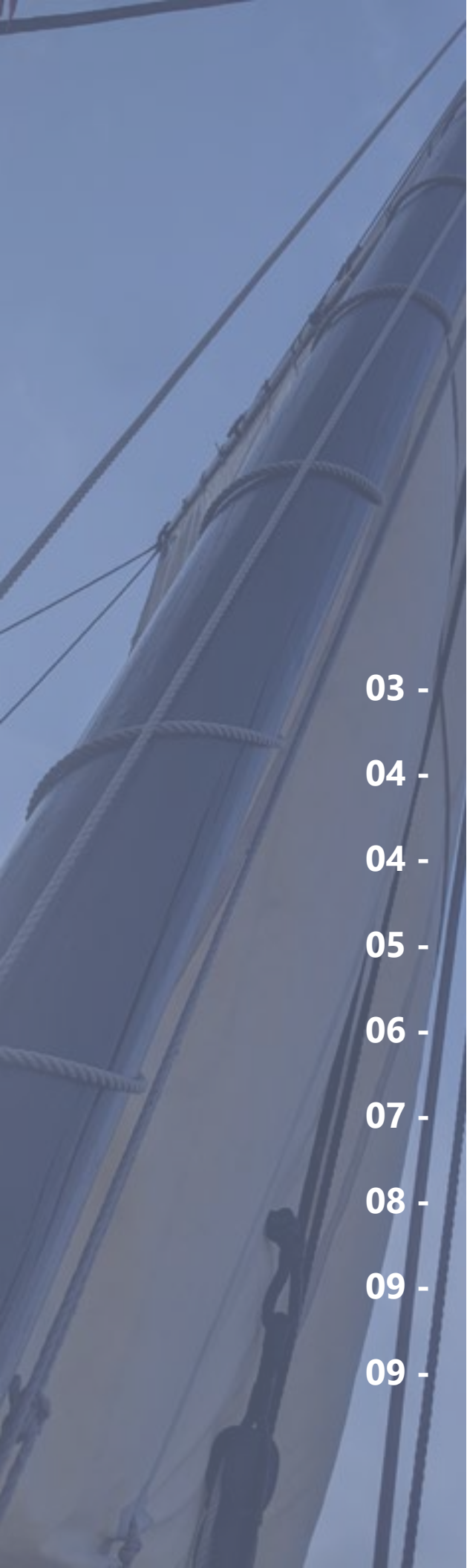




**CT RIVER MUSEUM**

**NONPROFIT  
MARKETING  
PLAN 2020**





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# BRAND STYLE GUIDE

## LOGOS



## COLORS



## FONTS

Primary

Secondary



# EXECUTIVE SUMMARY

Exploring the history and environment of the Connecticut River. Our mission is to lead in the study, preservation, and celebration of the cultural and natural heritage of the River and its valley.

Our customer base is typically an older crowd; very concentrated in Middlesex County and Connecticut Shoreline. We have an opportunity to reach out to a broader base especially with COVID. People are looking for smaller towns and venues to spend their time. We hope to be able to target new younger customers to bring in and experience the Connecticut River Museum.

## GOALS

---

**1**

**Target new customers, particularly the youth.**

**2**

**To build brand awareness.**

**3**

**Increase visitor attendance by 5%.**

# DEMOGRAPHIC RESEARCH



## Current

Strong Gen X and Baby Boomer attendance (65+)

Retired

High Income

Looking for something to do

Lives near museum

## Goal

Gen Z and Millennials (15 to 28)

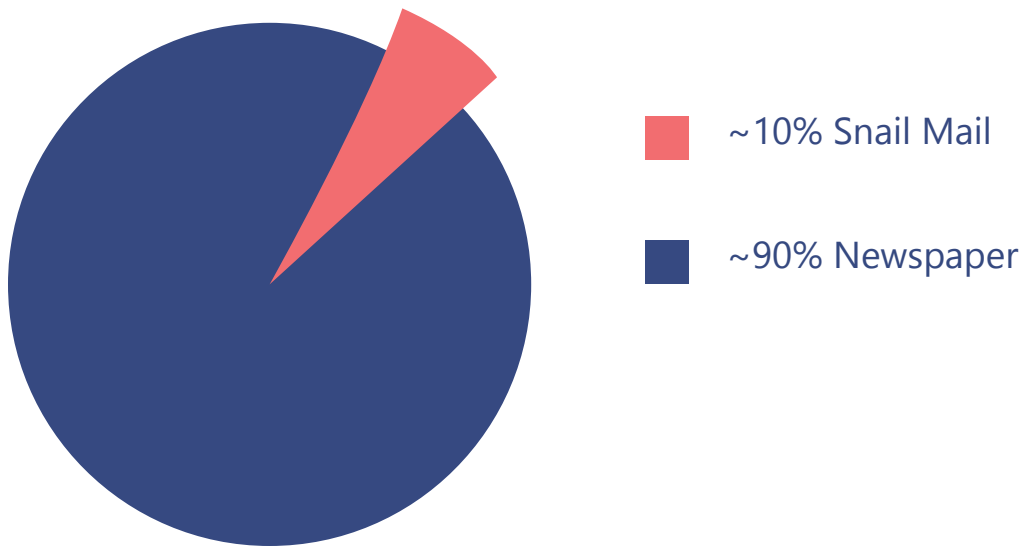
College and early career

Low income

Looking for something to do on weekend

Looking for somewhere to take pictures for social media

# CURRENT PLAN



## THE PROBLEM WITH THE CURRENT PLAN

- Targets mostly older population 65+
- High cost, with little reward
- Little online engagement





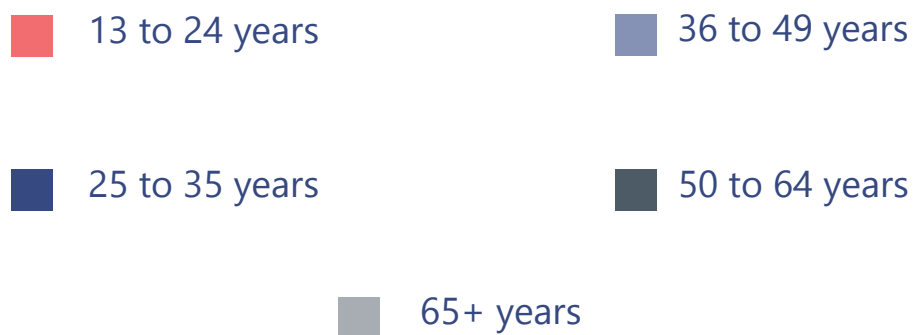
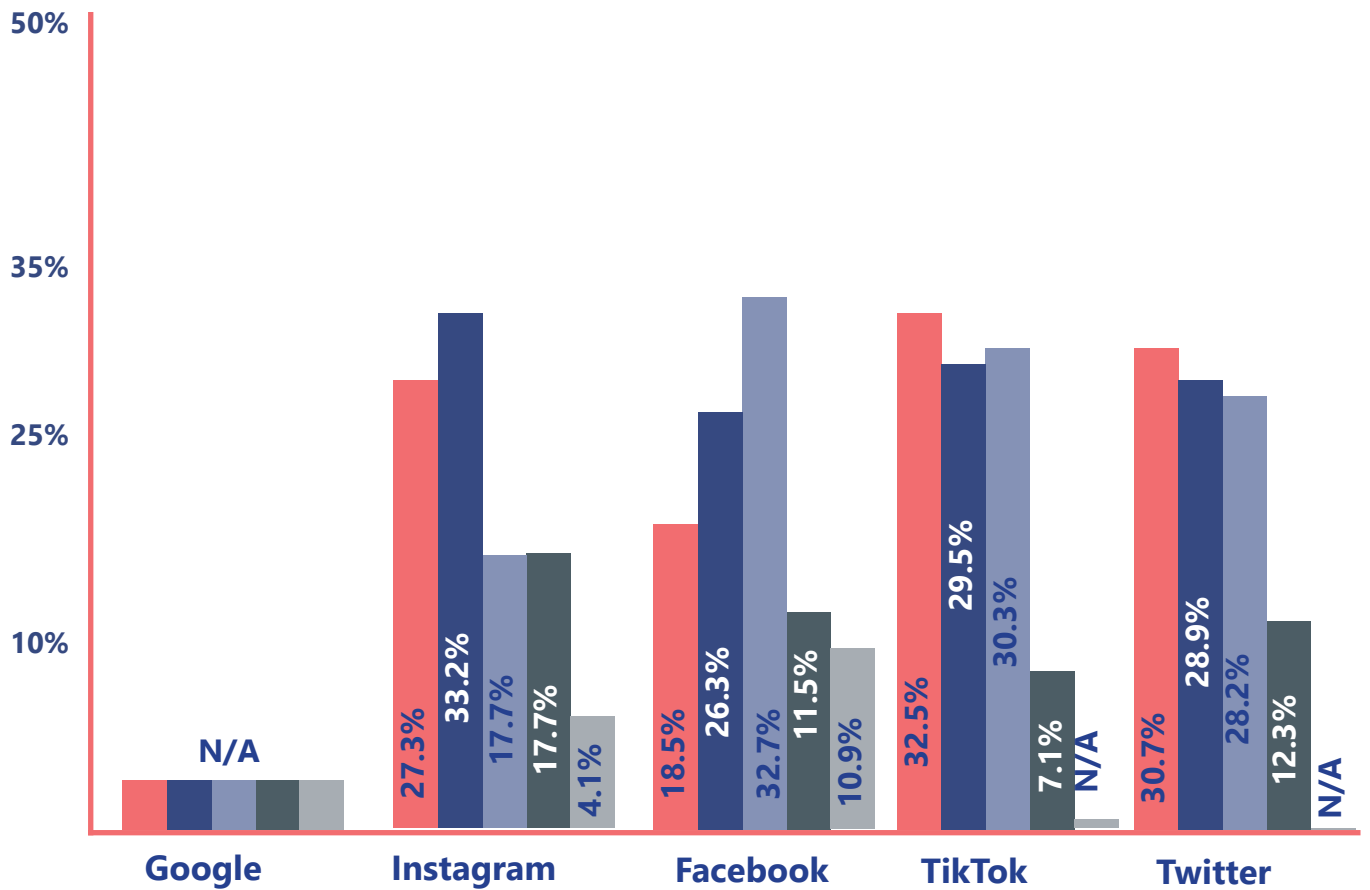
# OUR SOLUTION

- Increase online ads
- target younger population

# ADVERTISING BREAKDOWN

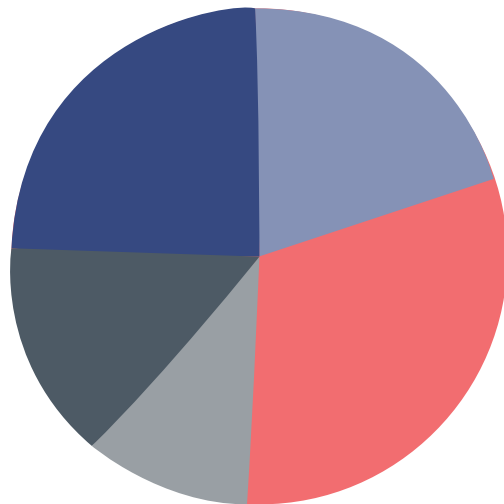
| Platform  | Percentage of US adults who use the platform | Cost                                      |
|-----------|----------------------------------------------|-------------------------------------------|
| Google    | 74%                                          | <b>\$1.00 to \$2.00</b> (per-click)       |
| Facebook  | 69%                                          | <b>\$0.97 to \$7.19</b> (CPC or CPM)      |
| TikTok    | 47%                                          | <b>\$50</b> (a day)                       |
| Instagram | 37%                                          | <b>\$0.20 to \$6.70</b> (CPC or CPM)      |
| Twitter   | 22%                                          | <b>\$0.50 to \$2.00</b> (promoted tweets) |

# USER DEMOGRAPHICS





# NEW PLAN



Percentage of budget used

- ~30% Instagram
- ~25% Google
- ~20% Facebook
- ~15% Newspaper
- ~10% TikTok

## CONCLUSION

Currently, the CT River Museum is spending a lot of money in paper advertisements and are seeing the effect of that. The demographic that is being brought in through paper ads are older, 65+. These paper ads are a good start, but in order to reach a wider audience, this report has detailed a way to spread out funding into online and paper ads.

As can be seen in the above report, some advertising locations have higher concentrations of one age or another and some cost much more than others. It is important to think about cost vs benefit and age demographics when making a final marketing plan. By buying more ads online, particularly through social media platforms, CRM will be able to reach a wider audience and have a higher attendance rate.

Due to their popularity with our intended target audience as well as their popularity overall, we believe that having ads on Instagram, Facebook and Google would be the most beneficial. TikTok is a current trend that may be good for temporary advertising, but it is yet to be seen if this app will continue in popularity. We gave Instagram the biggest percentage due to its popularity with the target audience. Google and Facebook follow due to their popularity and cost effectiveness.

These are merely suggested numbers for consideration, but it would be of great benefit to target younger audiences by buying more ads online. Even by starting off small the benefits will be great.