

# A digital approach to culture and heritage

07/09/2011

Working throughout the heritage, cultural and tourism sectors, [Imagemakers](#) are interpretation strategists, consultants and designers. With a wealth of experience – from creating apps to advising on interactive experiences online - they have provided an analysis of communication and audience engagement.

Twenty-two organisations were interviewed as part of the process, to gain a fair understanding of some of the digital projects delivered to date in the heritage sector. Each case study has been dissected to include a summary of the activity and what it was trying to achieve, how people have used these digital resources, and lessons learnt.

Find out how: ArtBabble created a loyal online following; eBird successfully addressed the needs of an existing community; Historypin partnered with Google to create a more engaging and meaningful 'real world' experience; and I Like Museums created their own recognisable brand and managed to increase visitor numbers to museums in the North East.

So, how can you benefit from reading more about [Digital participation and learning](#)? If you're thinking of planning and delivering a digital project of your own, then you can access top tips, such as:

- Put the audience first in the way you plan, design and deliver your digital initiative
- Make sure you define clear aims and objectives and consult with your target audience at inception
- Achieve a lot with very little investment, with the enthusiasm and specialist digital knowledge available within your organisation
- Consider how you utilise online marketing, such as social media channels, to ensure that people can find your product

Find out more about the [Digital participation and learning case studies](#) – a recommended read for anyone interested in the field of digital possibilities.