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ranging. A
marketing
strategy should
identify the
appropriate
techniques for
the target

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to develop a

marketing

strategy without
first

identifying and

creating a road

map of where
your museum is

headed. Because

each museum

faces unique

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challenges and needs, your marketing strategy should be in line with the museum's greater business strategy and vision. While brand awareness, for example, on social media may be lacking for one venue, other

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museums might be struggling to competently analyze data and utilize metrics to reach their goals.

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museum is the
process of
identifying the
needs and wants
of the visitor
and delivering
benefits that
will satisfy or
enhance their
experience.

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It is a complex activity requiring extensive creativity, planning, organisation and problem solving.

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