# CELEBRATING AND REWARDING MARKETING EXCELLENCE IN WELSH LIBRARIES, ARCHIVES AND MUSEUMS

#marketingawards

## MARKETING

## EXCELLENCE

## AWARDS

## 2017

## Entry form

ENTRY FORM FOR CATEGORY 1: DEMONSTRATING MARKETING EXCELLENCE AND CATEGORY 2: JOINT MARKETING PROJECT OF THE YEAR

Please complete this section if you are entering Categories 1 and/or 2 only. Please note these details will be used for all future correspondence regarding this specific entry. All fields are compulsory. This information will be used for publicity, therefore please ensure all sections are completed accurately.

**Title** [ ]  Mrs [ ]  Ms [ ]  Miss [ ]  Mr [ ]  Dr [ ]  Other

|  |  |
| --- | --- |
| First name |  |
| Surname |  |
| Job title |  |
| Organisation name |  |
| Organisation address |  |
| Town |  |
| Postcode |  |
| Email address |  |
| Twitter account @ |  |
| Organisation profile/overview 100 words maximum |
|   |

CATEGORY ENTERED (please tick):

Category 1 – Demonstrating Marketing Excellence

[ ]  Public libraries [ ]  Further education libraries [ ]  Higher education libraries

[ ]  Health libraries [ ]  Archives [ ]  Museums

Category 2 – Joint Marketing Project of the Year

[ ]  Joint Marketing Project of the Year

The total word count for the section below must not exceed 2500 words. A maximum of two additional documents may be submitted to support your entry not exceeding 5MB in total or provided as a ZIP file. Alternatively please provide relevant links.

Project title

Enter the title or name of the marketing project – this will be included in all relevant publicity.

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Context

Describe the background/reason for this project. What challenges or opportunities were you faced with?

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Aims and Objectives

State the aims and objectives that were set for this project – where possible these should be SMART objectives – for example, how many new users or people attending the event were you hoping for?
If possible, include budget and timescale information.

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Strategy & Planning

Outline the strategy taken to achieve your objectives and justify your marketing approach – did you undertake any research for example; have your developed new or existing partnerships; did you target a new audience or try a new approach to promoting your services?

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**Tactics** and Implementation

Set out the plan of activities undertaken to implement the strategy and evidence these over time and against budget. Include examples if appropriate – you may append or link to two additional pieces of supporting evidence – if internet links are included please ensure these will remain live until March 2017. What promotional activity did you undertake; did you use social media and/or traditional media?

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Results/Measurements/Outcomes

Present the results of the project, state whether your aims and objectives were achieved and if they were delivered on time and within budget. Evaluate the project using measurements where possible, such as number of new members/visitors, added value to the organisation and digital marketing metrics where applicable (Google Analytics, Facebook insights, Tweetreach). Reflect on what could have been done better; is the project sustainable, could it be rolled out to other user groups or organisations?

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Date of Project

Provide the start and (if appropriate) finish dates of the project.

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Summary

Provide a brief summary of your project (approx. 150 words) to be used for promotional purposes on the website, social media, etc.

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ENTRY FORM FOR CATEGORY 3 – MARKETING CHAMPION OF THE YEAR

Please complete this section if you are entering Category 3. Entries must be nominated by a manager or equivalent – you cannot self-nominate. The nominee must give consent to be nominated.

# Please tick the relevant box below

# [ ]  Library Marketing Champion

# [ ]  Archives Marketing Champion

# √ Museum Marketing Champion

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| --- | --- |
| Name of nominator | Lt General Jonathon Riley |
| Job title | Chairman of RWF Trust  |
| Organisation name | Royal Welch Fusiliers Museum |
| Organisation address | RWF Museum, Caernarfon Castle |
| Town | Caernarfon, Gwynedd |
| Postcode | LL55 2AY |
| Email address | Jr.23@hotmail.co.uk |
| Twitter account @ | @LtGenRiley |

Why are you nominating this person?

The total word count for the section below must not exceed 1000 words. A maximum of two additional documents may be submitted to support your entry not exceeding 5MB in total or provided as a ZIP file.

Alternatively please provide relevant links.

# √ Notable achievements √ Challenges and barriers overcome

# √ Differences made to the service √ New partnerships

# √ Examples of innovative or creative working √ Examples of engaging colleagues in marketing

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| I wish to nominate Shirley Williams for this award. Since she was appointed in as Museum Education Officer she has taken much more responsibility than her job description states and we have changed her role to be Museum Development Manager to reflect this. Part of her achievement was to take our Museum into the world of social media and not in any small way. She has been responsible for starting and regularly posting on Facebook, Twitter, Pinterest and Blogger and has captured the interest of Trustees and staff who now also post. She has also put us on Trip Advisor where we have risen up through the ranks of what to do in Caernarfon so that we are now placed 3rd and achieved a Certificate of Excellence during 2016. Shirley’s use of social media has enabled us to make a fundamental shift in how our business reaches our customers and how we connect with our visitors. Shirley has shown that she thinks outside the traditional marketing box and has exploited to its fullest potential. She has taken to checking our progress on Google Plus/Google Analytics as well as the manager role on Trip Advisor replying to visitor posts and thank them for taking the time to give us a review. She makes good use of the built-in data analytics tools, which enable us to track the progress, success, and engagement of our marketing campaigns. We are able to reach a range of stakeholders through social media marketing including current and potential customers, current and potential employees, journalists, bloggers, and the general public. Since 2013 our follower data now stands at: Facebook 2582 <https://www.facebook.com/Royal-Welch-Fusiliers-Museum-146060182083938/>Twitter 999 <https://twitter.com/RWFMuseum>Pinterest 297 <https://uk.pinterest.com/RWFmuseum1/>Blogger 9298 (page views) <http://royalwelchfusiliersmuseum.blogspot.co.uk/>Trip Advisor 3/38th things to do, 4.5 stars <https://www.tripadvisor.co.uk/Attraction_Review-g186431-d6963524-Reviews-The_Royal_Welch_Fusiliers_Regimental_Museum-Caernarfon_Gwynedd_North_Wales_Wales.html>She has also signed us up for Tumblr, Flickr and Instagram.One of the big success stories has been her project to search for photos of the RWF who were lost in WW1. Through social media, direct emailing, partnership working we have now gathered in 2198 photographs representing 20% of those who fell. Quite a feat! Shirley follows other WW1 projects on Facebook and Twitter and regularly reposts and retweets relevant contributions to the project by others copying in other projects when relevant to them. This has means our presence has been felt by a much wider audience, our Facebook page reaching between one and two thousand people on a regular basis – and much higher on occasions such as 19.8k on 10th October 2016 and 48.5k on 1st June 2016.She has also signed us up the Lives of the First World War website, set up by the Imperial War Museum as a digital memorial to the soldiers of the Great War. Here there are over 68,000 RWF men listed and Shirley has been busy trying to mark each one as being remembered by the Museum. The beauty of this is that if anybody else is looking for a particular RWF soldier, they will see that we are remembering him and that we are looking for photos. While this is not social media per se, it is a powerful and long lasting link with a much wider audience. In the same way, she has searched through Flickr and found photos of RWF posted by others and has communicated with each and every one of them. Shirley has been keen to use Facebook events to publicise both our small eg children making events to our larger 4 day reenactor events such as our Battle of Mametz Wood centenary commemoration event in July 2016. This has been useful enabling us to invite our followers personally while not asking them to commit as they can just click on “interested”. Followers are also able to share our events also on their own pages. Shirley made a point in asking people who attended one event how they knew about it and the larger answer by far was via Facebook. She also puts events on the home page of our website – rwfmuseum.org.ukShirley has shown that she understands that there is much more to marketing on social media than just creating a page and a profile.  Keeping the followers engaged has been the key. We have much more than a brand here, it is more of a community that the followers love being a part of.   |

Contact details of nominee

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| --- | --- |
| Name of nominee | Shirley Williams |
| Job title | Museum Development Manager |
| Organisation name | Royal Welch Fusiliers Museum |
| Organisation address | RWF Museum, Caernarfon Castle |
| Town | Caernarfon, Gwynedd |
| Postcode | LL55 2AY |
| Email address | Rwfmuseum1@btconnect.com |
| Twitter account @ | @rwfmuseum |

Please submit the entry form and any additional documents to jane.purdie@wrexham.gov.uk by 20th January 2017.

Thanks for entering the Marketing Excellence Awards 2017.

