

*The below sample marketing and communications report is created as a template for museum marketers to build from based on their departmental and organizational goals, and track changes over time. It is by no means prescriptive. Based on your museum's use of various platforms, reporting systems, and capacity, the outcome of this template report will vary greatly from institution to institution. We offer this as a tool to start from.*

## Sample Marketing & Communications Report

### **[Timeframe (quarter, month, season, year, etc.) the Report Covers]**

#### **TL; DR**

Here, describe high level goals for the timeframe, analysis of the detailed metrics outlined throughout the report, and take-aways useful for your staff and leadership to be aware of.

#### **[Timeframe] Goals**

Here, describe the goals set for your timeframe including any specific marketing campaigns launched or concluded. List whether you accomplished those goals, why or why not, and what you have learned during this timeframe.

#### **[Upcoming timeframe] Goals**

Here, describe the goals you will set out to accomplish in your upcoming timeframe including any specific marketing campaigns you plan to launch or conclude. List what will be indicators of success.

# Email Analytics

In this section, provide the average open and click rates for email campaigns and newsletters. Specific notes and anything noteworthy is can be included in the analysis section below the chart.

Email Type (name of newsletter or campaign)	Open Rate	Click Rate	Notes on effectiveness (increase in revenue, traffic to website, etc.)

Write out a brief analysis of the email marketing metrics.

## Social Media Analytics

You may use some, all, or none of these social media platforms for your museum. The following platform templates can be adapted to different social media platforms as needed.

### Twitter

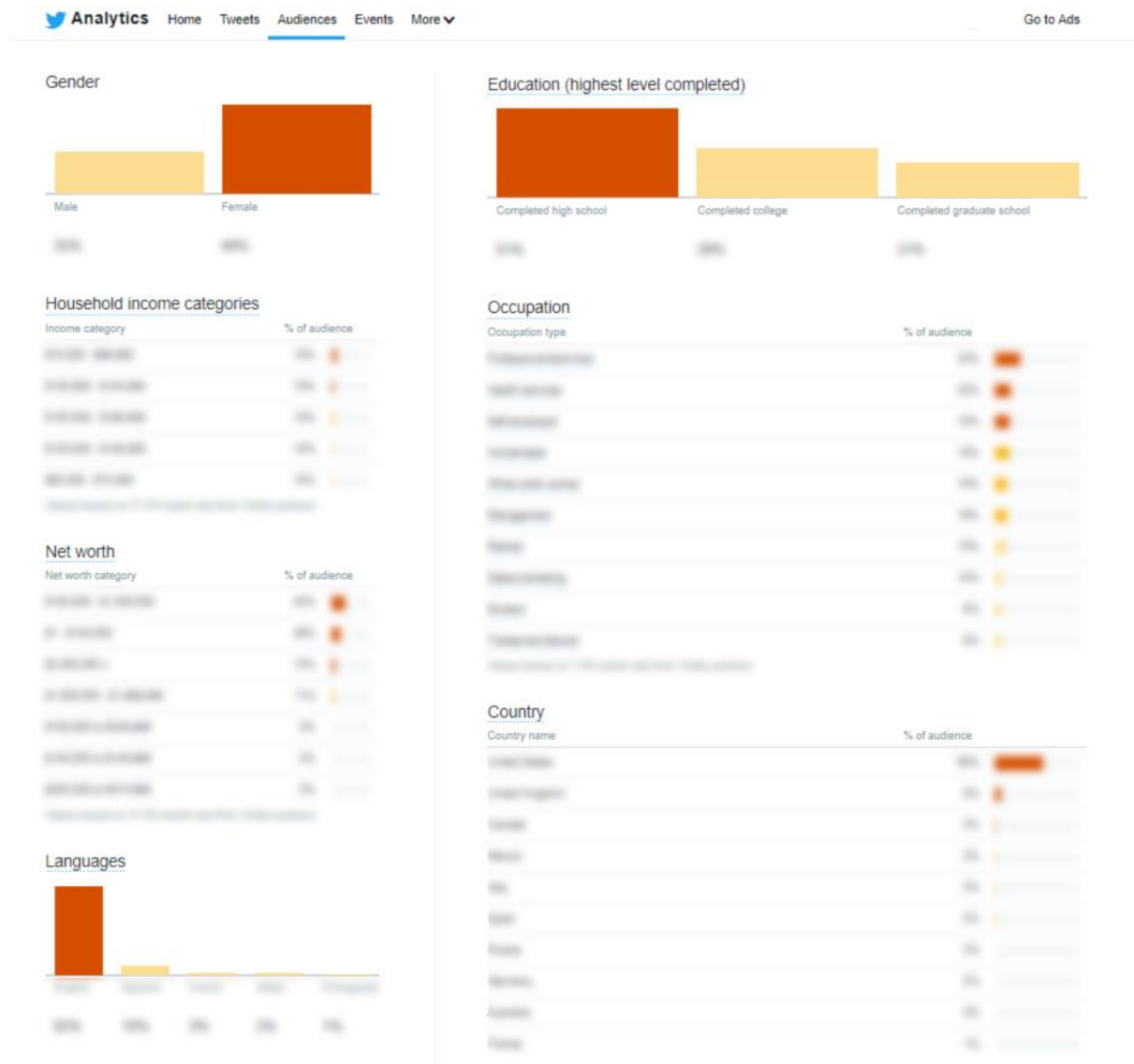
[Timeframe] Top Posts - Twitter

Insert a screenshot of the post here	Post Reach: Post Likes: Post Shares:
Insert a screenshot of the post here	Post Reach: Post Likes: Post Shares:
Insert a screenshot of the post here	Post Reach: Post Likes: Post Shares:

Metric	Total Number for [timeframe]	Percent Change over [last timeframe]
Tweets	845	↓ 8%
Twitter Impressions	845	↑ 8%
Profile Visits	845	↑ 8%
Mentions	845	↓ 8%
Followers	845	↑ 8%

Twitter Audience – if applicable, match to your museum’s personas/audience types

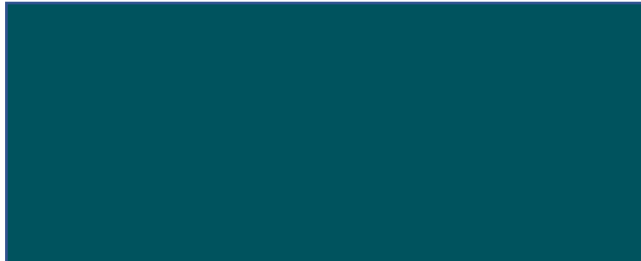
*Include here any notes if audience has notably shifted since the last timeframe as well as a screenshot of Twitter’s audience analytics page (example below).*



## Facebook

[Timeframe] Top Posts

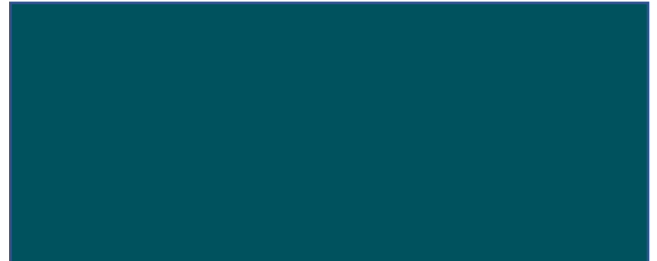
Post Reach: 85 | Post Likes: 123 | Post Shares:



Insert a screenshot of the post here



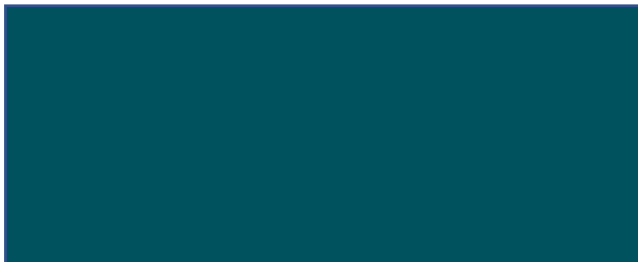
Post Reach: 85 | Post Likes: 123 | Post Shares:



Insert a screenshot of the post here



Post Reach: 85 | Post Likes: 123 | Post Shares:



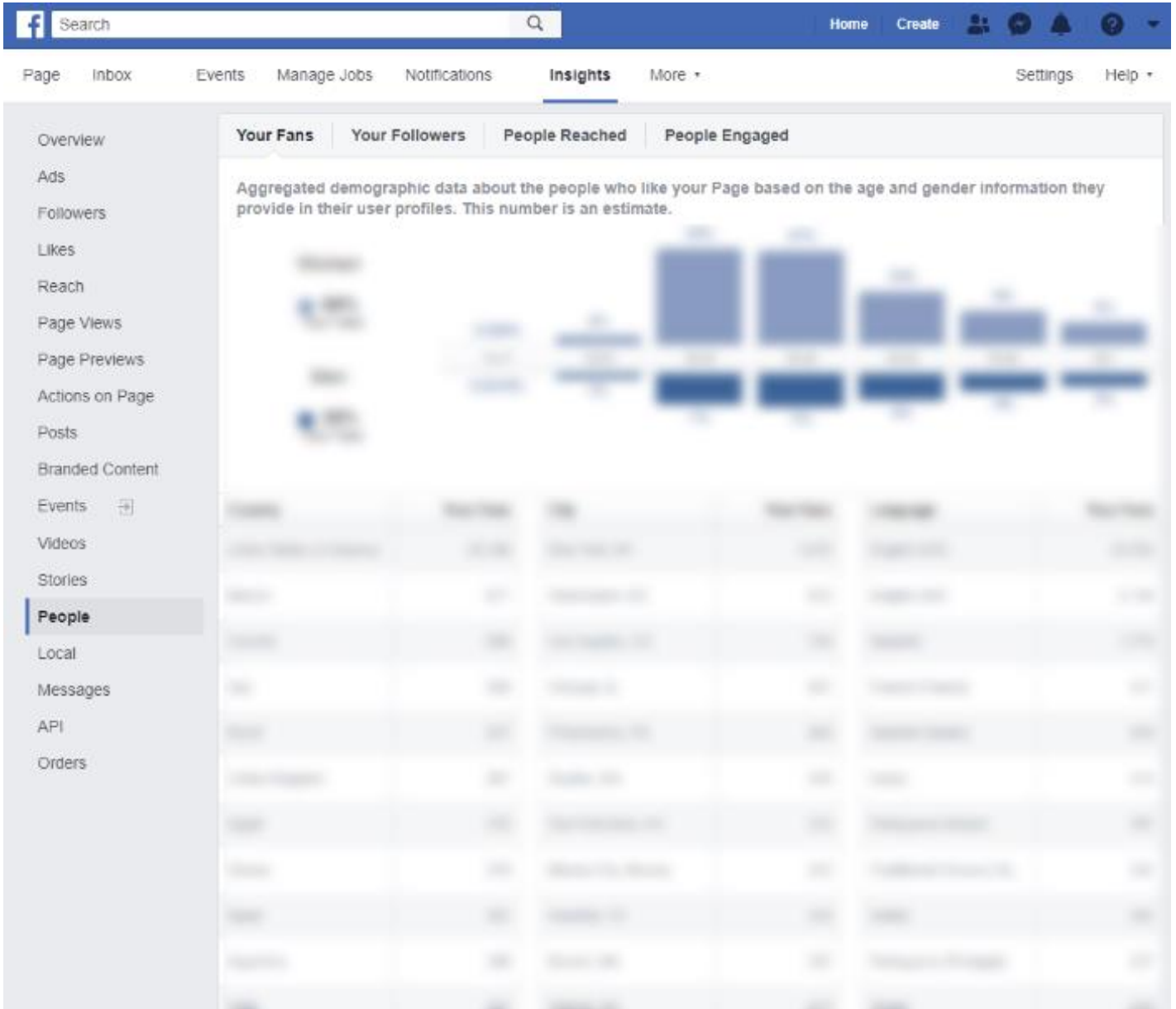
Insert a screenshot of the post here



Metric	Total Number for [timeframe]	Percent Change over [last timeframe]
Posts	845	↓ 8%
Post Reach	845	↑ 8%
Post Engagements	845	↑ 8%
Page Likes	845	↓ 8%
Page Followers	845	↑ 8%

Facebook Audience – if applicable, match to your museum’s personas/audience types

*Include here any notes if audience has notably shifted since the last timeframe as well as a screenshot of Twitter’s audience analytics page (example below).*



## LinkedIn

[Timeframe] Top Posts

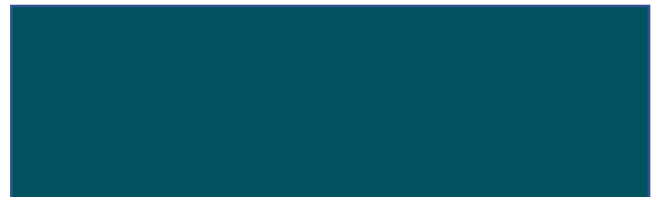
Post Reach: 85 | Post Likes: 123 | Post Shares:



Insert a screenshot of the post here



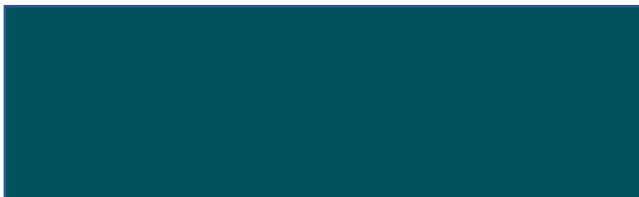
Post Reach: 85 | Post Likes: 123 | Post Shares:



Insert a screenshot of the post here



Post Reach: 85 | Post Likes: 123 | Post Shares:



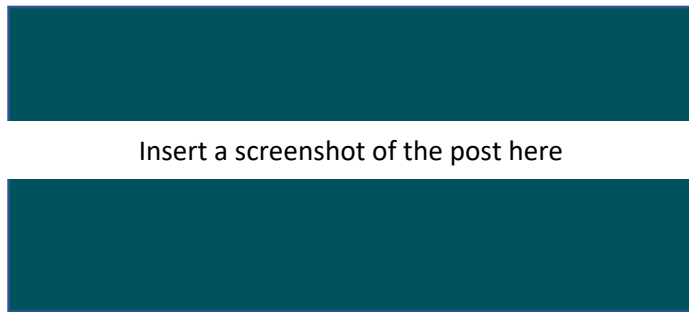
Insert a screenshot of the post here



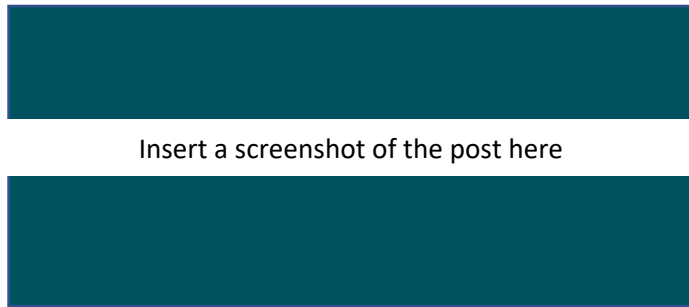
Metric	Total Number for [timeframe]	Percent Change over [last timeframe]
Posts	845	↓ 8%
Post Reach	845	↑ 8%
Post Engagements	845	↑ 8%
Page Likes	845	↓ 8%
Page Followers	845	↑ 8%

## Instagram

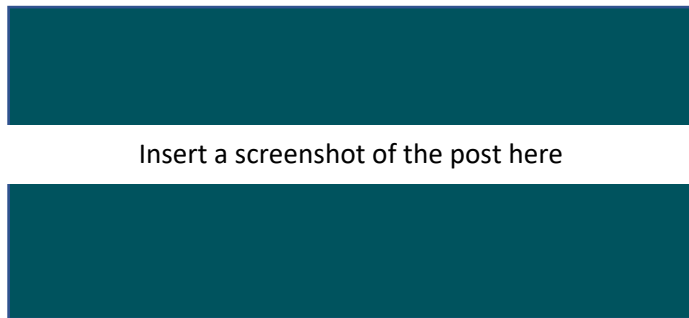
### Q3 Top Posts



Post Reach:  
Post Likes:  
Post Shares:



Post Reach:  
Post Likes:  
Post Shares:



Post Reach:  
Post Likes:  
Post Shares:

Metric	Total Number for [timeframe]	Percent Change over [last timeframe]
Tweets	845	↓ 8%
Twitter Impressions	845	↑ 8%
Profile Visits	845	↑ 8%
Mentions	845	↓ 8%
Followers	845	↑ 8%








## Social Media Ad Campaigns

*If your museum places social media ad campaigns, place screenshots here as well as analysis of how the campaigns performed based on your goals.*

Placeholder

Placeholder

## Google Analytics

Metric	Users	Sessions	Sessions per user	Average session duration	Bounce rate
[timeframe] total	200,000	400,000	2	2:00	30%
Percent change from [previous timeframe]	 8%	 8%	 -8%	 -8%	 8%

### Top 20 web pages

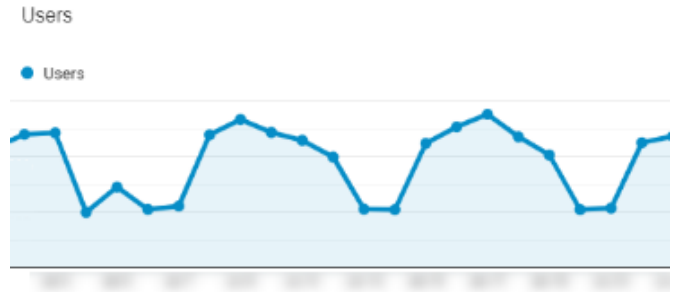
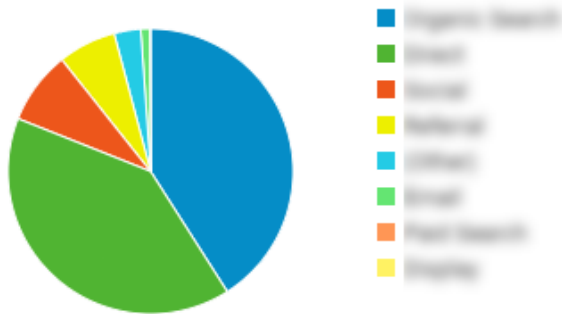
*This is an example and should be modified based on your museum's goals. You can list out the webpages with the largest number of views, longest session durations, most unique users, etc. Additionally, if your museum tracks search terms, listing those here can provide further insight into your web user's interests.*

1. Placeholder
2. Placeholder
3. Placeholder
4. Placeholder
5. Placeholder
6. Placeholder
7. Placeholder
8. Placeholder
9. Placeholder
10. Placeholder
11. Placeholder
12. Placeholder
13. Placeholder
14. Placeholder
15. Placeholder
16. Placeholder
17. Placeholder
18. Placeholder
19. Placeholder
20. Placeholder

## Acquisition and Conversion

Include screenshots of acquisition data based on your museum's goals such as top channels and campaigns. Include an analysis of conversion rates if your museum tracks this for newsletter sign ups, ticket purchases, etc.

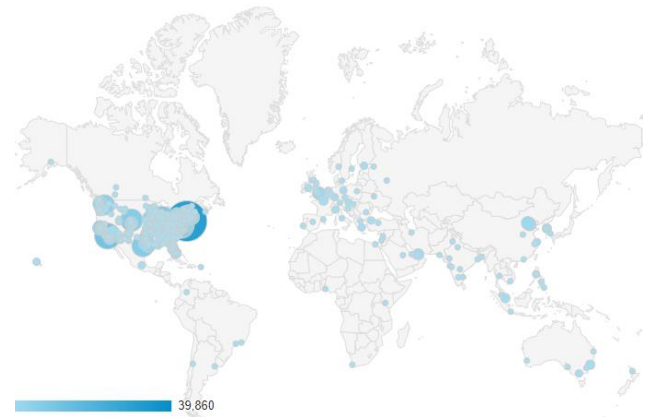
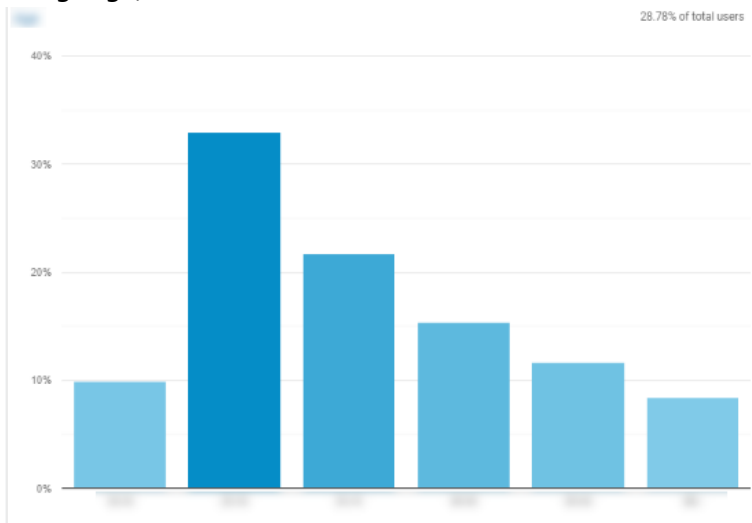
Top Channels



	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Direct	1000	100	1000	50%	2	1:00
Organic Search	2000	200	2000	40%	3	1:30
Referral	500	50	500	60%	4	2:00
Paid Search	300	30	300	30%	2	1:15
Social	200	20	200	45%	3	1:20
Email	100	10	100	20%	5	1:45
Partners	50	5	50	35%	3	1:30
Other	50	5	50	40%	2	1:10

**Website audience** – if applicable, match to your museum’s personas/audience types

*Include screenshots of audience data based on your museum’s goals such as age, location, language, and interests.*



### Website analysis

*Include an analysis of website metrics here. Be sure to highlight any changes in user demographics, acquisition, or behavior. Describe the reason for any major spikes or drops in website use.*

## Google Ad Campaigns

*If your museum places Google ads, place screenshots here as well as analysis of how the campaigns performed based on your goals.*

Placeholder

Placeholder

## [Timeframe] Press Mentions

Total press mentions: x

**Title of article hyperlinked** – short description, media outlet name

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**Title of article hyperlinked** – short description, media outlet name

**Title of article hyperlinked** – short description, media outlet name