MARKETING STRATEGIES

- Social Media
  - Instagram
  - UO Events Calendar
  - Eugene A Go-Go
- Email Marketing
- Word of Mouth (WoM)
SPRING TERM BEGINS – MARCH 31, 2014

IMPLEMENTATION

- UO Events Calendar/Eugene A Go-Go
  - Workshops
  - Events: Lonely Pottery/Glass Sale
- Email Marketing Campaigns
  - Workshops
  - Events: Lonely Pottery/Glass Sale
  - Reminder of the Move
- Word of Mouth (WoM)
CRAFT CENTER TEMPORARILY CLOSES/MOVES – MAY 24-JUNE 22, 2014

IMPLEMENTATION
- Word of Mouth (WoM)
- Instagram the Move
CRAFT CENTER REOPENS FOR SUMMER TERM – JUNE 23, 2014

IMPLEMENTATION
- Instagram the New Space
- UO Events Calendar/Eugene A Go-Go
  - Workshops
  - Events
- Email Marketing Campaigns
  - Workshops
  - Events
- Word of Mouth (WoM)
CRAFT CENTER COMMEMORATIVE EVENT – FALL 2014 (TBD)

INTENDED OUTCOMES
- Maintain/Increase Awareness
- Increase in Sales
  - Workshops
  - Studio Passes