Big Marketing for Small Museums
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

Online Research
WHI IMAGE ID 12607

Website and Social Analytics
WHI IMAGE ID 32872

Surveying
WHI IMAGE ID 25349
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

Website and Social Analytics

Website and Social Analytics
WHI IMAGE ID 32872
Branding
Branding
Branding
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

www.wix.com
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

CROSSING THE LINE

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 find recognizable.

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

Dr. King knew segregation bred such lies about culture and race, influences decisions made every day about where people live and work and who they socialize with. Ideas are more difficult to change than laws.

The hard work of people like Vel Phillips, Leonard Anderson, De'edra James Griggs, 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
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 Paseo House in History Park.
Other Promotions

- 1848: STATE ESTABLISHED
- 1846: WISCONSIN HISTORICAL SOCIETY ESTABLISHED
- 1831: FIRST CHEESE FACTORY ESTABLISHED
Make Video

IT’S SO EASY!
Go Guerilla
Recap

- 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