

A background image showing a woman with blonde hair and blue glasses looking at a smartphone held by a young girl. The woman is pointing at the screen. The image is dimmed to allow text to be overlaid.

Five Key Benefits of Digital Audience Engagement for Visitor Attractions.

March 2022

Downloadable Guide

Five Key Benefits

Digital Audience Engagement for Visitor Attractions.

Introduction

Everyone is talking 'digital' these days. But what does digital, in this case, SaaS (Software as a Service), mean to the attractions and experiences sector?

For some, it's about streamlining processes and reducing the reliance on paper, in exchange for cloud-hosted storage facilities, for others, it's about expanding the reach of the marketing message to increase footfall and grow audiences. Going digital also means the ability to gain valuable data insights about visitors and audiences, to improve and enhance the way they operate.

This simplistic view only touches on the impact digital has – on just about any sector, the museum, zoo, cultural, heritage, stadium experience and more.

Here are our top 5 benefits for going digital to drive visitor engagement, gain valuable insights and improve revenues:

1.0 Dynamic Operations



An AEP, (Audience Engagement Platform), can help you access a wider audience, by improving your marketing and reach, and using the n-gage.io platform, operators have the ability to send a wide variety of communications to their audiences, such as instant messaging, push notifications and emails. The platform also allows for the slicing and dicing (segmentation) of audiences for more personalised and detailed marketing efforts, which have a better conversion rate. Being cloud-based, the system can deal with the infinite amount of data generated by your efforts too.

Once you have converted audience interest into a visit, the AEP can help you to convert visitors into long-term membership opportunities, thus **adding to your venue's mission for growth.**

A photograph of a man with a beard and sunglasses around his neck, smiling broadly and pointing forward. A young girl with curly hair is sitting on his shoulders, holding a yellow snack packet. They are outdoors, with trees and a blurred background.

More people reached, **more opportunities.**

Additionally, audience engagement platforms like n-gage.io, are designed to assist with community outreach and because it all runs on a digital platform over any device, there is greater accessibility for everyone to engage with your content – whatever that might be.

The words digital and AEP, can prompt fear into operators, where technical knowledge is a challenge and resources are low, however, the n-gage.io platform requires minimal technical skills to deploy – it's a plug and play solution. It also needs minimal resources to maintain, and being extremely affordable to deploy, **it's a simple consideration for visitor attractions looking to enhance their engagement, maximise return and grow a sustainable future.**

A young child wearing a blue helmet and a striped shirt is lying on a paved surface. The child is surrounded by colorful chalk drawings, including a large blue bicycle and a red circle. The child is smiling and looking towards the camera.

2.0 Enhanced Experience

For any visitor attraction, whether it be a museum, zoo, a sports stadium, theme park, aquarium or even a town or city, truly 'connecting' with your visitors is what matters. Stimulating an emotional connection that creates a relationship with your audience, is made all the easier these days via connected devices. Connected experiences have the power to enrich the overall outcome, especially for those keen on learning more about the subject matter at hand, as AEPs are able to engage audiences on a deeper level. It's as simple as the 'operator' (the venue/experience), uploading all the information they have and transforming the way audiences interact with it.

Whatever age visitors might be, who would not like a treasure hunt, following clues to unlock more content or even to redeem rewards for completing quizzes etc? What about triggering beacons that set off a chain of exciting events, or the ability to hold a connected device over anything of interest pre-loaded onto the system, and **unlock a more enriched content experience using digital media – right there and then.**

A photograph of a man and a woman sitting at a table, looking at a red smartphone together. The man is on the left, wearing a white t-shirt and a watch. The woman is on the right, wearing a brown hat and a plaid jacket. They are both looking intently at the phone. The background shows a window with a view of a green outdoor area.

Deliver **engaged audiences** anytime, anywhere.

Imagination is the only limitation.

For educators, AEPs offer a realm of untold possibilities to truly engage young minds, and make the experience even richer and more meaningful, to stimulate the learning journey off site and in the classroom. To make life and the job really easy, n-gage.io has a built-in lesson planning functionality too.

With n-gage.io, the learning experience doesn't stop at closing time. Because the platform runs over a native or a progressive web app (PWA) on any device with an Internet connection, it's always on. (n-gage.io's platform can also be used offline and when connected, uses minimal data).

A young boy with blonde hair is wearing large, clear goggles and holding a cardboard box. He is standing in a room with a white brick wall and a wooden floor covered in colorful confetti. A colorful geometric box is on the floor next to him.

3.0 Innovative Discovery

The pace at which the digital realm is developing is unprecedented. Unlocking new ways of working, new audiences, and new ways to engage for the visitor attraction sector, it enables a seamless merging of the physical and online realms, that unlock not only new ways for audiences to discover content but how they engage with that content too.

Dynamic AEPs offer a variety of insight tools such as heat mapping, to track a visitor's journey through the exhibit or venue. As the visitor engages with the content, data is being generated, which details how long they were at that station/object/attraction, how long they engaged with the content, or not and so on. Gather this information over a period of time and it can better inform curators as to future collections, and how audiences might engage with. Web Bluetooth connectivity, beacon triggering technology and enhanced object recognition, along with gamification modules, for example, are all part and parcel of the **innovative discovery process for all audiences to participate in on the n-gage.io platform.**

A grayscale image of a classical marble statue of a woman, likely representing a historical figure, holding a modern black smartphone in her hands. The statue is positioned on the left side of the slide, partially overlapping a pink horizontal bar.


Keeping up with the times **with technology.**

Digitising for posterity – one of the best aspects of an AEP for operators, is the ability to conserve their content. Imagine being able to load and store documents, images, audio, memorabilia etc and at the click of a button, listen to any of the world's greatest inventors, heroes or heroines and see them come to life right before your eyes.

Whilst it could never replace the original, digitising of collections can also be a life saver in the event of a disaster – such as the recent pandemic, for example, which prevented access to entire art collections and historic buildings etc. Having collections, even buildings themselves, recorded by 3D Object Mapping allows for preservation of content and a tangible link to the past that doesn't need to be imagined, because it's been truly represented by technology.

A photograph of palm trees and a clear sky, partially obscured by a pink banner.

4.0 Intelligent Environments

A photograph of a woman from behind, wearing a light blue sweater and a red scarf, holding up a large map in a park-like setting.

Data, data everywhere and not a drop of ink - Machine Learning does not mean that robots are going to replace the curator or the museum guide. Far from it. Machine Learning does, however, pave the way for smart software that intelligently uses data and algorithms to imitate the way that humans learn, gradually improving its accuracy. In the case of n-gage.io for example, machine learning is at the heart of our object recognition technology, which allows curators to upload only a limited number of images of a collection, for the system to recognise and identify them as if they were viewed with the human eye, except of course, it's through the camera view of a smartphone or tablet.

n-gage.io's AEP runs over a cloud-based infrastructure. Some of the undoubted benefits of this approach, include a significant increase in flexibility to cope with your growing business and data requirements with almost instantaneous implementation. For the visitor attraction sector, the ability for the audience engagement platform to be mobile is transformative – **not only for the visitor to obtain information when and where they want it, but for you, the operator, to access the backend and update, change or delete content where necessary.**

A photograph of a young child sitting on a tall stack of books on a light-colored wooden floor. The child is wearing a white t-shirt and dark pants, and is holding an open book with a blue cover. The stack of books is very tall, reaching up to the child's head, and is composed of many books of various colors and sizes. The child's legs are crossed, and they are looking down at the book they are holding.

Smart software focused on what audiences want.

Knowledge is power – within the millions and millions of pieces of data that is being generated through every single engagement over your digital platform, cloud-based computing has the wherewithal to integrate any number of analytics to obtain the insights you need to optimally run your operation. Redundancy is a critical aspect of cloud-based solutions. This means, there is always a back-up in the event of a disaster.

Being cloud-based, when the native app or PWA is downloaded onto the audience's device (all carrying your brand's look and feel), any changes that occur on the backend, are immediately updated onto the audience's application. No need to download an update, they are automatic.

A young child with curly hair, wearing a green t-shirt and blue and white striped pants, is sitting on a large, dark rock. The child is blowing a dandelion seed head. The background is a soft-focus outdoor setting with trees and a clear sky.

5.0 Diversified revenue opportunities

Creating diversified and increased revenue opportunities are key drivers to the marketing function for many attractions. With survival for some being truly tested during the recent pandemic, it makes sense to consider how technology and digital adoption can play a more increasingly important role in sustaining and growing revenues, even without footfall at the door.

Example, Max and Molly and their family have been visiting your attraction on and off for years. You know this because your smart audience engagement platform has tracked and logged their visits and activity. It's time to upsell them to an annual family membership perhaps – generating upfront payment for your establishment.

Creating an environment that encourages a sense of community and social interaction, also leads to loyalty and member retention. So, whilst not every long-term member will maximise their membership, **making each engagement memorable leads to an increased chance of them renewing.**

Positive impact on your engagement strategy.

Grow the membership base with special offers and notifications. Give your audiences advance notice of special events and activities.

Seamlessly integrate order and pay mechanisms as well as mobile wallets, marketplaces for merchandise and memorabilia etc, remembering that all the while you are engaging with more people, the more likelihood there is of a positive impact of your audience engagement strategy.

To find out more about how n-gage.io can positively impact your audience engagement, get in touch with a member of our team.

Get in touch.

For more information about how n-gage.io can help transform your digital audience engagement strategy:

Bryan Hoare

Founder & CEO

e: bryan@famemediatech.com

t: 07860 107636

Kate Dearlove

Director of Media & Content

e: kate@famemediatech.com

t: 07570 99305