

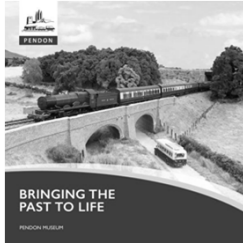


PENDRON

Digital experiences – so far

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BRINGING THE PAST TO LIFE
PENDRON MUSEUM

- Core is a pastiche of Vale of White Horse in 1920/30s
- 2014 is 60th Anniversary Year
- Over 500,000 visitors to date
- About 120 volunteers

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Starting Point – visitor survey Easter 2011

- Around 85% of visitors use the website before visiting
- Those with a leaflet (20%) usually have an out of date version
- Most 'non-digital' visitors rely on telephone information service
- Visitor demographics very concentrated
- Large number of potential visitors within 45 minute journey
- Most visitors perceive Pendron as a 'one-time' visit
- 500,000 visitors but we didn't know who they were!


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Our approach

- Get potential visitors to the website
 - Main aim of our leaflet and other materials
 - Improve referrals from other websites
- Make the website engaging for potential visitors
 - Provide video as well as still images
 - Provide post-visit interest
 - Provide for all device types
- Build a relationship with visitors
 - build marketing database
 - bi-monthly newsletter
 - help with 'word of mouth' recommendations
 - social media
- Trial QR codes to customise information on exhibits
- Create a web shop


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Website – supports different device types



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Google Analytics



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QR code trial

- Experiment in one Gallery for 6 months (Funded by BOB MDO)
- 13 exhibits with QR code linked to pages on website and beyond

- Few people have QR code scanner on phone
- People reluctant to use smartphone in museum
- *Many people accessed the pages after their visit*
- Need to be clear on target audience(s)



(see at <http://www.pendonmuseum.com/madder/>)

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What we have learned

- Successes
 - Website as a way of convert interest into visits
 - Staying in touch with visitors and building relationship
 - Promotion of events and web shop
 - Savings on promotional literature
 - Visitor numbers and income have increased

- With hindsight.....
 - Should have defined audiences
 - Not enough attention to referrals from other websites

- Looking ahead....
 - Helping visitors in making recommendations to others
 - Advance ticket purchase

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