

# Digital Discoveries: Lessons Learned from Tenement Museum

**April 24, 2024**



Presented By:  
Kayla Lloyd

# 27 Years of Experience

## BBG&G's Full-Service Capabilities



### Brand

- Brand Positioning Strategy
- Market Research
- Media Research, Planning & Placement
- Design & Creative Development (media asset, collateral, etc.)



### Optimize

- Traditional Advertising (print, radio, etc.)
- Digital Advertising (display, SEM, social media, out-of-home, etc.)
- Social Media (strategy, content, & management)
- Interactive Media & Video
- Web Development
- SEO



### Convert

- Direct Marketing
- Marketing Automation & E-Marketing
- Reporting & Analytics



## Agenda

- 1. Developing a Comprehensive Strategy**
- 2. Lessons Learned: Tenement Museum Case Study**
- 3. Questions**

Scan me!



**Kayla Lloyd**  
Senior Marketing Manager  
BBG&G Integrated Marketing



# **Developing a Comprehensive Strategy**

# Get to Know Your Consumers

Understanding your consumers begins with comprehensive market research, which involves collecting data on consumer demographics, perceptions, preferences, and behaviors.

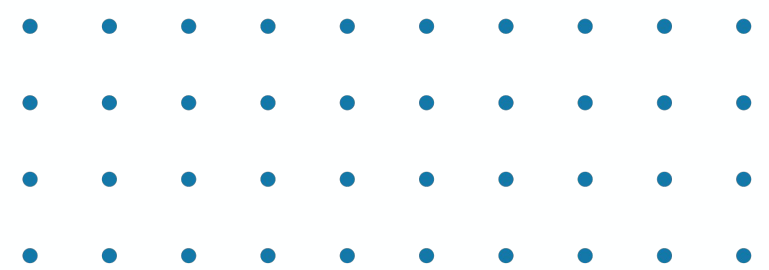


# The Marketing Funnel

Once you understand your consumers and their behaviors, you can devise effective marketing strategies for each stage of the marketing funnel:



Each stage requires different tactics, and not all will work for every customer. Nonetheless, it is important to address each stage to guide consumers through their buyer's journey.



# 1. Awareness

Potential customers are first introduced to your brand through broad strategic marketing campaigns and thorough consumer research.

# 2. Consideration

Focus on building relationships with leads and solidifying market positioning. Craft and deliver targeted messaging to capture their interest and guide them along the path toward conversion.

# 3. Evaluation

Prospects are interested and are now meticulously evaluating their options. You must show value!

# 4. Conversion

You did it! The lead is now a customer. Remember, a positive buying experience can result in referrals that fuel the top of the marketing funnel. Positive customer experiences lead to retention.



# **Lessons Learned: Tenement Museum Case Study**



# COLOR OVERVIEW

## 01 PRIMARY

Tenement Red is the primary color.

## 02 SECONDARY

Black, Grey, Cranberry, Gold, Mustard, Teal, Dark Teal, Blue, Midnight Blue, Purple, and Deep Purple are all secondary colors.

## 03 TERTIARY

All other colors (light hues) are tertiary colors.

## Lesson 1:

# Strong branding and visuals matter!

### BLACK

CMYK 0 | 0 | 0 | 100  
RGB 0 | 0 | 0  
HEX #000000

### CRANBERRY

CMYK 34 | 100 | 93 | 54  
RGB 99 | 0 | 7  
HEX #630007

### MUSTARD

CMYK 24 | 49 | 100 | 5  
RGB 189 | 131 | 0  
HEX #BD8300

### GREY

CMYK 93 | 59 | 58 | 49  
RGB 0 | 59 | 65  
HEX #003B41

### MIDNIGHT BLUE

CMYK 100 | 90 | 32 | 24  
RGB 0 | 44 | 101  
HEX #002C65

### DEEP

CMYK 93 | 100 | 24 | 31  
RGB 47 | 6 | 94  
HEX #2F065E

### GREY

CMYK 76 | 64 | 55 | 48  
RGB 51 | 58 | 65  
HEX #333A41

### TENEMENT RED

PMS 2350C | 3517U  
CMYK 17 | 100 | 100 | 8  
RGB 191 | 12 | 15  
HEX #BF0C0F

### GOLD

CMYK 0 | 29 | 96 | 0  
RGB 255 | 187 | 30  
HEX #FFBB1E

### TEAL

CMYK 68 | 0 | 24 | 0  
RGB 0 | 200 | 207  
HEX #00C8CF

### BLUE

CMYK 81 | 61 | 0 | 0  
RGB 0 | 102 | 255  
HEX #0066FF

### PURPLE

CMYK 76 | 84 | 0 | 0  
RGB 98 | 0 | 217  
HEX #6200D9

CMYK 26 | 20 | 20 | 0  
RGB 188 | 190 | 192  
HEX #BCBEC0

CMYK 0 | 0 | 25 | 0  
RGB 250 | 190 | 175  
HEX #FABEAF

CMYK 0 | 10 | 40 | 0  
RGB 255 | 227 | 165  
HEX #FFE3A5

CMYK 26 | 0 | 7 | 0  
RGB 179 | 238 | 242  
HEX #B3EEF2

CMYK 27 | 12 | 0 | 0  
RGB 178 | 207 | 255  
HEX #B2CFFF


CMYK 19 | 29 | 0 | 0  
RGB 207 | 181 | 241  
HEX #CFB5F1



# Lesson 1: Strong branding and visuals matter!

## IMMERSE YOURSELF IN HISTORY

Immigrant and migrant history of NYC's Lower East Side.



HISTORIC LANDMARK BUILDING REOPENING SOON!

**TENEMENT MUSEUM** **BOOK NOW**

TENEMENT.ORG | 103 Orchard Street, New York, NY

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## TRAVEL BACK IN TIME

Recreated homes of immigrants and migrants from the 1800s-1900s.



**TENEMENT MUSEUM** **BOOK NOW**

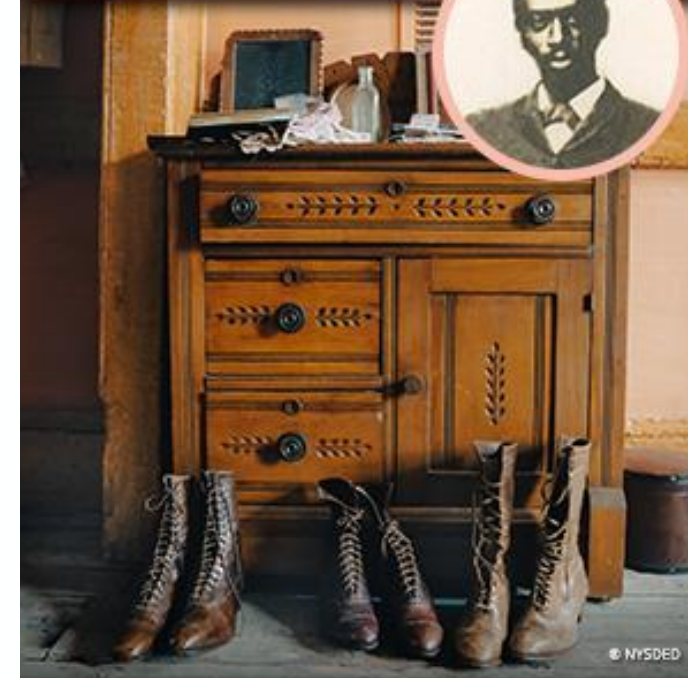

TENEMENT.ORG | 103 Orchard Street, New York, NY

## NEW EXHIBIT OPEN NOW!

# A UNION OF HOPE: 1869

I ♥ NY loveny.com

### FREE BLACK NEW YORKERS AFTER THE CIVIL WAR



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## TENEMENT BOOK TALK

BOOK TITLE  
Author Name

**MAY 8**





## VIRTUAL TENEMENT TALK


### SHANDA

A Memoir of Shame and Secrecy

**MAY 8**





## FEATURED CONTENT



Quas sunt dictra tionesto moleni.

“Magnatio quas sumtionesto molenim icinbit corepel ectotas etped qustrunt ostet exinveltita nia dol orepet dolor aectate loren

ATTRIBUTION GOES HERE





## Lesson 2:

# Strategy, strategy, strategy!

### **Audience Strategy**

People visiting NYC, with interest in American history, black history, immigration/migration, and architectural history.

### **Key insights:**

- Customers were drawn from the New York DMA.
- Campaign leveraged Display ad. Research has shown that 71.2% of users have taken action after seeing an internet banner ad.

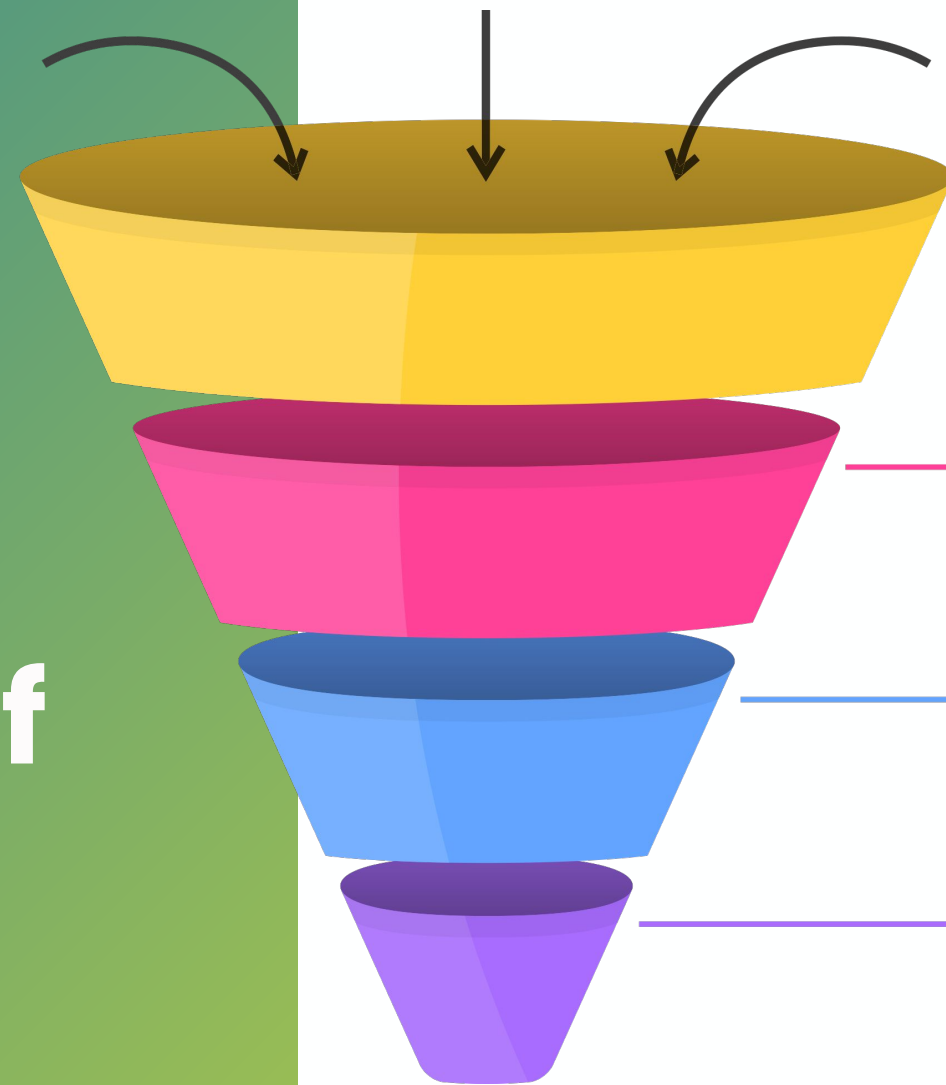
### **Tactics Used:**

- SEM
- Display
- Social Media Advertising



## Lesson 3:

Develop  
tactics for  
all stages of  
the funnel!



◦ **Awareness > Display Advertising**

◦ **Consideration > Social Media Ads**

◦ **Evaluation > Paid Search / SEM**

◦ **Conversion > Search-Optimized  
Website**

# RESULTS

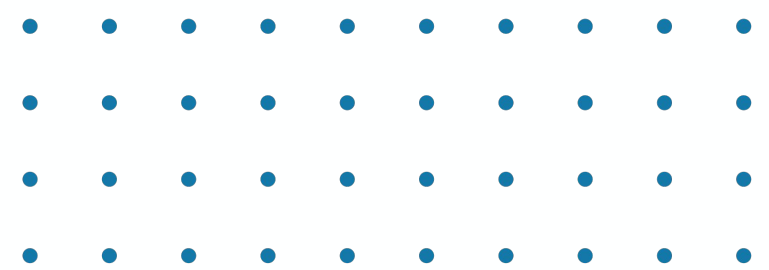
## Increased Awareness, Ticket Sales & Visitation

A unified brand combined with diverse marketing tactics resulted in increased web traffic, social engagement, and awareness of the museum's re-opening, renovations, and new exhibits.



### RESULTS

- + Throughout an 8-month campaign, Tenement ads saw more than 2.5M impressions, almost 54k clicks, and over 3.6k conversions.
- + During one month of the digital ad campaign, **SEM saw 1,129 total conversions which included over 800 Ticketure Ticket Purchases.**
- + While a good CTR depends on several factors, the average CTR for search and display ads is 1.9%. Across all digital ad tactics used, the campaign saw a 2.11% CTR. And most impressively, **SEM saw a 55.04% CTR.**



# Final Lesson

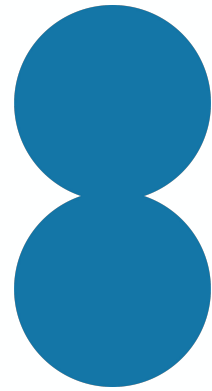
**It's not one size fits all.  
No one tactic is better than the other!**

It's how they all work together to help engage your target audience and position you as the best-choice.

**75%** of consumers expect a consistent experience across every channel they choose to engage.  
Source: Salesforce



**Questions?**



# Contact Us

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