

Digital marketing applied to cultural management



Workshop 11th December - Postgraduate Center - Vienna University

SCRIBENDO 

CULTURE & DIGITALIZATION

- ★ Tough time for culture : unpredictability, uncertainty
- ★ 20 % of European Recovery Plan → digital transition
- ★ Digitalization of the cultural field is growing



HOW IT CAN HELP CULTURE

- ★ Stay in touch with your audience / community

[Partnership Google Arts & Culture / V&A Museum](#)

- ★ Help to survive

[Explore the collections : "You may also like this" V&A Museum](#)

- ★ opportunity to reach new audiences



THE LOUVRE MUSEUM, BEYONCE & JAY Z

- ★ [The clip in the Louvre Museum](#)
- ★ [The virtual visit after the clip "Apushit"](#)



PART 1

DIGITAL MARKETING



“Digital marketing”: what does that mean ?





MARKETING is the way of reaching people who are or could be interested by your content, after having defined your goals.

→ Process

→ Importance of your message, your content

→ Based on a strategy

→ Mix of techniques, creativity, empathy, method

DIGITAL MARKETING :

online version of marketing



- You reach people directly, immediately. Viral, no go-between
- It's based on a qualified content and an accurate strategy
- Your main tools : website / blog / social media

DEVELOP YOUR MARKETING GOALS



OBJECTIVE

Update visual brand and messaging to elevate brand



STRATEGY

- Revise messaging
- Redesign logo and website



KPIs

- New contacts generated
- Homepage views
- News release postings

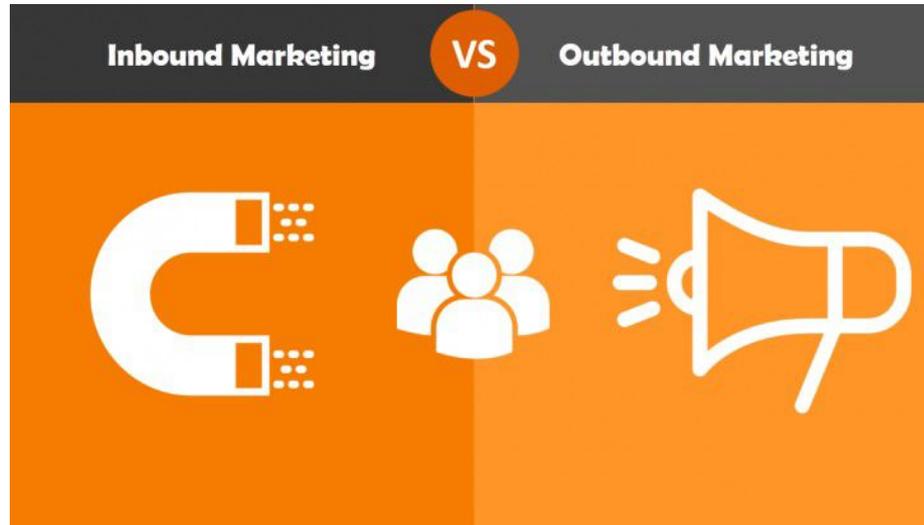
TREWMARKETING



- KPIs = Key Performance Indicators

How does it work ?

-> make people come to you



In the infinite space of World Wide Web...



People use Google to search 3.5 billion times a day

Over 1.5 billion websites on the internet

How do search engines find YOU ?



→ Crawling / Indexing / Ranking



→ Crawling : find informations about you

→ Indexing : store this information

→ Ranking : present the informations in a certain order

Ranking algorithms



- Relevance of your content, keywords
- Content quality
- Backlinks
- Social signals
- Mobile friendly



« Content is king »

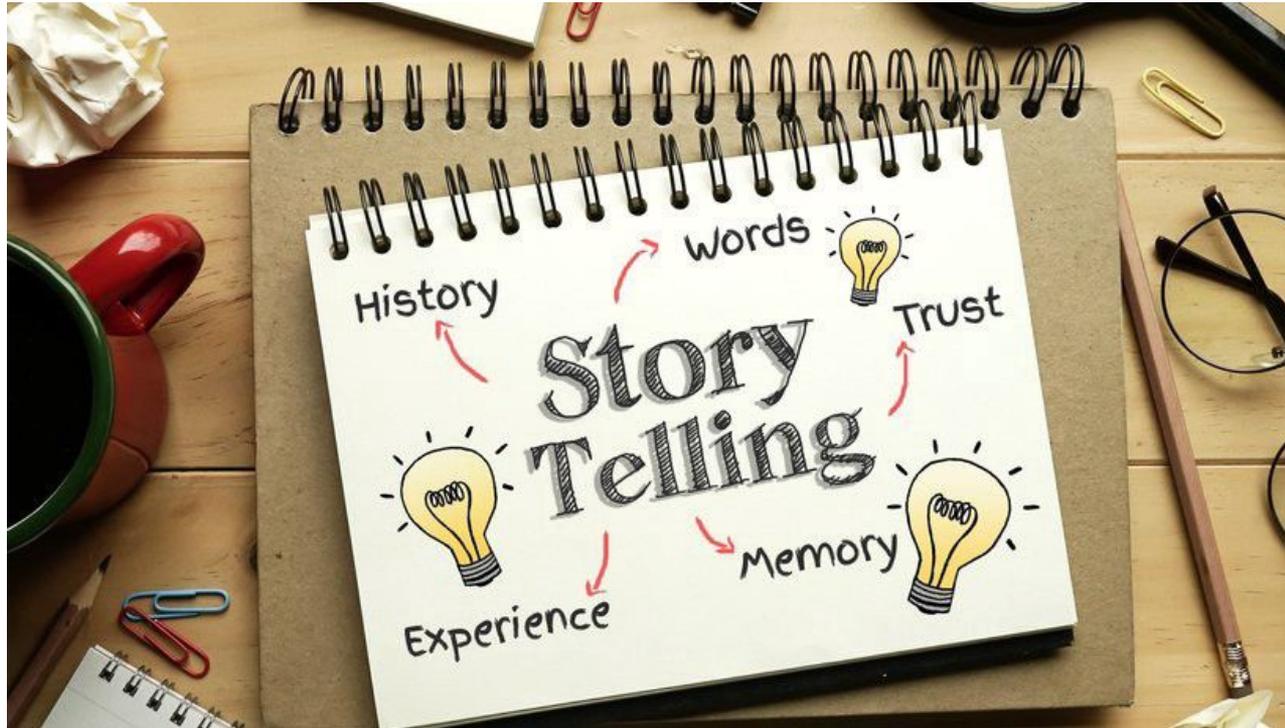
An attractive content

An involving content

A retaining content



A powerful boost : Storytelling



What is storytelling ?



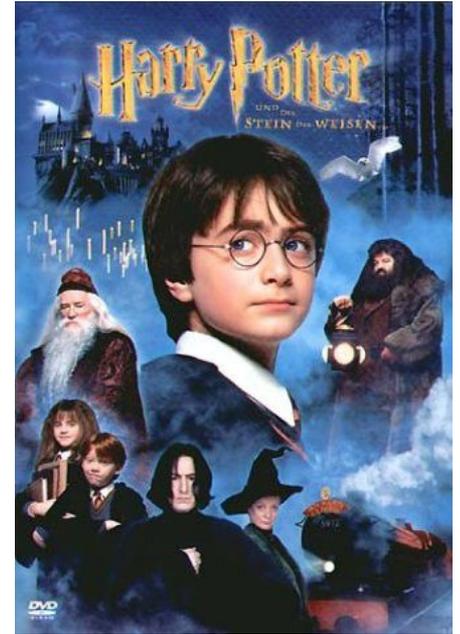
Storytelling is a way of presenting your message in order to catch and keep your audience's attention.

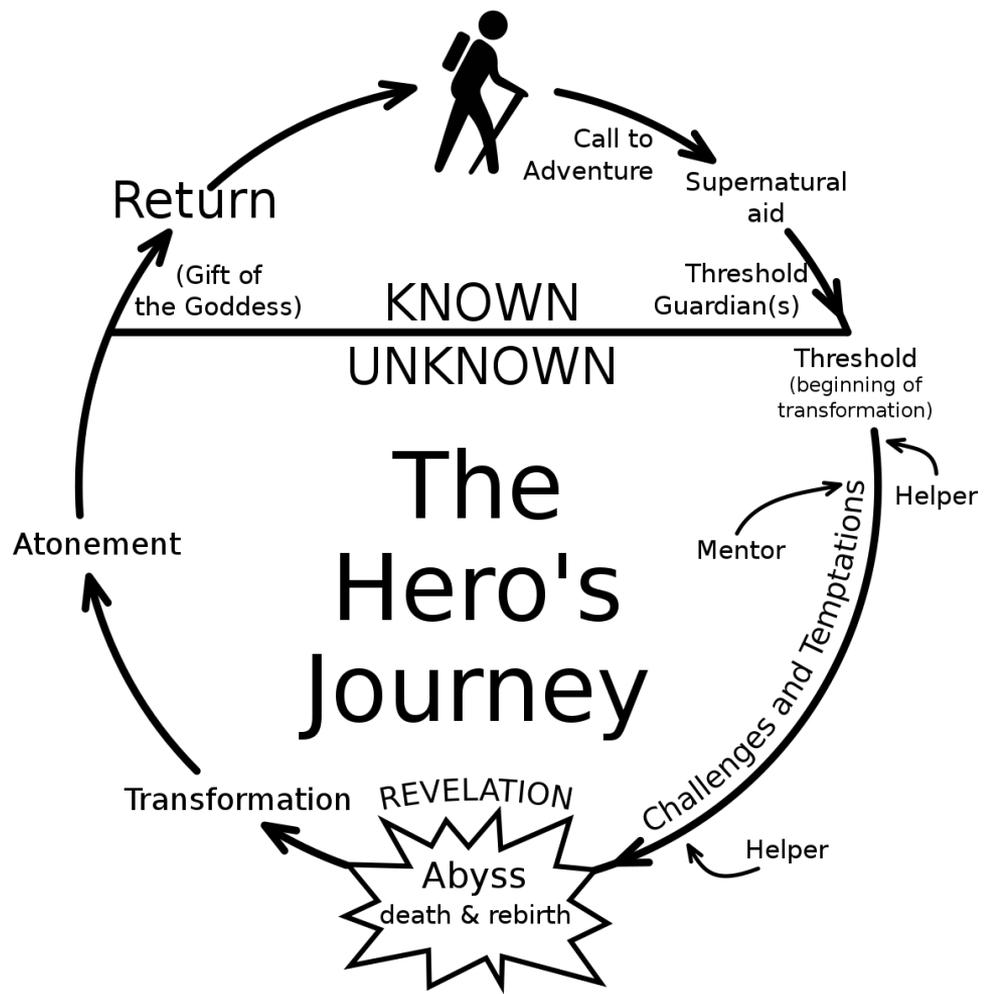
→ The objective :

To maintain the curiosity and attention on your work thanks to your website / your blog / social medias.

Four pillars of storytelling

- Personas : you can identify
- Emotions, empathy : not rational
- A dynamic in the narrative
- Based on your audience's needs, tastes





Storytelling can be found everywhere !



- In text, pictures, videos : not only words
- On your website or on Instagram
- What can charm your audience or surprise them ?
- Journalists love a good story to tell

STUDY CASE



NGO Charity Water's funding campaign 2011

Vidéo 1

Demonstration of the negative impacts of unclean water on poor people across the world. Figures, diagrams

[Previous Charity Water campaign](#)

Vidéo 2

A powerful storytelling based upon this simple message : «Imagine drinking this»

[Campaign "Imagine drinking this"](#)

PART 2

BUILD YOUR MARKETING STRATEGY



How to proceed ?

First : DON'T RUSH !



STEPS TO A SUCCESSFUL MARKETING STRATEGY

- Select your goals
- Survey, observe, analyze : Benchmark
- Build an adapted storytelling
- Unfold your strategy on a scheduled time
- Measure, adapt, improve : work in progress



STUDY CASE : Aveo, french leader in Home staging

Study case Aveo

- 1/ Carefully selected goals
- 2/ Solid benchmark and persona study
- 3/ Editorial line respecting Aveo's values and singularity
- 4/ Franchisee appropriating the editorial content
- 5/ Improved website and Facebook strategy
- 6/ After 9 months goals reached. Aveo French leader in HS.



STEP 1 : SELECT YOUR GOAL(S)



Whats is your main goal ?



- to create your own brand
- to launch a new project
- To extend your audience
- To be sustainable
- To create new partnerships ...

Your marketing goals :



- to create a website / to make it more visible
- to launch a blog / newsletter
- to make people buy your show, your play (e-shop)
- to create a dedicated community
- to have more followers

Your Key Performance Indicators



- more visitors on your website
- more followers on social media
- more subscribers to your newsletter...

STEP 2 : BENCHMARK



- YOU : Your offer, core values, singularity
- ENVIRONMENT : who are your competitors / partners ?
- AUDIENCE : Who is your public ?
- OBSTACLES : and how to overcome or avoid them

YOU / YOUR COMPANY

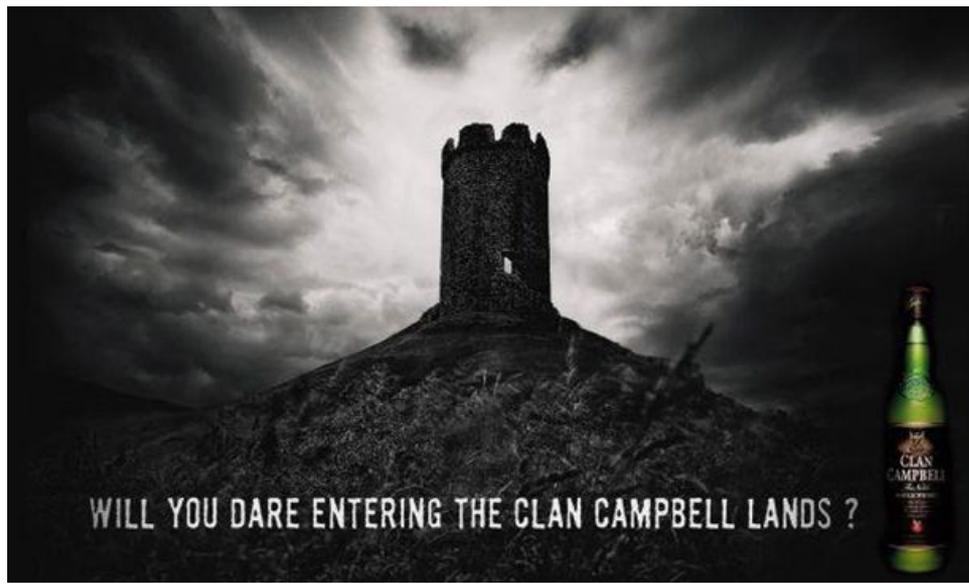


□ History

□ People

□ Core values

→ Your positioning : What makes you different, singular



Much more than a whisky : an experience

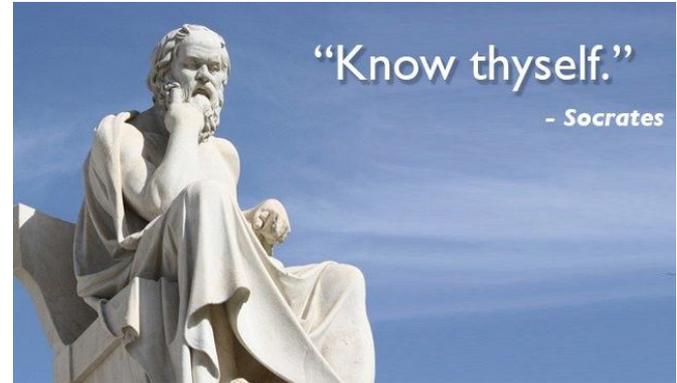
[Clan Campbell : a characterized storytelling](#)

To know your values, your « offer » :

- Survey : inside your company or to your mailing list

(Simple tool : [Google Forms](#))

- Survey to your mailing list
- Brainstorming sessions
- Pitch session : keywords



Your environment



- The other ones : Partners, competitors. How do they communicate ?
- Geographical, sociological environment
- Obstacles : Financial issues, cultural habits, access, information overload, pandemic ...

Your audience



Know your audience



- Who would be your typical audience ?
- Whom are you actually talking to ?
- What are their tastes, longings, environment, past, wishes, problems ?
- Which emotions do they have ?
- What can make them address you / contact you ?

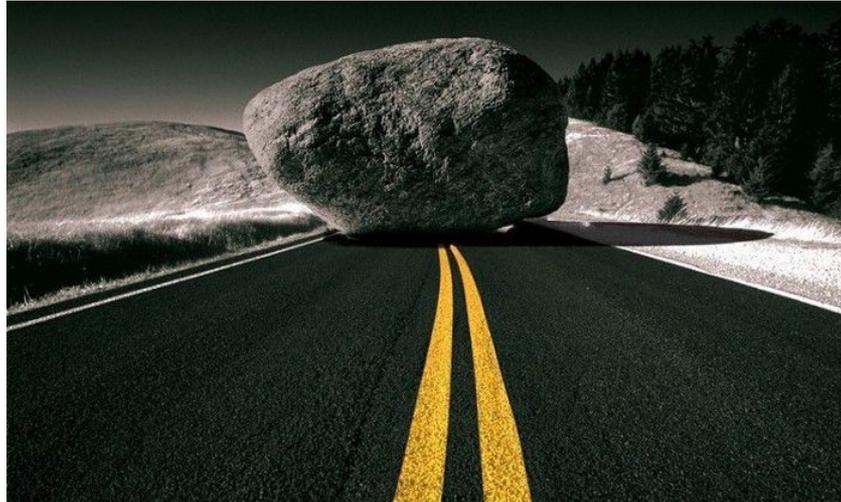
Cross culture : The possible « blunders »



- Each country, each community has its own way of life, cultural codes and norms, taboos, language
- Something that works with one community isn't necessarily valid or acceptable in another one
- Ex : « Pepsi brings you back to life » or Coca Cola's transliteration of its name meaning "Bite the wax tadpole" in China...

The obstacles

Adapt to them and even include them into your strategy !



The obstacles



□ Let's say you're facing a global pandemic :

→ You innovate with virtual experiences

[Adventklang Kalender Wiener Konzerthaus](#)

[Elbphilharmonie 360°](#)

→ You create a strong bond with your community, sharing difficulties and hope :

[French local bookshop L'Une et l'Autre](#)

PART 3 UNFOLD YOUR STRATEGY



□ Display your content :

- On your website
- On your blog / newsletter
- On social media



□ No need to be everywhere. Choose your priorities, depending on :

- Time
- Budget

Your website



It's your home, your showcase, your magic cauldron.
To make it relevant and worth the experience :

- a good content
- a good structure
- an attractive design

A good website means you're on top of the organic search (SEO)

Your website : the structure



→ UX design

Main builders : Wordpress, Wix, Joomla, Shopify, PrestaShop, Magento ...

→ A logical & semantical structure : one idea / one page

→ Be concise and clear. Simple and responsive

→ The homepage gives the main informations quickly [La Comedie Theater](#)

A little bit of technique



- a « call to action » (contact, subscribe, click here) on the major pages : you guide your web user (UX)
- Describe the pictures, meta descriptions and tags (don't forget the location)
- Insert a way of analyzing your website's performance : Google analytics, Mammoth, SEMRush

A good web page's content



- Hierarchical structure of information : H1, H2, H3...
- Insert backlinks and internal links, pictures
- Skilful mix between attractive content and keywords

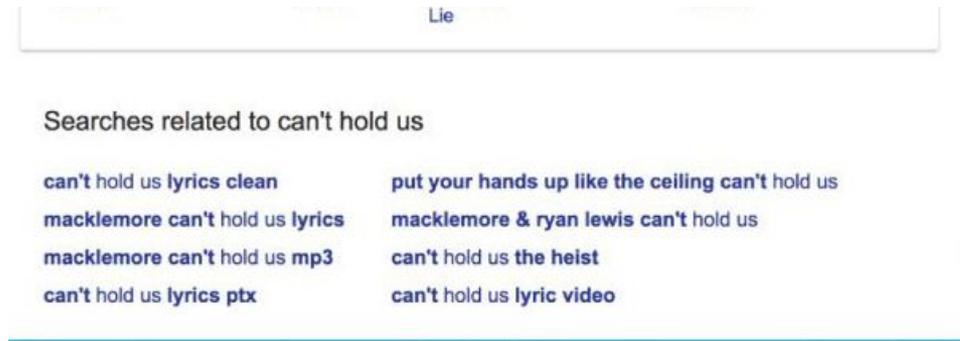
+ content tips :

Promise a solution to your customer's needs
Reassure them about your experience, skills

How to find your keywords



- Study your niche, the topics & keywords related to it
- The more precise, the better : the long-tail keywords
- Type « what is or « how to »... → Look at the associated searches :

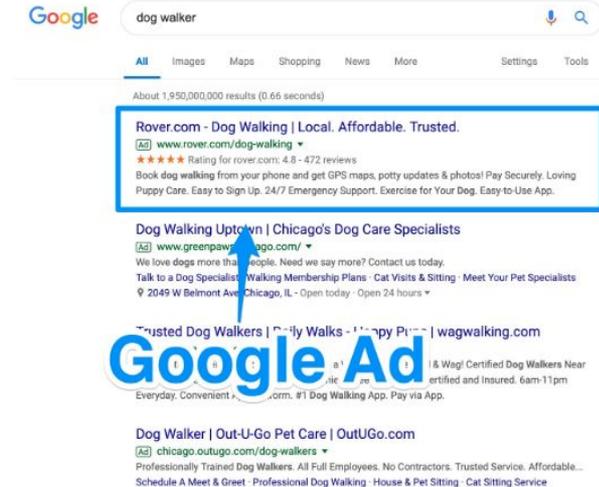


Advertising : Google Ads

Online advertising service
made by Google

You create and manage ads within the Google universe (on Google Search, Display, YouTube, etc.)

Based on keywords Pay-per-click (PPC) model.



Advertising : Google Ads

Relevant on a specific campaign with precise goals



What's your main advertising goal?

Ads that focus on a specific goal help you get the results you want

 Get more calls

 Get more website sales or sign-ups

 Get more visits to your physical location

[NEXT](#)



Are you a professional marketer? [Switch to Expert Mode](#)

How to keep your website on top



- Publish regularly an accurate content, channel it on social media
- Create a newsletter / blog
- get email addresses (newsletter)
- respect the GDPR (General Data Protection Regulation)

Share, build a community, grow : The social media



Social Media : Media, networks, virality



- Share your content
- Update your branding
- Exist and get more visible
- Reach directly your targeted audience

Don't be everywhere !

Your social media strategy depends on :

- ★ Your time and budget
- ★ Your offer
- ★ Your goals
- ★ Your audience





Your Strategy on social networks in 4 steps

- Choose social media marketing goals that align to business objectives :

| Business objective | Social media goal | Metric(s) |
|-------------------------------|--|--|
| Grow the brand | Awareness <i>(these metrics illuminate your current and potential audience)</i> | Followers, shares, etc. |
| Turn customers into advocates | Engagement <i>(these metrics show how audiences are interacting with your content)</i> | Comments, likes, @mentions, etc. |
| Drive leads and sales | Conversions <i>(these metrics demonstrate the effectiveness of your social engagement)</i> | Website clicks, email signups, etc. |
| Improve customer retention | Consumer <i>(these metrics reflect how active customers think and feel about your brand)</i> | Testimonials, social media sentiment, average response time (for social customer service/support) etc. |

The good practices





Don't sell, communicate !

- Interact : like, comment, share, offer free invitations, reply, rejoice
- Address your « target »'s concerns and interests
- Affirm and strengthen your positioning

Example : [Teaser by "Extreme Metal band" Raised by Owls](#)



Build and retain your community

- Look at your followers' followers !
- Join focus groups, interact with trendy accounts
- Survey the hashtags and trends
Examples : #AskACurator #MuseumWeek, challenge #Museum30, #OneWeekPortrait...
- Use hashtags # (but not too many!) and tags @
- Interact, offer tickets, sales, “premium experiences”



Adapt your content

- ❑ Publish regularly, try to publish at best times. [Best times on social medias](#)
- ❑ You can schedule posts on Facebook, Instagram, Twitter...
- ❑ Social media calendars can help : [Calendar](#)
- ❑ Insert pictures, videos, links
- ❑ Free pictures : [Pixabay](#), [ideas of free stock photos](#)

Have a beautiful design



- Take inspiration in the accounts you like and in your DNA
- Stick to the font, themes, colours you've chosen
- Create your own design very easily : [Canva](#)
- Organize your own photo shooting :
Accessorize, pay attention to the light, the colours

Happy Socks
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Look cooler than cool in bestselling Rubber Duck socks 🦆 HappySocks.com
Featuring your favorite bath-time buddy in shades, this cheerful design will have you smiling all day long.

@dis...grace

Bestseller: Rubber Duck Socks 🦆 😊
Don't miss out!
HAPPYSOCKS.COM

Shop Now



Quality and professionalism

- Spelling and syntax must be perfect → professionalism
- Try to stand out ! → Singularity, originality
- Positive vocabulary, adapted to your audience and platform
- Make short, be attractive and impactful !



Virality, real time, avatars, anonymity

Welcome to the wonderful world of social media !

- Your e-reputation is at stake : think before editing
- In case of a bad buzz : never overreact, stay calm, factual
- If you're trolled : block, report to the platform (last instance)



The main social medias



Facebook



- The n°1 social media : 2.4 billion people use it every month
- You can create a professional page and advertise on it
- Focus groups and messenger
- Facebook live, pictures, stories, posts, links to your website :
[UK's First Minister directly broadcasting on Facebook](#)

Facebook Pixel



- Tracking set up on your website
- Line of code connected to your website visitors' Facebook
- You can then reach them with Facebook ads

Instagram



- Based on visuals : Pictures, videos
- Younger and more trendy than Facebook
- Many functionalities for storytelling and creativity : stories as themes or chapters

[Albertina Museum in Vienna](#) / [Volkstheater in Vienna](#)

Twitter



- All the press, cultural institutions and partners are on it ! [The Art Newspaper](#) / [Falter](#)
- Very interesting for benchmarking and updating on topics and trends
- Essential channel for your press relations :
#press #culture #journalist #magazine #art #culturalManagement #museumWeek ...
- Easy for storytelling, with short posts, threads : [Rebecca Renner](#) / [Art influencer Hugo Spini](#)

Youtube



The ultimate channel for Storytelling

- Between website (SEO) and social media : less interaction, more storytelling

[GCF Learn : "What is Art ?"](#)

[Weird History : "The worst year ever"](#)

LinkedIn



- The professional social media (B to B) : partnerships, fundings
- Be part of focus groups : [Cross cultural management](#) / [Cultural ressource management](#)
- Build a professional community and a professional image
- Share, comment, like, publish



Your publication calendar

- You can rely on existing social media calendars
- Plan your publications. Tools : Hootsuite, Buffer, Tweetdeck...
- Switch between light content and longer posts, for example articles from your blog / newsletter
- Use any support : Excel, Trello, paper, and stick to your program



Your Strategy on social networks in 6 steps

1 - Learn everything you can about your audience : personas, data

2 - Know your competition

3 - Do a social media audit : where are you the most effective ?

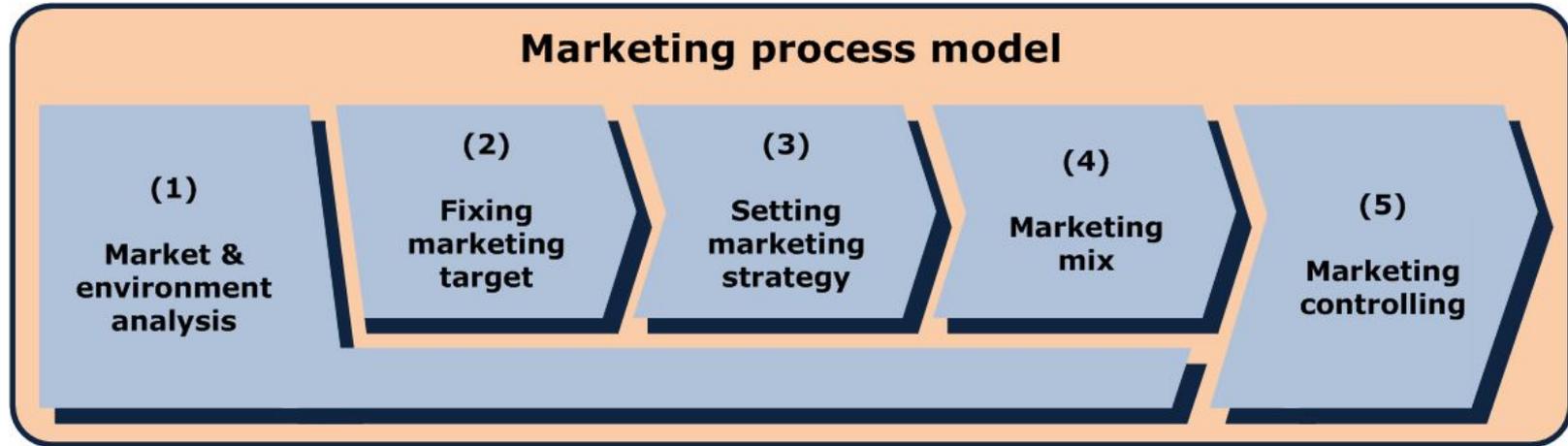
In terms of followers, engagement, click-through, conversion rates

4 - Find inspiration

5 - Create a social media content calendar

6 - Evaluate and adjust your strategy

To summarize in a graphic



Observe and adapt your strategy, if need be



- ★ Use the statistics on your website and social media, or Facebook pixel, monitoring connections between your ads and the number of visitors on your website (works with Instagram too)
- ★ Adapt : let down what doesn't work, strengthen what works
- ★ Be patient and persistent : Rome wasn't built in a day !

Thanks for your attention and “alles Gute” !

Dominique Damian / SCRIBENDO

www.scribendo.fr

To go a little further : practical work



Game #1 : Your persona



- ★ Physical description
- ★ Habits, day to day life
- ★ Place of living
- ★ What is he /she looking for ? look cool, lose weight, have fun, be a specialist about one topic ...
- ★ What are his / her fears, needs, problems, challenges ?
- ★ Which social media is she / he using ?

Game #2 : Your business

- ★ What is your offer ?
- ★ What is your goal ?
- ★ What is your difference ?
- ★ Which hashtags are connected to your activity ?



Game #3 : Publication calendar



- ★ Create your calendar for 3s month, 6 month, a year: sur Excel, word, paper...
- ★ Use seasonal themes (Valentine's Day, Mother's Day, school start ...)
- ★ Use community manager's calendars to give you ideas
- ★ Think of your style

Jeu #4 : Make a post



- ★ Use Canva, pictures, videos, link to your website ...
- ★ Try different formats !
- ★ Have fun !