

NOVUS
MARKETING — SOLUTIONS

ATTRACT VISITORS INCREASE VISIBILITY

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CONSULTATION

Are your marketing tools and techniques effective? Is the museum delivering what its visitors expect? Are you missing potential audiences and markets?

Book a marketing consultation with Novus; we'll evaluate your current methods of promotion and help you form your future strategy.



TRAINING

We can train all your staff and volunteers to understand the foundations of marketing a museum. We can also ensure your in-house marketing staff are up-to-date with the latest social and digital developments.

We can hold full-day workshops at your venue or deliver one-to-one training to key individuals.



VIDEO

Video is more important than ever in this digital age, to bring new exhibitions to people's attention, to advertise events, or to boost the overall visibility of your museum. We offer a range of video packages to suit all needs and budgets.



SOCIAL MEDIA PHOTOGRAPHY

It's important to have a bank of high-quality images to show potential visitors what the museum has to offer across your social media platforms. Our photographer will capture all the pictures you'll need and show the museum in its very best light.



SOCIAL MEDIA MANAGEMENT

Whilst social media is a wonderfully simple tool to use, it can be time consuming. Novus can provide social media content for your museum as often as you need it. Content that's tailored to your desired outcome and created just for the museum.



WEBSITE

Your venue's website is an essential centrepiece to your marketing. It's where the majority of your social links will lead, and it will often be the first experience your visitors will have of the museum.

Wix websites are affordable, attractive and user-friendly. Once the design is complete, your staff can take full ownership of the site without having to rely on our team. We can even provide training for those who have never used Wix before.



EVENT MARKETING

Museums are unique venues and, consequently, great places for businesses and individuals to hold their events. Whether a celebration, an award ceremony, a business networking meeting or other event, we can help you raise the profile of the occasion and attract people to buy tickets/attend.



PR

Novus can create a plethora of promotional content for your museum. From press releases to eshots, newsletters to blogs, Novus will aim to secure column inches, new audiences and greater notoriety for your venue.



E-MAGAZINES

Enjoy all the benefits that come from exposure in a magazine but at a fraction of the price. With no printing or postage costs, an e-magazine is a great way to engage your members. You can upload your e-magazine to your website and/or send it electronically to your mailing list.



LITERATURE

Let Novus help you increase the visual appeal of your museum. We can create a new logo for your marketing materials and social media platforms that will make the museum instantly recognisable.

If your museum has a cafe, we can design a beautiful menu that enhances your brand. We can also conceive flyers, brochures and leaflets that will help your museum stand out in a crowded market. And, when you hold an event, our team will create something memorable that will entice visitors to attend.





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