

# 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



# .. 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.



- 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.





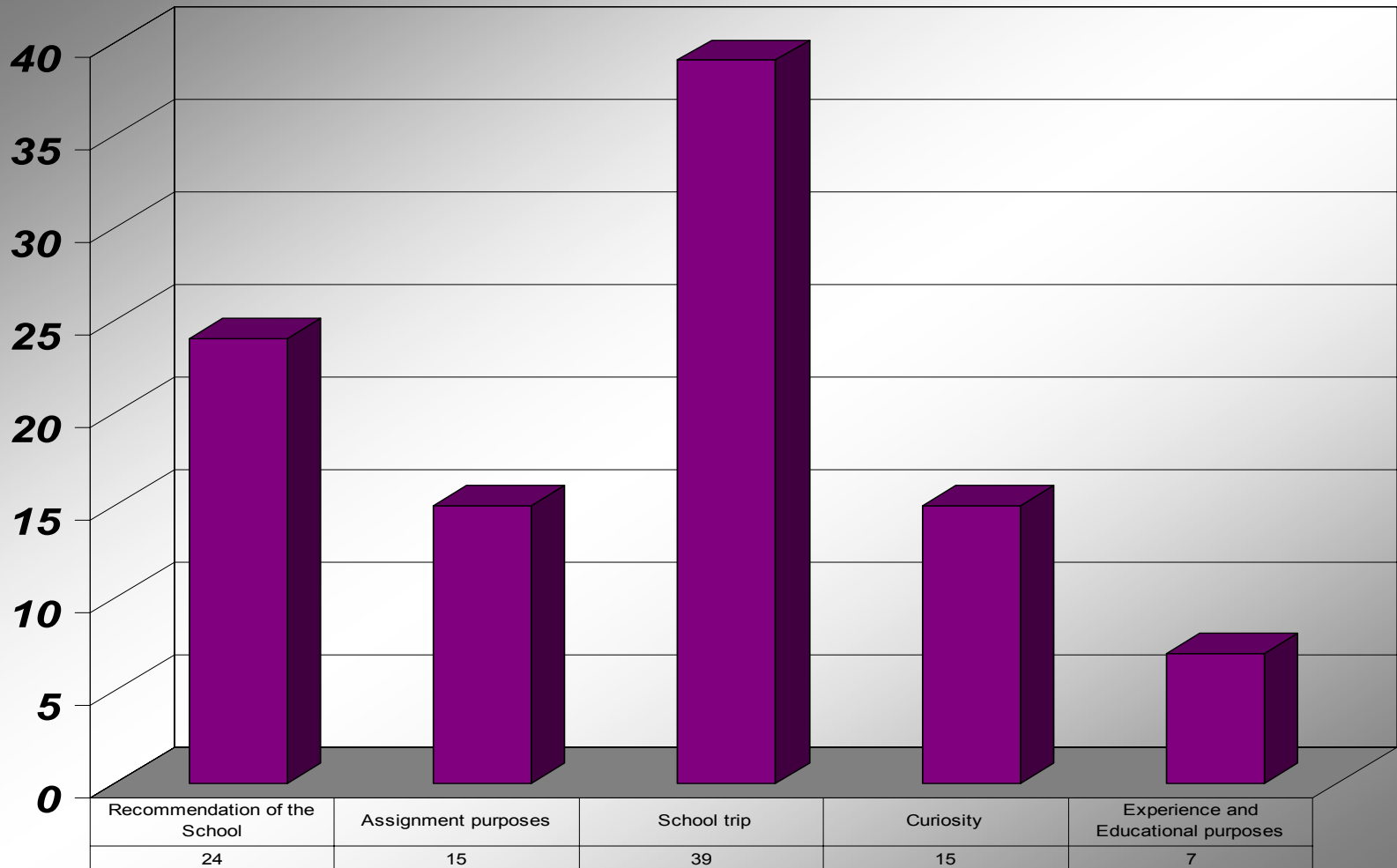
# .. Analyzing Visitors of Museum

## SURVEY 1

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



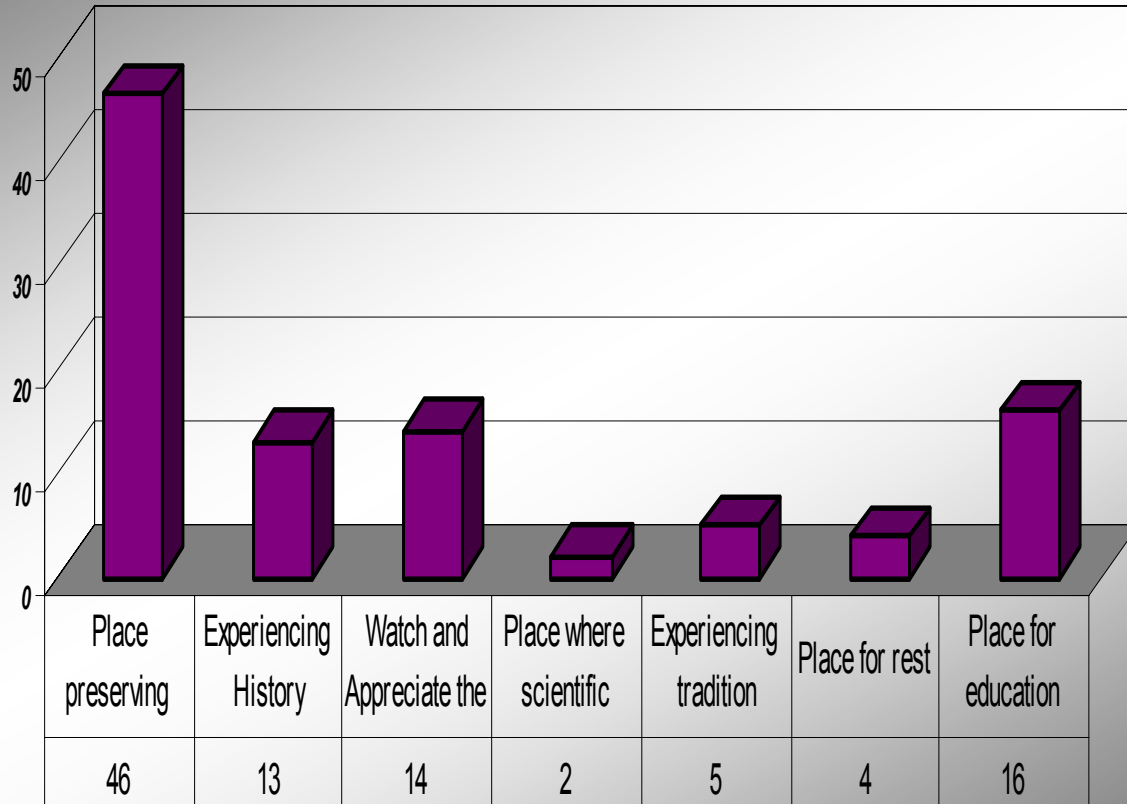
# The purpose of visiting



**Gyeryongsan Natural History Museum**

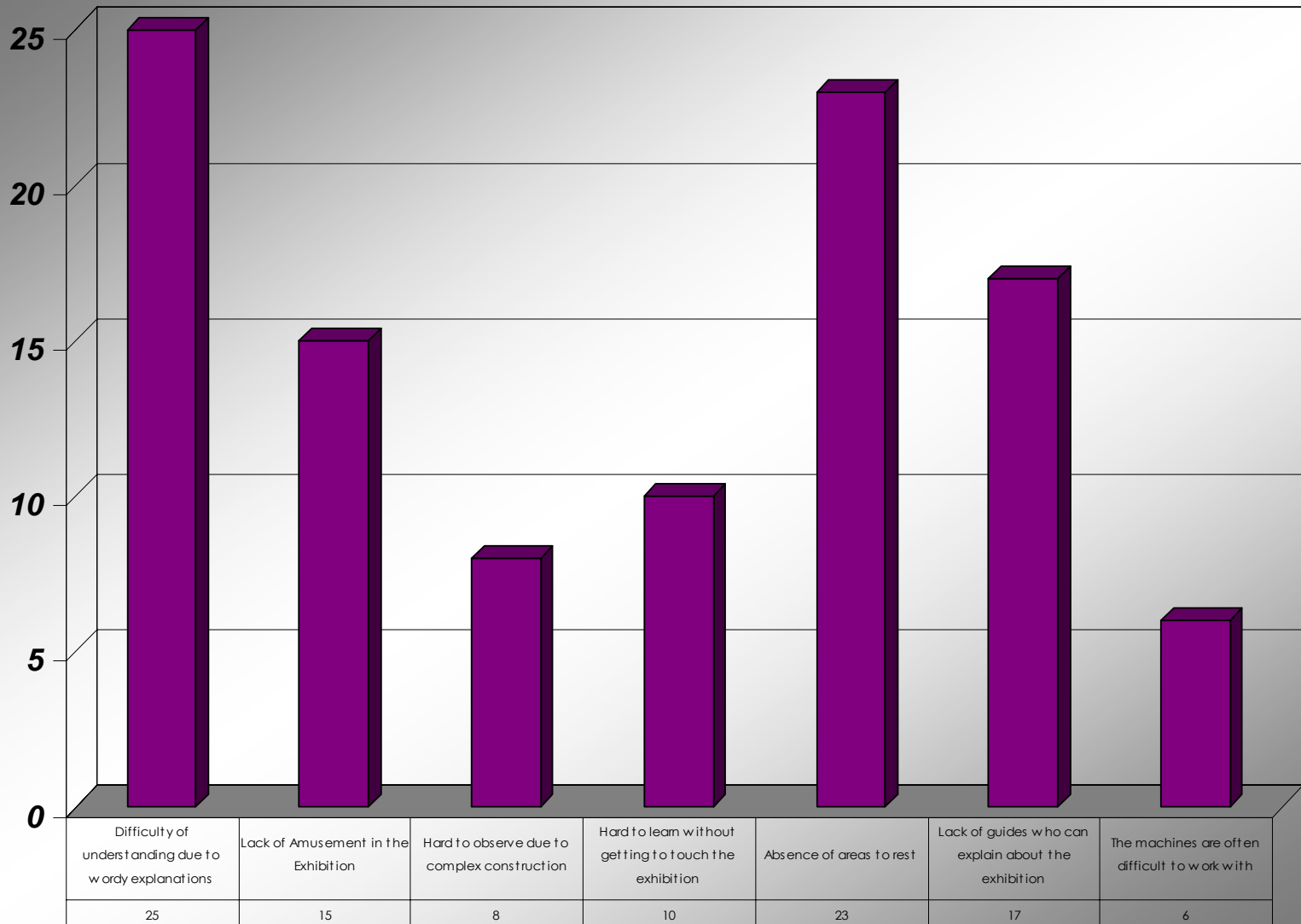


# Public's View of What a Museum Is





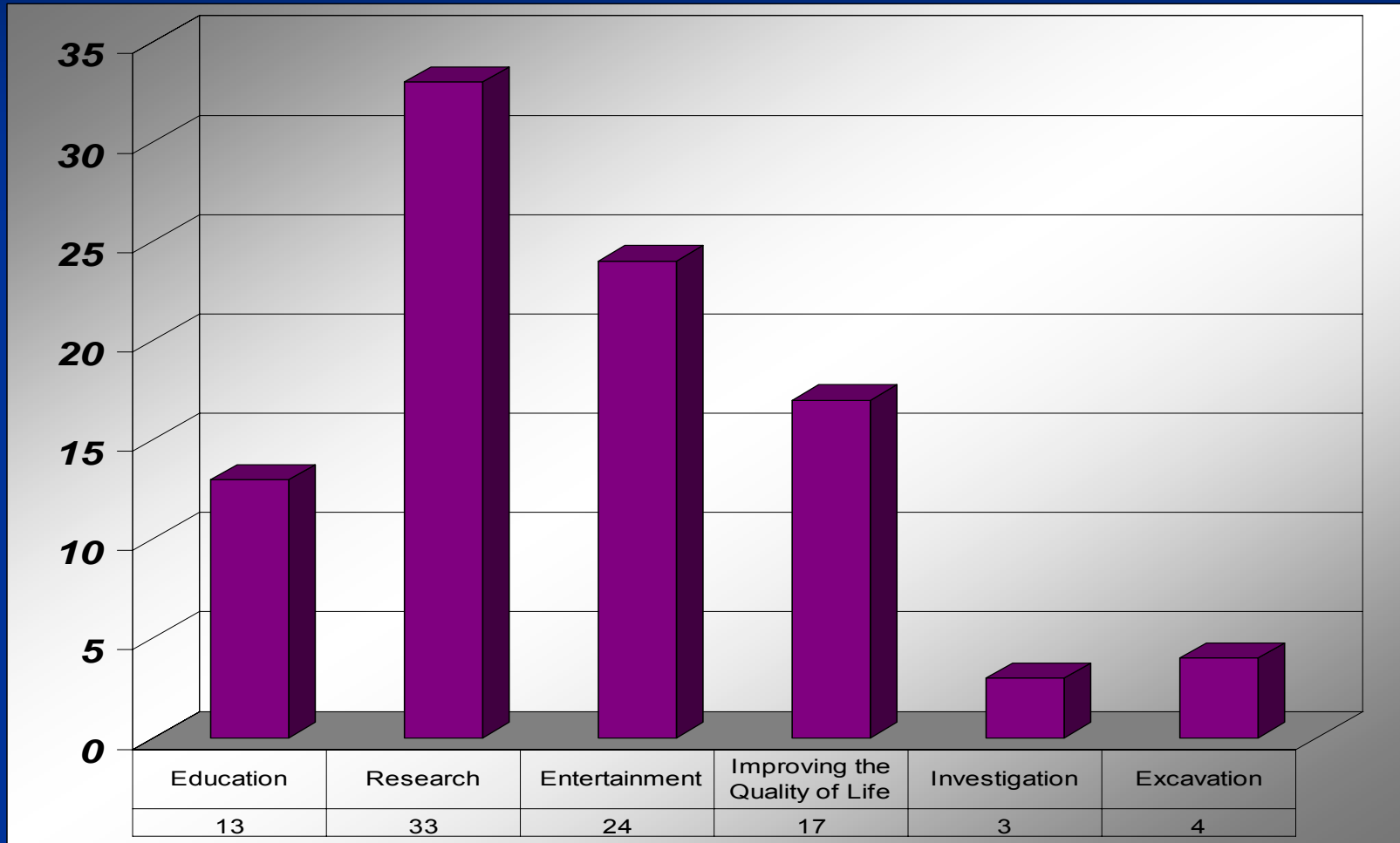
# What were the inconveniences upon visiting the museum?



## Gyeryongsan Natural History Museum



# What is the main role and purpose of a museum?



**Gyeryongsan Natural History Museum**

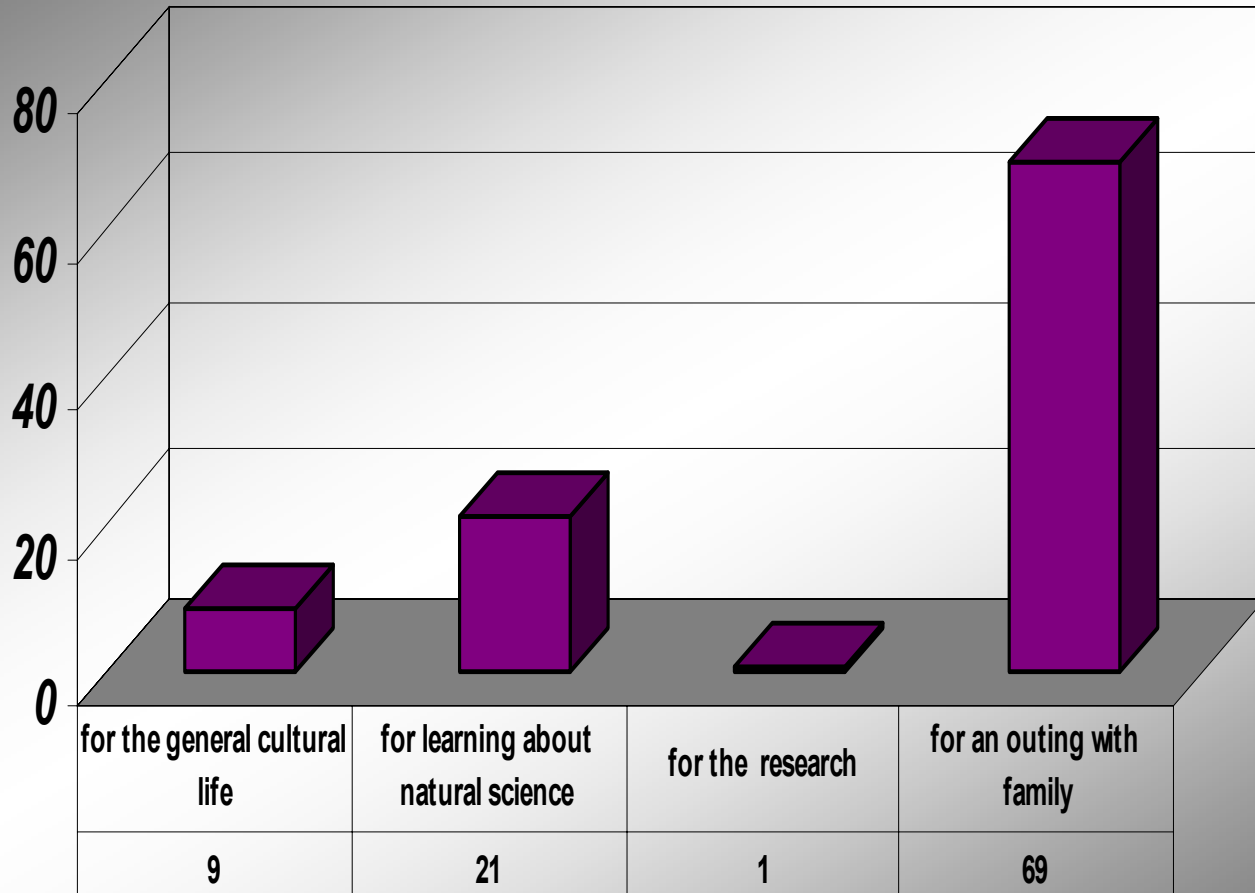


# SURVEY 2

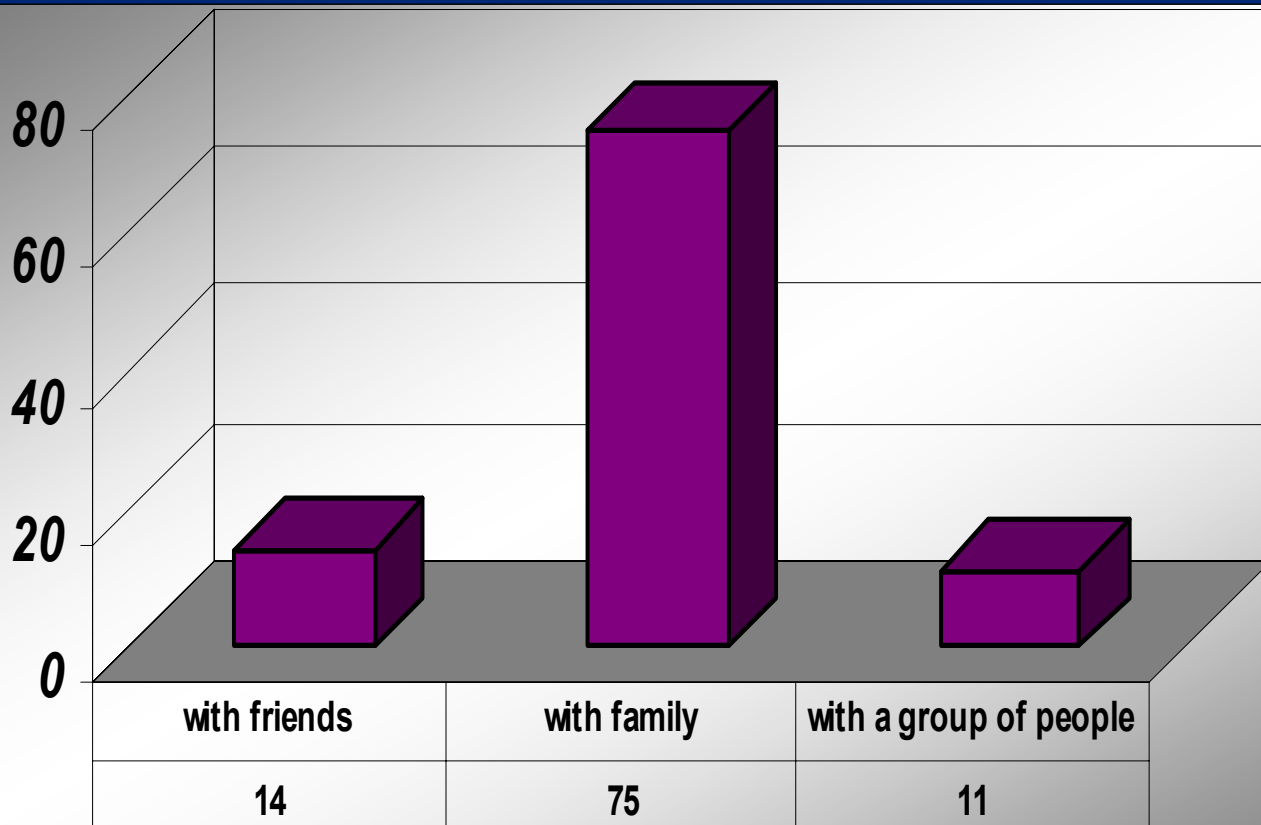
- Target group
  - GNHM's visitors (100 persons)
- Time of study
  - Jul 21– 27, 2007



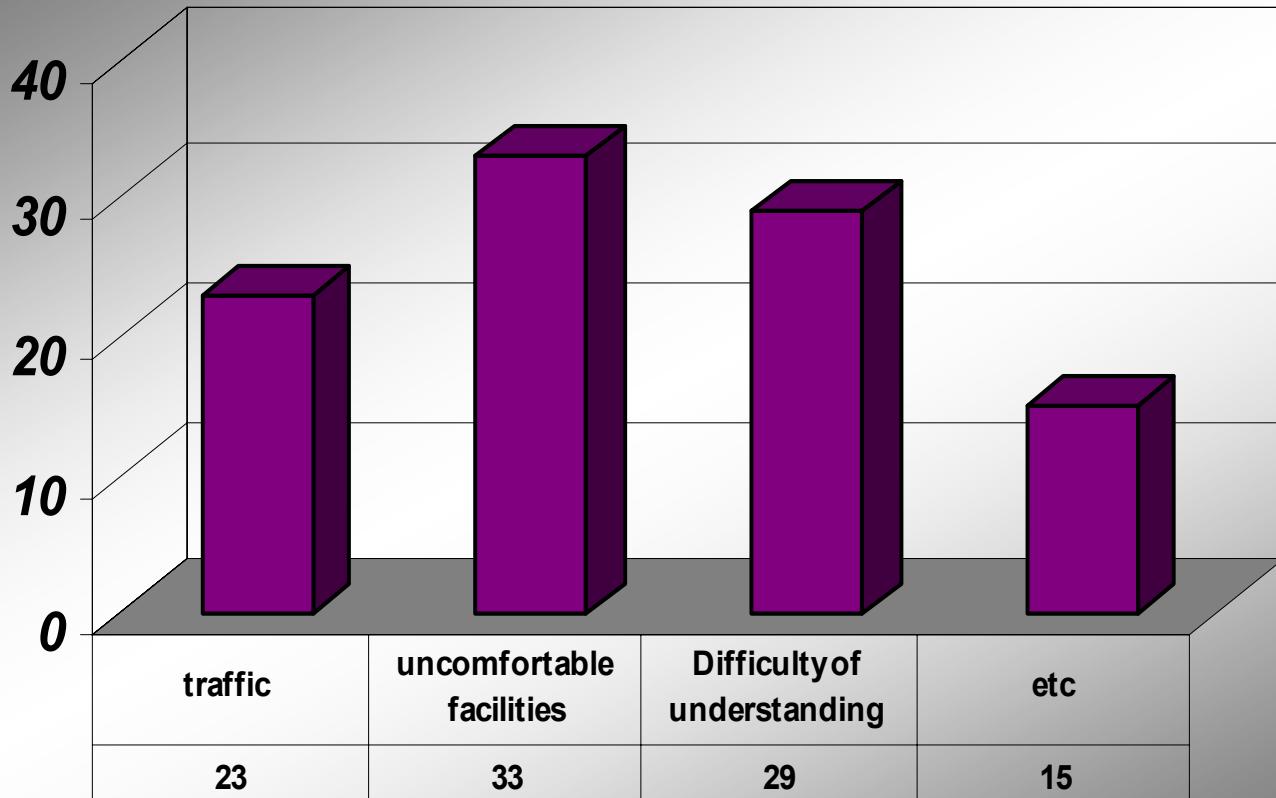
# The purpose of visiting



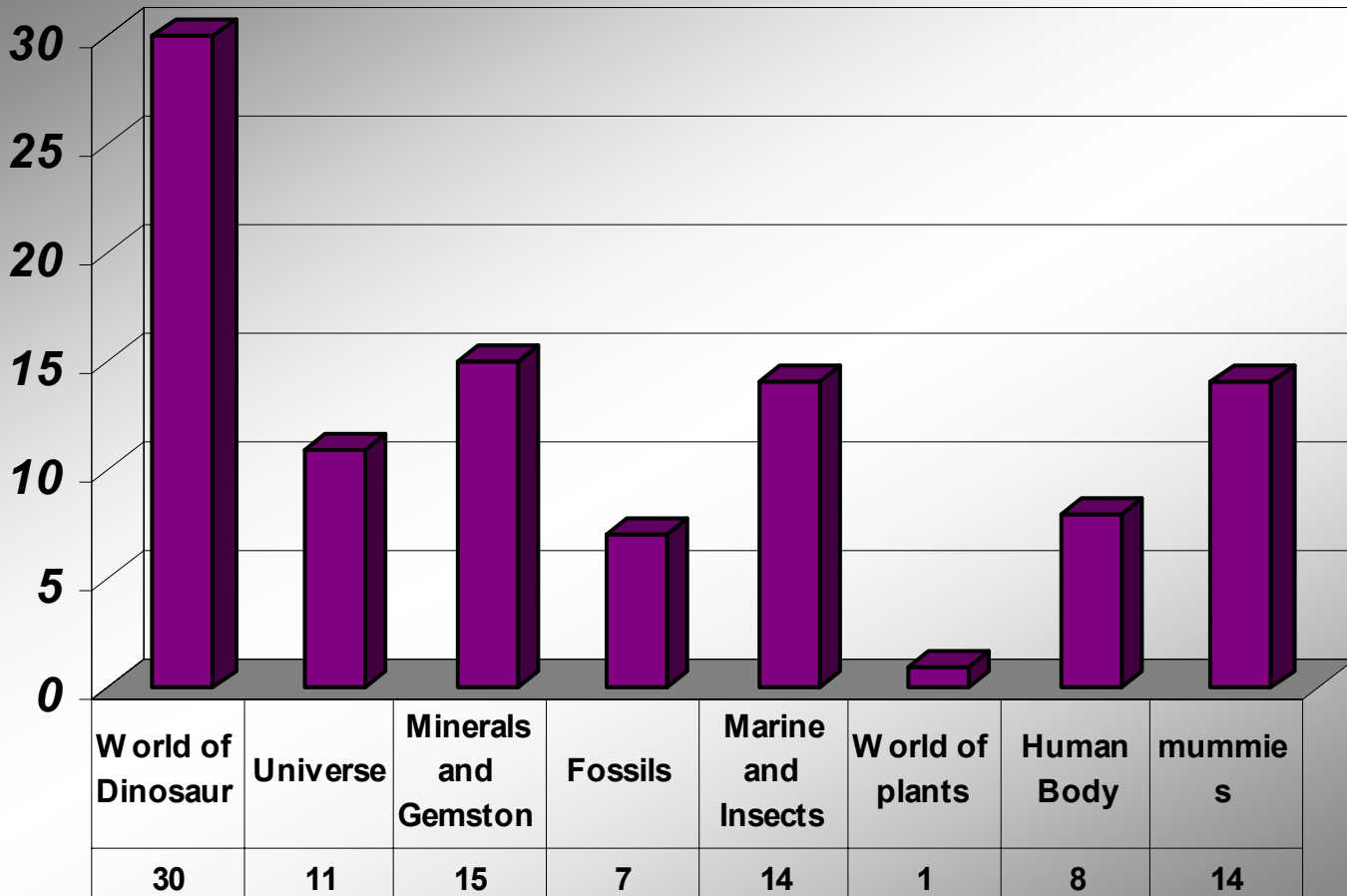
# Who did you visit with?



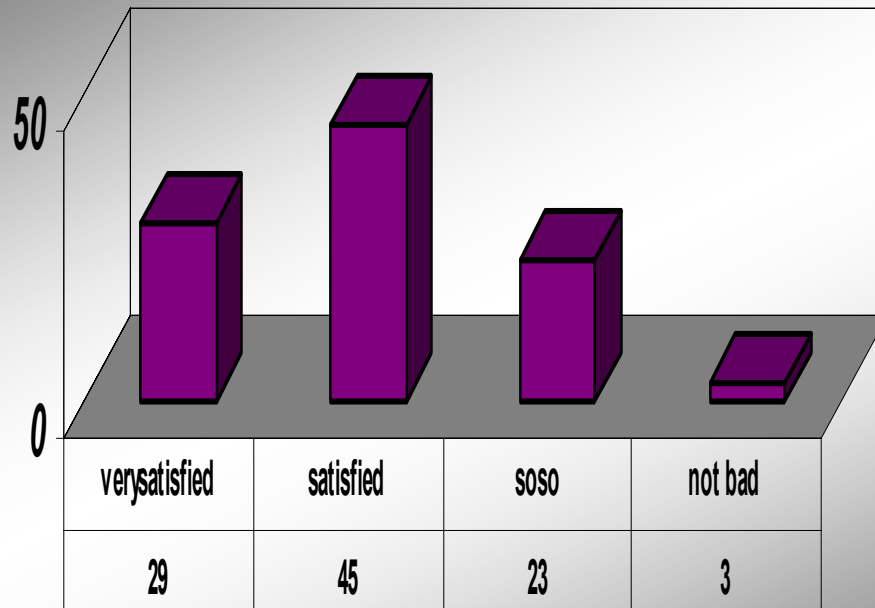
# What was your major inconvenience while visiting the museum?



What was the most informative/favorite exhibition in the museum?

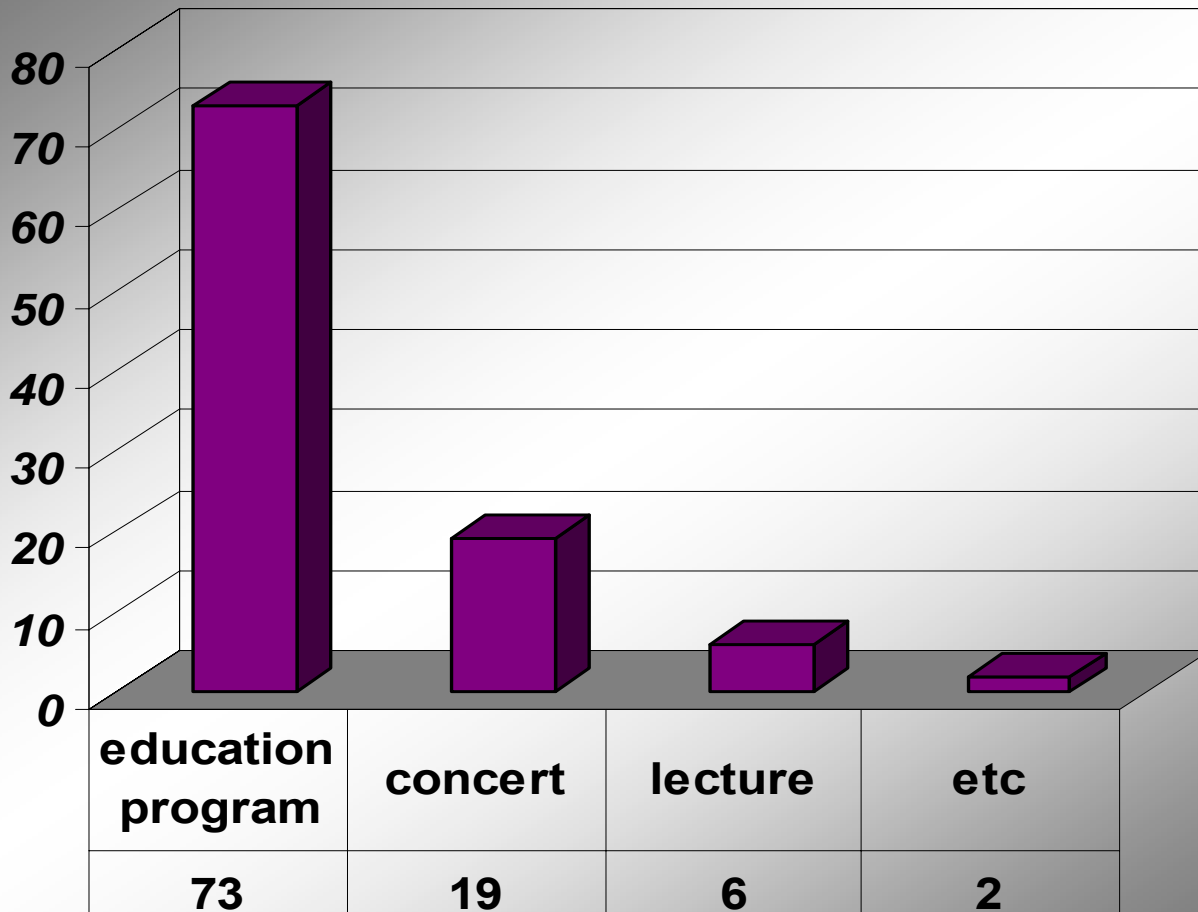


# Were you satisfied with the provided visitor services?





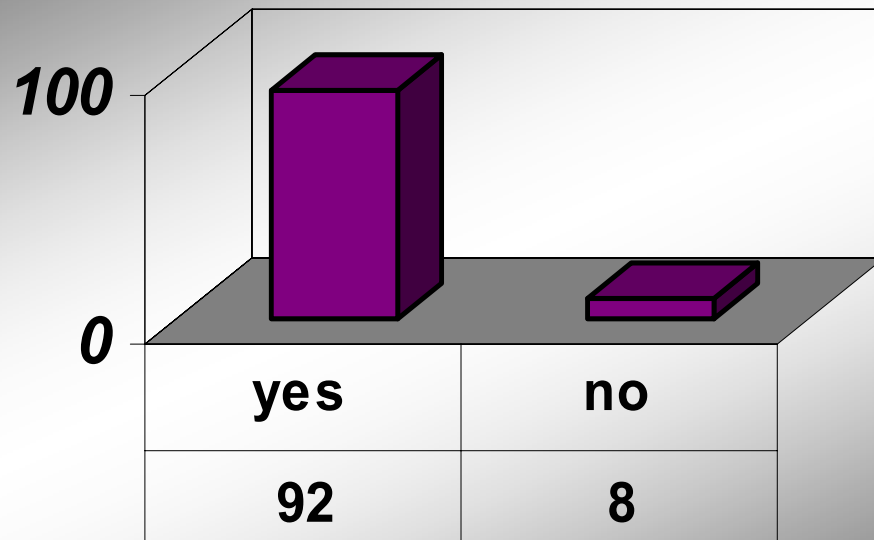
# What program should the museum continue developing?



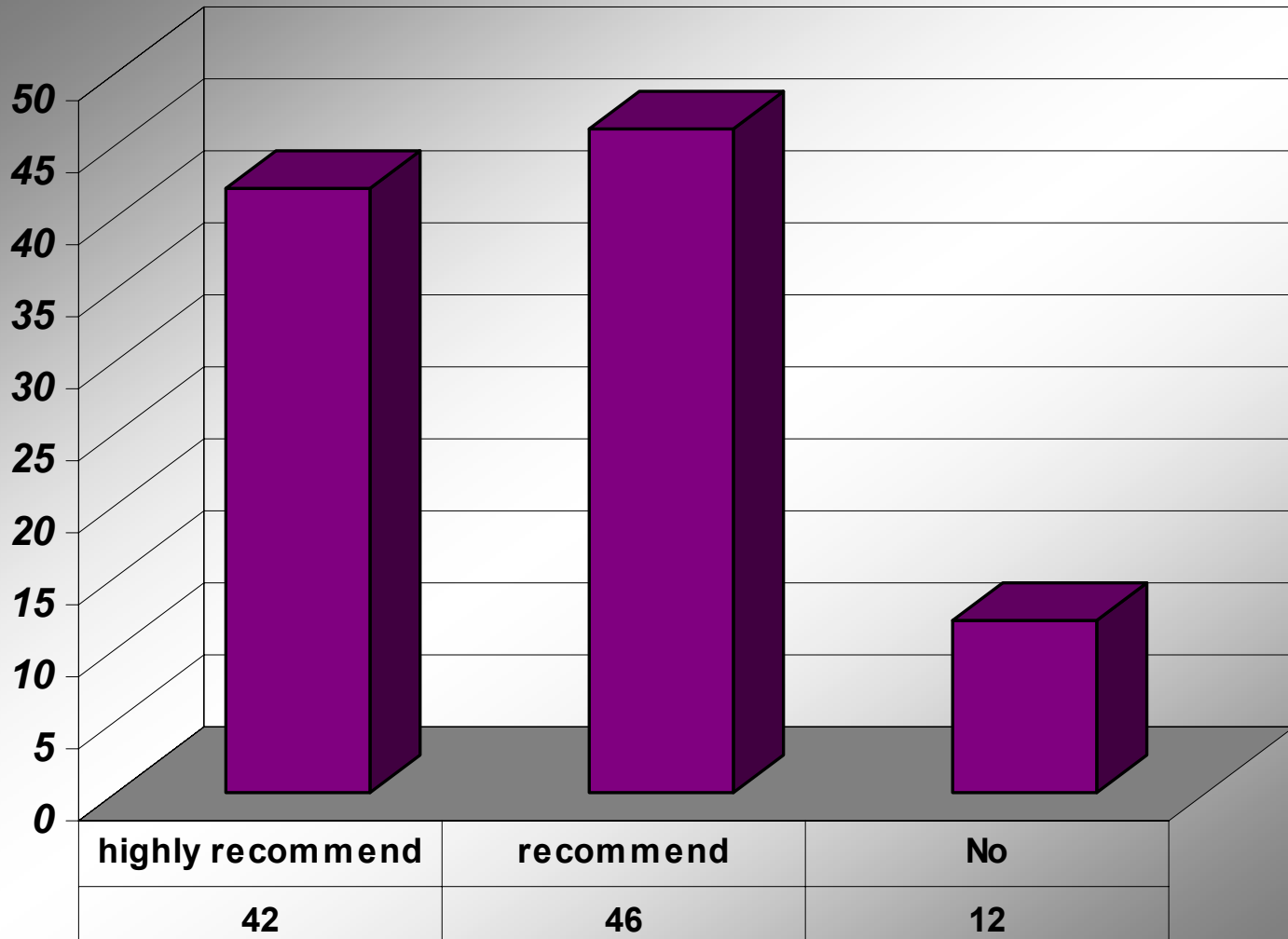
**Gyeryongsan Natural History Museum**



Are you willing to revisit  
this museum?



# Would you recommend this museum to other people around you?



# .. 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



# 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



# 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

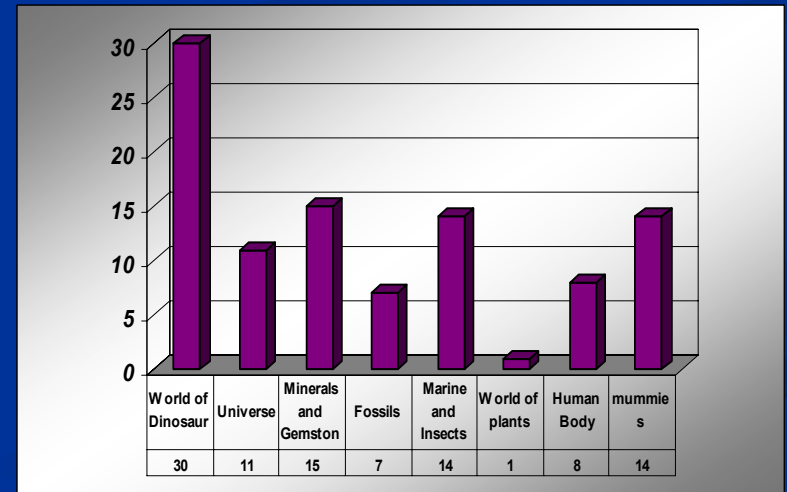
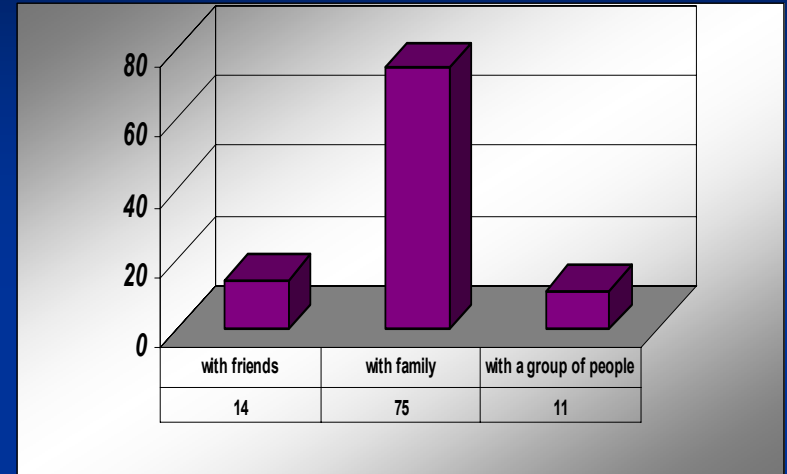
- How the ultimate goal can be achieved
- Purpose & Goals
  - Showing the most effective exhibition, which agrees with the purpose of a museum
  - Setting a focused plan in order to achieve the goal
- Keep track of the resources used in achieving the goal
- Prioritize the goals and differentiate short 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.



# 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



# 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



# 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.
- GNHM 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



# .. Conclusion

**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.**

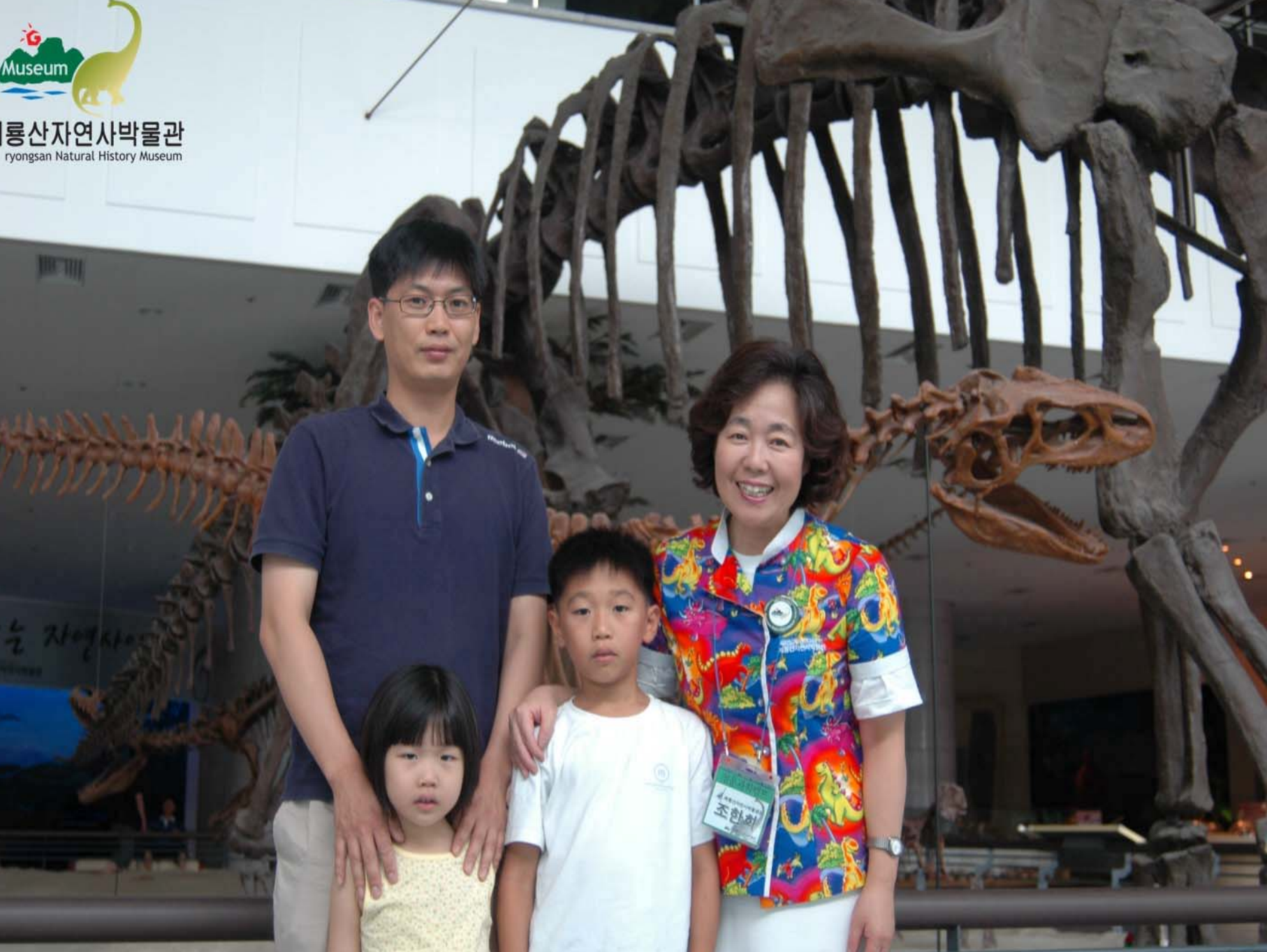








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Gyeongju Natural History Museum







Thank you  
for your attention