



Marketing: The Basics and Beyond

Oklahoma Museums Association 2020 Conference >>>
CHANGING YOUR PERSPECTIVE



Presented by



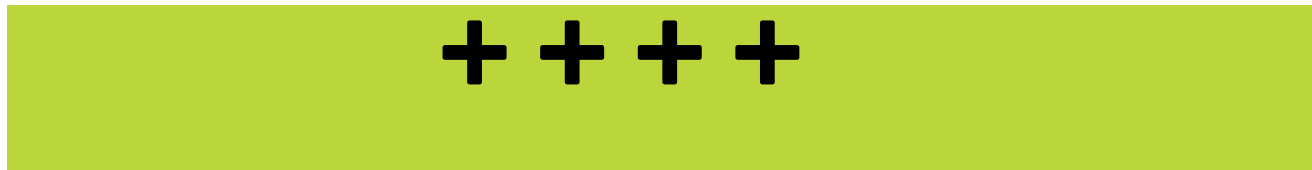
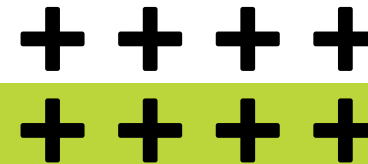
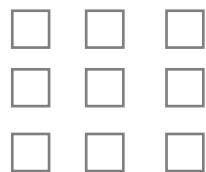
THE GUILD

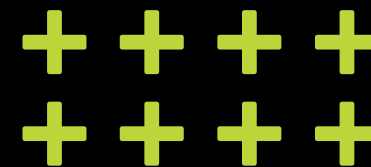
CRAFTING AND MARKETING INSPIRED BRANDS

Marketing in 2020 & 2021



There is no way around it, no matter if you are a small or large institution, in the end one must market, especially after reopening post COVID-19. There are basics everyone must have to entice visitors and communicate with their audiences, and then there are those more sophisticated tools to attract savvy travelers. Whether frugal or deep pocket describes your marketing budget, we'll discuss the must-haves and the trends playing out in 2020 and speculation for 2021.





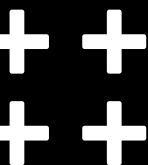
OUTCOMES

Gain an understanding of 3-5 marketing **trends** that we have seen in 2020 and what will be on the forefront in 2021.

Receive tools and tips in how to **execute** these ideas, keeping budget and size ranges in mind.

Learn about **costs** associated with the trending tactics as well as potential **outcomes** and ROI.

*“Identify your opportunities by getting to know your **audience**. Choose what **builders** and **drivers** work best for them.*”



WHAT'S TRENDING





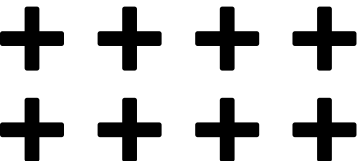
FIVE TRENDS

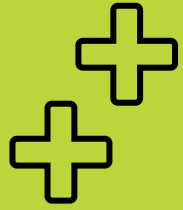
IN MARKETING IN

2020

Let's talk about >>>>

- + Strong, dynamic websites
 - + Data, data, data
 - + Digital advertising
- + IP/Device targeted advertising
 - + "Smart" direct mail





FACT:

Research predicts **7.4 million new digital buyers in 2020** as pandemic alters behaviors and older consumers become more comfortable shopping digitally.

LOOK FOR IN 2021

NEW TRENDS

FUTURE MARKETING IDEAS>>>>



- + Non-Linear Journeys
- + Website Visitor Data/Recording
- + Marketing Automations
- + Google Tag Manager
- + Voice Search Marketing



Builders are essential but can be difficult to measure in the short term except for outputs.

Builders are activities focused on building marketing assets.



BUILDERS.

- + + Brand management
- + + Website
- + + Video production
- + + Podcasting
- + + Collateral materials
- + + Audience research

Long term solutions//

These assets prepare you to dive into

DRIVER activities >>>>

Drivers are actions that drive targeted traffic towards your builder assets (conversion points).



DRIVERS.

- + + Google Business Listing
- + + Reputation Listings Review
- + + E-newsletter Campaign
- + + Direct mail campaign to previous consumers
- + + Active, on-going social media (organic)
- + + Boosted social media posts

Short term solutions//

These assets jump start your marketing

execution >>>>



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The latest news and information from General Tommy Franks Leadership Institute and Museum

Starting 2020 - In This Issue

General Tommy Franks Leadership Institute and Museum AT HOME

Museum Trivia

Cowboys in Khaki Photo Walk Through

Welcome Jacqy Matlock to the Museum's National Board of Advisors

How to Support the Museum



THE MUSEUM'S RESPONSE TO COVID-19

The General Tommy Franks Leadership Institute and Museum is taking every precaution to ensure that we provide a safe and enjoyable experience and maintain a healthy environment for our visitors.



WHAT DOES IT ALL COST?



Website

Range \$3,500-\$6,000 one time cost
Monthly hosting fee

- Responsive, fully-custom design
- Copywriting & photo/video services if desired
- SEO capabilities & POS system if desired
- Technology support and training

Digital Ads

\$500 set up fee
Campaign creation & management packages starting at \$500 per month

- Audience definitions and segmentation
- Ad content, graphic and landing page creation
- Tracking and website integration
- Campaign management and reporting

E-mail Marketing

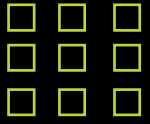
Range \$750-\$1,000 per month

- E-mail platform fees
- Content, graphic and landing page creation
- Tracking and integrations
- Campaign management and reporting

Social Media Management

Range \$1,950-\$2,500 per month

- Generally two or three platforms
- Brand management
- Strategy and campaign development
- Content and graphic creation
- Real-time responses and interaction



DRIVER

RESULTS ARE IMPORTANT

DRIVER

If someone tells you results don't matter, then they don't understand the pressure your boss is exerting on you.

Flexible, agile and with unlimited reserves,



ROI FOR YOU OR ME?

HOW TO CALCULATE ROI:

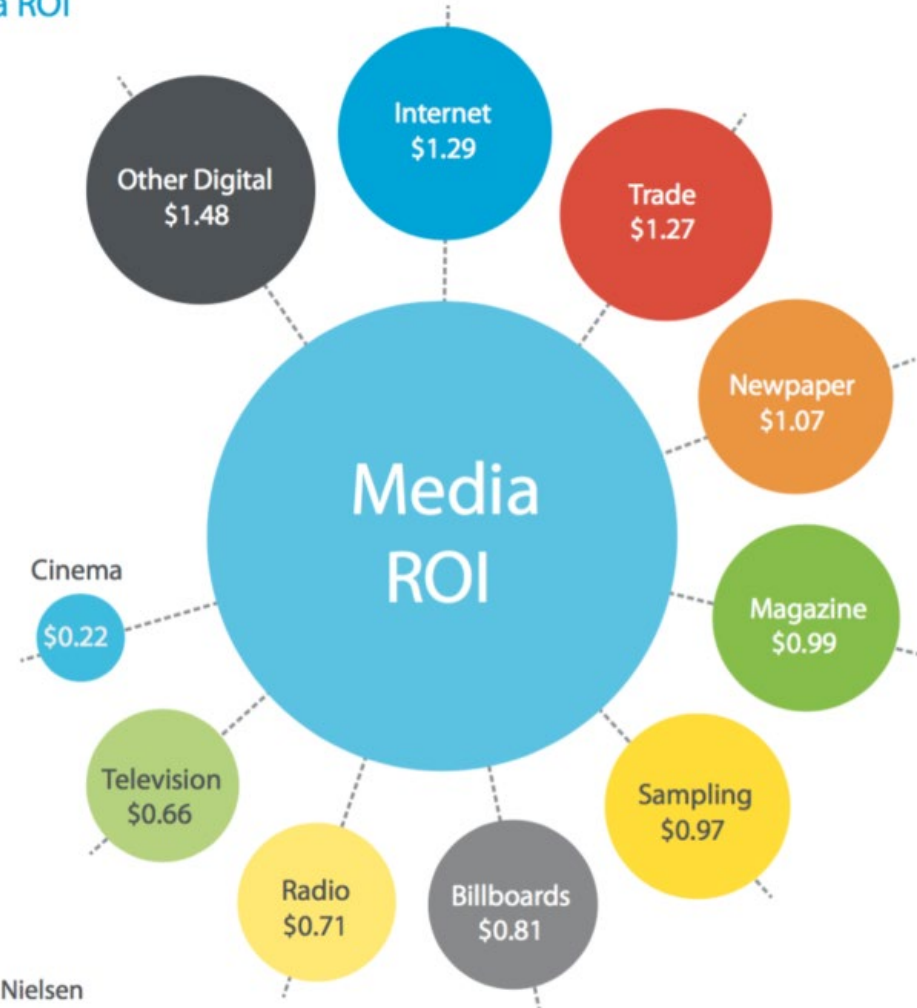
Take the sales/visitor growth from your museum, subtract the **marketing** costs, and then divide by the **marketing** cost. So, if sales grew by \$1,000 and the **marketing** campaign cost \$100, then the simple **ROI** is 900%

BASELINES TO EXPECT ON YOUR

MARKETING INVESTMENT >>>>

(Average of every dollar spent per medium)

Media ROI



Source: Nielsen



BEWARE BEWARE

There are always tell-tale signs of snake oil sales tactics.



- Month-to-month payments for website design
- Banner ads for \$595 on CNN.com
- “First page on Google” language (fast track SEO)
- Extraordinary boosted “impressions”
- Rebranding to “increase awareness”

AVOID THESE PITFALLS BY:

- Checking references
- Ask for case studies/client work
- Price is only one factor
- Trust your gut!



THE GUILD



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