

THE MUSEUM OF LIFE AND SCIENCE

Overview

COMPANY

The Museum of Life and Science is one of North Carolina's top family destinations for hands-on science learning. Its 84 acres of indoor and outdoor space includes an interactive science park, a two-story science center and venues for business functions, family events, weddings, parties and the like.

CHALLENGES

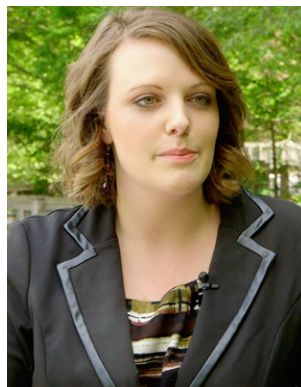
"We had lots of available dates and wanted to find new ways to reach people interested in the distinctive spaces we have to offer," explained Madelyne Rush, Guest Services Manager.

SOLUTIONS

ReachLocal implemented ReachSearch™ search engine advertising. By tracking every click, email, call and more, The Museum of Life and Science could easily assess performance.

RESULTS

- 24% increase in lead generation
- Dramatic uptick in facility rentals
- Time from inquiry to contract signing significantly decreased
- Reached new audiences



"Working with ReachLocal takes the worry out of our search engine marketing and allows us to focus on what's most important: making sure our customers and prospects have a great experience, all the way from finding us, to contacting us, to visiting our facility."

Madelyne Rush, Guest Services Manager

The Museum of Life and Science is Reaching New Customers

The Museum of Life and Science in Durham, NC was founded in 1946. Its mission is to create a place of lifelong learning where people, from young children to senior citizens, can embrace science as a way of knowing about themselves, their community, and their world. A portion of the museum's revenue is raised through facility rental and services, such as receptions and behind-the-scenes tours. ReachLocal's search engine marketing campaign helped the museum reach new customers, increase its lead generation and meet its annual rental revenue projections.

CHALLENGES

While its interactive learning facilities are a big draw, the museum also derives revenues from venue rentals for receptions, parties and behind-the-scenes tours. Its unique rental spaces include its 5,000 square foot, glass-enclosed Butterfly Conservatory, South Gallery with art installations, Aerospace exhibit, Dinosaur Trail, gardens and patios. Rush noticed that venue rentals weren't on track to meet projections, so she turned to ReachLocal.

SOLUTIONS

ReachLocal worked with Rush and the museum's communications manager Leslie Pepple to develop a search-engine marketing campaign that would directly reach the audiences most interested in its unique facilities. Since the department was mid-way through its fiscal year, ReachLocal set short-term goals for the campaign. Using its ReachSearch technology, the ReachLocal team helped the museum identify the keywords potential customers would most likely use when searching for its facilities, and integrated those terms into its landing page. The ReachLocal team regularly monitored campaign clicks and spending, and worked with the museum to adjust and modify its campaign as needed for optimal results.

RESULTS

The search marketing campaign designed by the experts from ReachLocal significantly increased the rental departments' leads and helped fill every open rental spot for the entire calendar year. Since ReachSearch records incoming phone calls, it helped in customer service training, and, through questions posed by callers, helped the rental department better understand what customers were looking for. The ReachSearch campaign reached new, higher-value audiences; and helped the museum expand the scope of events it hosted beyond weddings and parties to include family reunions, bar and bat mitzvahs, and non-traditional events.

"We had lots of available dates and wanted to find new ways to reach people interested in the distinctive spaces we have to offer," explained Rush. "We were already using ReachLocal for our main search engine marketing campaign and were incredibly happy with the results."

"The campaign not only helped us expand our offerings," said Rush, "it also helped us rethink how we define ourselves."

Call **866.978.9312**
or visit www.reachlocal.com