INDIANAPOLIS MUSEUM OF ART

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– Joyce Lorenz, PR and Marketing Manager

Challenge
The PR and marketing team at the Indianapolis Museum of Art set out to find an efficient, effective way to target the appropriate media and manage its lists in order to increase the IMA's visibility on a national level.

Solution
With Vocus' on-demand software for public relations, the Indianapolis Museum of Art quickly and easily compiles specifically targeted and up-to-date media lists. PR and marketing staff can log notes of conversations, schedule follow-up activities, and distribute news releases by fax and email, all in one centralized location. Furthermore, news clips collected by Burrelle's flow directly into Vocus, freeing the staff from manual entry.

Results
The Indianapolis Museum of Art's media placements have increased by 10 percent a year since deploying Vocus. The museum's PR and marketing staff spend one-third of the time they spent previously managing their clips. Additionally, the staff saves significant time managing their contacts, distributing news and generating reports.

Vocus Public Relations Software Helps the Indianapolis Museum of Art Sculpt a National Image, Increasing its Coverage While Saving Time

Customer Profile

The Indianapolis Museum of Art is among the largest general art museums in the United States, with a collection of 42,000 works that span the range and scope of art history, as well as 152 acres of gardens and grounds and a historic house museum. The IMA presents a broad range of special exhibitions throughout the year and offers lectures, classes and workshops for children and adults. In addition to its own programming, the IMA is taking a leadership role in coordinating major cultural collaborations among other arts and cultural institutions in the region.

Challenge

With an impressive collection that includes works by Gauguin and J.M.W. Turner, one of the most outstanding collections of Japanese Edo-period paintings in the nation, and more than 2,000 objects of African art, the Indianapolis Museum of Art is a major player in the art world. However, convincing the public, or even the media, that the Hoosier state capital is home to a world-class museum has proved to be a monumental task.

Joyce Lorenz, PR and Marketing Manager, knew the answer to these challenges lie in creating national awareness of the museum's stature through targeted media. But with an antiquated, obsolete media database program, painting the Sistine Chapel might have taken less time than it would to update the museum's list of media contacts. Managing news clips was equally painstaking. The strategy was clear: find a powerful media database and management solution to help the IMA target the appropriate media, build lists easily, streamline clip management and measure its efforts.

Vocus Public Relations Software Solution

The IMA sought a user-friendly solution for managing media contacts and list development. A review of various media database software products quickly led Lorenz to choose Vocus' online software product for public relations.

"Vocus really came to the forefront when I saw its capabilities," Lorenz said. "Media list management can be so time-consuming and ineffective if you don't have the right tool. Vocus has been a major improvement and a major breakthrough for us."

Complete Media Database, Contact Management and List-Building in One Tool
Drawing on its comprehensive media database, Vocus allows the IMA to create targeted media lists in seconds using flexible search criteria. With full contact management capabilities, it also lets the staff take notes of conversations, schedule follow-up activities, and distribute news releases by fax and email.

Vocus was particularly helpful to the IMA when it re-opened Oldfields–Lilly House & Gardens, a recently designated National Historic Landmark located on the museum's grounds. The elegant 26-acre estate and historic house museum had undergone an extensive historic restoration.

To identify new media outlets, the team put Vocus to the task of pinpointing contacts and creating lists, saving the museum much-needed time during the busy opening. "Using Vocus to create a targeted list just for the launch of Lily House was really valuable because otherwise it would have been very time-consuming to try to find the types of publications that were appropriate," Lorenz said.

Clip Management, Reporting Free Staff for More Strategic Activities
Vocus also electronically receives and automatically stores the approximately 200 clippings per month the IMA receives from its news clipping service, Burrelle's, through the Vocus News Gateway. This replaced the museum's previously time-consuming and tedious task of summarizing and logging each clip. What used to take three days every month for one staff person to complete now takes only one day. And, the stored clippings are instantly available to museum management and staff for viewing, printing and analyzing.

> "The fact that I can get in Vocus and search for certain types of media based on specific criteria is very helpful," Lorenz said. "Also, the fact that things are updated without us having to do it has been really valuable."

The IMA's three-person PR and marketing staff also previously spent a great deal of time manually creating Excel reports of their news coverage in order to paint a picture for management of their efforts. With Vocus Analytics, the staff spends significantly less time gathering and assimilating data because, with Vocus, the data is already in one place. In a fraction of the time it took to do manually, now the IMA tracks and analyzes its coverage, broken down by type, exhibit and media outlets, to determine which activities produce the best results.

Results: Increased Coverage and Efficiency
Vocus has become indispensable to the IMA's public relations and marketing staff, resulting in timesavings, a more productive team and more coverage. Having targeted, up-to-date media lists has helped increase the museum's press coverage about 10 percent a year for the past three years.

Vocus' contact management makes managing the IMA's media lists easier and much less time-consuming than with the old system. Plus, the IMA has reduced by two-thirds the time it takes to manage clips, freeing a staff member to devote more time to other important projects.

Most importantly, Vocus has helped the IMA work toward its challenge of establishing itself as a world-class museum through the national media.

The Americas
4296 Forbes Boulevard
Lanham, MD 20706
Phone: 301.459.2590
Fax: 301.459.2827
Toll Free: 800.345.5572
info@vocus.com

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