Innovative Marketing Strategies for Creating New Fans at the Age of Knowledge

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Gyeryongsan Natural History Museum
General Director
Innovative Marketing Strategies for Creating New Fans

- Marketing strategies in museum management
- Analyzing visitors of museum
- Creating new fans with Innovative marketing strategies

Gyeryongsan Natural History Museum
.. Need of marketing strategies in museum management

- The 21st century, otherwise called the era of knowledge economy or the community of the elderly, demands a museum that not only appeals, but attracts a wide range of visitors (multiple publics).

- A science museum should stimulate our young's minds, educate our adolescents. Moreover, it should continue to develop and exploit new services so that the middle-aged and senior citizens comprehend the changes in society and improve their quality of life in this fast developing society.

Gyeryongsan Natural History Museum
The number of new guests and supporters of museums will only increase once these goals are fulfilled.

Thus, the crucial task lies in creating an innovative marketing strategy.

In order to solve this task, we must analyze the amount of current visitors of each museums, study those who are disinterested, and figure out why some hold a negative opinion about certain museums.

Financial independence needs to will be a prime factor.
Gyeryongsan Natural History Museum

- Marketing professional
  - The strategy of relationships for the financial resources for the museum
  - Positional strategy for the image of the museum
  - the museum itself management
.. Analyzing Visitors of Museum

SURVEY 1

- Target group
  - National Museum of KOREA’s visitors
- Time of study
  - Aug. 2003

Gyeryongsan Natural History Museum
The purpose of visiting

Gyeryongsan Natural History Museum

<table>
<thead>
<tr>
<th>Purpose of Visit</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recommendation of the School</td>
<td>24</td>
</tr>
<tr>
<td>Assignment purposes</td>
<td>15</td>
</tr>
<tr>
<td>School trip</td>
<td>39</td>
</tr>
<tr>
<td>Curiosity</td>
<td>15</td>
</tr>
<tr>
<td>Experience and Educational purposes</td>
<td>7</td>
</tr>
</tbody>
</table>
Public’s View of What a Museum Is

<table>
<thead>
<tr>
<th>Place preserving</th>
<th>Experiencing History</th>
<th>Watch and Appreciate the</th>
<th>Place where scientific</th>
<th>Experiencing tradition</th>
<th>Place for rest</th>
<th>Place for education</th>
</tr>
</thead>
<tbody>
<tr>
<td>46</td>
<td>13</td>
<td>14</td>
<td>2</td>
<td>5</td>
<td>4</td>
<td>16</td>
</tr>
</tbody>
</table>
What were the inconveniences upon visiting the museum?

<table>
<thead>
<tr>
<th>Inconvenience</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Difficulty of understanding due to wordy explanations</td>
<td>25</td>
</tr>
<tr>
<td>Lack of amusement in the exhibition</td>
<td>15</td>
</tr>
<tr>
<td>Hard to observe due to complex construction</td>
<td>8</td>
</tr>
<tr>
<td>Hard to learn without getting to touch the exhibition</td>
<td>10</td>
</tr>
<tr>
<td>Absence of areas to rest</td>
<td>23</td>
</tr>
<tr>
<td>Lack of guides who can explain about the exhibition</td>
<td>17</td>
</tr>
<tr>
<td>The machines are often difficult to walk with</td>
<td>6</td>
</tr>
</tbody>
</table>

Gyeryongsan Natural History Museum
What is the main role and purpose of a museum?

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>13</td>
</tr>
<tr>
<td>Research</td>
<td>33</td>
</tr>
<tr>
<td>Entertainment</td>
<td>24</td>
</tr>
<tr>
<td>Improving the Quality of Life</td>
<td>17</td>
</tr>
<tr>
<td>Investigation</td>
<td>3</td>
</tr>
<tr>
<td>Excavation</td>
<td>4</td>
</tr>
</tbody>
</table>

Gyeryongsan Natural History Museum
SURVEY 2

- Target group
  - GNHM’s visitors (100 persons)
- Time of study
  - Jul 21 – 27, 2007

Gyeryongsan Natural History Museum
Gyeryongsan Natural History Museum

The purpose of visiting

<table>
<thead>
<tr>
<th></th>
<th>for the general cultural life</th>
<th>for learning about natural science</th>
<th>for the research</th>
<th>for an outing with family</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Visitors</td>
<td>9</td>
<td>21</td>
<td>1</td>
<td>69</td>
</tr>
</tbody>
</table>
Who did you visit with?

<table>
<thead>
<tr>
<th></th>
<th>with friends</th>
<th>with family</th>
<th>with a group of people</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of visits</td>
<td>14</td>
<td>75</td>
<td>11</td>
</tr>
</tbody>
</table>
What was your major inconvenience while visiting the museum?

<table>
<thead>
<tr>
<th></th>
<th>traffic</th>
<th>uncomfortable facilities</th>
<th>Difficulty of understanding</th>
<th>etc</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>23</td>
<td>33</td>
<td>29</td>
<td>15</td>
</tr>
</tbody>
</table>

Gyeryongsan Natural History Museum
What was the most informative/favorite exhibition in the museum?

- World of Dinosaur: 30
- Universe: 11
- Minerals and Gemston: 15
- Fossils: 7
- Marine and Insects: 14
- World of plants: 1
- Human Body: 8
- Mummies: 14

Gyeryongsan Natural History Museum
Were you satisfied with the provided visitor services?

<table>
<thead>
<tr>
<th></th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Soso</th>
<th>Not Bad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Count</td>
<td>29</td>
<td>45</td>
<td>23</td>
<td>3</td>
</tr>
</tbody>
</table>

Gyeryongsan Natural History Museum
What program should the museum continue developing?

<table>
<thead>
<tr>
<th>education program</th>
<th>concert</th>
<th>lecture</th>
<th>etc</th>
</tr>
</thead>
<tbody>
<tr>
<td>73</td>
<td>19</td>
<td>6</td>
<td>2</td>
</tr>
</tbody>
</table>
Are you willing to revisit this museum?

<table>
<thead>
<tr>
<th></th>
<th>yes</th>
<th>no</th>
</tr>
</thead>
<tbody>
<tr>
<td>92</td>
<td>8</td>
<td></td>
</tr>
</tbody>
</table>
Would you recommend this museum to other people around you?

<table>
<thead>
<tr>
<th></th>
<th>highly recommend</th>
<th>recommend</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>42</td>
<td>46</td>
<td>12</td>
</tr>
</tbody>
</table>
.. Innovative marketing strategies

. Museum management

The corresponding management that fulfills the purpose of the establishment of the museum, and also the management that recognizes and satisfies the needs of the users of the museum

Gyeryongsan Natural History Museum
Innovative marketing strategies

1. Mission statement
2. Museum’s objectives, goals
3. Marketing research
4. Audit of external environment & Analysis of resources
5. Marketing objectives, goals
6. Planning marketing strategies
7. Action plan
8. Monitor and Review

Gyeryongsan Natural History Museum
1. Mission statement

- The purpose of this mission shows an institution’s present condition and the direction of the way for the future.
  - What is our job?
  - Which way do we intend to go?

- Make the members of the museum recognize the ultimate purpose of the museum and the direction of the business.
GNHM’s mission

The museum opened on the 21st of September in 2004 with the following objectives:

- 1) Providing an education and entertainment space for the people (Entertainment: Fun comes first and Learn comes naturally).

- 2) Contributing to the development and popularization of natural science (Center of diffusion for the natural sciences).

- 3) Enhancing the quality of life

   In order to achieve these objectives, the museum has a tremendous number of natural history specimens in display and offers natural science–related education programs to the youth and adult.
2. Museum’s Objectives, Goals

- How the ultimate goal can be achieved

- Purpose & Goals
  - Showing the most effective exhibition, which agrees with the purpose of a museum
  - Setting a focused plan in order to achieve the goal

- Keep tract of the resources used in achieving the goal

- Prioritize the goals and differentiate short and long term plans
3. Marketing Research

- Who are our customers?
- What is the thing they want?
- Analyzing the 'who, what, where, when, how, why'
- In GNHM, we conduct a survey after the 'cheong-woon' science camp and all other programs to better understand our visitors.

Gyeryongsan Natural History Museum
4. Audit of External Environment & Analysis of Resources

- SWOT
  (Strengths, Weaknesses, Opportunities, Threats)

- Members of a group should know the working environment and the resources in order to achieve the goal.

- There exist a need to check our present strength, weakness, opportunities and threats.
Gyeryongsan Natural History Museum

**GNHM’S SWOT**

**Strengths:**
- Abundant resources

**Weaknesses:**
- Museum’s short history,
- Difficulty in access

**Opportunities:**
- Increasing the awareness of science culture, nature and environment.

**Threats:**
- Disadvantage against other museums due to related laws,
- Economic trouble
5. Marketing Objectives, Goals

- The purpose of marketing is to enhance the inferior status of the museum

- Need of indicator that checks the development of the museum
6. Planning Marketing strategies

- Does the marketing strategy contribute to the museum’s ultimate purpose?
- In the point of achieving the goal, are the threats of outside and the market opportunities accurately analyzed and reflected?
- Do we examine the present potential resources and skills of the institution to better deal with the factors of threats from outside?
- Is the concrete marketing strategy established for achieving the goal?
- Is the system of the institution established for the strategy fulfillment?
- Is there a schedule and check chart in fulfilling the strategy?
Honey Solution

Hanhee's 4S Market Mix Strategies for museums:
- Making the visitors feel that they are special

Symbol
  - peace, status, love, health, knowledge, goodness, genuine, beauty...

Sense (Score)
  - attitude (value)

Space (Distribution)
  - non-visible distribution channel

Stimulation (Surprise)
  - multi-channel communication

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7. Action plan

who, what, when, where, how

Process:
Creating lots of events and various programs by combining the 4 S factors
(as mentioned previously)
8. Monitor and Review

- Check how well the strategy marketing plan is approaching the goal.
- What needs to be corrected in the marketing strategy can be recognized through the evaluation.
- CNHM surveys every event and education program.
Innovative marketing strategies

Mission statement

Museum’s objectives, goals

Marketing research

Audit of external environment & Analysis of resources

Marketing objectives, goals

Planning marketing strategies

Action plan

Monitor and review

Gyeryongsan Natural History Museum
Is our current strategy fit for the museum?

Will the attitude of tomorrow’s visitors change?

If so, how will it change?

Are we preparing for the different needs of future visitors?

Always be alert and anticipate new methods and programs of improving preference and loyalty of visitors.

The fans are changing everyday. Our fans now are tomorrow’s fans.

The best strategy, I think, is a custom-made service.

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계룡산자연사박물관
Gyeryongsan Natural History Museum
Thank you for your attention