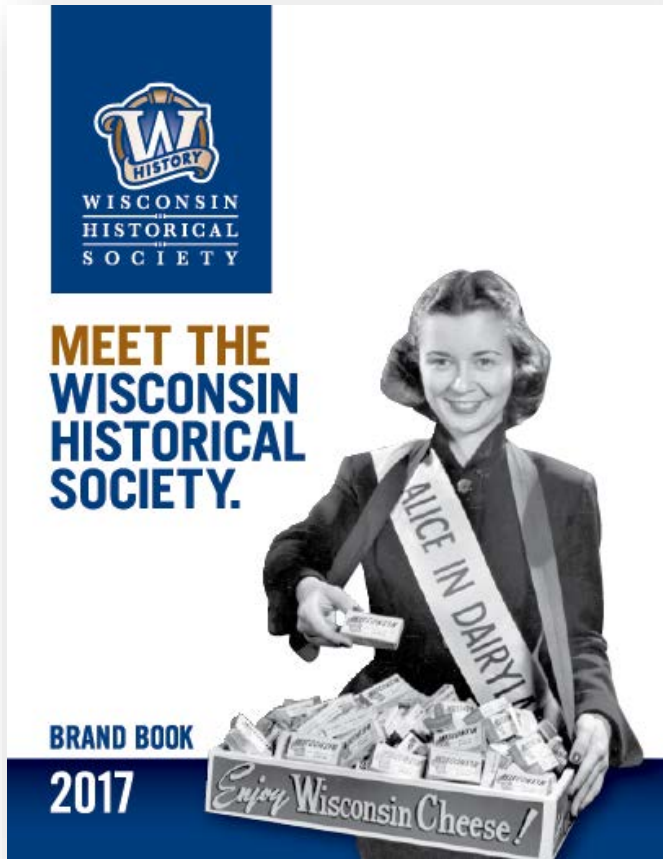
URLs at the bottom: [https://www.google.com/imgres?imgurl=https%3A%2F%2Fmedia-cdn.tripadvisor.com%2Fmedia%2Fphoto-%2F01%2Ffb%2F23%2F6%2Fharley-davidson-museum.jpg&imgrefurl=https%3A%2F%2Fwww.tripadvisor.com%2FAttraction\\_Review-g60097-d1095429-Reviews-Harley\\_Davidson\\_Museum-Milwaukee...](https://www.google.com/imgres?imgurl=https%3A%2F%2Fmedia-cdn.tripadvisor.com%2Fmedia%2Fphoto-%2F01%2Ffb%2F23%2F6%2Fharley-davidson-museum.jpg&imgrefurl=https%3A%2F%2Fwww.tripadvisor.com%2FAttraction_Review-g60097-d1095429-Reviews-Harley_Davidson_Museum-Milwaukee...)

Image IDs: WHI Image ID 25349.j..., WHI Image ID 32872.j... Show all



**wisconsinhistory.org**

# Know Who You Are



- who we are
- key messages
- our logo and principles behind the design
- our colors (can you guess what our color is?)
- our voice
- design instruction
- parameters of exhibit design and marketing for exhibits
- product design
- what our presentations should look and feel like
- name tags
- business cards
- stationary



# Know Who *You* Are

Describe how you communicate

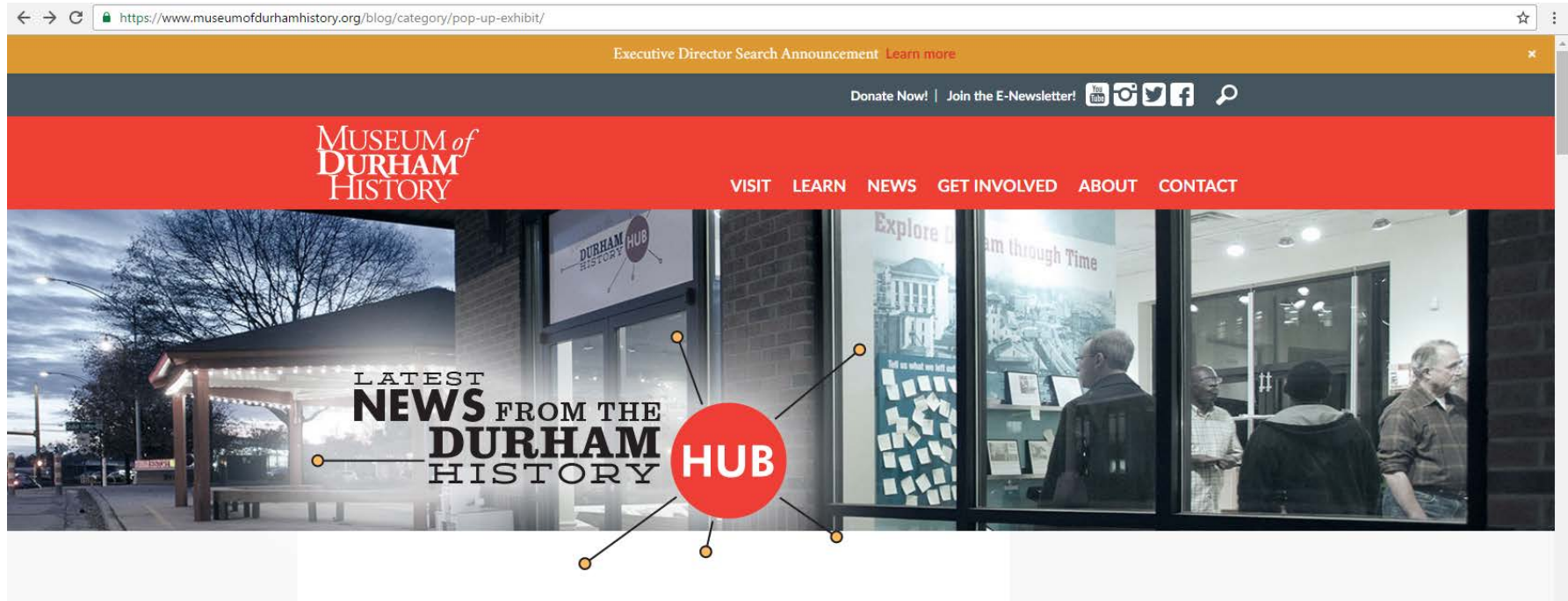
Choose 1 or 2 colors you use on everything

Choose 1-2 easy to read fonts

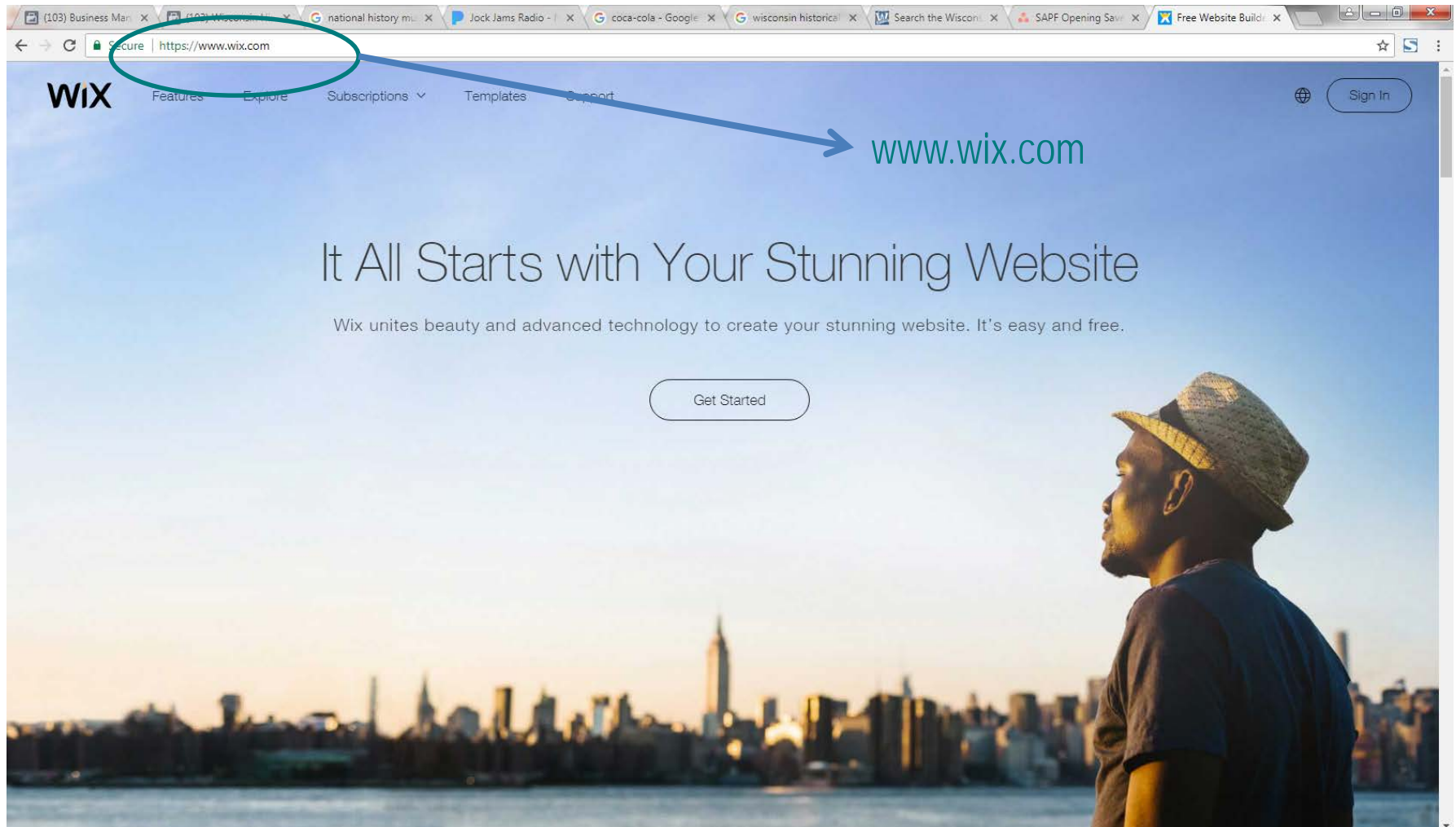
Create a logo

Choose Carefully!

# Make a Great First Impression



# Make a Great First Impression





# Connect with Social Media



68% U.S. adults use Facebook



25% U.S. adults use Instagram

Post at least 4x per week (using scheduling tool)  
Get your profile pic right (170 x 170 pixels)  
Get your cover photo right (815 x 462 pixels)  
*Or just double check on multiple devices it looks good!*

# Know Your Newspaper





# Know Your Community



# Partner with Your Community



*History Happy Hour at The Casino Bar, La Crosse  
Bar Owner with BOC Member*



# Partner with Your Community



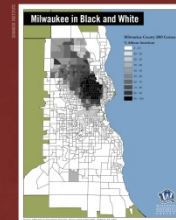
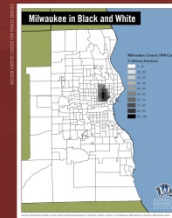
A man leads Milwaukee demonstrators holding signs reading, "Black Lives Matter, Immigrant Justice, Fight for \$15."

## SEGREGATION TODAY

The racial divisions caused by segregation run deep. They still divide most of Milwaukee's neighborhoods and schools today in ways people from the 1960s would easily recognize.

Fifty-five years ago, segregation was legal and the state of Mississippi was the most segregated place in the US. Today, even though segregation is illegal, Milwaukee is cited as the most segregated city in the nation.

**RIGHT:** Census data clearly shows the area of Milwaukee in which most African Americans were forced to live until 1968.



Although these maps are separated by 50 years and the Fair Housing Act, a clear racial divide still exists in Milwaukee.

De facto segregation, ingrained ideas about culture and race, influences decisions made every day about where people live and work and who they socialize with. Ideas are much harder to change than laws.

The hard work of people like Vel Phillips, Lloyd Barbee, Father James Groppi, and the NAACP Youth Council members helped make segregation illegal, but there is still much more to be done.

**What can you do to help end segregation?**

Learn more  
[wisconsinhistory.org/marchonmilwaukeeexhibit](http://wisconsinhistory.org/marchonmilwaukeeexhibit)

THANK YOU TO OUR PARTNERS ON THIS EXHIBIT

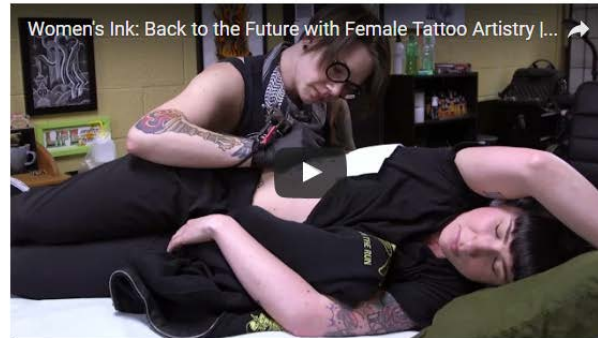


# Give Them Something to Talk About



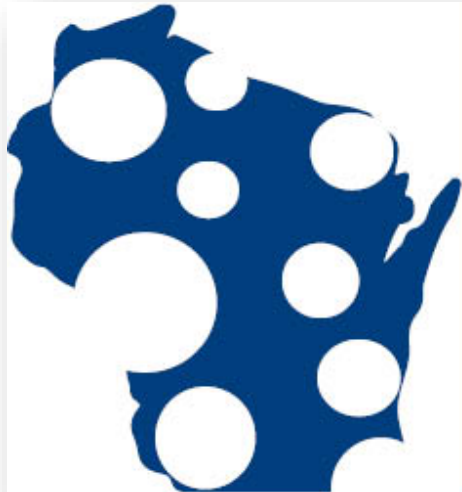
## Tattooed & Tenacious in the News

Our latest exhibit *Tattooed & Tenacious: Inked Women in California's History*, is in the news again. KQED recently put together a short video highlighting one of the show's featured local artists, Sarah Grossman. Thanks so much to Kelly Whalen and KQED Arts for putting this fabulous video together.



Check out the exhibit for yourself! *Tattooed & Tenacious: Inked Women in California's History* is open Saturdays & Sundays from 11:00am - 4:30pm at the Leonard & David McKay Gallery at the Pasetta House in History Park.

# Other Promotions



**1848** STATE ESTABLISHED

**1846** WISCONSIN HISTORICAL SOCIETY ESTABLISHED

**1831** FIRST CHEESE FACTORY ESTABLISHED



WISCONSIN  
HISTORICAL  
SOCIETY



# Make Video



# Go Guerilla



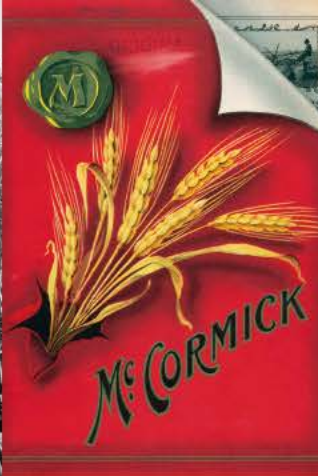
# Recap



WHI IMAGE ID 75883

- Know your people
- Know you
- Consider your brand archetype
- Make creative guidelines
- Have a keeper of the guidelines
- Know your community
- Partner with your community
- Give them something to talk about





WISCONSIN  
HISTORICAL  
SOCIETY

# THANK YOU

[wisconsinhistory.org](http://wisconsinhistory.org)

