

Interview with Ironbridge Gorge Museums Trust

Subject: Promotion and Sales

1. Which methods and media (including PR) are used to promote Ironbridge Gorge Museums and why? Examples of costs involved in various methods of promotion would be most helpful. The Museums aim to be a national attraction rather than local only – what impact does this have on the promotion methods used?

Adverts are placed in local and regional press, regional radio, TV (Central West), outdoor advertising, leaflet distribution door to door and in racks, magazines, Group Travel Press, eMarketing, Direct Mail. Costs are confidential. We use PR to get the message out to a national audience, as we can not afford to buy advertising in national publications.

2. How do you measure the success of any promotion activities?

By face-to-face evaluation research, asking visitors where they heard about Ironbridge and what motivated them to visit today.

3. What impact have technological developments had on how products and services are sold?

We are now starting to use the Internet more and more. Tickets can be purchased online, we communicate to past clients with e-newsletters and we now have a Facebook page and Twitter page.

4. What methods are used to encourage secondary spending? And how do you incentivize your staff to increase sales?

Excellent merchandising and appropriate product ranges. Focus is placed on items made in the local area or that have been inspired by our collections.

5. When planning your promotional activities, what ethical and cultural considerations do you consider such as noise or visual pollution, religious requirements etc.?

We are sensitive to such issues when designing adverts and always print on eco-friendly paper.

