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GIFT MEMBERSHIP: NEW STRATEGIES TO REACH, ENGAGE, AND SELL

Reach new audiences for the holidays and create opportunities for gift campaigns throughout the year.

Case Study: Museum of Science, Boston

Leveraging digital marketing for gift membership

- Acquire new givers from untapped sources - social media and online advertising
- Test a set of messaging and offers
- Email marketing
- Analytics for measurement
- Landing pages optimized for the offer
- Holiday and Mother's/Father's Day campaigns
- Establishing a baseline and metrics
- Cyber Monday

Opportunities

- Facebook and other social platforms
- PPC/search and display advertising
- Geofencing
- Expanded email marketing
- CRM retargeting
- New gift giving "holidays"
- Out-of-home advertising
- Blogger giveaway



Cyber Monday Sale! 20% OFF all gift memberships



Don't Settle For Just Any Mother's Day Card **\$10 Off** A Gift Membership for Mom



Helping You Solve Another "Dad's Day" Dilemma

Museum of Science.

\$10 Off A Gift Membership for Dad

Say "I Love You" With Science

Museum of Science.

\$10 Off A Gift Membership for Dad

Search for people, places and things

Home 25+ Find Friends Profile

2x faster. 3x brighter. Smarter than ever.

The Gold Hunter - Denver
Sell gold jewelry for the best prices, & profit from our referral program. Like us today!
Like - 418 people like The Gold Hunter - Denver.

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aloha.com
Meet The Foundation! A nutrient pack bursting with goodness that every body needs.

50% off Christmas Cards
butterfly.com
Customize-able & easy to make. See our 2013 Collection. Personalize your greeting now.

One for you. One for me.
att.com
Share the love this holiday. Add a device for \$9.99 mo. to your AT&T account. See offer.

Environmental Degree
universitycollege-denver.edu
Complete your bachelor's degree in Environmental Studies at the University of Denver.
1,983 people like this.

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rivera.com
603 people like this.

Just like and comment to *Win a family membership to Boston's Museum of Science!

www.mommygirl.com
See below for more details!

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Mommy Girl
Want to win a family membership to Museum of Science, Boston Valued at \$125 ? You MUST Like AND comment this post to enter (sharing is optional and not required to enter)
Contest closes 11th December 2013 (midnight est)
There is a separate contest on the blog and you can find complete details of the prize there too - See More
Like - Comment - Share - December 5 - Edited
22 people like this.

The Best Gift You'll Ever Give

Museum of Science.

\$25 off a gift membership

A Single Gift, Infinite Discoveries

Museum of Science.