

Memorial museum “HEROES”

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Good day!

Target audience

A target audience is the demographic of people most likely to be interested in your product or service. In our case – in a museum.

Museum attendance is growing from year to year. The Moscow Department of Culture notes that the attendance of Moscow museums has grown 1.5 times over the past 7 years. In 2017, 125 million people visited museums throughout Russia. For comparison, in 2011 museums had only 83 million visitors. For 6 years, the growth of the museum audience was 50%.

In the modern world all museums cannot ignore the digital environment. Museum site users can grow into real visitors, as some people make their choice based on the site and social networks. Museums started their representations in the virtual space in the early 2000s, and by the 2010s, it became obvious that new approaches to their organization were needed.

Social media allows museums to build communication with visitors, where any person who has access to a search engine can get any historical or actual context.

The average age of a visitor to the Heroes Memorial Museum is 26 years. The largest age groups are visitors 18–24 years old and 25–34 years old. Next is the category of visitors under 18 years old, and then everyone over 35 years old. Families with children come to the museum. The percentage of Muscovites is from 40% to 70% depending on the season. Residents of other cities of Russia also visit the museum and foreigners, especially a large percentage of these categories occur in the summer season.

Potential visitors:

- Regular visitors - 34%
- Teenagers under 18, schoolchildren, full-time students, Muscovites
- Art lovers - 43%
- People visiting the museum from time to time (36-45 years old). Come in families or couples.

- Rare visitors - 24%
- People by family or couple (46-55 years old)

Advertising

As in any business, the museum needs advertising. Posters, flyers and social networks are suitable way to do it.

Banner ads are advertisement images embedded on web pages that showcase a product or brand and link to the advertiser's website. Our museum will use it in one form or another because a banner is an affordable, measurable and effective medium to increase brand awareness. The information from a banner may be on a flyer too.

Social network – Instagram

A user on a social network and a visitor in a museum are one and the same person. The environment is different. This means that social networks, no matter what they become in the future, are now a constant companion of museums, an important and not an additional platform, and one of the most useful and effective distribution channels.

The goals of creating an account on Instagram:

- creation and strengthening of image, reputation management;
- increase in the number of visitors;
- informing about new events, exhibitions, lectures;
- education;
- study of the audience of the museum;
- access to a new target audience and communication with it;
- image formation on a new level.

Mobile app

The mobile application is as simple as possible. There are five sections: history, tickets, how to get to the museum, VR, museum plan. All these points are clear to any user. Orange letters on a gray won are clearly visible.

This is the end of my part, to better understand what I'm talking about, you need to watch the presentation.

Thank for Your attention!