



Strategic Marketing Planning: additional resources

[AIM's Success Guide on Marketing](#). This guide has a framework for you to write a marketing strategy and plan

[The Chartered Institute of Marketing's 7Ps](#) (the marketing mix)

AMA's [Culture Hive](#) has a big bank of case studies and toolkits

[Museum Social Media Managers](#), a Facebook group which brings together people working with social media for museums

[The Marketing Meetup](#) has a mix of community, news and training for anyone interested in marketing

I have an article with [a range of free marketing training resources](#) (including courses, blogs, books and podcasts) listed on my website

More information about [the Ansoff Matrix](#)

More information on [SWOT analysis and TOWS matrix](#)

[An article on the terms 'arts marketing' and 'audience development'](#) – how they differ and overlap

A substantial and quite academic tome on marketing strategy specifically for the museums sector (slightly more geared to larger organisations but useful further reading if you want in-depth material): Kotler, N. G., Kotler, P. & Kotler, W. I. (2008) *Museum Marketing & Strategy*. 2nd edition. San Francisco: Jossey-Bass