
MARKETING SERVICES PROPOSAL

MUSEUMS FOR ALL

AN INITIATIVE OF THE INSTITUTE OF MUSEUM AND LIBRARY SERVICES,
ADMINISTERED BY THE ASSOCIATION OF CHILDREN'S MUSEUMS

Prepared for:

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Our Story

SERENDIPITY MEDIA, LLC is not your typical publisher nor are we a run-of-the-mill marketing agency – we are a unique combination of both. With over 20 years of experience, we understand that good content, shared with the right audience and in the right way will stimulate interest, increase understanding and nurture loyalty, all while growing brand equity. We take great pride in the products we create for our clients and approach each with a fresh, creative mix of publishing prowess and marketing know-how to help achieve results.

Currently, Serendipity Media publishes five national print magazines, two local print publications, seven digital magazines and several custom publications. In addition to our print and digital services, Serendipity supports six national associations and a variety of businesses as their full-service marketing agency, doing work such as content marketing, social media, lead generation, website design and maintenance and overall brand management.

Our team of award-winning designers, writers and marketers believe in producing quality work that is progressive and exceeds our clients' expectations. We have a variety of backgrounds and strengths on our team, which allows us to deliver creative ideas and customized services.

Serendipity Media is an agency that started in publishing and now provides full-service marketing expertise, continuing to connect brands to their audiences. Museums for All will appreciate the diverse experience Serendipity Media brings to the table, making it a perfect fit for the outlined scope of work. We're excited to tell your story.

Mission

Serendipity Media's mission is to create superior outcomes by providing publishing and marketing expertise that is progressive and exceeds our clients' expectations.

Vision

Our vision is to inspire and build community by sharing stories that empower, entertain, influence and inform.

Core Values

Service, Teamwork, Accountability, Respect, Growth

Our Services

SERENDIPITY MEDIA IS A PUBLISHING AND MARKETING AGENCY WITH A DIVERSIFIED PORTFOLIO, meaning it's rare that a client comes to us with a blank slate, nor is that the expectation. And while we can start from scratch, it's more important to us that we meet our clients where they're at and work to consistently elevate. Every client requires a different set and level of services, and with an open mind, we have the unique ability to intake the information, perspectives, perceptions and sentiment given and shown to us and in turn, organize, structure and plan in a way that cohesively relays desired messaging and shares authentic stories that resonate and drive action. Our publishing background makes us stronger than most in this regard.

Serendipity Media is also quite adept when it comes to marketing, incorporating both business know-how and academic processes. Considering each client is unique in its starting point, having a basis and knowledge of best practices and various marketing models, allows us flexibility and customizability in our overall approach. This leaves room for new insights and varying viewpoints. Value is defined from the onset of conversation, and objectives, strategies, tactics and controls are then outlined to meet the client's perception of value. Most often, value and success are synonymous, which is why it's imperative to identify and grasp how a client internalizes those terms and subsequently associates expectations. We drive and encourage open, transparent and even vulnerable communication in an effort to uncover subconscious expectations and provide deliverables that go above and beyond.

CUSTOM PUBLISHING BRAND DEVELOPMENT MARKETING STRATEGY & IMPLEMENTATION COMMUNICATIONS CONTENT CREATION SOCIAL MEDIA MANAGEMENT DESIGN SERVICES

CUSTOM PUBLISHING | Print (documents, forms, brochures, programs, magazines, etc.) | Digital (presentations, documents, forms, magazines, etc.)

MARKETING STRATEGY & IMPLEMENTATION | Marketing Plans (SOSTAC or varying versions): Situational Analysis, Objectives, Strategies, Tactics, Actions (or Assignments), Controls (or Measurements) | Implementation by phases as defined | Timelines | Key Performance Indicators | Digital Analytics

BRAND DEVELOPMENT | Creation of Brand Identity | Branding Guides | Logo Design | Brand Experiences (Small & Large-Scale Events) | Rebranding

COMMUNICATIONS | Crafting & Writing of Internal and External Messaging | Email Marketing & Communication | Speech & Script Writing | Audio & Video Layout, Development & Editing | Publication Distribution | Lead Generation | Public Relations as required

DESIGN SERVICES | Graphic Design | Publication Layout & Editing | Website Design & Maintenance | Exhibit/Booth Design

CONTENT CREATION | Copy Writing & Editing | Graphic Design | Imagery & Video Production | Email Marketing | eNewsletter Creation, Layout & Distribution | Website Content Development & Implementation | Virtual & In-Person Event Design, Logistics & Implementation | Social Media Content Strategy & Execution

SOCIAL MEDIA MANAGEMENT | Audits | Platform Maintenance | Content Creation | Content Calendars | Imagery & Video Production | Lives | Daily Engagement with Audience | Social Advertising | Assessment & Documentation of Analytics

Our Philosophy

**OUR PHILOSOPHY HINGES ON OUR EXPERIENCE.
TO PUT IT BLUNTLY — WE WERE PUBLISHERS FIRST, SO WE TELL STORIES BETTER.**

Everything starts with a story, most obviously manifested in magazine articles but equally as important and relevant in marketing services. Through methods of discovery, we will work to learn, understand and empathize with Museums for All's story — where it began, where it's going and how various pieces of it will ideally conclude. Understandably, the story that Museums for All tells is stipulated by industry rhetoric. Serendipity has professional writers on staff and is well-versed in working with national associations and non-profits—all of which require a professional level of knowledge and scrutiny to ensure proper, appropriate and effective communication.

Cohesiveness is key. All deliverables are tied to strategy, and strategy is tied to story. Given the nature of our work, we have a keen attention to detail, often making note of the seemingly small variables that could have a large effect on the overall consumer journey. We have come to count on the fact that marketing trends and tech are changing on a daily basis; we're driven to keep ourselves and our clients educated to ensure communication pathways aren't interrupted or lacking.

Data and analytics offer tangible metrics of success when it comes to marketing. While so much of our work is driven by creativity, feeling and sentiment, data allows for parameters and a foundation to build upon. Serendipity is data-driven, meaning numbers are documented, reports are submitted and strategy is evolved based on what both show. In the onboarding process, we'll discuss and identify the types of reports Museums for All wishes to see and how often. Collaboratively, we'll apply meaning to the numbers and create and adapt accordingly.



**YOU HAVE A STORY.
WE HAVE A STRATEGY.**

Our Clients

Serendipity has a broad breadth of expertise in a variety of areas including associations, membership management, travel, education, legal and entertainment. Below is a representative sample of some of the brands we work with.

ASSOCIATION OF CHILDREN'S MUSEUMS childrensmuseums.org

The Association of Children's Museums (ACM) champions children's museums worldwide. It is the world's foremost professional society supporting and advocating on behalf of children's museums and those who work at and otherwise sustain them.

- » **OUR WORK** includes brand development, social media management, website design and maintenance, design of marketing assests and publishing consultations.

FAMILY TRAVEL ASSOCIATION familytravel.org

The Family Travel Association is the leading non-profit trade association that provides tools, resources, education and certification to travel advisors, travel media and travel suppliers in an effort to increase the quality and experience of family travel. As the guiding authority within the industry, the FTA ultimately aspires to empower more families to travel and discover what's possible.

- » **OUR WORK** includes association management, brand and message development, membership recruitment and communication, email marketing and lead generation, event design and logistics, social media management, and sponsorship sales and fulfillment.

WEST MICHIGAN WOMAN westmichiganwoman.com

West Michigan Woman is a complimentary bimonthly magazine dedicated to West Michigan women who are connected and committed to personal growth and community impact. This publication offers timely and relevant content related to the many facets of women—all with a local flair.

- » **OUR WORK** includes publishing *West Michigan Woman* – a bimonthly magazine with a reach of 55,000 community-minded, professional women – social media, website content management, weekly eNewsletters, lead generation, event marketing and sponsorship sales.

STUDENT & YOUTH TRAVEL ASSOCIATION (SYTA) syta.org

SYTA is the trusted resource for educators, administrators, parents and travel professionals for everything related to student and youth travel. SYTA and their members believe that travel is a key part of a complete education and are committed to providing student and youth travelers with safe, rich and rewarding travel experiences.

- » **OUR WORK FOR SYTA** includes publishing *Teach & Travel* – a bimonthly magazine with a readership of 93,000 educators – social media management, membership marketing, website content management, weekly eNewsletter, lead generation, event marketing and sponsorship sales and fulfilment.

Collaboration



The International Liquid Terminals Association hired Serendipity two years ago to manage their social media. Prior to, those on ILTA's marketing and communications team were charged with the task. As membership increased, daily maintenance became nearly impossible, and it was necessary for ILTA to bring in Serendipity to facilitate the work.

Serendipity creates daily content for ILTA. All copy, imagery and videos are maintained in a shared Google doc, allowing both Serendipity and ILTA to make comments and edits as needed. Once identified as approved and final within the Google doc, Serendipity's assigned team meets with ILTA's marketing and communications team bi-weekly to review all proposed content, discuss upcoming events and strategize based on analytics.

Due to our success in leading ILTA's social media, our contract with them has been expanded to include: weekly and monthly eNewsletters as well as conference & trade show promotion and coverage.



In 2022, the SYTA Youth Foundation, the non-profit arm of the Student & Youth Travel Association (SYTA), received an anonymous donation from a member company. The donor's intent was to do a matching grant up to \$25,000. Serendipity Media was charged with creating a program to raise an additional \$25,000 for a total of \$50,000 in donations.

Serendipity created SOAR. CLIMB. RISE – The Time for Student Travel is NOW! The goal of this campaign was to shine a light on the number of students whose educational class trips were canceled due to the COVID-19 pandemic and to encourage schools, teachers and students to get back to experiencing the gift of travel. The SOAR. CLIMB. RISE campaign raised funds specifically for those students who could not afford the cost of their educational travel experiences.

Serendipity created a microsite to house the impact information related to donor levels. We targeted three primary audiences, including the members of SYTA, their friends and families, and educators. For the primary audience of members, we created a series of dedicated eBlasts and social media posts. In addition, we conducted a presentation at SYTA's Annual Conference luncheon, asking members to help us achieve our goal. For the secondary audience of friends and family, we developed a campaign toolkit that provided promotional resources—email copy, social media captions, graphics, stories, stats—for SYTA members and the Board, allowing them to personally reach out to their individual networks. Lastly, for the educator community, we implemented an outreach plan aimed at and inclusive of the *Teach & Travel* audience—93,000 educators who read *Teach & Travel*, SYTA's official publication. The campaign kicked off in May of 2022 and concluded in August of 2022. As a result of all the efforts outlined above, we exceeded the goal of raising an additional \$25,000 and ended up raising over \$70,000.

Methodology

Serendipity's formal methodology applies the SOSTAC model, which allows for objective, linear progression in combination with subjective flexibility based on results and the comprehensive evolution of the project.

Situational Analysis: Through methods of discovery, we'll take a deep dive into where Museums for All is now. Not only will we look at physical assets tied to branding and marketing, but we'll also define the driving forces, current assumptions and perspectives, and messaging layered behind Museum for All's public-facing persona.

Objectives: It's imperative that objectives are developed based on comprehensive analysis of the past and present in combination with ideals and goals for the future. The project goals that have already been outlined present overarching pathways for development: recruitment, established support from government agencies and aligned nonprofit organizations, partnership growth and extension, service to participating museums, extended reach and impact on community members and key stakeholders, and positive overall perception of the Museums for All brand.

Strategy: Based on the defined objectives for achievement, various strategies will be written to correspond and effectively manifest desired results. A three-year time span provides ample time to work through each objective with calculated strategy. In our first year working together, we'll conduct thorough discovery and audits. Additionally, we'll structure all branding for consistency and produce any immediately needed marketing assets. Year two will likely consist of initial execution of defined strategies, and year three will see the continuation of our work and end with the establishment of long-term plans and maintenance and the use and housing of all needed and newly created resources and tools.

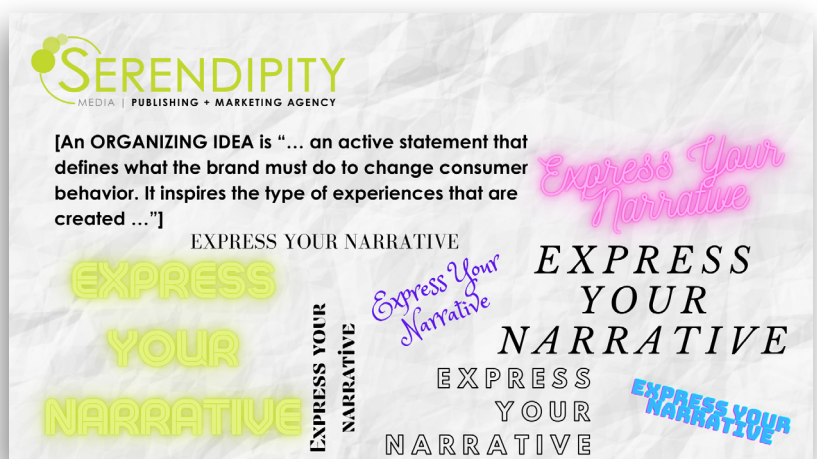
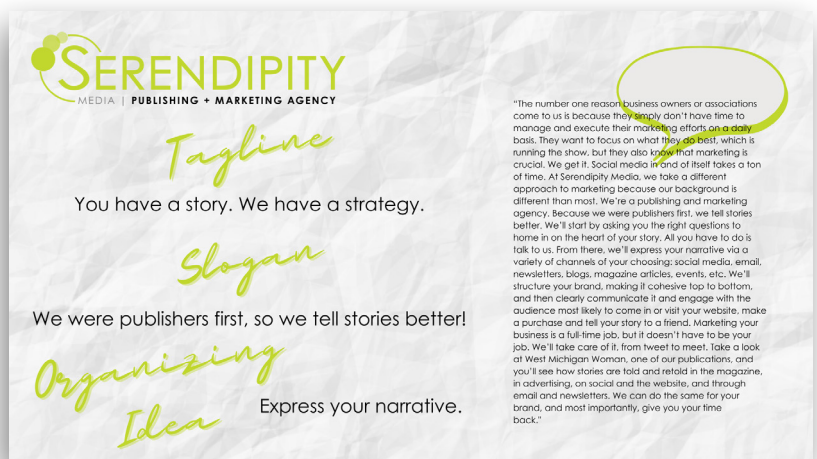
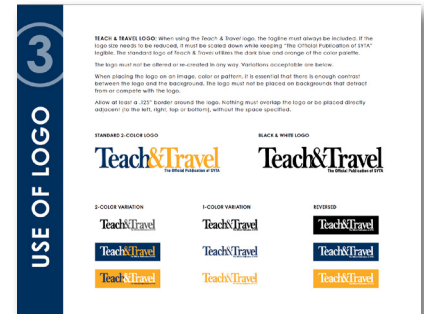
Tactics: Each strategy will require a number of pinpointed tactics to be executed on a constructed timeline.

Actions: Tactics will be assigned to members of the Museums for All campaign team based on who and which entities have the required resources, connections and assets. Serendipity Media will act and work as an integrated member of the Museums for All team, allowing for seamless communication and workflow.

Controls: Measuring the success of our efforts will be key in evolving and improving strategy. Methods of control will be defined based on objectives and tactics prior to the execution of corresponding work. Results will be documented on a regular and consistent basis—weekly, monthly, quarterly and/or annually.

Museums for All's values will serve as the foundation for a communication and marketing plan, developed through the lens of diversity, equity, accessibility and inclusion. Serendipity's values align with those of Museums for All, prompting seamless transition into an effective and collaborative partnership. We see DEAI as connected to our mission and critical to our work. We are committed to continually learning and fostering an inclusive environment with equitable treatment for all.

MESSAGE DEVELOPMENT



Sample Work

DOCUMENTS

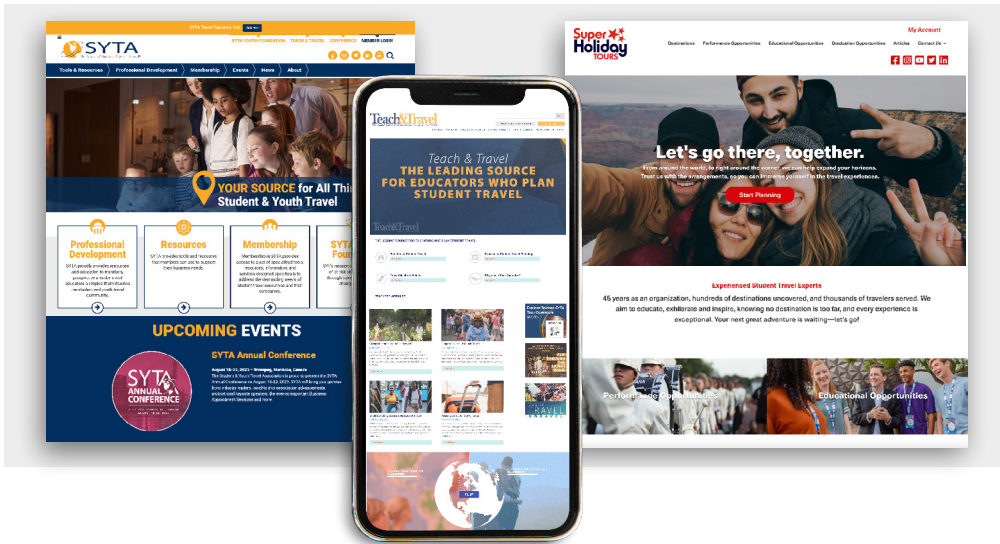


TRADE SHOW MATERIAL



Sample Work

WEBSITES



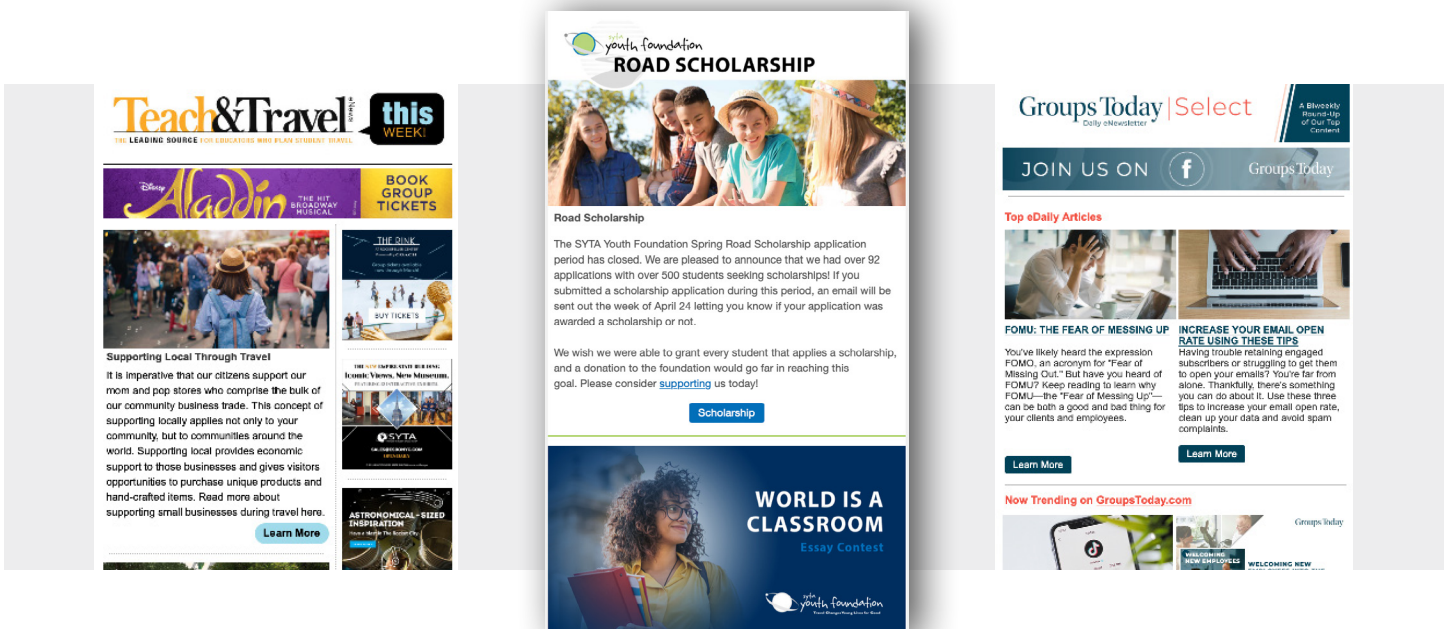
<https://serendipity-media.com>

<https://www.syta.org>

<https://www.teachtravel.org>

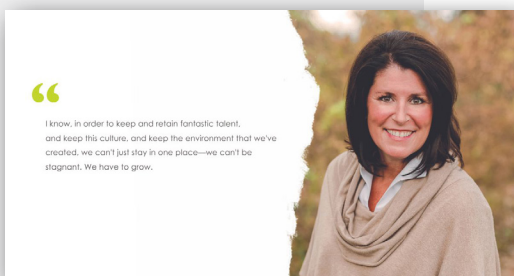
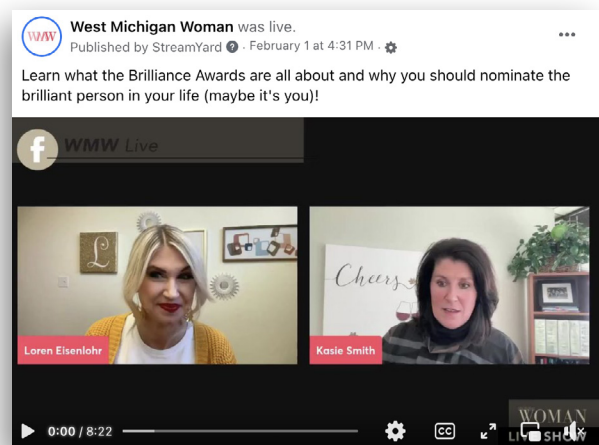
<https://superholiday.com>

eNEWSLETTERS



Sample Work

SOCIAL MEDIA



Sample Work

BLOGS

