



BOTHNIA BUSINESS HERITAGE NETWORK

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Marcus Eldh

MARKETING YOUR CULTURAL HERITAGE

ONLINE
April 29
at 13.00-15.00
(Note! Swedish time)



Evenemanget hålls på engelska, men om du vill kan du tala svenska i diskussionerna.
Tapahtuma pidetään englanniksi, mutta halutessasi saat puhua suomea keskusteluissa.



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Marketing - The Key to Visibility and Impact for Cultural Heritage Actors

“People don’t wake up thinking, ‘I should visit a museum today.’ You need clever marketing.”

-Marcus Eldh

Museums and other cultural heritage organizations offer unique experiences for locals, tourists, and businesses alike. Exhibitions, events, and services are often valuable in content – but visitor numbers can still fall short of expectations. This may be because the message hasn’t reached the right audience. At worst, marketing might not have been done at all, or it hasn’t been effective in grabbing attention.

During our next online networking event, we’ll dive into this crucial topic: how cultural heritage organizations can develop impactful and targeted marketing. Our guest expert is Marcus Eldh, known for his expertise in marketing for nature services. For this event, Marcus has specifically focused on the cultural heritage sector, compiling tips and ideas tailored for this field. He’ll address common marketing challenges faced by cultural heritage actors and provide practical solutions. He will also answer questions collected during our previous morning coffee session with network members.

During the event, you’ll receive a practical checklist to help you develop your marketing step by step. You will also get valuable tips on strengthening your brand, increasing visibility, and finding or defining your target groups. Marcus will also provide insights on how effective marketing can benefit not just individual organizations, but the entire area!

Join us to get inspired and take your marketing to the next level!

Place Branding - Selling a Place!

When a place is marketed, there is often an official sender, such as a municipality or a region, aiming to present an image that creates positive associations. This can take various forms, including campaigns, commercials, and product offerings. *"But the most important factor is word of mouth,"* says Carola Strandberg, Senior Lecturer in Industrial Marketing at Luleå University of Technology, who gave a lecture on place branding in Luleå on March 11. *"What do those who have actually visited the place say? Does it align with what the place marketing communicates?"*

The challenge of place branding lies in creating a process where everyone – municipalities, businesses, and residents – work together toward a common goal. For cultural heritage actors looking to participate in place branding, there is great freedom to take independent initiatives. However, a few things should be noted: some logos and branding elements may have legal restrictions, and collaboration is ultimately what makes a real difference.

To meet visitors' expectations, it is essential to create tangible experiences – personal storytelling rather than just sights and texts. The key question to ask is: What will happen to me as a visitor when I choose this place?

Important questions when working with place branding:

- Who is leading the effort?
- What is the desired outcome?
 - What are our needs and opportunities?
- How can we ensure sustainability?
 - How do we create effective collaboration structures?



Carola Strandberg
during the BBH network
meeting on March 11, 2025

SAVE THE DATES!

April 2, 2025
MORNING COFFEE
online at 9 - 10
(Swedish time)

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April 29, 2025
NETWORK
MEETING
Online at 13-15
(Swedish time)

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May 21, 2025
MORNING COFFEE
online at 9 - 10
(Swedish time)

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AUGUST 20, 2025
FINAL NETWORK
MEETING
Jakobstad/online
at 8.30-14.30
(Swedish time)

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June 10, 2025
MORNING COFFEE
online at 9 - 10
(Swedish time)

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THE BBH PROJECT GROUP WISHES YOU ALL A...



LULEÅ
MARCH 2025

Contact

Questions or comments?
Feel free to contact us!

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Vi talar även svenska
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