Attract

- Website
- Social media
- TripAdvisor, Yelp
- Rack card, brochure
- Paid/earned media
- Drive/walk by
- Word of mouth
- Restaurant

Nurture

- Visitor center
- Tour
- Ask questions
- Social media
- Blog
- Exhibits
- Free programs, events
- Museum store visit
- School group

Convert

- Museum store purchase
- Donation
- Membership
- Social share
- Specialty tours
- Paid programs, events

Engage

- Regular/major donor
- Volunteer
- Advocacy
- Fundraising
- Board/committee service

Visitor Engagement Funnel