

## Engaging the Public Through Content Marketing

### Audience Tools:

Make My Persona by HubSpot

<https://www.hubspot.com/make-my-persona>

User Persona Creator by Xtensio

<https://xtensio.com/user-persona/>

Answer the Public

[www.answerthepublic.com](http://www.answerthepublic.com)

### Audio Tools

Programs: [Audacity](#), [Garageband](#)

- Audio tools help deliver content to onsite or remote visitors. Tools to record audio content are often built into personal computers or mobile phones, and there are a number of inexpensive microphones and sound recorders that can be purchased for nominal cost. Software to edit sound files is often free.
- Audio formats are great for helping you reach a wide audience and capture oral content that you otherwise would not be able to include in your exhibitions.
- For cultural institutions, audio recording and production can be used to deliver oral histories, sound for videos, environmental sound, narration or announcements for exhibits, and podcasts.

### Online Tools (Blogs)

Programs: [Wordpress](#), [Medium](#), [Tumblr](#), [Blogger](#)

- There are many ways to create a website, including [wikis](#), [content management systems](#), [learning management systems](#), or straight coding of HTML.
- Blogs are useful because they can be used over time and are easy to update so that new information is always at the top.
- Blogs also make it easy to categorize (“tag”) entries (called “posts”) so that information is organized by topics.
- Blogs can be used to enhance exhibits by creating real-time and behind-the-scenes updates for your visitors even when they are not physically onsite.
- Blogs help keep content fresh and re-engage people with your institution. Creating a blog is a casual way to converse with audiences and develop an online community.

### Visual Storytelling Tools

Programs: [Comic life](#), [Storybird](#), [iMovie](#), Powerpoint, [WeVideo](#), [Adobe Spark](#)

- Visual storytelling comes in many different forms, ranging from commonly used softwares such as PowerPoint to online tools Comic Life, a comic-book format tool, or Storybird, a website that creates image and text slideshows.
- Ultimately you can create a visual story with a video camera and any editing application.

- Adobe Spark provides a number of templates, soundtracks, and animations that can be used to create a video, web page, or even banners for social media.
- It is important to remember that a visual story is just that – a story. It's not meant to be instructional, but rather is intended to have characters and a narrative.
- Visual stories can be used in museums or cultural centers online or in exhibits.

### Evaluation Tools

[Survey Monkey](#)

[Wordle](#)

[Evaluation Resources from the Institute for Museum and Library Services](#)

[Museum Planner: Extensive list of Museum Evaluation Resources](#)