

VIRTUAL MUSEUM RESOURCES

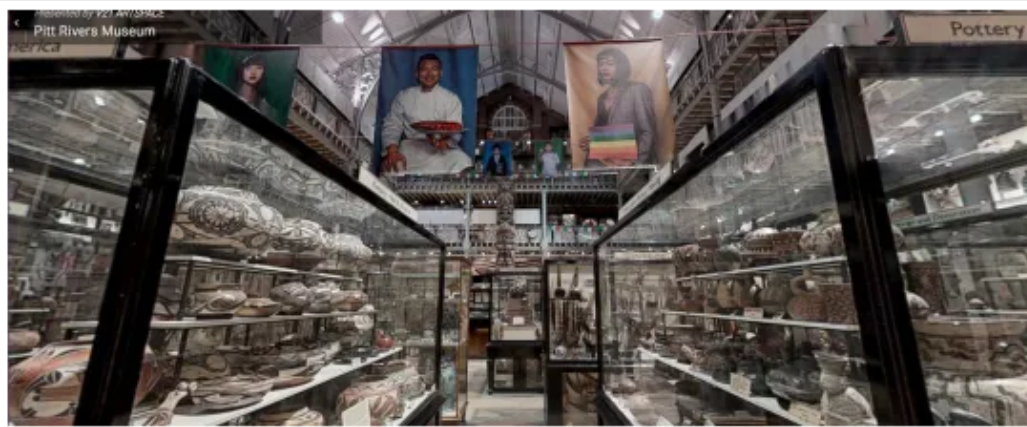
<http://mcn.edu/a-guide-to-virtual-museum-resources/>

BACKGROUND

MCN hired 1909 DIGITAL for our agility and museum-related digital marketing subject matter expertise in the digital age. In response to the outbreak of COVID-19, we recognized the opportunity to position MCN as a tuned-in, value-driven professional organization focused on promoting the amazing work of its members, partners, and friends.

We shifted gears quickly and developed a blog post to serve as a beacon and aggregator of virtual museum resources for industry professionals, educators, and visitors alike. The blog began as a list of resources from immediate members and notable friends and has since evolved into a growing, trusted portal for virtual museum experiences.

The Ultimate Guide to Virtual Museum Resources, E-Learning, and Online Collecti



QUICK STATS FOR BLOG VISITS

- 4,887 to **174,350** new Users (3200% increase)
- 6,556 to **227,000** new Sessions (3275% increase)
- 22,689 to **564,300** Pageviews (2327% increase)
- A Bounce Rate improved by 32.5% overall

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QUICK STATS FOR SOCIAL

TWITTER

- 49,200 Twitter Impressions // 1,890 Engagements
- 225 Twitter Likes // 197 Twitter RTs // 58 Comments

FACEBOOK

- 6,800 Facebook Engagements (up 11,000%) // 3,500 Reach (up 1,500%)
- 1,700 Facebook Shares // 42 Reactions // 2 Comments

STATS THAT MATTER

In the months leading up to the release of the **Virtual Museum Resources** blog, mcn.edu attracted a total of 4,887 New Users, 6,556 Sessions, 22,689 Pageviews, with an average Bounce Rate of 17.95%

In the days post-publication to date (May 15), the **Virtual Museum Resources** blog has attracted **174,350 New Users** (3200% increase), **227,000 new Sessions** (3275% increase), **564,300 Pageviews** (2327% increase) and massively improved Bounce Rate (**down 32.5%**).

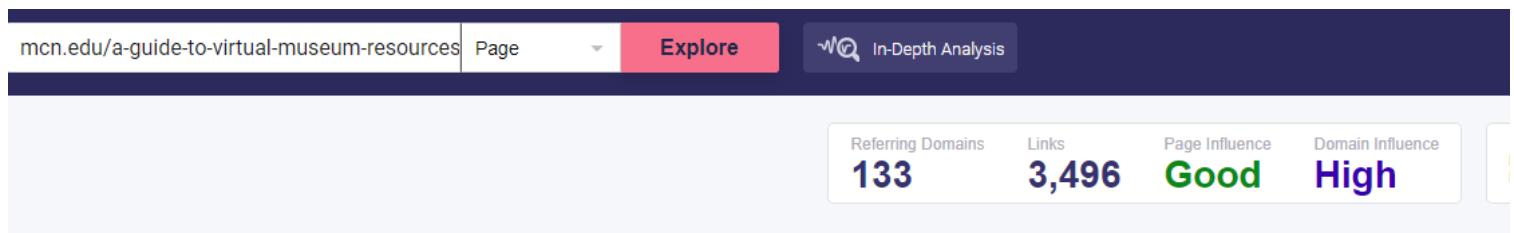
The blog has a sustainable shelf life. Peak Visitors arrived on Monday March 16th, a day after

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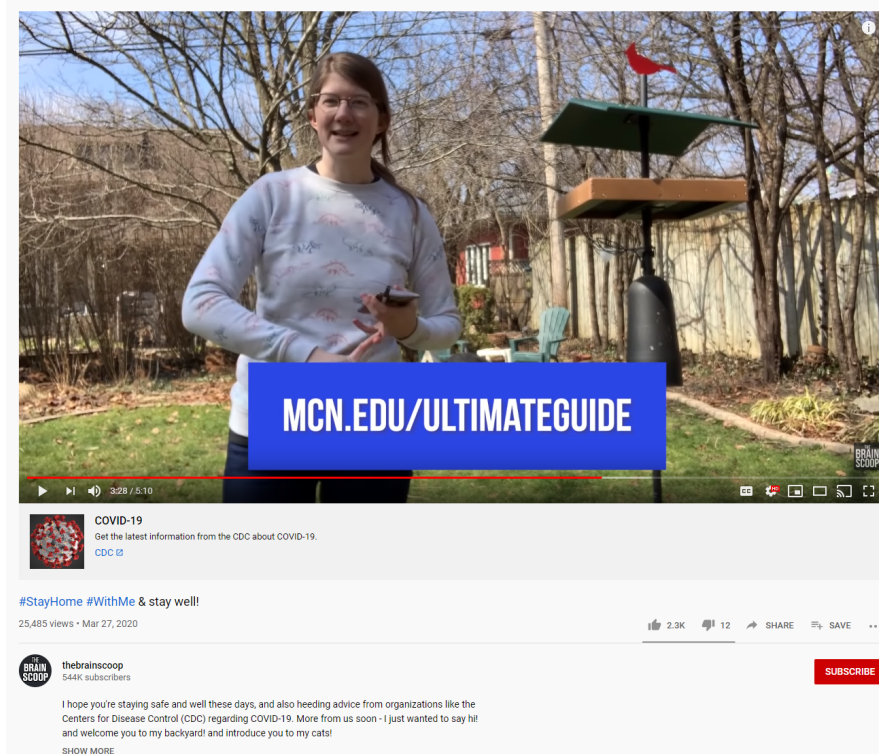
publication, but an average of 10k Visitors returned daily through March 31st, and the article now averages 1k visitors daily, 3 months later.

COVERAGE/PARTNERSHIP

The link to the **Virtual Museum Resources** blog has been linked 3500 times on 133 referring domains, many of them with High domain authority:



The link was shared in partnership with the Field Museum via Emily Graslie's vlog series, the Brain Scoop. Emily's link (which we tagged) sent **683 new Users to MCN via Youtube**, with an astronomically small 1.3% bounce rate. The visitors LOVED the content and 98 out of every 100 decided to click forward and engage with the virtual resources OR explored to learn more about MCN



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Source / Medium ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	708 % of Total: 0.52% (136,195)	683 % of Total: 0.50% (137,761)	922 % of Total: 0.54% (170,205)	1.30% Avg for View: 4.18% (-68.83%)	2.64 Avg for View: 2.54 (4.09%)	00:01:56 Avg for View: 00:01:12 (61.28%)
1. Youtube / video	708(100.00%)	683(100.00%)	922(100.00%)	1.30%	2.64	00:01:56

RANDOM HAPPY PEOPLE ON THE INTERNET



Dean Lynge Thank you 🙌 what a wonderful resource. Specifically for the older Generation, who will be doing a little less traveling in the near future.

Like · 1h