

Online Marketing Communications and the Postmodern Consumer in the Museum context

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This paper focuses on the use of online communications and user-generated content in the discussion and sharing of information in the museums and heritage sector. The paper takes a marketing communications perspective and examines the role of the postmodern consumer in sharing, creating and contributing to stories and conversations which can form part of an online archive as part of a museum collection. The paper reviews the literature on marketing communications strategy and the postmodern consumer in the museum context. A series of case study examples are used to illustrate the role of online communications and the types of online communication used. The paper presents suggestions for marketing communications practice in the museum context.

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