

Alberta Railway Museum

MARKETING APPROACH
February 20, 2021

Alberta Railway Museum



Marketing Approach

AGENDA

- 1 Introduction
- 2 Strategy
- 3 Performance
- 4 Future Initiatives
- 5 Round Table Discussion



Introduction

Speakers

Stephen Yakimets - President

- Active volunteer/member since early 1990s
- Joined the Board in 1997 as a Director to Secretary & Treasurer
- Became President in 2017

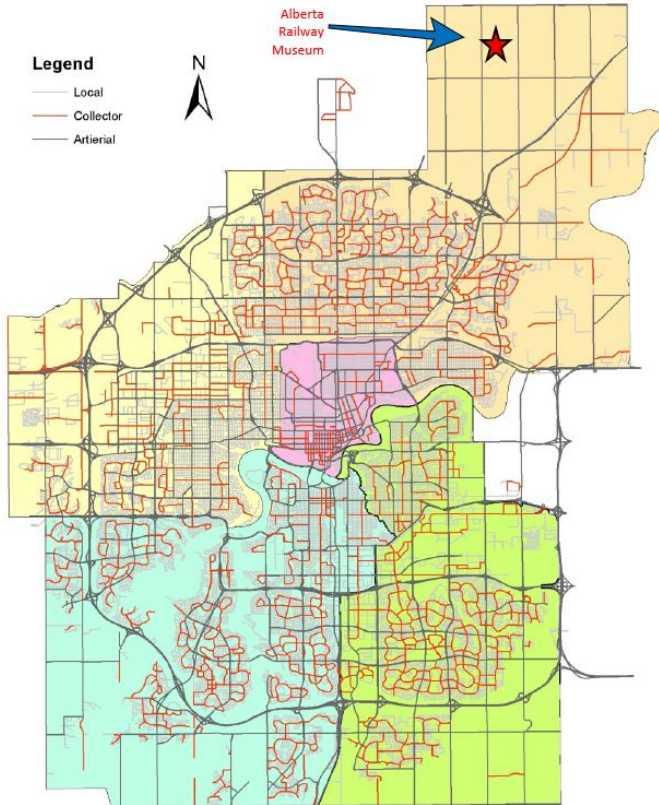
Roland Nairon - Secretary

- Active volunteer/member since June 2019
- Joined the Board in 2020 focused on Marketing
- Became Secretary in 2021



Introduction

The Museum



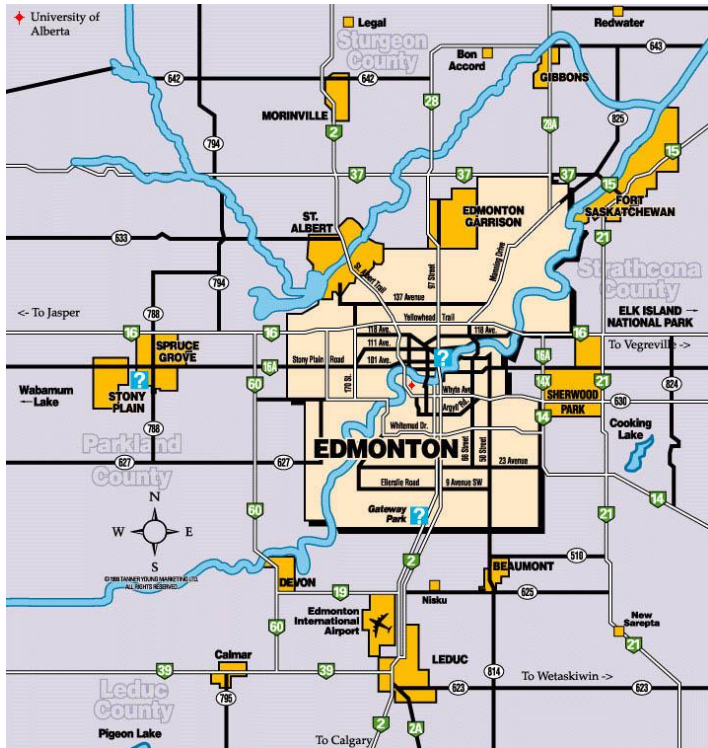
- Located in Edmonton, Alberta
- Since 1968, at current site since 1973
- Featuring over 75 pieces of equipment including locomotives, passenger cars, work equipment, and MOW
- Train rides long weekends; speeder rides regular weekend
- Buildings include St. Albert station, Gibbons water tank and two large shops

Alberta Railway Museum



Introduction

Edmonton & Area



- Edmonton proper ~972,000
- Greater Edmonton ~1.46 M
- Major suburbs:
 - Fort Saskatchewan ~25,000
 - Sherwood Park ~100,000
 - St. Albert ~69,000
 - Parkland County ~33,000

Alberta Railway Museum



Strategy

Approach

- The strategy of the marketing and branding initiatives is:
 - to build awareness of the museum
 - provide experiences to suit the audience
 - entertains and educates our visitors.
- Furthermore, the museum seeks to engage the community in partnerships to form meaningful relationships that benefit both.



Strategy

Goals

- Increase brand awareness to attract more visitors and acquire new donors and members.
- Increase online reach and boost engagement to build relationships and create audiences.
- Become an attraction
- Bums in seats!
- Edu-tainment



Strategy

What we offer

- Self guided tours through train cars, around locomotives, in cab of steam locomotive
- Exhibits in some train cars
 - Baggage cars are most useful
- Exhibits in St. Albert station building
- Train ride behind vintage diesel or 1913 steam locomotive on long weekends
- Speeder rides regular weekends



Performance

Traditional media - how do we get exposure?

- Paid Advertising
- Free Advertising
- Trade shows
- Free Publicity
- Word of Mouth
- Radio



Performance

Publicity - how do we get exposure?

- Paid Advertising: Newspaper
 - Traditional media - aging
 - Limited budget
 - Best bang for buck?
- Weekly Newspapers
 - St. Albert; Edmonton
- Typically a small ad for a specific event e.g. Father's Day



Alberta Railway Museum

- Experience the past in a fun, hands-on and interactive fashion
- Train rides pulled by a vintage locomotive on long weekends
- Restored passenger & freight cars and locomotives
- Ride on a track maintenance car

Located in rural northeast Edmonton
at 24215 - 34 St. Ph: 780-472-6229
www.RailwayMuseum.ab.ca



Performance

Paid Publicity

- Mom Pop Tots Show
- Model Train show
- Other local Trade shows
 - YMCA Healthy Kids

Handouts



Performance

Free Publicity

Free Advertising Newspaper

- Public Service Announcements
 - What's on listings
 - Compete for attention
 - Demographic
 - Develop relationships with editors of What's On listings
 - Frequency - for each long weekend
 - Content - short write up included along with photo

D4 SATURDAY, SEPTEMBER 3, 2016 EDMONTON JOURNAL



FAMILY FIVE

All aboard events and festivals to end the summer

ALBERTA RAILWAY MUSEUM

It's going to be closing for the summer, so take advantage of the long weekend to ride one of the trains in style at the Alberta Railway Museum. This weekend

pyramid, and everyone is invited to put on their best disco togs as music from the era is piped through the buildings. Also, and perhaps most importantly, you'll learn how to make macramé plant holders.

The Alberta Railway Museum is closing for the summer on Sept. 5. This weekend is dedicated to the Roaring Twenties.



Alberta Railway Museum



Performance

Free Publicity - Newspaper, TV

- Focus on events & “special” weekends

Anything can be an event

- CN100 weekend
- NAR Days
- Teddy Bear picnic
- Victoria Day - May long weekend
 - dress Victorian
- Canada Day



Performance

Free Publicity - TV, Newspaper

- TV - free spot on Morning show
 - Contact show producer
 - 4 - 6 weeks in advance
 - Bring props
- Newspaper
 - Week before event.
 - What's interesting - Purchase steam locomotive for a Loonie
- Radio



Performance

Word of Mouth

- Tours
 - Local school groups
 - Summer camps for kids
 - Service clubs
- Starting in 2017 started saying “Yes”
 - Kids Birthday parties
 - Weddings
 - Retirement parties
 - Music videos



Performance

Tracking

How do you know if your results are successful?

- At the till: How did you hear about us
- On the train:
 - Where are you from?
 - How did you hear about us?
- Coupon redemption
- Social Media Interactions
 - Followers; Likes; Reviews; Interactions



Performance

Social Media

- Taking over from traditional advertising
 - Google; Facebook; Instagram; Twitter; YouTube
- Increased social media presence in 2020 with additional social media channels resulting
 - Followers
 - Engagements
 - Publications
 - Increased presence

<https://linktr.ee/AlbertaRailwayMuseum>



Future Initiatives

Plan for 2021 - 2022

- Marketing Plan
- Virtual release of NAR 73
- Commercials - YouTube Channel
- Pamphlet distributions to local visitor information centers
- Grow Social Media Presence



Round Table Discussion

Questions

- What are you currently doing?
- What has worked well?
- Do you have anything you'd like to do in the future?

