

MULTICULTURAL MARKETING PLAN



for The Center for Wooden Boats

Framing

The project is centered around developing a multicultural marketing strategy for the Center for Wooden Boats in Seattle, with a specific focus on engaging the South Asian community. The objective is to enrich cultural diversity, broaden the audience, and promote inclusivity through activities such as market research, outreach programs, forming partnerships, and various marketing initiatives. The primary aim is to boost attendance, ensure financial stability, and cultivate a museum environment that is both inclusive and culturally vibrant.

Problem

Seattle's shifting demographics show increased diversity, particularly with a burgeoning Asian American population, affecting income patterns. In King County, Indian households have a higher median income. This transformation poses both challenges and opportunities for museums to engage visitors. This demographic group holds substantial economic sway, with a noteworthy disposable income (Camarero, Garrido, & San José, 2016).

Purpose & Impact

The project's objective is to create multicultural marketing plans for the Center for Wooden Boats (CWB), with a focus on engaging the South Asian community in Seattle. By gathering insights into their preferences through focus groups and surveys, CWB aims to enhance visibility, advocate for inclusivity, and encourage cultural interaction. Embracing diversity can enhance services, boost participation, and secure CWB's financial stability.

Product

The marketing plan's aim is to enhance engagement within the South Asian community in South Lake Union, Seattle. It involves utilizing influencer marketing and culturally relevant events to achieve this goal. By drawing inspiration from the rich maritime heritage of the Center for Wooden Boats (CWB), the plan proposes tailored programming, community engagement pricing, and technological integration for operational efficiency and improved customer experience. Collaborations with cultural organizations and local businesses within the South Asian community will help broaden CWB's influence and impact. A structured budget allocation and assessment criteria will ensure a systematic approach to achieving the set objectives. Ultimately, the marketing plan seeks to raise revenue and promote maritime heritage and community participation among the South Asian population in Seattle.

Process

- Focus group sessions with 12 individuals to understand perspectives on cultural programming.
- A market survey of 100 South Asians to gather quantitative data on engagement with the Center for Wooden Boats.
- Data analysis to extract insights from both qualitative and quantitative data.
- Development of a marketing plan to enhance cultural representation and effectively engage the South Asian community.

Recommendations

The Center for Wooden Boats (CWB) can enhance its outreach by utilizing social media, partnering with influencers, improving cultural representation, executing targeted marketing strategies, and employing a dedicated social media specialist for consistent and impactful communication.

