

online
marketing



audience
development



first, you listen

then, you fix the issue

you engage your audience

UNCOOL
Your visitor appreciation
quickly and reviews are
increasingly negative.

JOKER

you never make the same mistake again



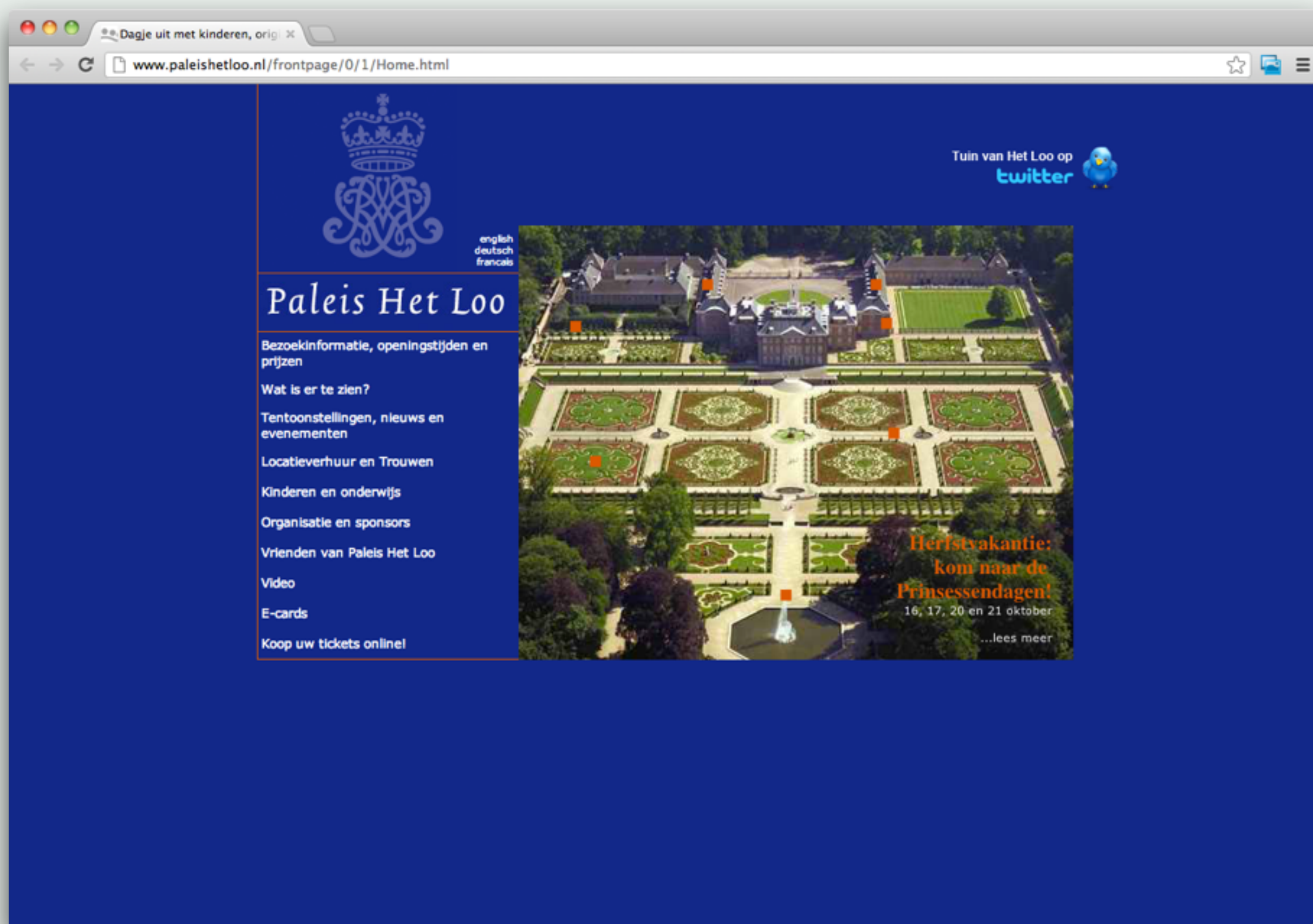
this time, you spy

you engage your audience

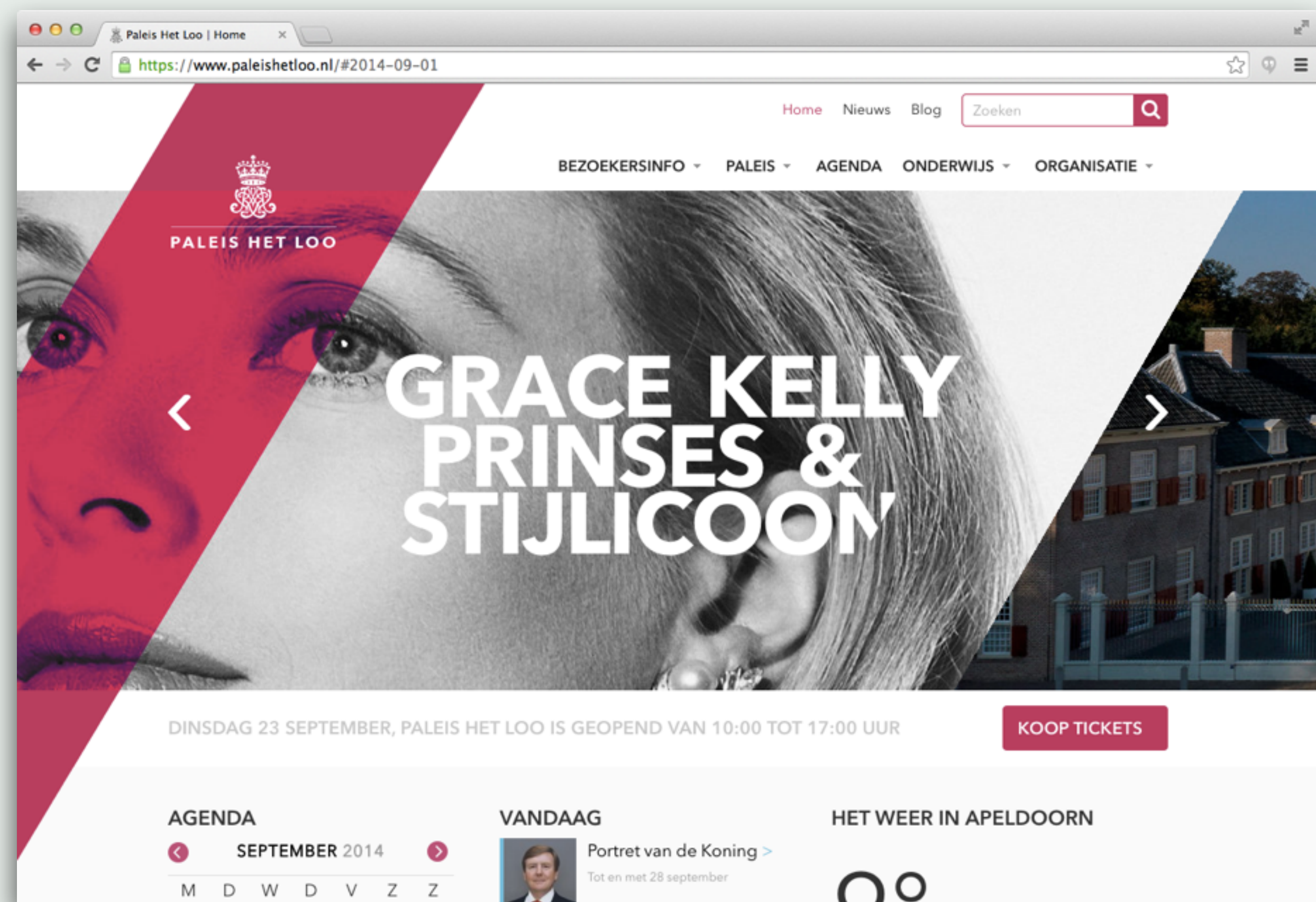
then, you compete smartly

you never make the same mistake again





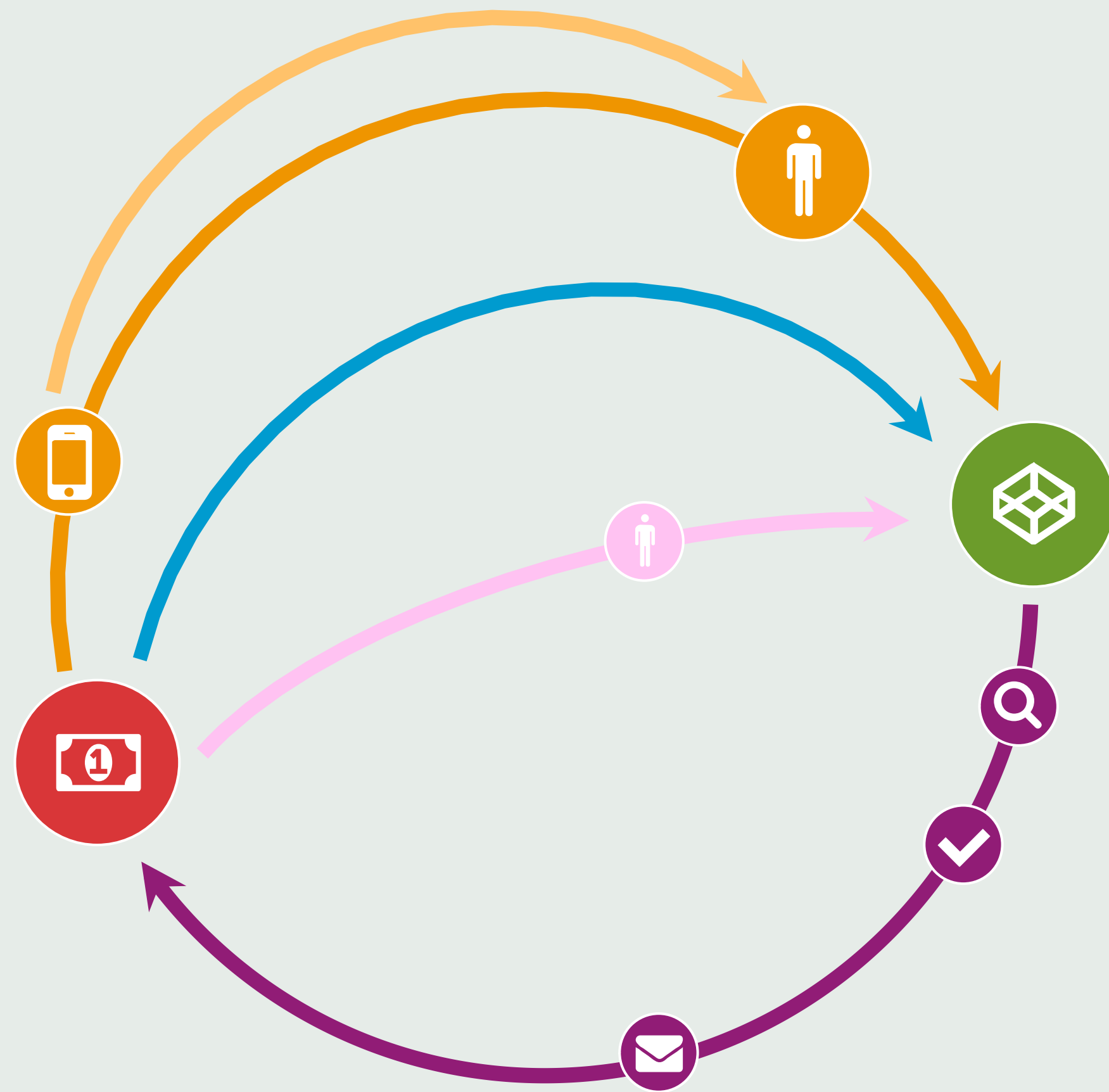
“Wait, is this even open to the public?”



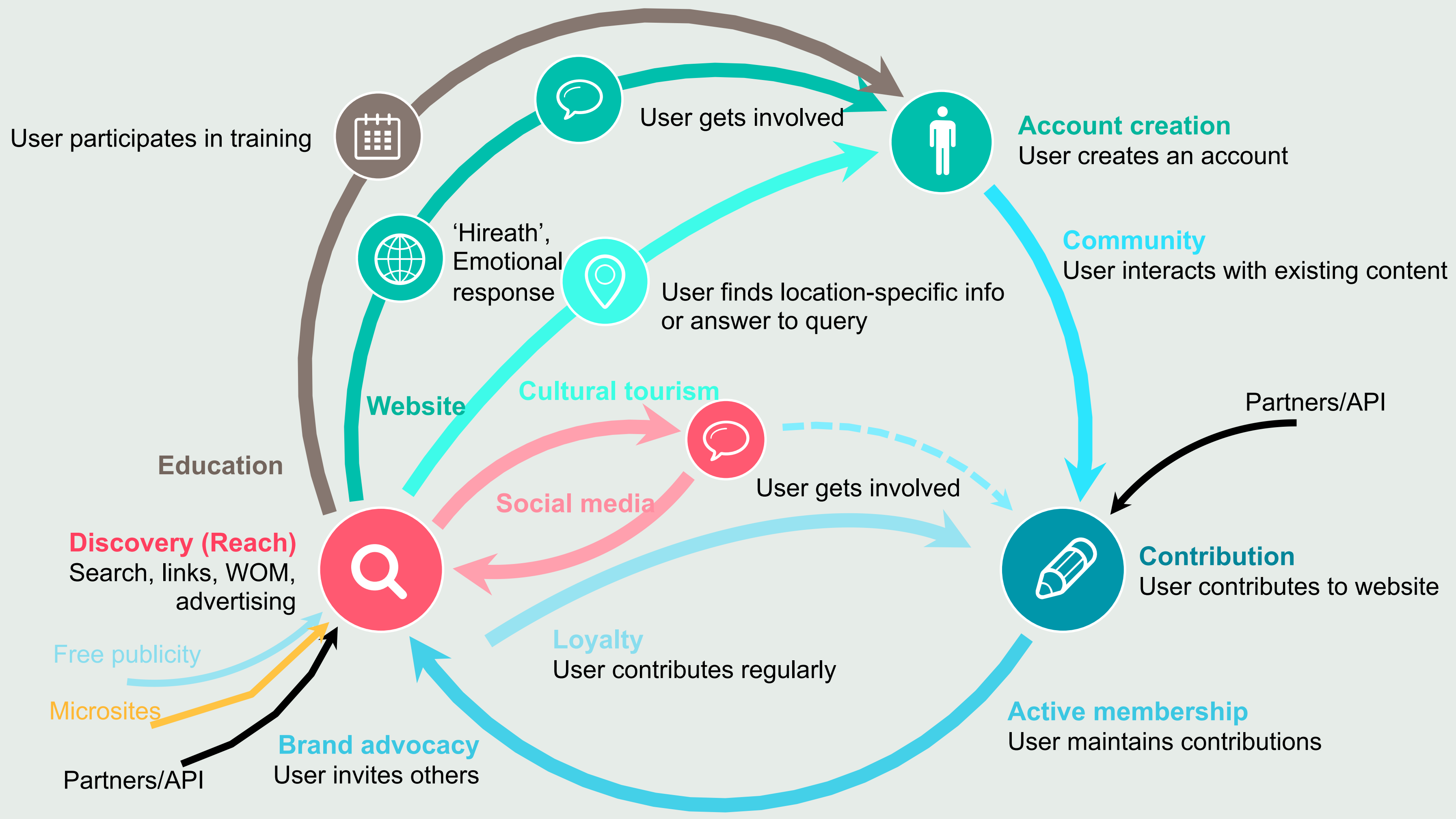
“Ow wow, today it is, and I can buy tickets immediately!”

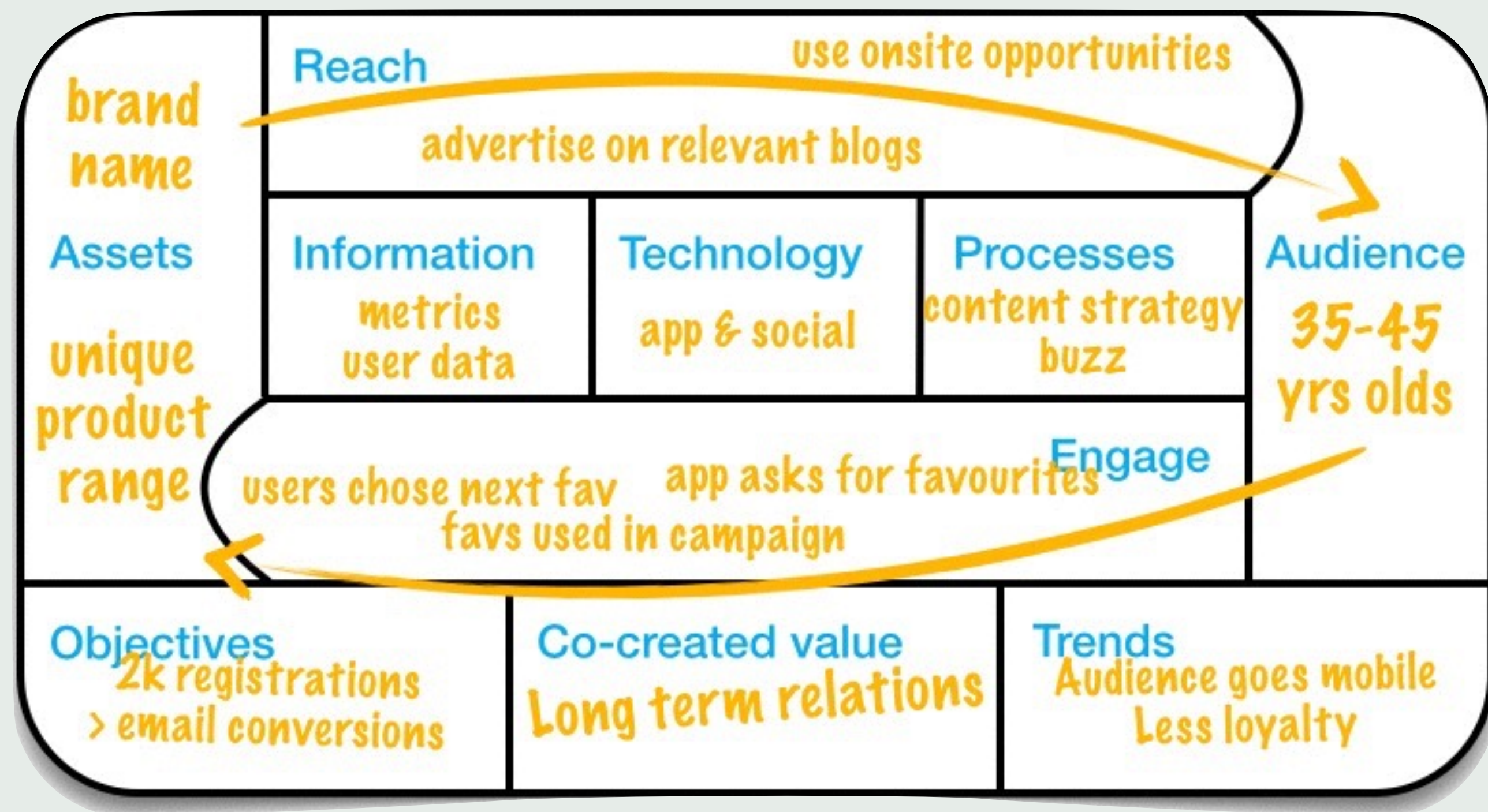
My message in the next 25 minutes:

All (online) marketing should aim at engagement.
Engagement is the key to audience development.
Loyal audiences are the pinnacle of success
in the digital era.



inspiredbycoffee.com/2015/03/consumer-journey-boardgame





digitalengagementframework.com

Reach

Interest

Involve

Activate

digitalengagementframework.com

#1

Why should be engage our audiences?

Simple:

Only engaged audiences cocreate value.

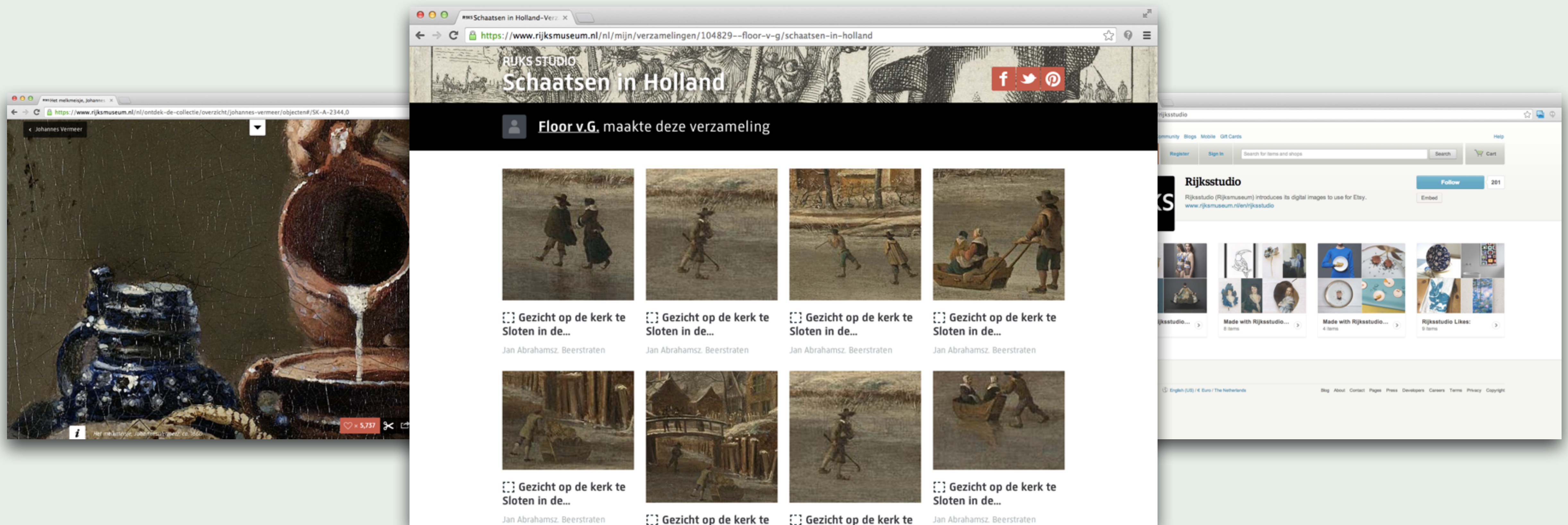
Only engaged audiences provide usage insights.

Only engaged audiences register for newsletters.

Only engaged audiences share your message.

Only engaged audiences show up when you invite them.

Value: A living collection



Rijksmuseum Amsterdam

Value: Faster recovery



Westminster & Chelsea Hospital



Value: A space for creativity



Teatro Sociale Gualtieri

Social institutions

A social institutions is a place where all stakeholders structurally and systematically work together to create value.

73% of organisations say social business is important to them, 90% believe it will be in 3 years time

90% of leaders believe social business can create powerful and positive change

57% of employees rather work for a social organisation

64% of organisations experience positive effects on business outcomes thanks to social business

Redeveloping the Derby Silk Mill

Tremendous sense
of pride in
innovation

39



I love this painting,
I'd like to see a
photograph of the
same area today
to compare

39

How can we use these spaces to inspire creativity?

ENGINEER OF
THE TONE AWARDS
IN COLLABORATION
WITH PLANE

2 plates

WIF / COMPOSING
+ MAKE IT A WORK SPACE
WHERE YOU CAN REST
A CHAIR - one one

MUSIC SCIENCE/ FAIRS

SILK MILL MODERN

SILK MILL FACTORY
Crescent Mill Road, Bury, Lancs. 1900

Workshop

COFFEE STAIN

Green
Private

RECEIVED
FBI
JAN 10 1964

DECLASSIFICATION



MEMORIES OF THE FUTURE

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APR 1981

STYLES
WORKSPACE

FB211

CULTURE
ART
MUSIC

CHUK
HARVEY
PORT
Duke

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RECEIVED

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GET AHEAD AGAIN

WE WANT TO GO
TO THE TOP

Pay to the order of Credit
Dated for
2000

Toilet
 100%

3/24/2014

HOST FARMERS
MARKET IN
OUTSIDE SPACE
(PARKS PEOPLE)
IN








Derby Museums secures m x

Jasper

www.derbymuseums.org/hlfsuccess/#.VgpnxNViko

☆💬✱☰

DERBY MUSEUMSWHAT'S ON?EXPLORETHE JOSEPH WRIGHT INSTITUTELEARNVISITSUPPORT USABOUT US



DERBY MUSEUMS SECURES MAJOR HERITAGE LOTTERY FUND SUPPORT

We are thrilled to share that **Derby Museums** has received earmarked funding* for a £9.38m bid from the **Heritage Lottery Fund** (HLF) for the **Derby Silk Mill – Museum of Making** project. This project will sustainably redevelop Derby Silk Mill, site of the world's first factory and part of the **UNESCO Derwent Valley Mills World Heritage Site**, to create an inspirational new museum uniquely made in collaboration with people of Derby. The new museum is timed to open in 2020.

Development funding of £817,300 has been awarded to help Derby Museums progress their plans to apply for the full grant at a later date.

Derby Silk Mill – Museum of Making will be 'Inspired by the Makers of the past, made by the makers of today and empowering the makers of the future'.

Peter Smith, Chair of Derby Museums Trust said,

"I am delighted that Derby Museums has been successful in our bid, it demonstrates the confidence that HLF have in the Trust. The new Museum of Making will be a place to celebrate the essence of our city and will deliver significant social and economic impacts for Derby"

The project once complete will reveal the whole building for the first time, re-introducing manufacturing to the site of the world's first factory by involving people in the making and creating of the new museum . The new Museum will celebrate Derby's heritage as a city of makers through its internationally, regionally and locally significant collections and provide public access to all of these collections. It will provide opportunities for local people to gain new skills and experiences and will aim to raise aspirations of future generations of innovators and makers.

Derby Museums Trust was established by Derby City Council in 2012, enabling it to work more entrepreneurially with a commitment to making heritage more available to the public. This has been a key factor in the success of the Heritage Lottery Bid – supported significantly by a partnership commitment of £4m from Derby City Council to the project, without which the Heritage

<<SEP 2015>>

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SEARCH OUR EVENTS


Search

All Categories

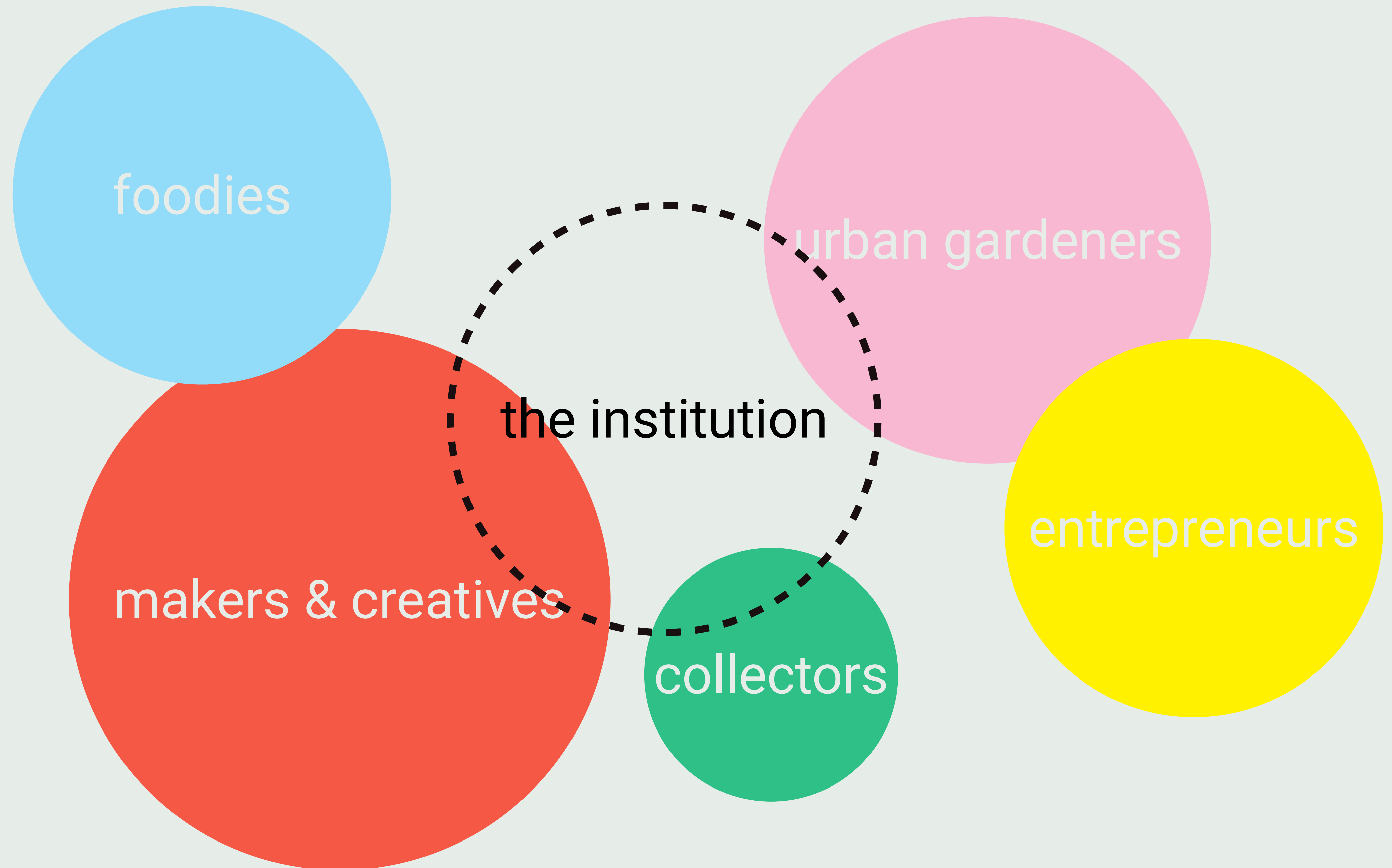
From date:

To date:

SEARCH



www.derbymuseums.org/hlfsuccess



#2

What does audience engagement look like?

Again, simple:

Reach

Interest

Involve

Activate

Audience engagement:

Audience engagement is a continuous process of reaching & interesting an audience (marketing) and involving & activating them (engagement).

Kevin Allocca:

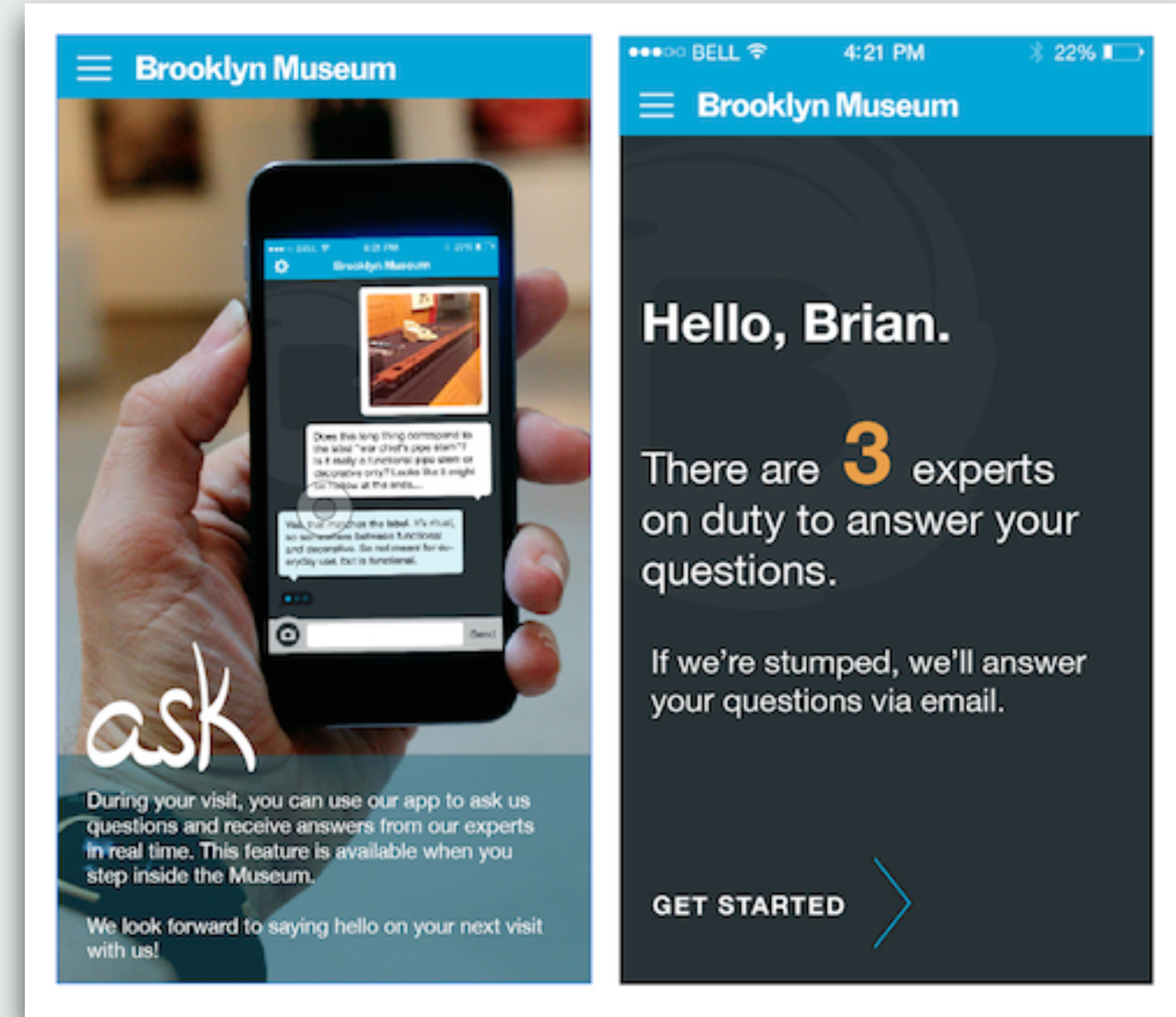
“Tastemakers, **creative participating communities**, complete unexpectedness; these are characteristics of a new kind of media and a new kind of culture.”

www.ted.com/talks/kevin_allocca_why_videos_go_viral





Manifest 10,000 hours, York Art Gallery



Ask! Brooklyn Museum

From ads...



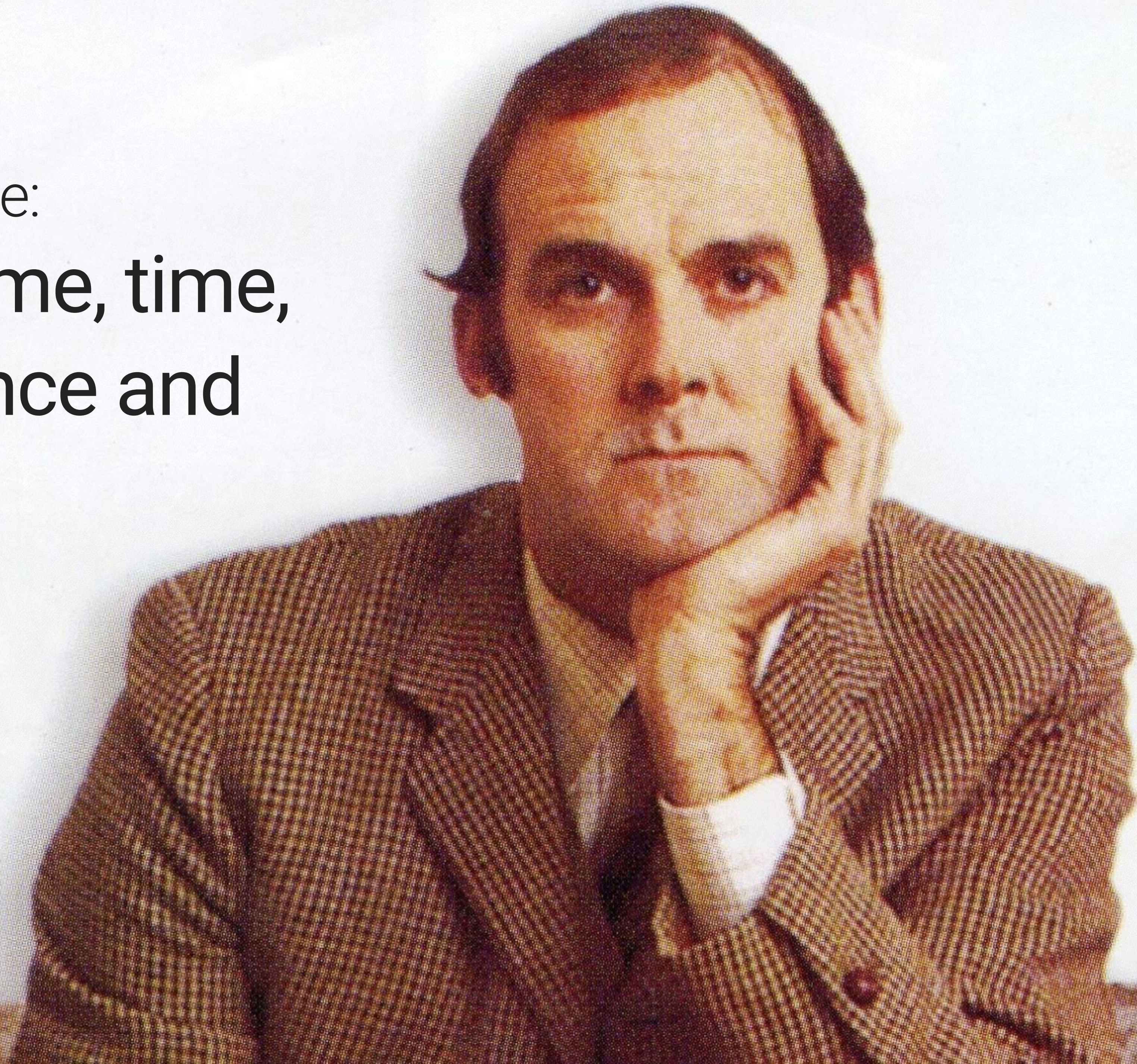
...to creative advocates.

#3

How do we engage our audiences?

John Cleese:

**Place, time, time,
confidence and
humour**





CALAMITY

A calamity has destroyed part of your building and collection. You're faced with unforeseen expenses and temporary closure.

JOKER

Use what works well elsewhere:

Gamification, crowdfunding, cocreation, closed beta, games, participatory design, competitions, behind the scenes videos, social discounts, community building, crowdsourcing ...



cardsforculture.com
[@cardsforculture](https://twitter.com/cardsforculture)



cardsforculture.com
@cardsforculture

Thank you!

jasper@inspiredbycoffee.com
@jaspervisser

Cards for culture - Museum edition
This weekend available on Kickstarter
cardsforculture.com
@cardsforculture

