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## Digitalizing Art: Transforming Marketing Efforts

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# Digitalizing Art: Transforming Marketing Efforts

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## ABSTRACT

This research is part of a semester-long project where the undergraduate Business students from Molloy College pitch their business and marketing recommendations to a local non-profit. The theme emerges from a pedagogical philosophy that it is essential to learn the significance that business has upon society while working with a neighborhood non-profit. For example, having students enter into the business world where profit is a healthy by-product and is not the main focus toward today's career development is critical in developing tomorrow's ethical and social leaders. The learning activity leading to this learning outcome requires the undergraduate business students to experience this type of real-world project. The students are presented with an opportunity to study the most prevalent issues their assigned non-profit is facing and they are to collectively make a set of solution-driven recommendations that will ultimately lead to social good.

## Keywords

Digital media, twenty-first century marketing, social responsibility, art and museums, non-profits.

The Fall semester 2018 Undergraduate Capstone Class was divided into three consulting teams. These teams represent creative consulting firms that partnered with a local non-profit faced with real-world problems. This paper is a depiction of the work produced by the students under the consulting firm named "South Shore Consulting." The team used the Bloomberg Philanthropies, "Mayor's Challenge" application to guide the consulting experience through the following four stages: 1) establishing a solution-driven vision, 2) developing a turnkey implementation plan, 3) determining the impact of the plan, and 4) determining if the solution can be replicated.

## 1 THE CONSULTING PROBLEM

The client is the *Nassau County Museum of Art*. This organization is prominent on Long Island and is located in Roslyn, N.Y. It is looking to expand its foot traffic and significantly grow its donor base over the next several years. This non-profit's mission is to provide a deeper understanding of art and culture through their exhibitions and educational programs.

In summary, the *Nassau County Museum of Art* is looking to build its brand through twenty-first century marketing efforts. The organization is trying to cultivate local family, friends, artistic/business professionals and their networks to create long lasting relationships to increase brand awareness and the benefits of art expansion. The organization is experiencing steady growth, however, its expenses are equally growing and it has limited resources to maintain sustainable growth. The consulting problem is the need to optimize resources while continuing to expand the efforts of the *Nassau County Museum of Art*.

## 2 THE VISION

The vision for South Shore Consulting's recommendation is to increase foot traffic exponentially to the Museum while integrating twenty-first century marketing efforts to better appreciate art and culture on Long Island.

In order for the Client to sustain its efforts, South Shore Consulting feels that it would take 6 – 12 months to implement their recommendations. Being that the *Nassau County Museum of Art's* budget is limited, and with their receiving government funding that is restricted toward varying initiatives, there is a need to pursue other creative marketing alternatives to better utilize the

grounds of the Museum and maximize profits that could be reinvested toward new educational programs as well as other events (e.g. wedding photo shoots) on premise.

A breakdown of the costs vs. revenues will be demonstrated in the actual presentation. However, the overall objective of South Shore Consulting's efforts is to achieve sustainable growth for this reputable organization.

### 3 THE RECOMMENDATIONS

- **Social Media Capitalization of Location Space.**  
Market the many acres/landscape of this iconic Mansion in order to promote innovative and alternative museum programming,
- **Digitalization of Art Education.**  
Sharing art and culture via social media outlets and promotion of twenty-first century marketing tools to digitally share art experiences among museum members,
- **Digital Enhancement of Visitor Experience.**  
Using virtual reality headset integration and Smartphone capabilities (e.g. Snapchat filters).

### 4 FACTORS THAT COULD DERAIL THE PLAN

There are a number of factors that could derail the team's recommendations:

**Capital investments** are critical to the Museum due to current budget constraints. In order to obtain exposure, the team believes that funding needs to be shifted toward creative social media and other online advertisements. This will also form a larger presence virtually. The Museum also needs to invest in its own property so that it can be used for varying events. Limited funding toward these types of investments can derail efforts.

**Hiring employees** to manage the social media accounts is a necessity and finding qualified candidates will be challenging.

**Incentivizing** different areas of the Museum to assist with compartmentalizing the Museum to focus on different revenue streams. This can be complex within non-profits.

### 5 SUMMARY OF DESIRED OUTCOMES

The primary objective for the *Nassau County Museum of Art* is to promote art and culture within its local community in new and exciting ways. Having a better appreciation of the arts in today's society can be a challenge due to changing demographics.

The ideal outcomes would be to create new industry partnerships to promote sustainable growth while integrating today's technology to maximize these relationships over time. The Museum can do this by:

- Partnering with the Long Island Aquarium to learn about its organizational goals as it compartmentalizes its offerings within its local community (e.g. aquarium, weddings, snorkeling and shark experiences),
- Enhancing nostalgia by partnering with the Henry Frick House in NYC. This organization has already capitalized on its digital media marketing efforts and expansion to the *Nassau County Museum of Art* on Long Island would be complementary to both organizations,
- Expanding partnerships with local event planners and/or facility rental directors would maximize compartmentalization efforts,
- Google Arts & Culture provides an online platform that is public which enables users to virtually tour partner museums' galleries, explore physical and contextual information about artworks, and compile their own virtual collection. This partnership would enable the Museum to maximize the art experience for those that are local as well as those that are global,
- Partnering with Samsung to acquire grants and/or sponsorship opportunities via virtual reality headsets to promote interactive educational exhibits or camera phones to promote phone photography classes would help the organizational marketing efforts to evolve.

## **6 IMPACT ON SOCIETY**

There is a need for art and culture to continually evolve. The *Nassau County Museum of Art* is looking for innovative ways to transform consumer experiences.

South Shore Consulting wishes to positively impact the world through their socially responsible efforts and to renew the appreciation of the arts, while creating sustainable partnerships to increase traffic to this Long Island landmark.

The team's efforts are creative, yet cost effective. They feel this project was rewarding toward obtaining their undergraduate degrees at Molloy, but also rewarding for patrons of the Museum to reacquaint themselves with art and culture through new and exciting exhibitions or educational programs.

## **7 ACKNOWLEDGEMENT**

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