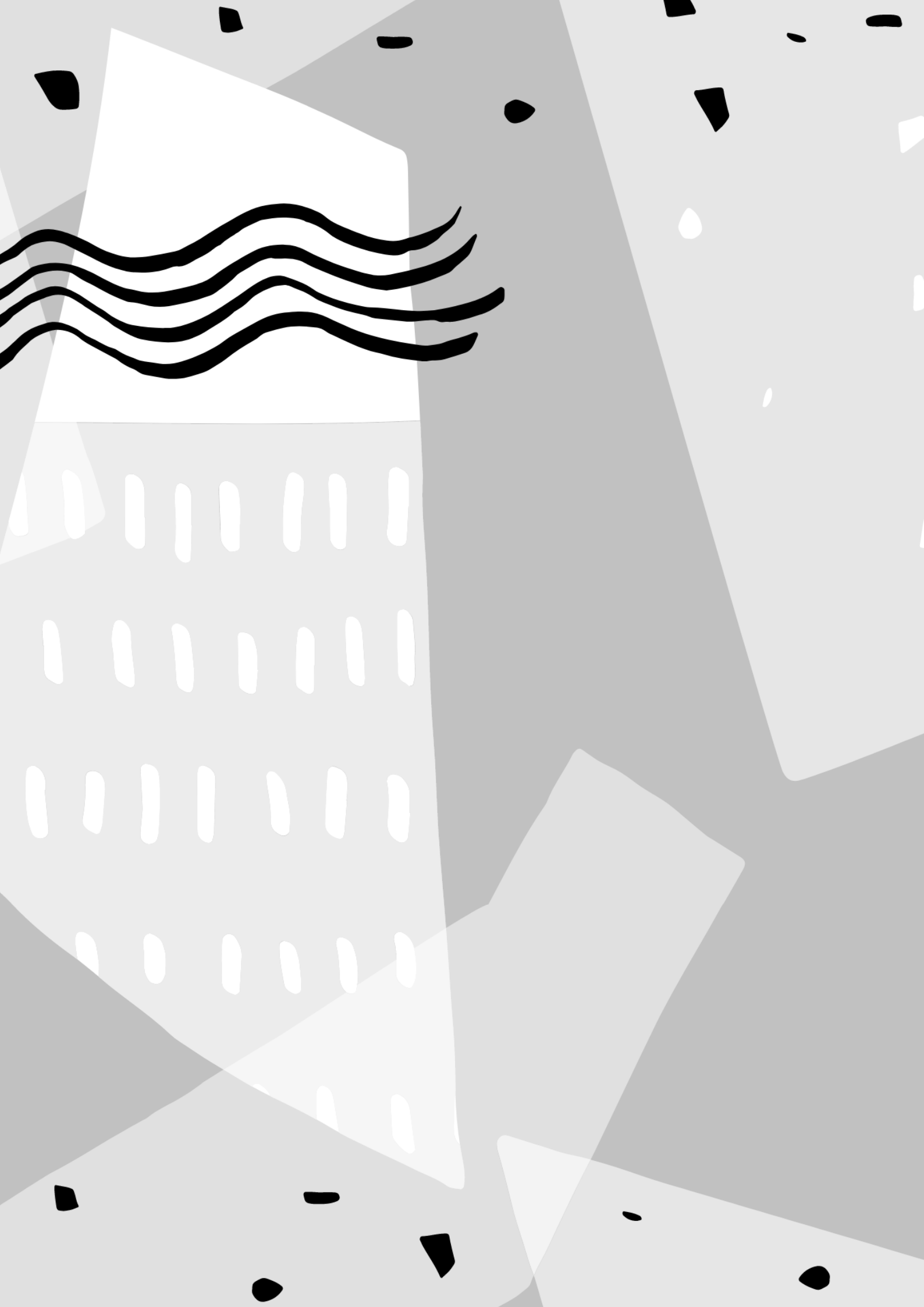


**Arts  
north  
west**

**THE ARTS MARKETER'S HANDBOOK**  
A Simple Guide to Creative Promotion





# Table of contents

**5** Forward

**7** Preface

**9** Introduction

**11** Chapter 1: Name your Date

**14** Chapter 2: Brand yourself Effectively

**16** Chapter 3: Maximising Social Media

**19** Chapter 4: Claim your Online Real Estate

**22** Chapter 5: Give them a Sign

**25** Chapter 6: Hit your Target Market

**28** Chapter 7: Work your Media Connections

**32** Chapter 8: Launch your Creative Project

**35** Chapter 9: Action your Marketing Campaign

**39** About Arts North West and the Author



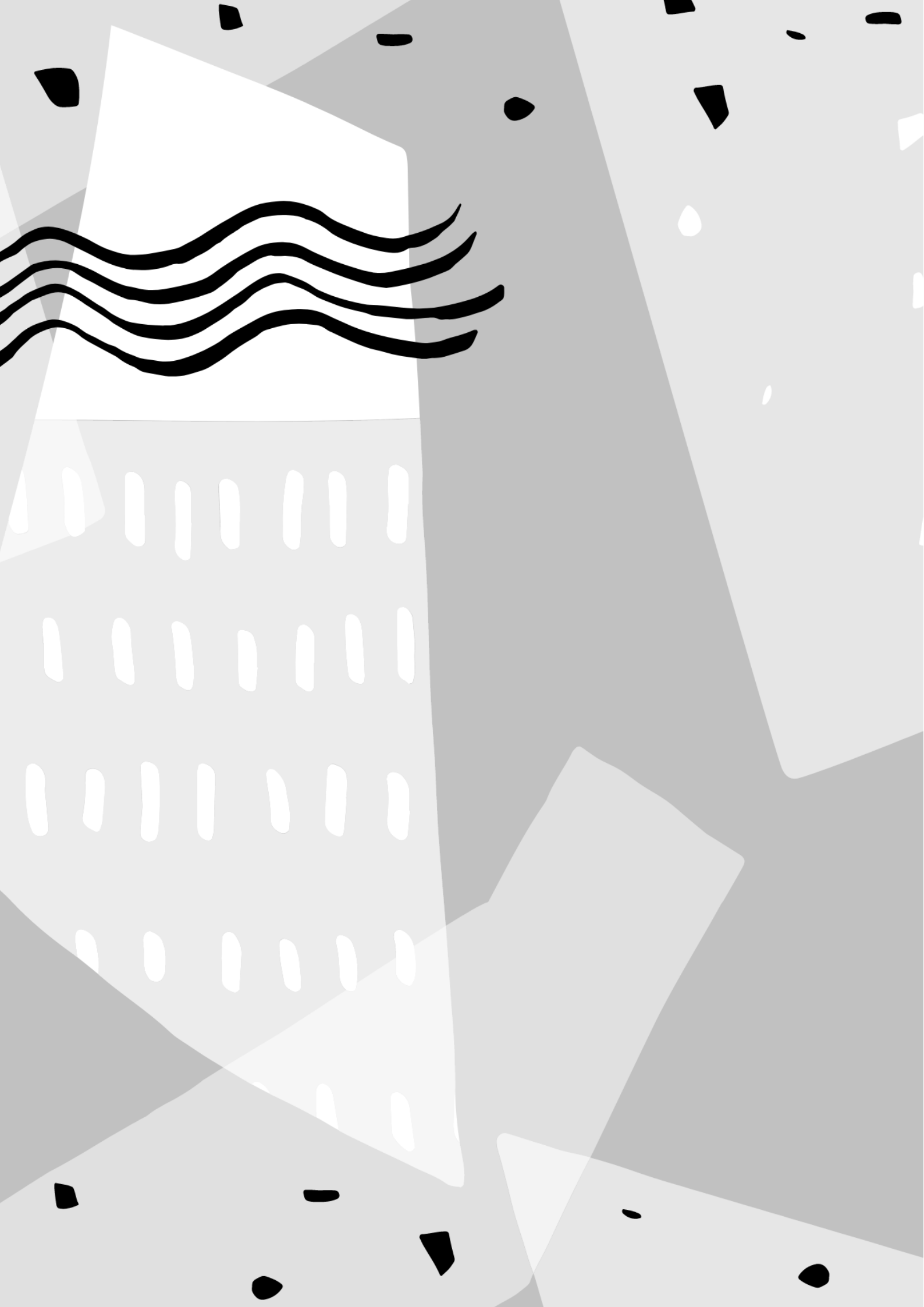
# Forward

There have been considerable changes in the media landscape over the past ten years. We have seen regional newspapers and magazines closed, or certainly downsized, often with no dedicated photographer and certainly no specialised arts reporting. The challenge now is to make sure that the arts has a voice in our communities, and it's a test faced by all of us who work in the industry, from larger cultural institutions to independent creatives.

Artists need to pivot to a new paradigm in which we are required to function as journalists and publicists. In this new scenario, creatives will often need to produce our own media content across a multitude of platforms. But artists are renowned for being flexible, agile, lateral thinkers, so this new way of working should not be daunting; and this e-book is full of tools to support us as we develop skills in arts marketing.

I encourage all New England North West artists to rise to the challenge and become creative advocates for our region!

**Caroline Downer, OAM**  
Executive Director, Arts North West



# Preface

Over the years Arts North West has developed a comprehensive collection of useful resources for creatives across the New England North West. With a well-populated online event calendar, fortnightly eNews, extensive professional development workshops, and many eResources, we aim to cover the basics from how to write an invoice to more complex topics like grant writing and project management.

We are continually updating and developing our resource content to remain current and relevant to the ever-changing arts and cultural landscape, to ensure local creatives stay up-to-date with the latest information, opportunities, and resources at a local, state, and national level.

Don't just stay in the loop, become an essential part of our network by signing up to our eNews via the Arts North West website and follow us on Facebook; and if you're planning any kind of creative project, please head to our website and upload all the details so we can start sharing them with our ever-growing audience.

**Steph McIntosh**

Communications Officer, Arts North West





# Introduction

Marketing is a very broad and specialist field. Like journalism, it takes a lifetime of practice to become an expert, but these days it's become a real challenge to get the attention of the media, if indeed there are full-time local journalists with time to cover our creative events.

The good news is that these obstacles have not stopped creative thinkers from starting and managing fantastic arts projects in the New England North West. As the region's peak arts body, Arts North West has published this e-book as a means of collating current information and strategies around arts marketing for ourselves as independent creatives.

This guide is basic and does not replace expert marketing or journalism skills or advice, which can be sourced by engaging professionals when you have the budget to do so.

What *The Arts Marketer's Handbook* aims to do is share the basic approach of journalism, marketing and communications so that creatives can get cracking on effectively promoting their projects.

## HOW THIS BOOK WORKS

The major steps of a classic marketing campaign are covered in a general order from Chapters 1 to 7, with a recap about the need to be strategic with lead time in Chapter 8.

Tips for effective application of these steps and industry-related tricks appear at the end of every chapter.

The basic context of this book is a creative event or project, although the principles of communications apply to just about anything, be it a one-off exhibition, a series of performances, or an annual event.

There's a definite leaning towards the current media and communications landscape of our region, a rural community. All the principles referred to in this guide: local newspapers; radio stations; arts and cultural newsletters; service clubs; visitor information centres; and councils, are currently providing marketing support to local artists at the time of writing.

In addition this network of assistance, I encourage you to seek out freelancers across our region working in web design, journalism, marketing, social media and graphic design. These arts workers are creatives too, like you, and are keen to develop their skills and experience, and generate incomes.

Together we can lift the creative output of the New England North West and spread the word about our creative calendar.

**Michael Burge**  
Touring Co-ordinator, Arts North West



## **CHAPTER 1:** Name your Date

- FINDING WHEN OTHER EVENTS ARE HAPPENING
- CLAIMING YOUR CALENDAR SPOT

# Chapter 1:

## Name your Date

There's a lot going on these days and everyone's diary seems full, but don't let that discourage you from starting your own one-off or ongoing creative project. The best place to start looking for available dates in your region is to check out your local council's events calendar, usually available on their website.

Arts North West also has an events calendar that you can upload your event onto. Take a look and ensure your event won't clash with something in the same town on the same days/times: [www.artsnw.com.au/event-calendar](http://www.artsnw.com.au/event-calendar)

The peak tourism body of every state also runs an events calendar, and in the case of New South Wales, that's Destination NSW: [www.visitnsw.com](http://www.visitnsw.com)

If you have an Australian Business Number (ABN) for your community group, or you're a sole trader with an ABN, you can also upload your project to their site and reach people seeking events in your region, here: [oauth.atdw-online.com.au/login](http://oauth.atdw-online.com.au/login)

Every region has major annual flagship events, and they usually know the date for next year's event even as this year's is still running. Find a weekend that's clear of other events like yours and give yourself plenty of lead time (six months is ideal) to get the word out about it.

Before settling on your final date/s, ask yourself if it's a one-off or could it have a future seasonally or annually? Could your event take place on the third weekend of the same month every year, and therefore let you claim those dates ahead of time? The more lead time, the more chance you have of letting people know it's happening.



15

# TIPS

Talk to your local Visitor's Information Centre (VIC) as they usually have event calendars for the year ahead and may be able to assist you in selecting a good time for your event.

Before sitting down to upload your event to online calendars, prepare a short, snappy paragraph or two of words ('copy') about your event: its name, date, description and who it's aimed at. Get some compelling photographs too... you'll need them!

Proofread everything carefully before uploading information... check the Five Ws (What is it? Where is it? When is it? Why is it happening? Who is it for?) which often has an H added (How can I book/get more info?).

# TRICKS

Find a great image that represents your event to upload to online events calendars, something that encapsulates the spirit of your plan, if not the specifics. Free-use image sites such as Pixabay or Canva are perfect for this. Visit [www.artsnw.com.au/marketing](http://www.artsnw.com.au/marketing) to download Arts North West's Using Images for Promoting Events eResource.

Many online calendars allow you to upload information yourself, so as details about your event become clearer during your lead time, upload them to keep people informed! If you cannot upload them yourself, find out who can at the organisation that runs the calendar, and email the information to them. Upload your event to Arts North West's calendar here [www.artsnw.com.au/submit-your-event-to-our-calendar](http://www.artsnw.com.au/submit-your-event-to-our-calendar)

Settle on the date for your next event before the current one starts, and spend the whole event day handing out information about the next date. That way, your captive audience will hear directly from you about your next event.

## CHAPTER 2: Brand yourself Effectively

- DESIGNING A BRAND FOR YOUR CREATIVE PROJECT
- CREATING A LOGO AND/OR SYMBOL



# CHAPTER 2:

## Brand yourself Effectively

Effective marketing usually involves some kind of visual interpretation of your project or event. Over time, people have come to call this a 'logo', particularly if it involves words or letters in some design; although often it's also known as a business symbol or a visual brand.

It's not compulsory to have a logo or a symbol, although it's an expectation that some audiences have of a venture that takes itself seriously, so it's worth putting some time into creating one. Many social media platforms allow for a profile picture, which is often square or round. This is a great place to publish your project's simple logo.

Do a search to find out if other companies are using the name that you have selected. If so, think laterally and come up with another idea.

If you're planning a long-term event that you'd like to produce over a number of years, think about commissioning one from a local designer. Logo design is a specialist skill and many graphic designers provide a logo-design service. Get a few quotes and budget for logo design in your funding application.

Logos don't need to be complicated. Online design platforms like Canva allow you to generate a logo for free. Incorporate words and a simple image and make yours.

## TIPS

Look at effective logos and analyse why they work, particularly when they appear at thumbnail size online.

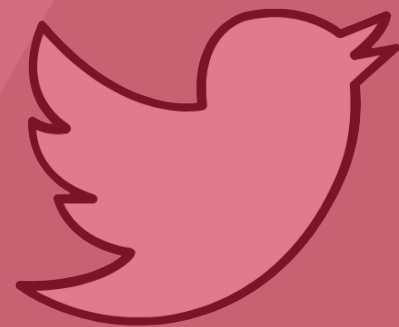
In design terms, less is always more. Don't make a logo overly detailed or complicated. Limit the use of visuals to one main point of focus, and the use of colours to three.

## TRICKS

You may need to make several different versions of your logo to suit different online hubs or publications, so keep your original design files so you can generate alternatives without having to rebuild from scratch (or ask your designer to keep them).

## **CHAPTER 3:** Maximising Social Media

- **GENERATING FACEBOOK, INSTAGRAM, TWITTER AND OTHER SOCIAL MEDIA SITES**
- **MANAGING SOCIAL MEDIA LIKE A NEWS EDITOR**



# CHAPTER 3:

## Maximising Social Media

As the traditional media contracts, people are turning more and more to social media to find events on their travels or in their town. Many people fear social media, which can often seem like a free-for-all whirlwind of opinion and not much more, although for event organisers and those wanting to get a message out there, social media is a must, and the great news is that it's predominantly free.

Think of your event as an airstrip and your social media accounts as air-traffic control, capturing the attention of pilots and passengers you want to attract to your event. Those high-visibility vests and paddles stand out, and your Facebook, Instagram and Twitter accounts are just as attractive to locals, visitors and strategic partners.

One of the wisest things social media account holders can do is to take things gradually and be consistent: one great post a week with a strong message is better than fifty not-so-great messages followed by months of silence. Another is to remember it's called the 'social' media, so be sociable and encourage positive experiences for your participants and followers.

The Facebook, Instagram and Twitter platforms will assist you to set up free accounts. On Facebook, ensure you create a Facebook Business Page (which is piggy-backed on a personal Facebook account) as it operates very much like a website, with a unique URL ('Uniform Resource Locator' or web address) and allows people to find you through search engines.

When setting up your accounts (or social media 'assets') put some thought into the name you'll use for your account and your social media handles (handles are those names with the @ symbol at the head of them, like @artsnw for Arts North West). Sometimes your handle is already taken by another event, entity or business, so do a search beforehand to come up with something original that will work across many social media accounts.

News sites now use social media to push stories into their readership, and event organisers can do this for themselves by selecting content for their social media followers. Don't be shy about adding timely weather and road/traffic posts to your feed, your followers coming to your event will thank you!



## Maximising Social Media

### TIPS

Facebook and Instagram are now the same company, and allow you to post content to Facebook and Instagram at the same time.

Be consistent with your posting: one great post per week is better than none or too many.

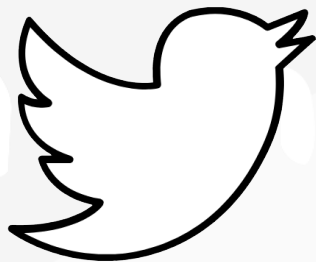
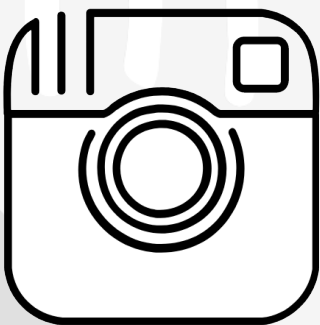
Be aware of the 'hard sell' by mixing up sales-oriented posts with light reading or entertainment posts.

Videos get great uptake on social media. Make them short and snazzy!

### TRICKS

Social media accounts will try to sell you extras (paid boosts, advertising, etc.) these are not necessary unless you really want to try paying for some promotion, which can be beneficial in the late stages of your marketing campaign.

Decide who will manage your social media accounts, particularly the 'Admin' of your Facebook Business Page. Choose wisely, Admins have a lot of control over content and spending



## **CHAPTER 4:** Claim your Online Real Estate

- **CREATING A WEBSITE AND MAKING IT WORK FOR YOU**
- **SOURCING QUALITY FREE-USE IMAGES**



# CHAPTER 4:

## Claim your Online Real Estate

People thinking about going to an event, or interested in purchasing something online, enjoy surfing the internet to explore our creative offerings in their own time. This is often easier for them than turning up at a high-street shop or attending an information centre, so it's wise to make the information-gathering process very easy on our potential customers.

One way to achieve this is with a website, although Facebook Business Pages are getting increasingly sophisticated these days and can function just as well as a website for some creative businesses. For this reason, it's time to really think about why you need a website and what it can achieve for you.

For creative businesses, websites can be a great place to create a 'rabbit warren' of interest for potential customers. Think online picture galleries, book and music shops, with samples of work and links to an online shop; think calendars and ticketing options for upcoming events... all these create an interesting experience that people won't want to click away from.

For ease of navigation, a website is likely to be a much better option than a Facebook Business Page to store galleries and the like.

Website design is a specialist skill and you might want to engage a designer to assist you get the type of site you need. For sophisticated online shops, galleries and streaming services, consult a designer but don't lose touch with what you can do for yourself on your website, and commission a site that you can make alterations to and maintain yourself.

Creating a simple website has never been more accessible, with many free or low-cost options from sites like WordPress, Blogger, Wix and Tumblr. You can purchase your domain name from sites such as these and embed ticket sales, event calendars and more.

Free-image sites like Pixabay and Wikimedia Commons are a great source of free-use images for websites, and their collections are expanding all the time. Often they're the best type of image to use when we're just starting out. Never use images that may be under copyright on your website: it's very easy for the copyright holder to find you with a quick Google image search!

An effective way to engage with some customers is to start an emailed newsletter. You can simply collect email addresses and send a regular newsletter to everyone, but use the BCC ('blind carbon copy') function so you're not giving everyone's email address out around town.

Platforms like MailChimp can assist with a snazzier email newsletter that can guide people to more information on your website, although the result can sometimes be slow for some recipients to download, so keep things simple. Paperless Post is an online invitation platform that allows users to generate attendees for events via email. Although the free version does not allow connectivity with social media or websites, it can act as a simple alternative to an emailed newsletter.

# Claim your Online Real Estate

## TIPS

Dive into your simple website creation, the algorithms in the system will assist you with uploading images, videos and content.

Register with Arts North West Connect. [www.artsnwconnect.com.au](http://www.artsnwconnect.com.au) is a free online registry promoting creatives, cultural venues, and technical skills in the New England North West.

Keep your word content short and snappy. Walls of text are a turn-off.

Customers are very likely to get annoyed if you give their email address out without their permission, so be judicious with personal information.

If you don't have permission to post photos, quotes or videos, don't! It's best to create your own wherever possible.

## TRICKS

All great home pages contain a call to action... 'How can we help you?' is a good start.

Emailed newsletters can contain hyperlinks to more information on your website.

Never publish your email address on your website, it's likely to result in junk mail. Use a contact form instead!

Sign up forms for email newsletters can be published on your website and Facebook, but don't be shy about having a sign-up form at the counter of your outlet or your market stall!



## **Chapter 5:** Give them a Sign

- **SIGNALLING A PROJECT WITH A VISIBLE NOTICE**
- **GENERATING A SUITE OF SIGNAGE**



# Chapter 5:

## Give them a Sign

In the constant stream of media and social media, everyone pays attention to different stories and gets their news in different places. Think about where you hear about events... the local paper; a school newsletter; a poster in the lunchroom at work. They say repetition assists things to sink in, in fact some marketing minds believe if you see/hear information three times, there's a good chance you'll take some action, like marking a date in your diary, or booking a ticket.

It's for these reasons that some good old-fashioned marketing techniques don't go astray in addition to all the new ones. Think about putting up posters and printing out a few flyers. People do still read advertising, particularly if it's something in a place they haven't been offered it before.

When putting a flyer or poster together it's critical that all stakeholders and strategic partners are mentioned. Sponsors, for example, may expect their logos to appear somewhere in your marketing campaign. Be sure to include everyone who's anticipating they'll appear.

Many people are not on social media or the internet. They find information in their local paper or on the radio, but you can also put marketing material in their pathway on noticeboard at libraries, clubs and shopping centres.

The best way to get posters into the place you want them is to take them around yourself. Leave an hour spare, grab some sticky tape, blue-tack and thumb tacks, then walk your high street looking for places that put posters in the windows. Many shop owners are busy, so offer to put the poster up for them with your own fasteners and clean up any old advertisements that are no longer needed. Sometimes they prefer to put posters up in their own time, and don't be afraid to ask a retail outlet to put a poster up where there are no others. Just having a conversation with shop staff about your event is great word of mouth.

Billboards are still seen on major transport routes for a reason: they work! Major billboards can be expensive but think laterally and find a place to put up some visible signage about your event. There are laws governing where signage can be placed, but think about asking a prominent shopfront to allow you to mount a display for a week or two.

Email signatures are a great way to place a small advertisement about your event in a place where recipients cannot miss it. Check with your email platform's signature insertion facility about how to add a small visual to every email you send.

Sign-writing and graphic design are specialist skills and can be commissioned from local businesses, but ensure your signs don't quickly become redundant. Emblazon them with ways to find out more, instead of the date. Say 'Second Saturday of September' not 'September 15', add your website for people to source more information, and you'll be able to use the sign every year.

# TIPS

Check out the legal restrictions on signage here:

[www.planning.nsw.gov.au/Policy-and-Legislation/Advertising-and-Signage-SEPP](http://www.planning.nsw.gov.au/Policy-and-Legislation/Advertising-and-Signage-SEPP)

and remember the old 'Billposters Will Be Prosecuted' signs means don't post anything in that place!

# TRICKS

Signage on your car can be a great way to advertise. Many signage manufacturers create affordable magnetic signage that you can remove when required.

Make signage perennial by pointing people to your social media or website for more information, and you can use them next year!



## **Chapter 6:** Hit your Target Market

- INTERACTING WITH YOUR KEY AUDIENCE
- CREATING EFFECTIVE MARKETING JUST FOR THEM





# Chapter 6:

## Hit your Target Market

Broad promotional strategies in the traditional and mainstream media rely a lot on the chance that interested people will write a date in their diary or click through and express an interest. Leaving your marketing strategy at this random process can mean you won't always reach your intended audience.

This is where targeting your efforts can assist in getting to people who are likely to want to hear from you.

Emailed newsletters are an effective form of marketing that is more targeted to intended audiences, but these days plenty of people are claiming to be a little overwhelmed by the amount of messages in their inbox.

Sometimes it's better to go and find people in places where they're in a receptive mood. Service clubs are often in need of guest speakers and are usually very interested in a new event or project coming to town. If you get asked along, always say yes and enjoy the social opportunity your appearance gives. Be very specific about what you'd like members to share about your event: there is nothing like asking people nicely to spread the word for you, and how people can find out more.

Markets are another handy way to spread the word. Attend a few with an attractive table display under your marquee and greet passing crowds with a handout about your upcoming project. Collaborate with another group or have something interesting to sell, like a cake stall or a second-hand book stall. The opportunity can be used to raise funds for your project and gather names for an emailed newsletter, or to distribute flyers with the details of your project. Be prepared to chat and ask people to let their families and friends know what you're up to.

This type of marketing is called word of mouth and it's the oldest form of promotion in the world. It's usually free or low cost but it relies on you being a bit assertive, with a strong, positive message to share. It's also a great way to get assistance on a project from willing volunteers.

Local newsletters are being published every month in all kinds of networks... schools, community groups, cultural organisations and others are getting very skilled at promoting local events to their followers. Creative projects can benefit from this hyper-local media, which is quickly stepping up to fill the gaps left by traditional media. Send them a press release or submit an article on what you're up to, you'll reach plenty of people!

## Hit your Target Market

### TIPS

Approach markets by contacting the people who seek stallholders. Tell them what you're planning. You might be given a stall at no cost if you're working on a project that benefits the community.

If you're asked to speak at a service club or similar, prepare a short, lively speech and be prepared to take questions from the floor. The tea-and-cake session afterwards is likely to be a great way to chat with people one-to-one. Ask others to tell their networks about what you're up to and where people can find you.

### TRICKS

Go to some markets in the weeks before you hold your stall. Chat to a few stallholders and let them know what you're up to. Try to avoid selling or giving away anything similar to regular stallholders.



## **Chapter 7:** **Work your Media Connections**

- **FINDING LOCAL JOURNALISTS AND WHAT THEY NEED FROM YOU**
- **PARTICIPATING IN THE MEDIA AS A CONTRIBUTOR**



# Chapter 7:

## Work your Media Connections

Don't be under any illusions about the media landscape of the 21st Century: it's tougher than it's ever been and the rise of social media has stripped newsrooms of generations of journalists who used to flock to events throughout communities. Now, regions are lucky if there's even one journalist assigned to them.

This seems like bad news, but it's also an opportunity to reach out to your local journos and assist them get your messages out there... but it works best if you know what they need to publish stories about your creative venture.

Press releases were once the go-to solution for publicists, but even these don't work so well these days. The best way to present materials to newspaper journalists is to write the whole story for them, with a headline, photos and accurate captions, and find out who to email it to. This is best done by following the online news or buying the local paper and seeing what kind of word length works best. If you send them 2500 words and they can only run 500, you're wasting their time and yours. Most articles these days are about 650-800 words, and the upper end of that is for an article published on a website where the word length is not so important.

Local radio remains an excellent platform for creative projects to get their messaging out, and will be more receptive to a classic press release. Be prepared to go in and chat live on the air with a presenter or be allocated a time slot for the studio to interview you live on air via telephone.

Being a live interviewee should not be seen as a passive role, where the interviewer is supposed to draw you out. Listen to and watch radio and television interviews that you respond to, and notice how good interviewees have excellent, clear answers straight off the bat. This takes practice, but if you know what message you want to share, it's up to you to drop it into what should look like a conversation.

Newspapers need compelling images with published stories, particularly in key spots in the print edition. Want to make the cover or page three? Then take a great shot!

Compelling images are not those with people lined up looking awkward, they are images of people captured while doing something... shooting a goal, working in a team on a mural, discussing an issue passionately. Do everything you can to avoid a line of posed people, but if you have no choice, be a director and arrange them like those fabulous group shots in fashion mags... some closer to the camera than others, some sitting down, etc.

# Work your Media Connections cont.

Always get accurate captions of the people and places in every shot and give them to the journalist in your submission. Better yet, insert them into the file name of the image, and the photographer if known and/or they request it. It won't matter how far and wide the image goes, it will always have its caption.

Lifestyle magazines are struggling to maintain advertising revenue in regions, but many of the major national mastheads are happy to look at press releases for their regular calendar listings. Get in very early with lifestyle media as their print deadlines are set way in advance of publication.

Most regions will have independent journalists writing freelance for a variety of local and/or national publications. A great way to find journalists is on social media, particularly Twitter. Don't be shy about approaching indie journos to support your event in some way, they may be on the hunt for story ideas! Commissioning a feature article from a freelance journalist is a great way to get your project out there with a sense of flair.

Advertising in your local paper or on local radio is another effective way to get your messages out there. If your event is for the benefit of the community, a discounted rate is a realistic expectation, and so is the provision of some editorial space for coverage of your event, but be prepared to generate that yourself.



# Work your Media Connections

## TIPS

Read your local paper and see what type of language writers use in the articles. Have a go at replicating this in your submission. Gather quotes from one or two key players in your venture and edit them together into a coherent message.

Publishable photographs can be taken on the average smartphone, with a bit of common sense about framing and lighting. Don't line people up in a pose, get them doing something. You'll need to take 20 shots to get one or two usable images.

Add accurate captions into the file names of each image, saved as a jpeg. Don't make journos hunt through emails for captions, they'll hate you for it!

For live television/radio interviews, be prepared to get up early or wait around. Morning and drive-time slots attract big audiences in radio, and participating in TV is a wild ride. Be prepared!

Radio stations can do pre-recorded interviews which give more flexibility, but don't demand those, they take precious time away from hardworking journos in understaffed newsrooms!

Social pages are a great way to promote next year's dates. Capture about 10 group shots of two to five people with accurate captions, write 300 words about how the event went, and name the date for the next one!

## TRICKS

A great way to get a journo's attention is to find out which day/s of the week is their deadline. Don't try to send something to them that day, get it to them two days later!

When taking social pages-type photos, be like a director and wrangle a maximum of five people into a photo. Any more and the pic will be too crowded and wide. Write down the names of those in the image from left to right, checking all spelling as you go, then take the picture and let them enjoy the event. If you try to take down names afterwards, it'll be like chasing cats!

Take some upright ('portrait') images and some wide ('landscape') shots with the same subject, it gives journos choices about how and where they can place your story.

## **Chapter 8:** Launch your Creative Project

- **KICKING OFF YOUR EVENT WITH A BANG**
- **WORKING WITH MULTIPLE LAUNCHES**



# Chapter 8:

## Launch your Creative Project

When you have reserved plenty of lead time for your venture, there comes a moment where you need to step up a gear and send a message that critical mass is approaching: your project advances from ‘the end of the year’ to ‘Coming Soon!’.

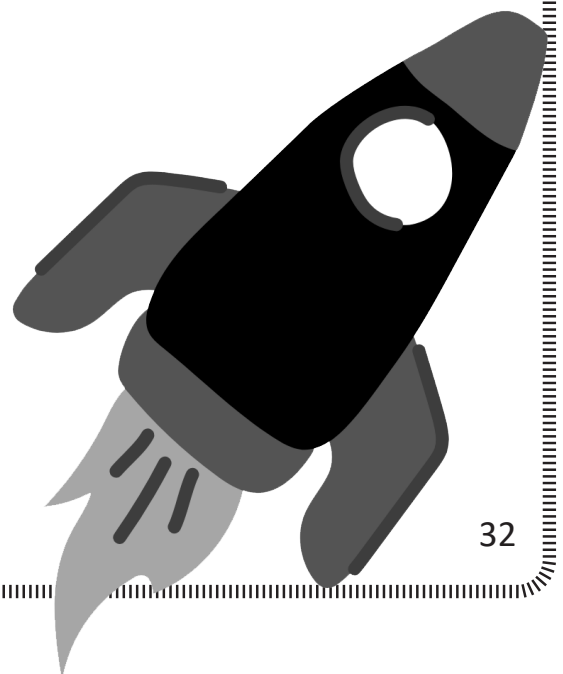
Many successful events create a publicity boost at this point with what’s known as a ‘soft launch’, which very often means hosting a micro event for a limited audience, perhaps a month or two before the Main Event.

This is your chance to galvanise and engage volunteers, thank sponsors and strategic partners at a ‘members only’ gathering. Hire a small venue, offer complimentary drinks, make a speech and invite a special guest for your stakeholders to meet. Your micro event should be fun, intimate, and have a take-home element, such as sending attendees away with handfuls of flyers or getting them to sign up for email alerts. At a bare minimum, talk up your event dates and leave no-one in any doubt that you’re going ahead.

Once your soft launch is over, move onto the Main Event. Perhaps it’s an exhibition opening night, or the start of a performance season, but this is a chance for you to welcome people to the project you’ve spent a long time preparing for.

Ensure you have approached the Elders of your local Aboriginal and Torres Strait Islander language group, because they play an integral role in a Welcome to Country. A fee is usual for this service, so ensure you get a quote and budget for it. Ask a local Councillor or a state/federal political representative to make a brief speech, and ask them and their team to include a post about it on their social media accounts. Ensure you ask the local media along, or allocate the role of taking photos to a team member.

All this will generate great word-of-mouth for your project, and while you’re holding the audience captive, promote the next event in your series directly to them, and invite them along.





## Launch your Creative Project

### TIPS

Think about hiring a PA system for your launches. It doesn't take too many people in a room to make it hard for audiences to hear speakers.

Make notes for your public speaking roles at your launches, and have a practice run. Public speaking is challenging, but give yourself the best chance by being prepared.

### TRICKS

Invite as many 'behind the scenes' crew to your soft launch: representatives of your visitors information centre, council, local businesspeople, journalists and creatives... enthusiastic people who will talk about your event to their family and friends.

Don't give too much away about your soft launch... keep it relatively private. An event that feels special is a great way to get people talking!

## **Chapter 9:** Action your Marketing Campaign

- **PLANNING YOUR PROMOTIONAL TIMETABLE**
- **SEEDING YOUR MESSAGING SO YOUR PLAN GROWS**



# Chapter 9:

## Action your Marketing Campaign

Lead time is probably the secret of all effective publicity and also the most neglected element of marketing. It simply does not matter what level of exposure your creative project receives, if there's not enough time for people to find out more information or book tickets, it's unlikely to find its target audience.

If you're unsure about managing a marketing campaign yourself, approach a professional marketing strategist. You'll find at least one in your region who'll be able to quote you on generating an effective marketing plan.

### **Claim Your Date**

Select the day/s of your event at the very earliest opportunity by submitting your event copy and image to local, regional and state events calendars... then start spreading the word!

### **Kick Off!**

Attend local markets and speak at local clubs months in advance of your project. Ask people to tell their friends and family and to look out for your unfolding marketing campaign. Word of mouth will start to spread, but it's up to you to start it off! Plan for a soft launch a little while before your Main Event.

### **Email Efforts**

Your email newsletter is an opportunity to remind recipients of unfolding news about your project. Start collecting email addresses as soon as possible and send your newsletter at the start of every month until the event takes place. Send submissions into local newsletters, which generally require a lot more lead time than traditional media.

### **Send a Sign!**

A well-placed billboard around two months before your event can spark people's interest and might be the first notice they have of what you're up to.

### **Social Media Savvy**

Across the final month of your campaign you should be posting around three or four times a week on your accounts, including a range of information about your project... the people, places and ideas behind it are all of interest. In the last week-and-a-half, post daily. Social media marketing can be assisted by paying for 'boosts'. Facebook will allow you to target regions and groups by age, gender, interest and more. Set yourself a budget (it doesn't need to be much, \$20 can deliver a good marketing boost) and run a social media promotional campaign with a key post or two.

### **Noticed on Noticeboards**

Posters and flyers should be distributed about a month before your event. Remember it will take time for people to notice them, so get plenty out there. Be assertive by tidying up tired noticeboards, taking down posters that are now redundant because the event has happened.

# Action your Marketing Campaign cont.

## Radio Days

Radio appearances can take place at any time of your marketing campaign, but a well-placed plug for your event during the week it's taking place can reach a very wide and receptive audience in your region, especially in a 'what's on this weekend?' slot. Plan for regular radio appearances throughout your marketing campaign... make yourself available for an interview at the studio or on the phone, and/or put forward others, particularly if someone in your project has a media profile.

## The Local Rag

Timing is everything with the traditional media... you don't want local journalists to forget about your press release or submitted articles/photographs by sending them in too early, nor do you want to get it to them the day before the last print edition is about to go to press. Sending materials about a week-and-a-half before the edition you'd like to get into is about the right time, but be prepared to follow your submission up with a phone call (or two) to ensure it's been received, and don't be afraid to state the date you'd like it to appear in print. It's likely your story will appear online first, which might get a kick on the paper's social media sites, then appear in print the week of your event.



## Action your Marketing Campaign

### TIPS

Contact local and national lifestyle magazines as soon as you have a date, copy and a compelling image... their deadlines are generally way in advance of publication!

The few journalists working in traditional media are overworked and often very stressed... be patient.

If you're not up to writing articles and press releases, find a local freelance journalist to generate copy and photos for you (there are plenty in the New England North West). Negotiate a rate and be clear about your expectations, and don't expect them to get the stories 'placed' in the media for you... that's your job, although all journos have contacts.

### TRICKS

When the local media covers your event, post the story on your social media accounts so that more of your followers see it. If you get a slot on radio, record it on your smartphone and publish the clip on your social media accounts... your followers will appreciate it if they missed the broadcast!

Keep a list or database of media contacts... by the time you're embarking on the marketing campaign for your next event, you'll be way ahead of the game.



## About Arts North West:

Based in Glen Innes, Arts North West is the regional arts development organisation for the New England North West of NSW. Arts North West is supported by the NSW Government through Create NSW and the partnership of twelve local government authorities.

Arts North West facilitates the development of arts and cultural projects and initiatives across the New England North West of NSW, building a rich cultural landscape in the region and increasing participation in arts and cultural activities. We play a vital role in building cultural community capacity, through advice and advocacy, through substantial professional development provision and with the forging of key partnerships and networks throughout the region.

## About the Author:

Michael Burge is an author, journalist, artist and digital publisher based at Deepwater in the Glen Innes region. A former Fairfax editor and reporter, he has produced creative events for the past three decades in the performing arts, film, literature and visual arts. He joined Arts North West as Touring Co-ordinator in 2018; curates artisan marketplace The Makers Shed, Glen Innes; and is director of the annual High Country Writers Festival. His mantra about marketing strategies is that they've got to be low-cost, freeing funds up to engage the assistance of experts where required, and easy for busy people to manage.

[www.artsnw.com.au](http://www.artsnw.com.au)

[www.artsnwconnect.com.au](http://www.artsnwconnect.com.au)









PO Box 801  
Glen Innes NSW 2350  
[office@artsnw.com.au](mailto:office@artsnw.com.au)  
02 6732 4988

[artsnw.com.au](http://artsnw.com.au)

2020