

TEKNISKA MUSEET

Tekniska Museet discovers that where content is king, conversation is queen



With Observify, Hemnet has:



Monitored relevant topics and gained useful insights for building website content



Been able to compare the popularity of exhibitions on social media, and gained insight into what visitors like, and what they wish to see more of, both in terms of content and upcoming events



Streamlined its social media monitoring and saved precious time



A PLACE FOR LITTLE GENIUSES

Exhibitions staged at Tekniska museet (the National Museum of Science and Technology) captivate millions of curious kids and grownups alike. Anything is possible, from painting with your eyes to controlling things with your thoughts. Tekniska museet teaches geniuses of all shapes and sizes about tried and tested technology - as well as cutting edge innovations from the present - using eye opening exhibitions and events. Their mission? To make technology and natural sciences accessible for everyone.

Tekniska museet's website informs visitors about current exhibitions and events. The next step is to craft relevant content for them, but how do you really know what your audience likes? What compels them to pay a visit and maximise their experiences?

Get in touch with Observify today!

✉ sales@observify.com ☎ +46 8 660 44 99

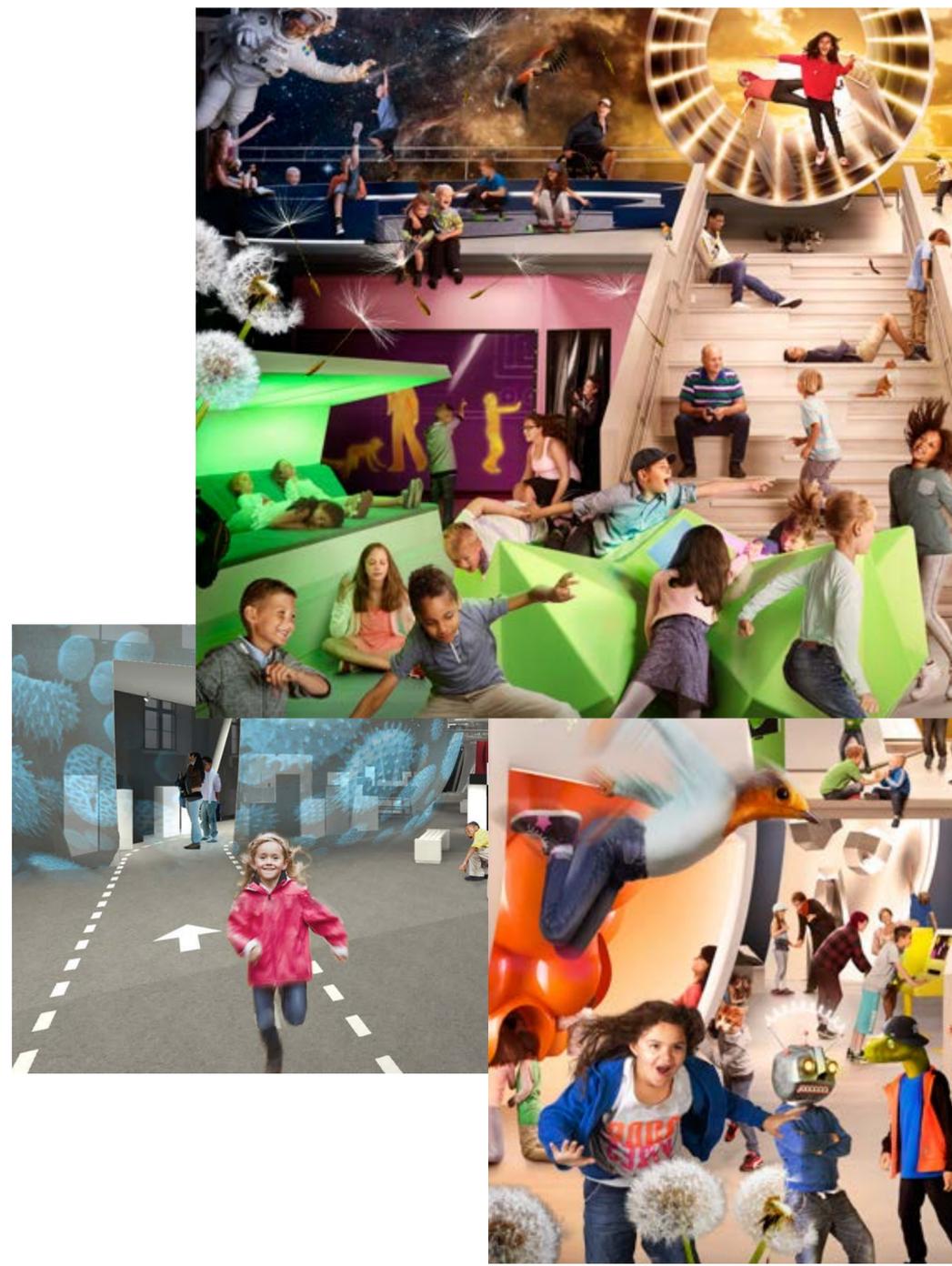
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CONTENT WHICH MOVES

Observify's reports have helped Tekniska museet set up relevant monitors, designed to give real insight into customer interests. The museum found that its more mature mini geniuses wrote about the Nördcafé (Nerd Café) - a hub for people to share their interests. This presented an opportunity to initiate themed get togethers with tailored content, offering relevant knowledge to fans, regardless of whether they like Super Mario, silent movies or Furry Fandom.

Thanks to Observify, Tekniska museet determined which events and exhibitions were highlighted most often on social media. Such insight helped to inspire content based on the most popular subjects discussed, in turn attracting a wider audience. The tool also revealed Twitter as the museum's key source for conversations about events and exhibitions.

Tekniska museet's aha moment was discovering what was relevant to its audience - what do they actually like, and what hooks them in? Content creation needs to be based on real figures and audience insights for them to want to get involved. A tool like Observify helps to cut through the noise, find the conversations that matter and lay the groundwork for the stories you create. Content is king, but conversation is queen!



“

Observify's reports not only give us the chance to strengthen our audience relationships, but the opportunity to push the importance of content marketing internally. That alone is worth its weight in gold.

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Sebastian Flavet

Press, social media- and project leader @ Tekniska Museet

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