



# Marketing Plan

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## Hubei Provincial Museum

*"The intersection of Civilizations  
Mediterranean World from the ancient Egypt to the Byzantine Empire"*

Sisi Lu

Mar 16

## OVERVIEW

- Constructed in 1953
- Governmental support
- Exhibit, programs

## Audiences

- Residents
- Students
- Tourists

## MKTG NEEDS

Need to strengthen MKTG for both exhibits  
and programs.

- Gain awareness
- Promote the new exhibit
- Attract new visitors

Reputation + MKTG = Perfect!

01

## SOCIAL MEDIA

- Weibo
- WeChat

02

## TARGET AUDIENCE/ RELATIONSHIP MKTG

- College students
- Travel agencies

03

## GUERILLA MKTG

- Bus stations
- Metro stations
- Bus and metro vehicles



# SOCIAL MEDIA

To promote the new exhibit and educational activity.

- Regularly publish monthly activities
- Publish the event notice and invitation before the events.
- Live and record photos and videos while the event is in progress.
- Publish event photos and videos and tag activity participants to increase event exposure and attract visitors after the event.
- Form WOM





# March 2017

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3 First event invitation	4 First event Weibo Live
5	6 Regular Monday greeting & week event notice	7	8	9 Event review Video post	10 Event invitation post	11 Live event on Weibo
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

# RELATIONSHIP MKTG

## Long-term MKTG

- Directly outreach to target audience groups: college students & travel agencies
- Build long-term symbiosis
- Using other strategies to maintain collaboration (mail MKTG, content MKTG)
- Offering discount to partners (admission, show ticket)





# GUERRILLA MKTG

Seize the most easily overlooked place



- Bus, metro station
- Bus, metro vehicles
- Posters & publicity video
- Large population flow
- Well-marked



# THANK YOU

Happy spring Break!

