How to Market a Non-Profit Attraction on a Non-Profit’s Budget.

Leslie McLellan
What we’re going to cover

▸ Making sure your foundation is solid.
▸ It’s all about the experience
▸ Know your members
▸ Get your community behind you
▸ A fun case study
▸ Lots of examples!

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@tourismcurrents
It’s not enough just to “be there.”
You have to build your community!

Remember -
Good content is defined by how well it meets the needs of your audience.
What Motivates people to visit a cultural organization?

1. Schedule
2. Reputation
3. Proximity
4. Ease of Access
5. Planning Convenience

Know Your Own Bone http://colleendilen.com/

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It’s all about the Experience!
October 14th is National Fossil Day. Our Executive Director Dr. Alton Dooley and Max the Mastodon will be heading out to the Society of Vertebrate Paleontology annual meeting from October 14-17. While there, Max, Dr. Dooley, and other geologists and paleontologists will be available to answer your science questions - ask a question @MaxMastodon on Twitter or visit the museum to submit your question!
Sharing the experience via Instagram

mount_vernon Happy
#NationalPancakeDay! One of Washington’s favorite breakfast foods was hoecakes, which look similar to our modern day pancakes, but are made of cornmeal.
#pancakes #breakfast #yum #food
willchrissy #megan.brown7
lucisnorsels Love fun facts!
life_with_hershey hoecakes are goooood with honey!!
Google Cultural Institute

Google launches online tours of San Bernardino County Museum

A representative from Google tours the San Bernardino County Museum in Redlands to capture images of its facility for viewing online. Courtesy photo

By Kristina Hernandez, Redlands Daily Facts

https://www.google.com/culturalinstitute/about/partners/
Know your members

▸ What are you offering your members?
▸ Are you giving them special treatment; a way to have access to things that the general public does not?
▸ How about letting them play a part in the education of the public?
The Broad opened in downtown Los Angeles on September 18, 2015. Their pre-marketing included:

- SoCal Museums celebrated The Broad's opening with a week of thematic hashtags.
The Broad is rockin’ it!

August 24 – 9,674 Likes

October 15 – 50,868 Likes

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YouTube
YouTube has been their best tool!

▸ Member Retention
▸ Docent Training

QR Codes
Expand Display's

▸ Create QR codes linking to historical content on YouTube. Expands the info available to the Visitor without creating displays requiring more space.
Loch Ness by Jacobite: 40 Years

- Website design & branding refresh: Loch Ness by Jacobite
- New boat: The Jacobite Rebel – taking total fleet to 4
- New audio voice over on boats including actor Karen Gillan
- 8 month PR campaign including @realnessie, & more
- Overseas trade missions to Australia, USA & Canada, Latin America, China
- 10% increase in annual visitors to 180,000 August 2015
Loch Ness by Jacobite #monsterselfie
Twitter: @RealNessie

- **500 followers** of @RealNessie account within first month – target was 100.
- **347 million** social media impressions of Nessie.
- **348,773 of reach** directly to activity from @RealNessie account.
- **1,229 news items** relating to the campaign activity, with **21 news items** mentioning Loch Ness by Jacobite.
- **937 visits to the Jacobite website** via the Twitter account.
Thank you @jacobitecruises for an amazing trip down Loch Ness! Best way to see the Loch!
15-20% increase in social media engagement (FB & Twitter) for 2015
Average 4% of monthly revenue via social media
Monthly sales conversions from Trip Advisor & Facebook
Top converting overseas visitors (Aug 15): USA, Spain, Germans in UK, Chinese in UK
46% of total revenue for August 2015 was via mobile devices
Apple Iphones & Ipad top mobile converters
Reasons for Engaging Via Social & Digital

- Customers are the best ambassadors for their products & services
- Visuals, video, blogs are excellent ways to communicate the travel experience
- Communicate & respond to customers at any time via Twitter/Facebook
- Responding to customers via social avoids telephone calls at busiest office times
- Social channels offer a great source of fresh customer feedback to act on
- Develop & maintain relationships with customers, local business & community
Thank you! Get in touch :)  
@lesleyjudge  lesley@smart-tourism.co.uk  
@jacobitecruises  
@realnessie  
www.jacobite.co.uk
Thank you so much!

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