Millennials, Collections, Digital Outcomes For Museums

Novus Laurus
Contents

• Millennials – What’s their deal?
• Digital Measures That Attract Millennial Outcomes
  • Common Problems - engagement, traffic, personalization, calls to action, social, outcome tracking, mobile
  • Driving Outcomes – analytics, insight based and other content updates
• Making Your Collections Work
  • New Digital Revenue Mechanisms
Digital Outcomes – What?

• Must follow strategic objective – DRIVE REVENUE
  BRAND:
  • Increase accessibility and awareness of information
  • Drive visitor interest and engagement – increase site visits, membership (millennials 25 - 44)
  • Drive volunteer interest and engagement
  $$ $$ $$:
  • Drive donor interest and aid development (45 – 64)

• Strategy vs Point Solutions: Digital presence is more than website or social or youtube. It becomes infrastructure that can be deliberately wielded to achieve or influence these outcomes

• Your world does not stand still and neither should your digital presence
Digital Outcomes – How?

- Digital presence is not useful if you cannot
  - Drive a lot of visitors to it
  - Retain visitors interest once they get there
  - Ensure they are actually doing what you need them to
  - Keep them coming back
  - Get them to drag their friends in

Visitor Intent

Your Intent

Easily find Information, Share/Social, Customer Service, Checkout

Drive Outcomes by facilitating Visitor Intent !!
Cool Website Examples ... Not Expensive!!!

• **Museum 1**
• **Museum 2**

• Pre-built and inexpensive to change to your content and give you a great new website!
Common Problems & Digital Road Map

1. Engagement
   - Text heavy, Stale, Navigability, Visitor Intent not addressed

2. Traffic
   - SEO - Code, Keywords, Content, Links inadequate

3. Calls To Action
   - Weak, Absent, Too many

4. Personalization
   - Lack or absence of Visitor Specific Content or Paths

5. Social
   - Network not leveraged, Enthusiasts not Empowered

6. Outcome Tracking & Optimization
   - Analytics absent or not used, Insights not actioned

7. Responsive
   - Not accessible on all devices, Not Mobile enough for SEO
Engagement

I have content

I have ever smaller text

I have even smaller text

I really need you to read this

Please read my hot tiny copy

Did the visitor find what they came to find?
Are they happy?
Will they come back?
Tactics & Evaluation: Engagement

<table>
<thead>
<tr>
<th>What</th>
<th>How</th>
<th>Indicator</th>
<th>Mention Worthy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visitor Intent</td>
<td>Content caters to Visitor intent and needs</td>
<td>BounceRate &lt; 30%, Pages/visit &gt; 3</td>
<td>Bruce Museum, Childrens Museum Indianapolis, House of Seven Gables Tennis Fame, Linden Place, Historic Newton, Westford Historical, Owls Head Transportation, Swedish American</td>
</tr>
<tr>
<td>Navigability</td>
<td>Visitors can find information and navigate easily and without confusion</td>
<td>Multiple navigation paths, Search</td>
<td></td>
</tr>
<tr>
<td>Content</td>
<td>NOT Text heavy, Lots of Pictures, Illustrations, Video, Full Page, Interactive</td>
<td>Big Visuals, Video!!</td>
<td></td>
</tr>
<tr>
<td>Updates</td>
<td>Content NOT Stale, Regular updates</td>
<td>Homepage content &lt; week old, Events</td>
<td></td>
</tr>
</tbody>
</table>
Driving Traffic

• Lowest Customer Acquisition Cost and Highest Lifetime Value

• Keywords visitors are using
• Landing pages with those words
• Links from other sites to those pages
• Coding practices
# Tactics & Evaluation: SEO

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<tbody>
<tr>
<td>Keywords</td>
<td>Keywords mirror desired visitor actions</td>
<td>Visitor Interest / Content match</td>
<td></td>
</tr>
<tr>
<td>Content, Landing pages</td>
<td>Content on Landing page bears out keywords</td>
<td>Dedicated pages</td>
<td>Museum of Fine Arts</td>
</tr>
<tr>
<td>Back Links</td>
<td># of links from other sites back to your site grow illustrating your importance</td>
<td>Links from other sites to dedicated pages</td>
<td></td>
</tr>
<tr>
<td>Code</td>
<td>Website HTML follows SEO tagging best practices, H1, Alt etc</td>
<td>Page title, heading, body all contain keyword</td>
<td></td>
</tr>
</tbody>
</table>
Call To Action
# Tactics & Evaluation: Calls To Action

<table>
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</tr>
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<tbody>
<tr>
<td>Prominent And Clear</td>
<td>Relevant calls to action are displayed in prominent and relevant places</td>
<td>Action/Verb prominent, Other links subordinate</td>
<td>[Colby Museum, Springfield Art]</td>
</tr>
<tr>
<td>Not too many</td>
<td>NO confusing or conflict or overly numerous calls to action</td>
<td>Less than 3 CTA per page</td>
<td></td>
</tr>
</tbody>
</table>
Personalization

- Who are they?
- What do they want?
- Identify Individual
- Segment and Assign Persona

Give them
- Accounts
- Wishlists
- Voice

Incentivize to return
- Shorter paths
- Recommendations
## Tactics & Evaluation: Personalization

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</thead>
<tbody>
<tr>
<td>Personas</td>
<td>Content is architected for visitor segments or personas</td>
<td><strong>Nation Museums Liverpool</strong></td>
</tr>
<tr>
<td>Accounts</td>
<td>Visitors can create accounts and self personalize – events schedule, wishlists, order management</td>
<td><strong>Metropolitan Museum of Art, Childrens Museum Indianapolis</strong></td>
</tr>
<tr>
<td>Dynamic Content Paths</td>
<td>Web experience reacts in real time to identified visitor and rearranges content/path according to visitor interest</td>
<td></td>
</tr>
</tbody>
</table>
Social

Networks
• Where do your visitors like to play?

Cultivate
• Identify and empower enthusiasts

Virality
• Make content easy to ... SPIN and share
# Tactics & Evaluation: Social

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</tr>
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<tbody>
<tr>
<td>Networks</td>
<td>Appropriate social networks are connected to content and can display social engagement</td>
<td></td>
</tr>
<tr>
<td>Enthusiasts</td>
<td>Brand enthusiasts are cultivated and enabled</td>
<td>Colby Museum</td>
</tr>
<tr>
<td>Viral Content</td>
<td>Content is easily shareable on networks. Visitors can add their identities to content and look good sharing</td>
<td></td>
</tr>
<tr>
<td>What</td>
<td>How</td>
<td>Mention Worthy</td>
</tr>
<tr>
<td>------------------------------</td>
<td>----------------------------------------------------------------------</td>
<td>-------------------------------------</td>
</tr>
<tr>
<td>Outcome Tracking</td>
<td>Visitor behavior is tracked at all relevant points with analytics</td>
<td></td>
</tr>
<tr>
<td>Insights</td>
<td>Outcome drop offs are identified. Reasons for drop offs gathered</td>
<td>Litchfield Historical, Linden Place, Orleans Historical, Victoria Mansion</td>
</tr>
<tr>
<td>Content or Path Optimization</td>
<td>Based on insights content or visitor paths are regularly improved to decrease drop offs</td>
<td></td>
</tr>
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</table>
Anytime, Anywhere, Any Device = Responsive

Mobile Capable = Higher SEO
## Tactics & Evaluation: Responsive

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<tr>
<td>Device Support</td>
<td>Site and content is appropriately browsable from most likely devices – desktop/tablet/mobile, Dedicated or responsive experience is available</td>
<td>No horizontal scroll needed on mobile</td>
<td>Hill-Stead, Tennis Fame EitelJorg, Indiana History</td>
</tr>
<tr>
<td>Mobile for SEO</td>
<td>Mobile or responsive website allows for better Search Engine ranking</td>
<td></td>
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</tbody>
</table>
# Publishing Collections To Digital Presence Should Be EASY!!

<table>
<thead>
<tr>
<th>Already Using Collections Management Software</th>
<th>Collections &amp; Web NOT Integrated</th>
<th>No Budget for “SOFTWARE”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Larger Museums</td>
<td>Larger Museums</td>
<td>Smaller Museums</td>
</tr>
<tr>
<td>Larger Collections</td>
<td>Not so large collections</td>
<td>Not so large collections</td>
</tr>
<tr>
<td>Larger Budgets</td>
<td>Intermediate to Rudimentary</td>
<td>Collections in Database or</td>
</tr>
<tr>
<td>Premium Collections Software</td>
<td>Collections Software</td>
<td>Spreadsheet</td>
</tr>
</tbody>
</table>

Whether used or not Collections Management Software does allow you to publish Collections to the website – maybe to mobile

Collections not integrated or difficult to integrate with website. Mobile is different story

Publishing Collections is difficult or impossible

**NEED:** Utilize Collections Software properly

NEED: Integrate Collections with Digital Strategy and Web

NEED: Integrate Database or Spreadsheet with Digital Strategy – Web AND Mobile!

NEED: Solution at $50-$100 /month
Spreadsheet To Beautiful Digital Presence

DEMO
New Revenue Mechanisms via Digital

• Extend and enhance museum experience by
  • Digitizing Museum guides, Exhibits, Library & Resources, Gift shop items
    • Go Green...er, Reduce maintenance, Centralize content, Provide layered access
    • Connecting to other information/experiences

• Price to EACH Visitor ... or Donation of $1 is easy!
• Delight existing Donors/Members and motivate renewals

• Build as part of Digital presence and drive outcome
Interactive Museum Guide

Clickable hotspot on map leads to Exhibit page with Video and more info