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Real-Time Marketing on Facebook Profiles of Museums in Response to the COVID-19 Pandemic

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ABSTRACT

The subject discussed in this article concerns the concept of real-time marketing (RTM)—a specific form of marketing communications focused on current events—which was employed by Polish museums on their Facebook profiles in the face of the ongoing pandemic. Exploring this topic required posing a relevant research question: *Have Polish museums been implementing any pandemic-themed RTM strategies on their Facebook profiles, and if so, to what extent?* The answer was obtained during qualitative research consisting of two stages, namely, verification of posts on museum Facebook profiles and determining which of them were RTM activities; and content analysis of these RTM posts with the use of a categorization key. Our analysis has revealed that the pandemic-themed RTM activities of the researched museums focused on eight topics, namely, the “stay-at-home” campaign, information about restrictions, museums vs. pandemic, promotion of online presence, ideas for spending free time, audience vs. pandemic, joy at museum reopening, and Brand Heroes.

KEY WORDS

Real-Time Marketing, facebook, museum, Poland, COVID-19

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