

MARKETING STRATEGY & PROMO

**PATHWAYS OF PERSISTENCE:  
AANHPI LEGACIES IN  
LANCASTER COUNTY**

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In collaboration with Lancaster AAPI, LancasterHistory Museum will showcase an exhibit titled “**Pathways of Persistence: AANHPI Legacies in Lancaster County.**” This presentation is to showcase a Marketing Strategy & Promotional Plan for this exhibition.

- 01 Marketing Strategy Process
- 02 Strategy Foundation
- 03 Positioning
- 04 Budgets + Constraints
- 05 Collaborations
- 06 Implementation
- 07 Metrics
- 08 Lessons Learned



# Marketing Strategy Process

**01**

STEP 1

The “Why”

**02**

STEP 2

Scope + “Where”

**03**

STEP 3

“Who?”

**04**

STEP 4

Competitor Map

**05**

STEP 5

Schedule + “When”

**06**

STEP 6

“What is it?”

**07**

STEP 7

Budget

**08**

STEP 8

Copy + Imagery

**09**

STEP 9

Implement + Execute

**10**

STEP 10

Metrics + Lessons  
Learned

# THE STRATEGY FOUNDATION

## INTENTION / WHY

Elevate AANHPI legacies while strengthening trust and long-term engagement

## SCOPE / WHAT + WHERE

6-month, in-person exhibition with limited budget and staff capacity

## AUDIENCE / WHO

Primary: AANHPI community members in Lancaster County

Secondary: Educators, Families, General Visitors

- *What do we hope we gain from this exhibit? What do we hope visitors gain?*
- *What contribution do we hope to make to this exhibit?*
- *What worries us most about this exhibit?*
- *Was there an exhibit similar to this one we know about? What do we want to use or avoid from it?*

# SCHEDULE + POSITIONING

## INTENTION / SCHEDULE + WHEN

Develop scheduling choices that aim to avoid community conflicts and maximizes accessibility

## HOW TO ACHIEVE THIS GOAL

Review similar exhibitions and local cultural programming

Positioning Statement: A community centered exhibition that makes local AANHPI history visible, present, and personal (**value prop.**: learning experience)

- *Is anyone already doing events like this one? Particularly, in our own community?*
- *What was a cool or successful aspect of similar events? What was the feedback?*
- *What's our target demos available length of time (ie school schedule, local parades, weather, etc.)*

# BUDGETS + CONSTRAINTS

## INTENTION / BUDGET

Budget scaled to match scope and audience expectations

## REQUIREMENTS

Collaborate with Lancaster AANHPI as partners on those expectations

*Number of exhibit assets, food, equity, transportation, live and pre-record content, etc.*

## TO BE CONSIDERED:

- What interests/curiosities can lead to community contributions?
- Based on our **why** + **scope** + **target demo**, can we streamline our budget?
- What investment or interest could someone outside the AANHPI community have with this exhibit?

# COLLABORATION

## INTENTION

Develop exhibition decisions with partners through respect and clarity

## REQUIREMENTS

- Prioritize trust, representation, and accessibility over volume
  - Analyze schedule in collaboration with both orgs availability
  - Determine each orgs success metrics
  - Set plan for continued collaboration for retention + engagement
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- *Can we streamline this exhibition by defining an equitable path towards collaboration?*
  - *Could this exhibition style work for other identities? (Race, Gender, Class, Religion, Heritage Months, etc.)*

# SAMPLE IMPLEMENTATION

## WHAT'S KNOWN

- Our **SCOPE**
- Our lede: **WHO + WHAT + WHERE + WHEN + WHY**
- Our **SCHEDULE**
- Our **BUDGET**

## TO CONSIDER

- Six-month exhibition window
- Community partner with existing audience
- Limited budget, high storytelling value

## PROCESS

- **Messaging Alignment**
  - Core message defined and shared with Lancaster AAPI before launch
- **Content Calendar**
  - Weekly story-led posts, monthly partner highlights, key program pushes
- **Primary Announcement**
  - Joint announcement across LancasterHistory + Lancaster AAPI channels
- **Email + Newsletter**
  - Launch email, mid-run spotlight, final-month reminder
- **Press Outreach**
  - One press release + targeted local media pitches
- **In-Person Amplification**
  - Exhibit signage, partner handouts, volunteer talking points

# METRICS

## INTENTION

Consider and track the data collected for intended review

## WHAT TO LOOK FOR?

- Engagement and feedback from AANHPI community members who attended in-person
- What organic media was acquired from our partners and supporters
- What metrics from email marketing resulted in conversions to ticket sales?
- Repeated visitation to the specific exhibit vs general museum retention
- Extent of demand on planning for internal and external participants and stakeholders

# LESSONS LEARNED

## INTENTION

Share what we learned from this exhibition that can be vital going forward

## QUESTIONS FOR CONTRIBUTORS

- What worked, what didn't, or surprised you?
- Reviews of wins/delays in digital and print promotions
- Can this exhibition be replicated more efficiently while still achieving our why? If so, how?
- Should this exhibit be replicated? *Through other culture groups or identities, remain localized, in-person vs digital?*
- Did we achieve our intended goal by a wide or narrow margin?

# LET'S SEE IT IN ACTION

## OBJECTIVE

BOOST DEIA INITIATIVES AND MONTHLY RETENTION + GROW AWARENESS OF COMMUNITY COLLABORATION OPPORTUNITIES WITH LANCASTERHISTORY

## AUDIENCE

**PRIMARY AUDIENCE:** LANCASTERIANS IN THE AANHPI COMMUNITY

**SECONDARY AUDIENCE:** GENERAL VISITORS

*Where is attention best invested?*

- Lancaster AAPI's community networks
- Local cultural calendars
- Existing LancasterHistory digital and onsite touchpoints

## BRANDING

**CURRENT STORY:** LANCASTERHISTORY CREATES OPPORTUNITY SPACES WHERE HISTORY IS LOCAL, PRESENT, AND PARTICIPATORY. THIS EXHIBITION MAINTAINS THAT PROMISE BY OFFERING SIX MONTHS OF SHARED PHYSICAL SPACE FOR LEARNING AND COMMUNITY PRESENCE.

## RISKS + CONSTRAINTS

- Limited budget and staff capacity
- Six-month exhibition timeline
- Weather and accessibility considerations
- Balancing in-person and virtual engagement

*Solution: Rely on affordable tactics that generate organic marketing within the community*

# LET'S SEE IT IN ACTION

## CHANNEL STRATEGY

DIGITAL AND PRINT CHANNELS PRIORITIZED TO MEET THE PRIMARY AUDIENCE WHERE THEY ALREADY ENGAGE

*Is there a paywall? Required formatting structure?*

- *Community partner amplification*
- *On-site and local signage and print materials*
- *Website and email integration*
- *Social media storytelling + Advertisement*

## KPIs + ROIs

- Increased visitation during exhibition window (Return visits?)
- Growth in community partner engagement and referrals
- Qualitative feedback from AANHPI visitors and collaborators
- Discoverability among new audiences
- Sustainable tactics that can be reused for future exhibitions

## CAMPAIGN TITLE AND SCOPE

PATHWAYS OF PERSISTENCE: AANHPI LEGACIES IN LANCASTER COUNTY  
*A six-month collaborative exhibition amplifying local AANHPI histories*

## CAMPAIGN GOAL

STRENGTHEN COMMUNITY TRUST, INCREASE RETENTION RATE, AND EXPAND AWARENESS OF LANCASTERHISTORY'S ROLE AS A PRESENT AND CURRENT COMMUNITY SPACE

## LEDE + MESSAGING

LANCASTERHISTORY AND LAANHPI COLLABORATE AT LANCASTERHISTORY MUSEUM MAY 4 - OCTOBER 4 TO ELEVATE DIVERSE STORIES OF LANCASTER LOCALS IN THE AANHPI COMMUNITY

**THANK YOU**