

Strategies and Ideas

Marketing is an essential part of any successful business. Marketing holds many different aspects such as, advertising, sales and product development. The main purpose of it is to grab people's attention to a certain product and let them know what the company can provide to them. It is the process of grabbing potential consumers together. Nowadays, most companies have a designated marketing team that focus on catering to their target audience. This team promote their companies work, do a lot of research on the culture market and focus on marketing strategies to make their business grown further. For companies or businesses to thrive they need to know their audience, what they need to provide and how they will benefit the community.

To get this information they can do market analysis and do research on different culture segments. Culture segments is also a crucial part of marketing. Knowing your audience is essential because everyone has different minds when it comes to art and history. Segmentation is used when splitting consumers into different areas based on a lot of different elements. Culture segments was designed by Morris Hargreaves so it could 'meet the needs of international art and cultural sectors'. The culture segments have many different types of people and they let you know what kind of audience you have and how you can cater to their needs. It doesn't differentiate people from their age or what ethnicity they are – it's more about finding out what kind of mindset they have and even helping them understand their inspiration for culture and the arts.

We already know why marketing is essential; but what are the consequences of having no marketing strategy? Having no strategy is very risky for any company that wants to be successful. One thing that could go wrong is blowing the budget and experiencing profit loss. Investing in something for the museum and not knowing how much profit or how much you will lose is an important thing to know. Thinking wisely and planning out how popular the event or exhibition will be allows you to make the decision on how much money will be spent and how much profit will be made. To find this out companies and businesses can use something called an ROI. An ROI simplified is the net profit made, divided by the cost of investment. It is stood for return on investment and is usually expressed as a percentage. A good ROI is often seen as 5-7%, once you calculate it.

Digital marketing is a good way to make your business known. There are many examples of digital marketing. For example, there is email marketing and social media marketing. The company can build a brand online and connect themselves to a wider audience. Email marketing is a way to connect to consumers when they have already interacted with your business to keep them interested and possibly coming back. When consumers subscribe to an email list they automatically get emails sent to them about your company.

Another way of marketing is social media. Using this kind of marketing can cater to the younger age group who are mainly on social media. This also relates to the 'Trend aware' group. Social

media marketing is the use of media platforms; it is a way to interact with consumers online so as to build up their brand and increase sales. The important thing with online marketing is engaging with consumers. It's important to stay on brand and advertise correctly on social media.

Analog marketing is also an important way of spreading the word. This type of marketing can be newspapers, radio, Tv, leaflets, posters and billboards. It's important to know that not everyone is on social media. This type of marketing can be seen by almost anyone. It's also impactful and memorable when people see it multiple times, for example a bold advertisement or a visually striking billboard. It is more memorable because we see different things on our phones every day, but seeing something striking in real life stays on your mind. However, there are a few consequences. It is always a lot more expensive. These days it's to make a video for social media, but for marketing on newspapers, or magazines you've got to spend a lot more money. It is also difficult to interact with the consumer without it being online. You don't know what the consumers reactions are or what they're thinking of it.

Now with these marketing strategies in mind it's also important to think about which segments they may fit into. The main segment that is the most popular with the science media museum group is 'trend-aware'. This segment of people loves things out of the ordinary and are all about big ideas. They are usually looking for new, never done before ideas and are wanting to be shocked or amazed. They are open to a lot of art forms, but to grab their attention you will need to have something compelling and extraordinary. The 'trend-aware' group are the second most popular to the science media museum. They are important to the museum because they are the ones who spread the word and increase popularity. They're age range is usually 13-20 years old. The age range percentage of this is 32% and 19%, which are two of the highest percentages in the museum.

The science and media museum have a lot of different demographic profiles. Trend aware was the second largest segment with over twenty-one thousand visits. For this segment the games lounge and the switched on exhibition, were the most popular with them. The percentage of consumers who were part of 'trend-aware' and children (0-15) were 36.7% and for adults (16+) they were 63.3%. It is the second largest segment for the demographic profile of general admission visitors. This tells us it is a popular group and advertising to them would provide useful in maintaining the popularity and helping the museum thrive.

It's also important to know which background the trend-aware category come from. Statistics show, 88.4% of this group are white, and only 11.6% of them were black, Asian or another ethnic minority. This is something the museum could improve on in the future. For the Bradford city of culture 2025, there should be an increase in the ethnic minority percentage. This is a huge deal for Bradford because it enables artists from all different background to show the city their creativity. 2025 will have over 100 new performances and events that include 365 artist commissions. Their themes will come from unique heritages and bring to life the culture of Bradford city.

This brings me onto how my idea will integrate the creativity and culture of Bradford. The museum already has art and amazing technology. But I would like to see these two combined together. Combining interactive art and smart technology would be great together and would interest people, past and new visitors. An artist who has inspired this is Matt Pyke. He specialises in interactive art and allows the audience to make their own art. One of his art pieces is called 'future you, more than human'. In this exhibition you can experience a reflection of your future, synthetic self. It is a fun way to let the audience interact and see how technology has evolved, and how it will evolve in the future.

To integrate the culture of Bradford, the art can be pieces of history from Bradford, art made by people who live here, and art that comes from people who have not been recognised. We can reach out to these artists and they can be from any age, so everyone is included. The art will focus on heritage, culture, while being immersive and capturing the consumers attention.

The way this will be successful is the fact that there will be representation from most of Bradford's population. No matter, age, race, religious background or sexual orientation, the immersive art should include and let the consumer realise the ambition and the magic of their community. A pro of bringing this into the museum is being able to connect to a wider audience and the museum will be able to bring in a more diverse demographic profile.

For marketing, we can use different types of it because for this idea it will include a wide range of ages. Social media marketing will provide the most useful, because mostly everyone nowadays has at least one form of social media. This is also how we'll bring in our audience and let everyone know what is going on in the science media museum. Posters can also be made and put around the city, along with leaflets and billboards that include information about the events or exhibitions that will take place. These will include location, time, price and what it is all about.

The Bradford city of culture 2025 is a great achievement for the city and it is appreciated by all of the creative and ambitious minds in Bradford. This city has an extraordinary cultural heritage and it has such a diverse population. The year is going to deliver up to £389 million of growth for ambitious projects and will also help to create 6,845 new jobs and opportunities across the city. 'Bradford 2025 will reflect the city's communities, we want visitors to find their own stories', which was said by Jo Quinton-Tulloch, and it shows how the museum embraces the community knowing the potential and creativity the city has.

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