

Boost Museum Visitor Engagement & Retention with CRM-Driven Communication

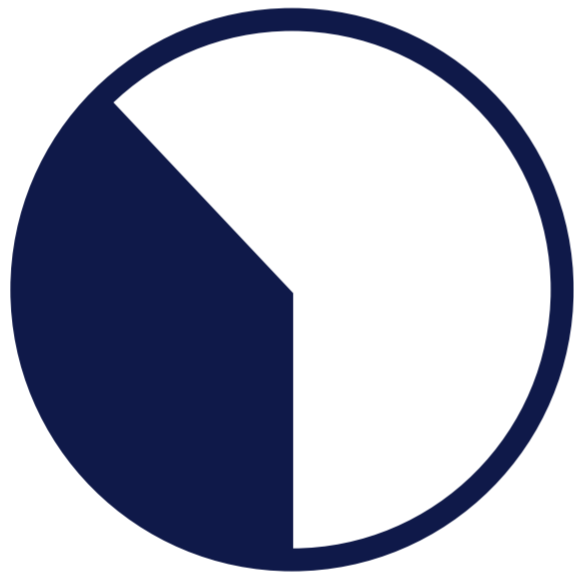
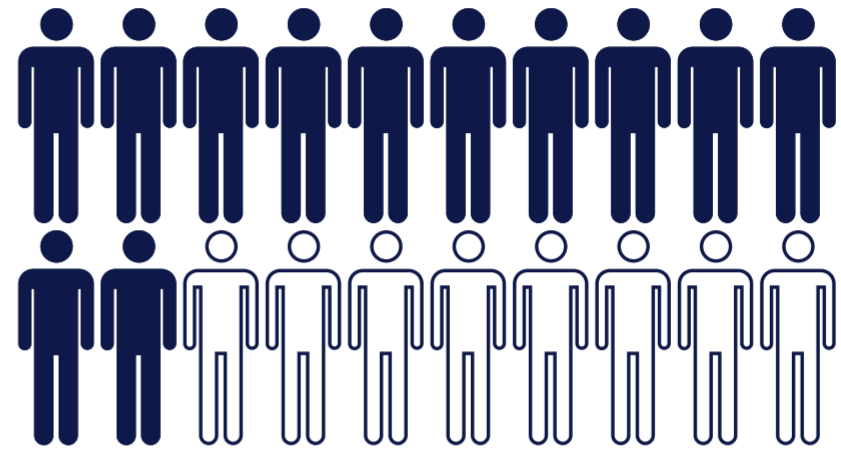
The data speaks: personalized communication, powered by a holistic CRM, helps turn museum visitors into lifelong patrons

Museum Visitors Crave Personalized Communication – Are You Delivering?

65%

of visitors prefer personalized communication.

HubSpot, 2024



40%

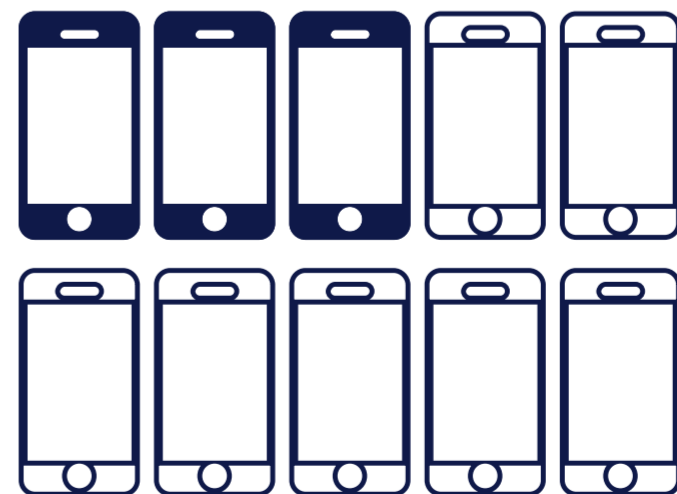
of donors are more likely to engage when they receive personalized updates.

Nonprofit Tech for Good, 2024

Personalized communication boosts visitor retention by

30%

Salesforce Research, 2024

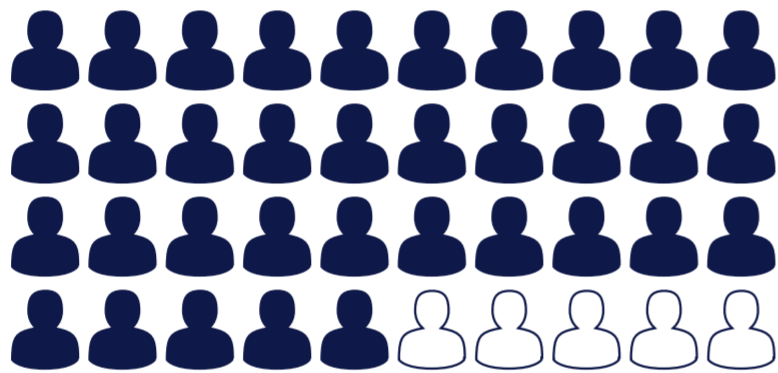


CRM Tools Turn Every Visit into a Lasting Connection

58%

of marketers say segmented campaigns drive 10x better results.

HubSpot, 2024



80%

of organizations that track visitor preferences see a direct impact on engagement.

HubSpot, 2024

30%

of nonprofit organizations believe using multiple communication channels increases donor engagement.

Nonprofit Tech for Good, 2024



The Art of Visitor Retention: CRM Strategies That Work

Automated Email Workflows

74%

of organizations using automated, personalized email flows report higher engagement levels.

Nonprofit Tech for Good, 2024



Birthday/Anniversary Messaging

Personalized messages on special dates improve engagement rates by

45%

HubSpot, 2024

Visitor Interaction Tracking

72%

of museums using CRM data for interaction tracking see significant improvement in communication strategies.

Salesforce Research, 2024

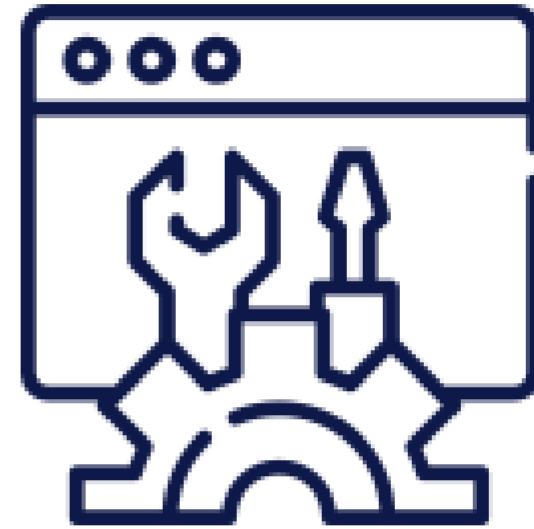


The Results

Repeat Visit Increase
Museums using CRM tools

see a
35%

increase in repeat visits.
MarketingProfs, 2024



Visitor Retention Boost
Personalized communication
can boost visitor retention by

40%

year-over-year.
HubSpot, 2024

Increased Donations
Museums that personalize
donation asks see a

20%

increase in conversion rates.
Nonprofit Tech for Good, 2024



How HubSpot Helps Supercharge Museum Marketing

Don't Buy Into the Misconception

Many think HubSpot is only for for-profits, but after 10+ years of working with nonprofits, we can confidently say its powerful, customizable tools are perfect for museums. Whether boosting engagement, improving retention, or amplifying impact, HubSpot is the ideal solution to help museums thrive.

Personalized and Automated Communication with Marketing Hub and Content Hub

Use HubSpot's Content Hub to create engaging, targeted content like blog posts, videos, and event pages. Then, leverage Marketing Hub to automate the delivery of that content, sending personalized emails and offers—ensuring a seamless, tailored experience for every visitor.

Automated Engagement with Workflows & AI in Sales Hub

Leverage Sales Hub workflows and AI-powered agents to automate visitor communication, from the first point of contact to post-visit follow-ups. These smart workflows nurture relationships while maintaining a personalized experience—saving time and ensuring engagement at scale.

Data-Driven Insights with HubSpot Analytics

Leverage HubSpot Analytics and Reports Dashboards to track visitor interactions and engagement, optimize your strategies, and continuously improve retention efforts with actionable data.

These are just **THREE** of the ways HubSpot helps—but don't forget, there's so much **more** to explore! Visit nonprofittechshop.com today to find tailored solutions made for your museum.

