CULTURAL realms

measuring the iLike:

Measuring user interaction as factor for online marketing success of museums through social media, networks and geosocial mobile applications

Presentation to the Annual Meeting of the ICOM International Marketing & Public Relations Committee
Brno, Czech Republic, September 17-20 2011

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introduction

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CURRENT STATE OF MEASURING MUSEUM MARKETING SUCCESS ON WEB 2.0. & MOBILE APPLICATIONS

Technologically easy to measure through free and paid applications

WEB 2.0. conceptually difficult to measure:

- Level of inconsistency in evaluation approaches
- Measures only campaign ROI
- Measures only statistical data on keyword or brand name frequency
- Little or no measurement on interaction between stakeholders in the museum success

Mobile marketing measuring problems

- Abundance of mobile applications: more than 500,000 for Apple iPhone iOS, and more than 300,000 for Android phones
- Many museum and geosocial apps do not have statistical tools and analytics built in

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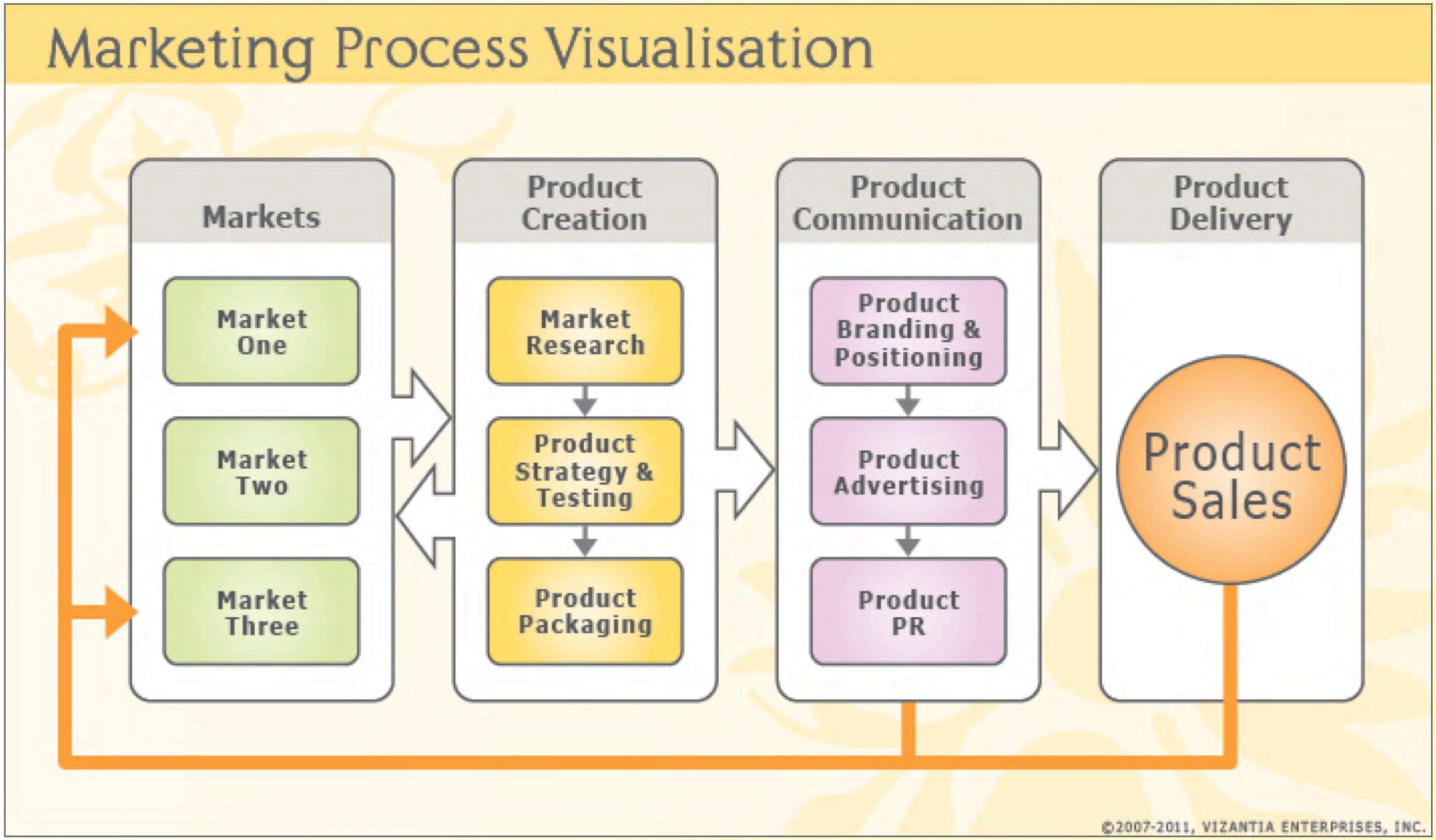

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	Example	Type	Museum content type by medium	Content by type of usage	LBS	Example
Type 1	**Louvre**	Museum mobile app	Text, images, multimedia, video, music	Info, advertising	No	N/A-stand alone
Type 2	**MOMA**	Museum mobile app	Text, multimedia, video, music, images	Info, advertising, m-commerce	Yes	N/A-stand alone
Type 3	**Foursquare, Gowalla**	Location sharing social network (mobile app only)	Museum and User Generated Content (USG): images, text, video, comments, recommendations, friend sharing	Info, USG, location sharing and recommendations	Yes	Louvre Museum
	Facebook	Social network (traditional web and mobile app for all platforms)	Museum and User Generated Content (USG): images, text, video, comments, recommendations, friend sharing	Info, USG, location sharing and recommendations	Yes	MOMA Page
	Google Maps	Mapping applications both for web and mobile telephones and tablets	Official Museum and USG content: images, video, recommendations, place ratings	Info, USG, location sharing and recommendations	Yes	British Museum
	Trip Advisor	Travel traditional web and mobile app	Official Museum and USG content: images, video, recommendations, attraction rating	Info, USG, location sharing and recommendations	Yes	Getty Museum
	Yelp	Local business sharing application	Official Museum and USG content: images, recommendations, ratings	Info, USG, location sharing and recommendations	Yes	Metropolitan Museum of Art
	SCVNGR	Mobile social gaming (by mobile phone only)	Location knowledge based games, pictures, itineraries	USG, visit tracking, ratings	Yes	Louvre Museum

Table 1. Types of mobile applications affecting museum marketing

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The third type of mobile applications with incorporated Location Based Services (LBS), not specifically dedicated to museums or travel/city guides, is the type that measurement is most viable, since it gives the possibility to measure exactly how many people have visited the museum, once inside of the application. These applications range from the mobile version app of social networks to photo sharing and map applications.

methodology | design | results

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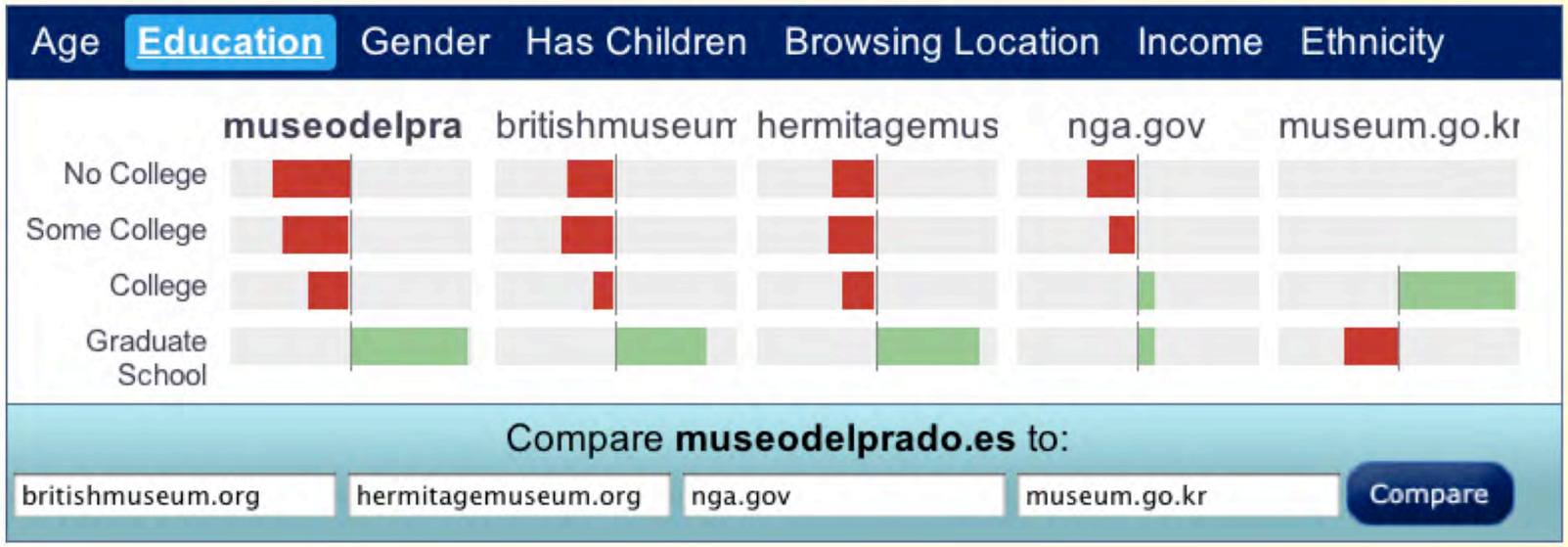
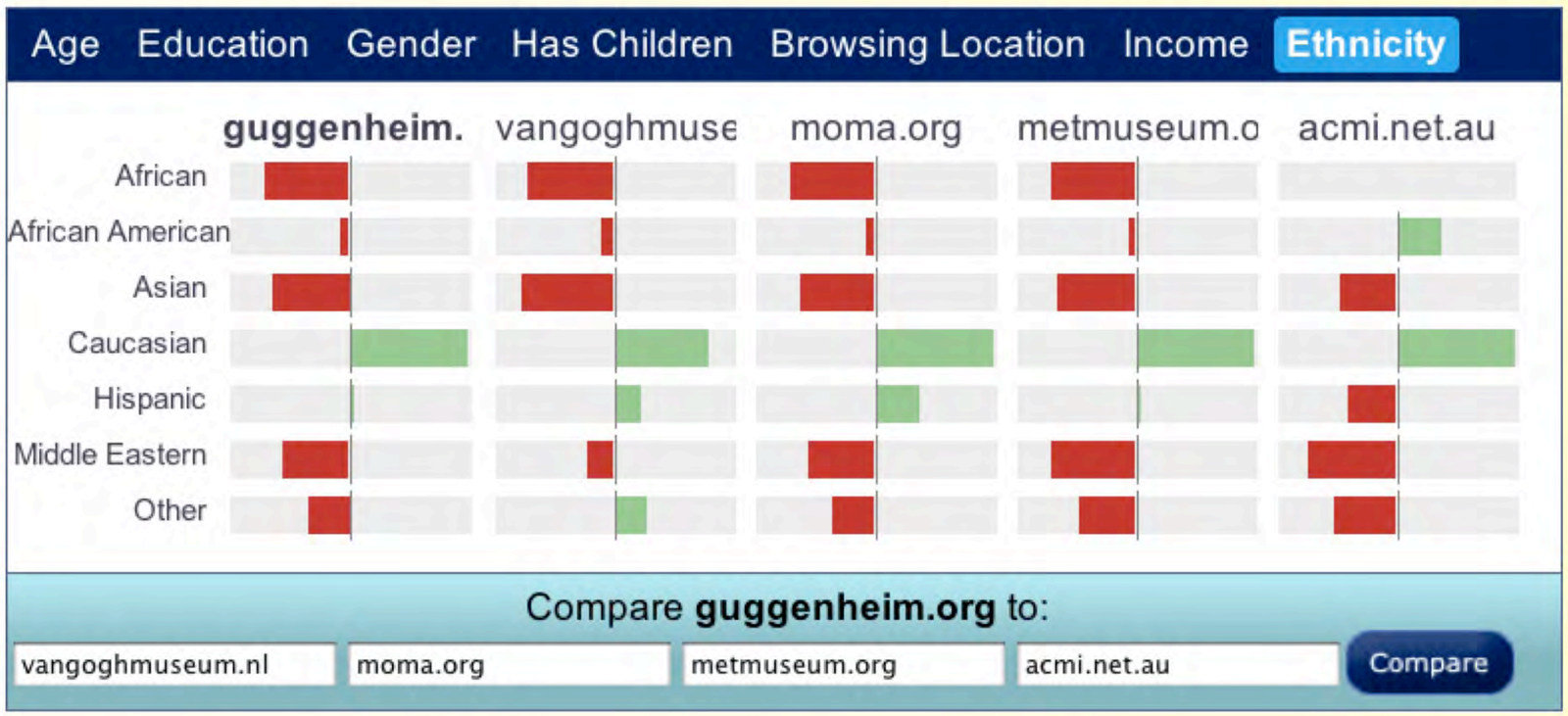
museums

Museum Name	City, Country	Website	Total Visitors	Alexa Rank In the World	Alexa Rank In the Country
Le Louvre	Paris, France	Louvre.fr	8,413,000	45,182	3,771
British Museum	London, UK	Britishmuseum.org	5,842,138	54,429	5,422
Metropolitan	New York City, USA	Metmuseum.org	5,216,988	15,025	4,116
MoMA	New York City, USA	Moma.org	3,131,238	22,142	7,848
El Prado	Madrid, Spain	Museodelprado.es	2,732,000	151,867	4,632
Victoria & Albert	London, UK	Vam.ac.uk	2,629,065	31,048	2,878
L'Hermitage	St. Petersburg, RU	Hermitagemuseum.org	2,490,387	161,401	17,280
Galleria degli Uffizi	Florence, IT	polomuseale.firenze.it/musei/uffizi/	1,651,210	504,181	n/d
Getty LA	Los Angeles, USA	Getty.edu/museum	1,205,685	44,458	11,456
Guggenheim	New York City, USA	Guggenheim.org	1,150,000	72,239	23,299

Table 2. Museums included in the analysis.

Alexa.com ranking & audience measuring





Visitors to the Le Louvre Website	
Country	%
France	29.9
USA	12.4
Italy	7.2
Japan	6.7
UK	5.5
China	3.7
Spain	3.2
Germany	2.5
Brazil	2.5
Russia	2.4

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facebook.com

Museum Name	Page Fans	Page Fans as % of Visitors	Places Check-Ins	Percentage of Facebook Check-ins vs. Real Life Visitors	Photo Uploads	Video Uploads
Le Louvre	388,755	4.62	23,167	0.28	170	13
British Museum	136,867	2.34	5,498	0.09	339	2
Metropolitan	547,482	10.49	n/d	n/d	29	0
MoMA	839,887	26.82	33,693	1.08	115	1
El Prado	132,641	4.86	2,848	0.10	0	10
Victoria & Albert	127,066	4.83	7,256	0.28	498	1
L'Hermitage	n/a	n/a	n/a	n/a	n/a	n/a
Galleria degli Uffizi	10,594	0.64	n/d	n/d	n/d	2
Getty LA	88,571	7.35	8,381	0.70	171	2
Guggenheim	291,499	25.35	6,406	0.56	1,368	0

Table 3. Online presence of museums on Facebook.com

facebook.com

Museum Name	Page fans	Facebook Interests in the USA	Difference between page fans and Facebook interests
Le Louvre	388,755	442,000	53,245
British Museum	136,867	142,000	5,133
Metropolitan	547,482	558,000	10,518
MoMA	839,887	943,000	103,113
El Prado	132,641	159,000	26,359
Victoria & Albert	127,066	146,000	18,934
L'Hermitage	n/a	10,000	n/d
Galleria degli Uffizi	10,594	16,000	5,406
Getty LA	88,571	89,000	429
Guggenheim	291,499	292,200	701

Table 4. Potential US fans for museum pages on Facebook.com

facebook.com

Museum Name	Number of Posts in Past 30 days	Number of Likes for All Posts	Average of Likes for Each Post	Number of Comments for All Posts	Average of Comments per Post	Percentage of Comments vs. Likes
Le Louvre	17	11,618	683	785	46.180	6.76
British Museum	13	3,100	238	286	22	9.23
Metropolitan	66	27,727	420	1,595	24.17	5.75
MoMA	26	10,143	390	568	21.85	5.60
El Prado	23	18,272	794	892	38.78	4.88
Victoria & Albert	35	3,946	113	151	4.31	3.83
L'Hermitage	n/a	n/a	n/a	n/a	n/a	n/a
Galleria degli Uffizi	0	0	n/d	0	n/d	n/d
Getty LA	8	843	105	115	14.38	13.64
Guggenheim	38	8,379	221	326	8.58	3.89

Table 5. Posts, comments and "likes" on Facebook.com

facebook.com

Museum Name	Number of events (past & present)	Total visitors at the events	"Guests" per event
Le Louvre	7	444	63
British Museum	4	544	136
Metropolitan	22	932	42
MoMA	14	5,433	388
El Prado	16	101	6
Victoria & Albert	19	1,788	94
L'Hermitage	n/a	n/a	n/a
Galleria degli Uffizi	n/a	n/a	n/a
Getty LA	n/a	n/a	n/a
Guggenheim	39	112	3

Table 6. Events announcement and "attendance" in Facebook.com

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youtube.com

Museum Name	Uploads	Total channel views	Total video views for the channel	Average views per video	Subscrip-tions	Most viewed video	Most viewed comments	Most viewed video likes
Le Louvre	68	15,897	80,415	1,183	328	12,885	1	13
British Museum	70	20,572	70,888	1,013	464	7,354	1	8
Metropolitan	389	123,608	1,269,251	3,263	4,006	98,841	183	175
MoMA	308	307,662	4,536,303	14,728	16,231	683,730	disabled	751
El Prado	117	39,696	77,594	663	589	8,745	1	34
Victoria & Albert	131	38,101	870,587	6,646	1,101	307,950	190	162
L'Hermitage	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Galleria degli Uffizi	16	10,803	19,798	1,237	143	5,654	disabled	disabled
Getty LA	169	13,416	355,067	2,101	487	248,552	112	218
Guggenheim	70	103,677	n/d	1,507	1,533	42,318	26	76

Table 7. Presence of museums on YouTube.com

youtube.com

Museum Name	Facebook Page fans	YouTube.com Subscriptions	Proportion in percent
Le Louvre	388,755	328	0.08
British Museum	136,867	464	0.34
Metropolitan	547,482	4,006	0.73
MoMA	839,887	16,231	1.93
El Prado	132,641	589	0.44
Victoria & Albert	127,066	1,101	0.87
L'Hermitage	n/a	n/a	n/d
Galleria degli Uffizi	10,594	143	1.35
Getty LA	88,571	487	0.55
Guggenheim	291,499	1,533	0.53

Table 8. Comparison between number of Facebook.com fans and YouTube.com channel subscribers

flickr.com

Museum Name	Official Group Account friends and Members	Photos Posted Through the Official Account	Fan Group Account Members	Posted Photos In the Group	Most Photos Uploaded By a Fan	Average Photos per Fan
Le Louvre	n/a	n/a	656	3,549	n/a	5
British Museum	26	1,147	1,251	10,148	580	8
Metropolitan	251	6,649	2,182	13,619	2,579	6
MoMA	n/a	n/a	1,832	5,608	404	3
El Prado	n/a	n/a	101	602	79	6
Victoria & Albert	n/a	n/a	988	8,004	339	8
L'Hermitage	n/a	n/a	217	1,847	500	9
Galleria degli Uffizi	n/a	n/a	n/a	n/a	n/a	n/a
Getty LA	0	0	661	5,591	162	8
Guggenheim	123	235	308	619	35	2

Table 9. Museum presence and interaction on flickr.com

twitter.com

Museum Name	Tweets (status, update or microblog post)	Following	Followers	Percentage of following vs. followers	Percentage of followers vs. visitors	Listed
Le Louvre	59	246	4,700	5.23	0.06	230
British Museum	1,530	419	62,018	0.68	1.06	4,118
Metropolitan	3,439	680	46,268	0.20	6.64	7,756
MoMA	2,289	1,717	699,937	0.25	22.35	17,769
El Prado	1,047	147	100,463	0.15	3.68	1,187
Victoria & Albert	2,605	900	65,401	1.38	2.49	3,275
L'Hermitage	n/a	n/a	n/a	n/a	n/a	n/a
Galleria degli Uffizi	n/a	n/a	n/a	n/a	n/a	n/a
Getty LA	3,125	21,156	299,439	7.07	24.84	6,134
Guggenheim	2,750	2,833	435,587	0.65	37.88	10,195

Table 10. Museums' microblogging on Twitter and interaction with users.

foursquare.com

Museum Name	Fans	Check-Ins	Check-ins as a percentage of visitors in real life	Check-ins as a percentage of fans
Le Louvre	5,941	6,991	0.08	117.67
British Museum	5,104	6,146	0.11	120.42
Metropolitan	33,339	52,622	1.01	157.84
MoMA	31,669	50,337	1.61	158.95
El Prado	2,005	2,529	0.09	126.13
Victoria & Albert	3,163	3,929	0.15	124.22
L'Hermitage	885	1,099	0.04	124.18
Galleria degli Uffizi	911	1,093	0.07	119.98
Getty LA	7,551	9,543	0.58	126.38
Guggenheim	7,901	8,955	0.74	113.34

Table 11. Foursquare geosocial mobile application - interaction

tripadvisor.com

Museum Name	Number of cultural attract-ions in the city	Museum ranking as an attraction	Museum rank in the museum subcategory	Number of reviews	Satisfaction score (stars)	Percentage of likes
Le Louvre	498	6	2	797	4.5	96
British Museum	708	7	4	479	4.5	95
Metropolitan	648	9	2	450	4.5	96
MoMA	648	41	10	284	4	86
El Prado	207	3	2	197	4.5	96
Victoria & Albert	708	10	6	107	4.5	n/a
L'Hermitage	147	1	1	153	5	97
Galleria degli Uffizi	174	23	5	242	4	99
Getty LA	327	1	1	194	5	96
Guggenheim	648	117	29	93	3.58	94

Table 12. Museum presence and rating on TripAdvisor.com

proposed model | conclusions

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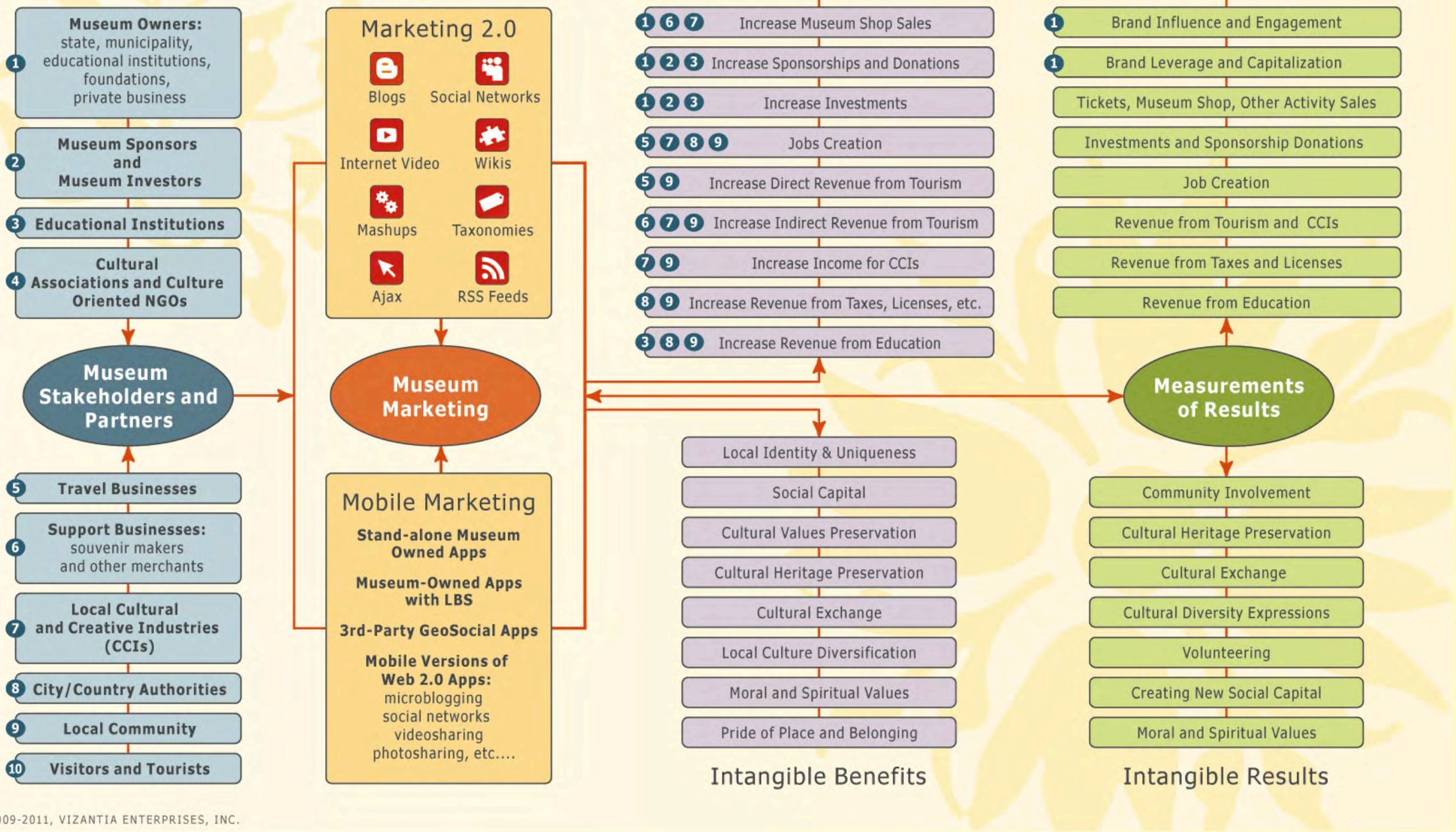
Measuring Museum Marketing Success



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conclusion

Museums have to measure the social interaction through WEB 2.0 and mobile applications, together with traditional web presence, search engine marketing (SEM), and traditional marketing in order to

- Be able to analyze the benefits to stakeholders
- Take steps to improve benefits from the combination of all types of marketing
- Adjust their marketing efforts to achieve maximum benefits for all stakeholders
- Apply integrated approach to measurement of success
- Use the success to further promote tangible and intangible benefits.

Further research and models are needed to fully integrate measurements from other stakeholder industries and activities, in order to be able to measure the total impact of museum success for the local and global communities and the implications of promoting marketing success.

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děkuji vám
thanks for the attention.

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