

Kenosha Public Museum

5500 First Avenue
Kenosha, WI 53140
262.653.4140



Civil War Museum

5400 First Avenue
Kenosha, WI 53140
262.653.4141
www.thecivilwarmuseum.org

Dinosaur Discovery Museum

5608 Tenth Avenue
Kenosha, WI 53140
262.653.4450
www.dinosaurdiscoverymuseum.org

February, 2011

It is my pleasure to recommend Pam Magnuson and her Internet Marketing Services, PineManor401.com. As Development Coordinator for the Kenosha Public Museums, part of my job is to manage a limited marketing budget. I turned to the efficient and economical advertising option of the Internet. I monitored our click rate and visitation for over a year and knew we needed something more.

In early 2010 we contracted PineManor401 to market our three museum websites and increase our presence on the Internet. Pam implemented the "Connections Marketing Program" and created Internet profiles, search-able Internet listings and event listings for all three museums - all driving click-throughs back to the original sites. And it worked! Visits to each of the three websites increased 12-18% as we compared January 2010 to January 2011.

The profiles are fantastic! Pam created several pages of photos and information about each museum from a pre-approved document. She updates our contact information on old listings, and finds new and very appropriate listings and social media opportunities we would never have found without her expertise.

We have seen a dramatic difference in our on-line exposure which is why the Kenosha Public Museums has renewed her contract for a second year. Each month during the program we see increases in click-throughs back to our websites. In our guestbook, Museum visitors tell us they heard about us on the internet and that is why they decided to visit us in person! This organic optimization program introduces us to new audience groups, gives us higher rankings in search engine results and includes us on privately owned lists.

I also invited Pam to share ideas for marketing upcoming events and found her input to be creative, insightful and "outside the box." She really understands the power and value of electronic media and knows how to use it to her client's advantage.

I heartily recommend that my fellow non-profits consider working with Pam and PineManor401. Her program is invaluable and the results are measurable and lasting. The Kenosha Public Museums benefit greatly from our relationship with Pam and PineManor401.com.

Peggy Gregorski
Development Coordinator
Kenosha Public Museums