



Marketing for Cultural Organizations





1. WHAT DOES THE TERM MARKETING MEAN?





What does the term marketing mean?

- **Marketing** – “the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals” (Bennet, 1995)
- The action or business of promoting and selling products or services, including market research and advertising. (Oxford dictionary)



Fundraising

- “the act of collecting or producing money for a particular purpose, especially for a charity” (Cambridge dictionary)
- „Fundraising or fund-raising is the process of seeking and gathering voluntary financial contributions by engaging individuals, businesses, charitable foundations, or governmental agencies.“ (Wikipedia)

The background of the slide is an abstract painting with vibrant colors including green, orange, yellow, blue, and purple, with thick, expressive brushstrokes. The painting is visible at the top, bottom, and sides of the slide, framing the central white text area.

Marketing x Fundraising

Fundraising

- Increasing the total turnover of organization
 - Donors
 - Increasing sales
 - Improving product
- Marketing
 - Focused on market competition
 - Focused on product

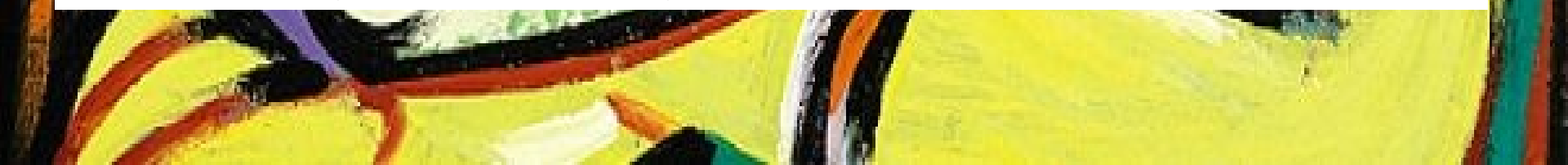


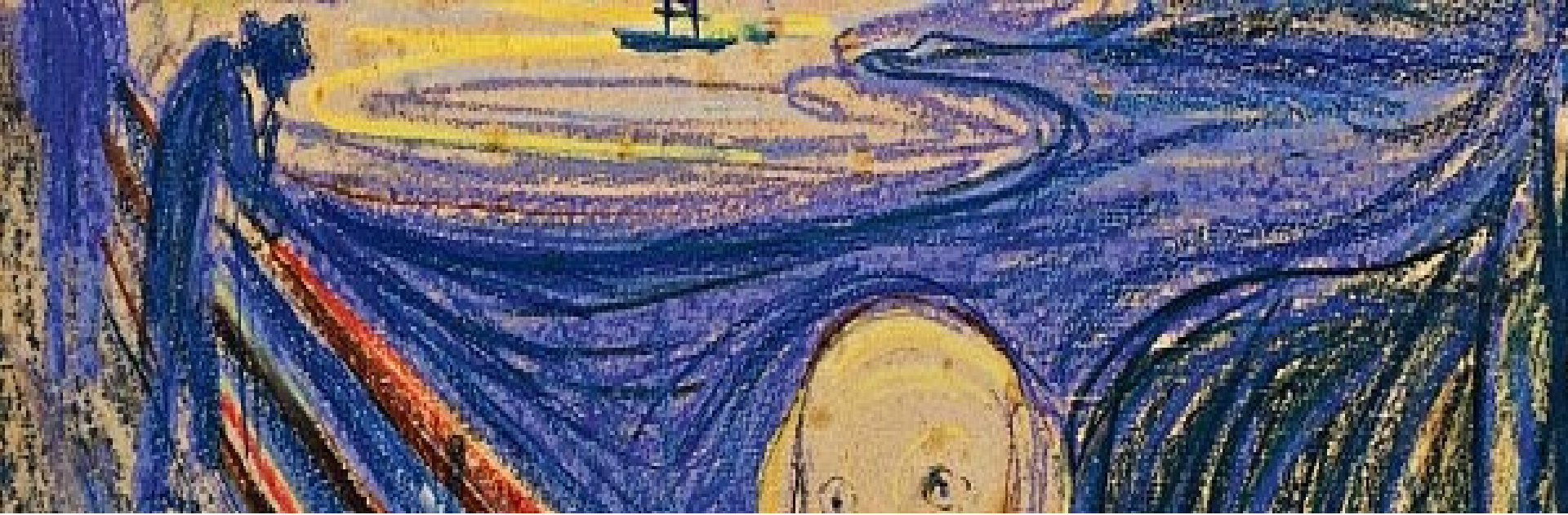
2. MARKETING IN CULTURE





Marketing in culture

- Specifics of products in culture
 - Some product are made without connection to current demand
 - Artist statement
 - Culture goods made in the past
 - Some cultural sectors do not reflect current demand
 - Some products are attractive only temporarily in particular time
 - Demand which changed in time
 - Political satire etc.
 - Some culture organizations have character of non-profit organization
 - Importance of fundraising
 - Less space to focus on product
- 



3. SEGMENTATION OF MARKET WITH CULTURE PRODUCTS





Segmentation of market with culture products

Factors of market segmentation:

- Age
- Sex
- Education
- Socio-economic background
- Social status
- Ethnic origin
- Culture background
- Geographical factors
 - Characteristic of locality
 - Barriers to accessibility
-

Segmentation of market and pricing policy

Market segmentation can increase revenues

- Discount for selected groups
 - Students discount
 - Seniors discount
 - Group discount
 - Children free policy
- Discounts for specific time period
 - Less exposed times
 - Less exposed part of season
- Differentiation of products
 - Less quality product
 - Exclusive products
 - Extra services
 - Limited editions
 - VIP tickets



4. WAYS OF MARKETING COMMUNICATION



Ways of marketing communication

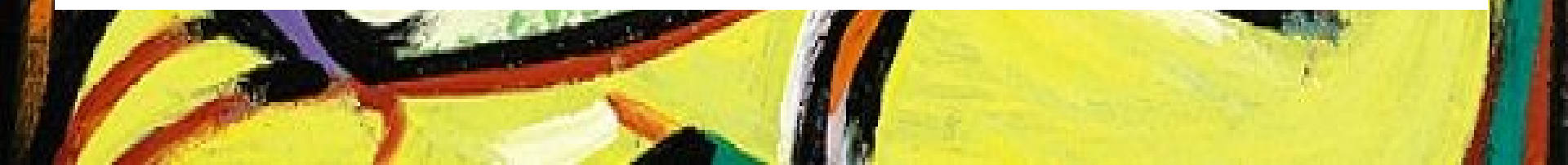
Media of communication

- TV broadcasting
- Radio broadcasting
- Social media
 - Youtube
 - Facebook
 - Instagram
 - TikTok
- Printed media
- Direct communication with customer
 - Communication with selected groups
 - Schools
 - Interests group



Ways of marketing communication

Message of communication

- Promotion of product
 - Create a relationship with customer
 - Create the feeling of product need
 - Share the part of organization life
 - Inform about the news
 - ...
- 



5. COMPETITION IN THE MARKET





Competition in the market

Effect of Competition and rivalry

- Pressure to marketing activity
 - It can increase the interest of audience
 - It can increase the total cost
 - Price of market product include 10 % -50 % cost of marketing
- Pressure to quality of product
 - According actual demand
 - It can affect the long term quality in negative way
- Some segments of culture are in the position of monopoly of oligopoly
 - UNESCO monuments
 - Well-known institutions
 - Colosseum
 - Eiffel tower
 - ...



7. WHAT DOES MARKETING PLAN MEAN?



What does marketing plan mean?

1. Statement of Organizational Mission
 - Each organization is established for the purpose of achieve main goal
 - Without goal we cannot find the best way for our organization
2. Environmental Analysis
 - (e.g. purchasing power of population, location of action, demographic factors, etc.)
3. Competitor Analysis
 - „We need to know our enemies“
4. Understanding Buyer Motivation
 - Why are the customers interested in our product?
5. Segmentation
 - What are the group of our customers?
 - What are the main specification of these groups?

What does marketing plan mean?

6. Research Plan

7. Product Analysis

- What are the benefits of our product?
- What are the weak part of our product?
- SWOT analysis

8. Distribution Analysis

- How deliver product to customers?

9. Pricing Options

- Comes from our price policy

10. Promotional Plan



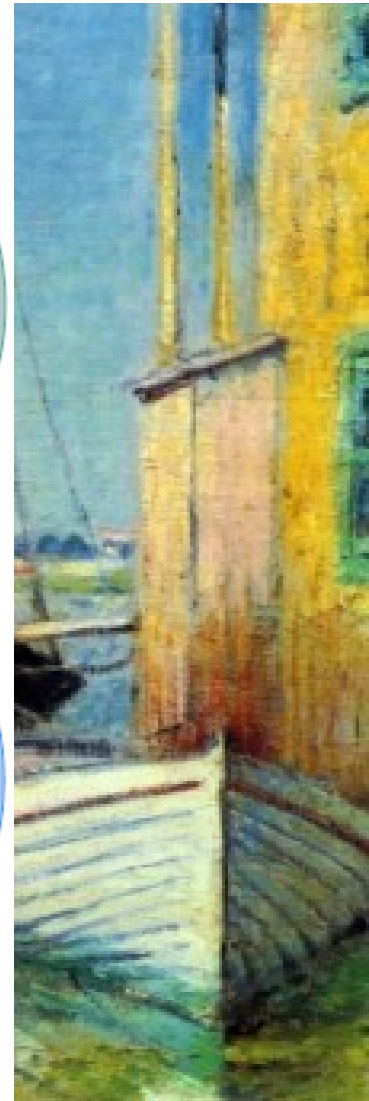
8. WHAT DOES MARKETING MIX MEAN?



Marketing mix

- A planned mix of the controllable elements of a product's marketing plan

Marketing mix



Marketing mix



Relationship between customers needs and marketing

Content Marketing Fulfills Customer Needs

Research

Engage

Purchase

Support

Advocate

Marketing Goal	Enter customer's consideration set	Build relationship; Eliminate blocks to purchase	Close sale	Keep / Expand relationship; Sell / upsell additional product	Build community; Get referrals
Customer Need	Research product; Gather options; Get input from family & social media	Get questions answered; Assess & reduce options	Determine product / purchase specifics	Fix any problems; Return product; Improve product usefulness	Share shopping experience; Write review
Content / Information Sought	Product /brand info Image Video Current trends / news How to/ Product ed Instructions /FAQ Recipes / patterns Expert opinion Customer galleries Ratings & reviews	Product /brand details Image - more views Video - more info Current trends / news How to/ Product ed Instructions /FAQ Recipes / patterns Expert opinion Customer forums Customer galleries Ratings & reviews	Product /brand details Price / Promotion Location Contact info Customer service	Contact info Customer service Image - product use Video - product use How to/ Product ed Instructions /FAQ Recipes / patterns Customer forums Customer galleries	Customer forum Ratings & review Customer galleries

CONCLUSION

- Marketing is process of planning and making strategies
- Challenge for cultural organizations is:
 - answer to societal changes
 - Attract more customers
- Cultural organizations can use the same marketing instruments as business companies
 - Specification is product and group of customers

SOURCES

Useful link:

https://www.slideshare.net/assim_t/marketing-instruments

Sources:

KOLB, B. M. *Marketing for Cultural Organizations*

ISBN-13: 978-0415626972

<https://heidicohen.com/content-marketing-future/>

<http://marketingmix.co.uk/>



THANK YOU FOR YOUR ATTENTION

