

Eugene Printmakers Marketing Strategy Plan

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I. Introduction and Overview

Strategic Goals and Desired Outcomes: Introduce Eugene Printmakers to a larger community within Eugene and the Lane County area. Develop name recognition in new community cohorts and build community interest through opportunities for interaction. Generate revenue to support future events, support outreach activities, and finance a designated physical space.

Target Audience: Working artists, youth, families, young professionals and others who may be interested in printmaking as a hobby.

Marketing Strategies:

- Public awareness event weekend featuring pop-up events for First Friday Art Walk, Eugene Saturday Market, and a possible Sunday event with activities, networking, and public awareness.
- Partnerships with selected local festivals, arts organizations, to print limited edition posters for an event like Whittaker Block Party. Possibly partner with a local artist to create design along with organization, sell posters as collectors' items, and include EP logo.

II. Marketing Strategies

Event Marketing: Attend and participate at community events in order to reach an audience interested in art, culture, and printmaking.

- Combine in one weekend: Launch Eugene Printmakers to a wider audience with a pair of experiential events.
 - First Friday with Lane Arts Council. Partner with the Arts Council to create a pop-up print station at one of the art walk stops, adjacent to an Art Walk location, or in the summer artist's alley.
 - Possibly partner with Food For Lane County's pop-up event selling ceramic bowls on the May art walk. Does Eugene Printmakers have any ideas for how to create a tie-in print? Contact Darrel Kau at Food For Lane County for more information.
 - Eugene Saturday Market. Explore location possibilities immediately adjacent to the market in order to avoid the normal

vetting process. Or, for a more official event, partner with the market to create a printmaking activity promoting an aspect of the market season. Possibly screen-printing shirts? Or posters promoting their holiday bazaar season.

- Focus on building community partnerships, creating public awareness, and giving the experience of printmaking to as many people as possible. They should have something tangible and personal that they carry away from your pop-up event.
- Target Messages to create stronger presence and larger audience base in Eugene by attending various popular events around the area.

Partnerships: Design, create, and print a Limited Edition Poster to sell at events and on the website in order to promote the organization and raise funds to move forward with.

- Partner with a local artist or artists to design printed posters
 - Could feature Eugene Printmakers or local, Eugene-specific events (football, Saturday Market, Country Fair, etc.)
 - Feature EP logo, number the series, and have the artist sign the work
 - Sell for \$20-40 individually or in bulk to an organization to sell at event

III. Implementation

Calendar of Key Dates

- Mid-March 2016:
 - Contact Whiteaker Block Party
 - Inquire about partnership/booth at event
 - Offer to print limited edition posters to be sold through Whiteaker Block Party for revenue
 - Contact Lane Arts Council
 - Inquire about partnership
 - Set-up workshop at first location for art walk
 - Contact Eugene Saturday Market
 - Inquire about partnership
 - Suggest t-shirt give away/sale with pop-up tent
- April 2016:
 - Continue correspondence with Whiteaker Block Party

- Create mock-up of special edition poster
 - Continue correspondence with Lane Arts Council and Eugene Saturday Market
- May 2016:
 - Finalize poster for Whiteaker Block Party
 - Continue correspondence with Lane Arts Council and Eugene Saturday Market
 - Create events calendar for August-December 2016
- June 2016:
 - Print limited edition posters for Whiteaker Block Party
 - Prepare/order any necessary supplies for collateral, events
 - Create list/brochure of future events to distribute at events and post on website/social media
- July 2016:
 - Distribute posters for Whiteaker Block Party
 - Create posters, stickers, etc. to distribute pre-event
 - Create social media collateral for event announcements
 - Participate in Whiteaker Block Party
 - Email Campaign
 - Use MailChimp to manage e-mail: <http://mailchimp.com/>
 - Vary emails, with diverse content- don't want people reading the same thing over and over again with pictures or links
 - A month ahead of time send an email a week
 - 14 Days before, send email 3 times a week
 - Social Media Campaign
 - Post a day
 - Use Hootsuite to manage social media sites: <https://hootsuite.com/>
- August 2016:
 - **Week of August 15 (two weeks before event):**
 - Distribute posters, stickers, other collateral to announce events
 - **Week of August 22 (one week before event):**
 - Send announcement out to e-mail list
 - Post on Webpage, Facebook, Twitter, Instagram pages announcing upcoming events
 - Whiteaker Block Party- TBA/Early August
- September 2016:
 - Friday, September 2- First Friday Art Walk Event

- Saturday, September 3-Eugene Saturday Market Event

Tasks for Each Event

- Socialize and greet passersby and attendees
 - Bring attention through free giveaways, products to buy, and interesting demonstration of printing
- Collect contact information and email addresses of attendees
- Encourage people to find EP on website and social media
- Send follow-up email/social media post for new contacts
- Post pictures of successful event on website and social media
- Create monthly newsletter for those on contact list
- Begin inviting people on contact list to future events

Resources required to implement each strategy:

- Minimal Money in the budget to pay for
 - Printing materials
 - Venue spots at the Farmer's Market
- Mobility
 - Come on bike or have tent to operate under
- Social media Coordinator
 - Someone who is willing to commit a lot of time to posting using HootSuite

Contact Information:

- Whiteaker Block Party/ Whiteaker Printmakers
 - For Craft Vendor Info: <http://whiteakerblockparty.com/craft-vendor-info/>
 - For Non-Profit Info: <http://whiteakerblockparty.com/non-profit-info/>
- First Friday Art Walk
 - Contact Jessica Watson, First Friday Art Walk Coordinator at her email: artwalk@lanearts.org
 - For more information: <http://lanearts.org/first-friday-artwalk/>
- Eugene Saturday Market
 - How to Sell: <http://www.eugenesaturdaymarket.org/how-to-sell-at-saturday-market.html>
 - Phone number: 541-686-8885

IV. Evaluation Plan

Evaluating Effectiveness

- Examine growth of email list, Facebook “likes”, and other social media metrics. MailChimp and HootSuite will assist in tracking these changes and growths.
- Keep accurate counts of participation at events.
- For future class registration, ask participants where they heard about the class.
- Chart community partnerships for both quantity and quality. What is the nature of each relationship? In what ways are the organizations actively working together, both currently and in the future?
- Survey participating/paying members. Where did they learn about Eugene Printmakers? How would they rate visibility in the community? How many activities and workshops have they participated in?

Recommendations for Future Growth

- Creating a newsletter
- Create brochure to present to potential community partnerships
- Partner with local school districts (i.e. Eugene 4J, Bethel, Creswell, Crow-Applegate-Lorane)
- Partner with local museums (i.e. Lane Historical Society, Springfield Museum, The Science Factory, Jordan Schnitzer Museum of Art)