**AIM Hallmarks at Home: Marketing and communication as we open up resources**

9 July 2020, [Christina Lister](http://www.christinalister.co.uk)

AIM’s Success Guide on Marketing. This guide has a framework for you to write a marketing strategy and plan: <https://www.aim-museums.co.uk/wp-content/uploads/2020/06/Marketing-Success-Guide-2020.pdf>

**Public surveys**

* ALVA Attractions Recovery Tracker: [https://www.aim-museums.co.uk/alva-attractions-recovery-tracker/#:~:text=Attractions%20Recovery%20Tracker-,ALVA%20Attractions%20Recovery%20Tracker,feeling%20about%20returning%20to%20attractions](https://www.aim-museums.co.uk/alva-attractions-recovery-tracker/#:~:text=Attractions%20Recovery%20Tracker-,ALVA%20Attractions%20Recovery%20Tracker,feeling%20about%20returning%20to%20attractions.)
* Cornwall Museums Partnership Public Attitudes Survey Summary: <https://www.cornwallmuseumspartnership.org.uk/wp-content/uploads/2020/06/CMP_Public_Attitudes_Survey_Summary_Report.pdf>

**Tourism campaigns**

* Visit Britain We’re Good to Go mark: <https://goodtogo.visitbritain.com/your-business-good-to-go-england>
* Visit Britain Know Before You Go campaign: <https://www.visitbritain.org/sites/default/files/vb-corporate/Documents-Library/know_before_you_go_campaign_industry_toolkit_2.pdf>

**Audiences:**

* Aim Success Guide on Understanding Your Audiences: <https://www.aim-museums.co.uk/wp-content/uploads/2020/04/Understanding-Your-Audiences-2020-1.pdf>
* MHM Culture Segments: <https://mhminsight.com/articles/culture-segments-and-covid-audience-mindsets-10759>
* Audience Agency free digital audience survey: <https://www.theaudienceagency.org/resources/covid-19-digital-audience-survey>
* Audience Agency guide to evaluating online activity: <https://www.theaudienceagency.org/resources/covid-hub/guide-evaluating-online-activity>

**Marketing training and support:**

* Arts Marketing Association’s Digital Heritage Lab (free training for small and medium-sized organisations):<https://www.a-m-a.co.uk/digital-heritage-lab/>
* Audience Agency free 1 hour one-to-one on any digital or resilience-related issue: <https://www.theaudienceagency.org/resources/covid-19-digital-sos>
* London Museum Development recorded online training: Social Media: What can it do for your museum in lockdown? Lots of inspiration and examples: <https://www.youtube.com/watch?v=IrvfonxUn3I&list=PLs1kVJcIEvfOlx5wwFqx4V5jV2lza-NYX&index=2&t=0s>
* A list of a range of free marketing training resources (including podcasts, webinars and communities): <https://christinalister.co.uk/2020/04/08/free-marketing-training-resources/>

**Re-opening marketing examples:**

* Chester Zoo: <https://www.chesterzoo.org/>
* Aldeburgh Museum: [www.aldeburghmuseum.org.uk](http://www.aldeburghmuseum.org.uk)
* Links to videos:
  + Mauritshuis: <https://twitter.com/mauritshuis/status/1271432011937468416>
  + Historic Royal Palaces: <https://www.hrp.org.uk/keeping-you-safe-on-your-visit/#gs.91alhx>
  + Roald Dahl Museum: <https://twitter.com/roalddahlmuseum>
  + Royal Museums Greenwich: <https://www.rmg.co.uk/>

**Re-opening guidelines and resources**

* Government guidelines: <https://www.gov.uk/government/news/new-guidance-for-reopening-of-museums-galleries-and-the-heritage-sector>
* AIM guidelines: <https://www.aim-museums.co.uk/wp-content/uploads/2020/06/AIM-MDN-Reopening-Guidance-June-2020V2.pdf>
* National Museum Directors’ Council guidance: <https://www.nationalmuseums.org.uk/media/nmdc_museums_guidelines_v.1.1_25_june_2020.pdf>
* SEMDP: <https://southeastmuseums.org/wp-content/uploads/2020/05/FINAL_SEMDPs-Reopening-Museums-Toolkit-12-06-2020.pdf>
* Arts Marketing Association Covid-19 resources: <https://www.a-m-a.co.uk/coronavirus-covid-19-resources/>