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Abstract

The David Owsley Museum of Art (DOMA) is located on Ball State University's campus. The museum boasts 11,000 works of art from all over the world and is named in honor of F.C. Ball's grandson, David Owsley, who has donated millions of dollars worth of art to the museum. In 2016, 26,000 guests visited DOMA, but there are challenges attracting student visitors. This project aimed to increase student attendance through a social media influencer campaign. Based on Patrick Jackson's communication behavioral theory, consumers respond and interact with a product or service when there is a triggering event. For this campaign, the museum hosted an influencer event, which served as the triggering event, and led to an increase in social media engagement and attendance. The research and explanation of the results are followed by a list of recommendations for the museum to use in future influencer marketing campaigns.

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