



International Association of Transport and Communications Museums

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Being Relevant, Staying Relevant

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Why video content is your best friend

THE CHALLENGE

“A museum about the postal service might not immediately spark your interest...”

“...but trust us when we tell you this is an unmissable experience.”



MEET OUR MAIL SEGMENTS

There are four main segment motivations. Within each of the **MAIL** segments you'll find different visit modes, including visiting with children and educational visits.

Click on the segments to explore them.

MEMORY MAKERS



GROWTH AUDIENCE

The biggest potential for growth, particularly adults with children. We need to do new things or adapt parts of our offer which already appeal to meet their needs.

ACTIVE INFLUENCER



LEADING AUDIENCE

Key for influencing other audiences and important in the short to medium term while our offer resonates (newness, uniqueness). A target for marketing investment over the next 5 years and a key focus for commercial activity. Short-term actions aimed at them will help define our long-term success.

INQUISITIVE MINDS



CORE AUDIENCE

Our largest audience segment at present. We don't have to do things very differently to appeal to them, but there's a lot more of them to reach. They are the backbone of our visitors in the museum and online.

LEISURELY ADULTS



TARGETED AUDIENCE

This audience visit us in small numbers, but are a significant segment for museums. Because of their motivations we won't satisfy their needs with our core offer without discouraging growth and leading audiences. We can reach sub-groups within this segment through targeted programming.



G-CORC

Bellanca Ranger

PULL TO OPEN

EXIT

WHAT IS SHORT FORM VIDEO?

They grab your attention quickly.

They're bite-sized and easily digestible.

They're very shareable.

They can be spontaneous and even if they're not they often look like they are.

They are almost certainly going to be watched on mobile.

73% of consumers prefer to watch a short-form video to learn about a product or service. A trend that's known as 'microlearning'.



HOW DID WE APPROACH IT?

Focussing on 1 platform and growing from there

Planning and research

Trial and testing - committing to being reactive

Using native tools

Repurposing

Working with different teams

Embracing the algorithm! Turns out it loves our pneumatic tube.



WHAT DID WE LEARN?

TikTok



Instagram



RESULTS ON AUDIENCE

TikTok

Gained 10,800 followers in first 6 months.

The first 2 months of TikTok were our most successful, but engagement and views have gone down.

Our audience is international – and mostly American. This isn't an audience we can reach with marketing spend.

4% of visitors state TikTok as a driver for a visit – but it took 6 months for this to register on post visit surveys.

Instagram

In total, followers have increased at a 25% faster rate than before our focus on short form video.

If you want to reach new people video does it better. We have reached a 'non-following' audience of over 30,437 using reels. This means 26% of those we reach with reels don't follow us. This compares to about 10% for static posts.

12% of visitors state Instagram as a driver for a visit.

HARNESS THE REACH OF INFLUENCERS



Top takeaways

Do your research first and have a plan

Make sure it aligns with your audience development goals

Stick to the strategy but refresh the tactics

Don't be afraid to try things and for them not to work

Lean into the data

Harness your team's strengths and let go a little, but not entirely

Have fun!

Any questions?

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