

D-Day Museum Marketing Plan February 2012

1. Main Aims:

The main aim of the D-Day Museum Marketing plan is to increase awareness and therefore visitors to the Museum from general, group and education visitors within the local region.

This is an update of the D-Day Museum's 2010 marketing plan.

2. General Visitors

Photography A small number of new photographs of the D-Day Museum and visitors were taken by a photographer paid for by the Hampshire and Solent Museums Alliance.

In addition, a local photographer has offered to take photographs of the museum and its visitors for a minimal fee. We plan to pursue this as good photographs of inside of museum are still in short supply. (This is an outstanding action from the 2010 report).

External signage An A-board has been used over the summer, to promote the museum to visitors walking past, and to promote specific events.

It is proposed that a weatherproof A-board is purchased and that posters are produced that can be modified / over-printed for special events.

The external signage for the Museum is also being improved as part of the relocation of the Visitor Information Centre.

Leaflet 15,000 copies of the 6 page DL leaflet for the D-Day Museum were printed and distributed around the region throughout 2011. This will be repeated for 2012.

Website and Social Media The D-Day Museum's website (along with those of our other museums) will shortly be updated to give a more modern look. The revisions will also make them more easily integrated with social media such as Facebook (for example, allowing users to "like" on Facebook a particular page on the Museum's website).

The Museum's Facebook page is now "liked" by nearly 800 people. It is updated at least once a week, both with information about D-Day and about specific events or promotions taking place at the Museum.

Promotions A range of promotions took place during 2011, including.

- Portsmouth 60+ Festival.
- Half price admission for Portsmouth Library Card holders (1 December 2011 to 10 February 2012. 63 people took up offer).
- Passport to Portsmouth (Spinnaker Tower)

Local tourist guides have begun going out to do talks to local groups about the museum. Groups who have heard talks will then be encouraged to visit the D-Day Museum.

PASHA (Portsmouth and Southsea Hoteliers Association) have been invited to hold one of their regular coffee mornings at the museum. They will be welcomed by the D-Day Museum Development Officer (DDO). Members of this group play an important part in directing visitors to the city to local attractions. Through the Hampshire and Solent Museums Alliance, front of house staff from larger local hotels have been offered free admission for a limited period, to enable them to experience the museum and then share this information with their customers.

Events A series of film shows will be held in the Museum film theatre. The films will be sourced from the Imperial War Museum, and will be selected by the DDO, who will also introduce the showings to the public. Short film shows will also be made available to visiting groups arranged via the Community Support Officer.

A number of author talks in the film theatre are also planned, starting with James Daly, author of "*Portsmouth's World War Two Heroes: Stories of the Fallen Men and Women*". Talks by the DDO on the museum's collections will also be held during busy periods, as other work permits.

The previous marketing plan highlighted the value of the museum taking part in city-wide, regional or national programmes of events.

which enable the museum to benefit from marketing that is already in place. In 2012 it is planned that the museum will participate in the Lost Hour, English Tourism Week, Adult Learners Week, Black History Month, and the Family Learning Festival. Other events that we may take part in include the Portsmouth Film Festival, and Portsmouth Book Fest.

3. Education Visitors

A single booklet has been produced and distributed that promotes the education workshops of the whole service including the D-Day Museum. Direct mail has been utilised to ensure numbers of schoolchildren participating in homefront sessions are maintained.

4. Group Visitors

Information sheet The Museum's group information sheet has been updated and adverts were taken in key publications. We also offered a special tour (led by local tourist guides) for pre-booked groups. However there was little take-up on this service and there has been no uplift in the number of adult groups visiting the museum.

To continue to address the group market – particularly with regard to the Overlord Embroidery - groups such as Women's Institute, Townswomen's Guild and NADFAS (National Association of Decorative and Fine Arts) will be targeted to encourage them to book group visits to the museum. These groups will be planning their visits for 2013 over the next few months. An introductory event will be held for group organisers at the museum.