Refining marketing of art and culture with marketing mix modelling

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Abstract

This paper recommends the use of marketing mix modelling (MMM) to improve marketing management in cultural institutions. Its primary goal is to demonstrate the feasibility of using MMM in museums by benefitting from standard practices and modifying the method for the cultural institutions. The paper demonstrates the validity of MMM through a case study of Zachęta – National Gallery of Art in Poland in 2021-2023. Additionally, the paper provides insights for planning future activities of the gallery, which is a secondary goal. The study highlights the importance of utilising innovative analytical techniques to optimise marketing strategies in cultural institutions.

Subject Areas: *Entertainment Marketing;Marketing-Mix Effectiveness;Marketing Planning and Implementation;Technology, innovations, robotics*