

Goal: As of right now, CFAC's patrons and participates ranges over each program. Patrons and participated come from 50 plus year or retirement age. They also hit the demographic of elementary children because they focus on the demographic with their performing arts. However, the range they are not reaching are high school and college students that are accessible in Rock Spring, Wyoming. They are also not reaching out to visitors outside of their county. It is also important to note they have a limited source of funds for their marketing at this time. Here is a clear list of goals CFAC will need to focus on for their marketing plan.

- Reaching out to older high school and college students
- Reach out to visitors outside of Sweet Water County
- Keeping costs low

All of these recommendations that follow are things that are little or no costs. Right now, less than \$500 goes into marketing for CFAC. This is what they can afford now but they will need to spend more time with getting use to the system and then they can grow once they have established a professional/family friendly organization.

LinkedIn – One of the missing demographics in the area is the community college age and high school students ranging in age of 15 to about 25 years old. Having a presence on LinkedIn could possibly help reach these demographics, especially toward the group of 20 to 25 year olds. Right now, Linked In has over 300 million members who manage their site. However, the best benefit would be the possible corporate sponsors. In Forbes magazine, there are steps to be taken when creating a site. CFAC will need to update their LinkedIn everyday and can do the following;

- **Writing a compelling summary,**
- **Add products and services,**
- **Highlight most important product,**
- **Capture attention with a fantastic cover,**
- **Add career information,**
- **Ask employees to connect,**
- **Ask for reviews, use featured updates,**
- **Target updates to and promote the experience.**

This tool will also help with another problem the organization faces. It will keep track of all their students, faculty, artists and any other connections in one location. Let's say it is the Rolla deck of the 21st century.

Provide classes online on YOUTUBE – possibly new program for CFAC would be partnering with schools or colleges who may not have the resources to provide paint classes or provide a performance online for a price. This can expand individual participation that don't live in the county but come visit for local events like the popular high school rodeo. As a marketing tool and a starting point, you can create a viral video of the organization for free. Or you can create a pop up ad on YouTube. YouTube advertisers pay per view of their ad, with an average cost-per-view ranging between \$.10 – \$.30.

Here are the ways CFAC can implement this marketing strategy:

- In-search – an ad shows up above the YouTube search results.



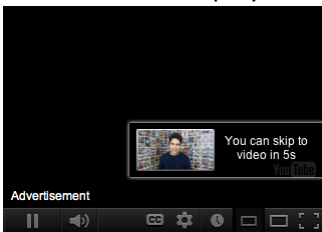
- In-slate – an ad shows up in the suggested videos after your video ended.



- In-display – an ad shows up on the suggested videos beside the video you are watching.



- In-stream – an ad plays before you can watch your video.



The pricing varies slightly per ad unit, with in-display ads ranging towards the higher end (\$.30) and in-search toward the lower end (\$.10).

Advertisers can target viewers by age, gender, location or by what types of videos they like to watch on YouTube. Generally, advertisers pay incrementally more for focused target audiences.

Overall, YouTube ads are an excellent means of boosting your web presence at an affordable rate. For most ad units, potential customers can CHOOSE to watch your advertisement. Also, the overall boost in views gives more credibility to CFAC and gives it a better chance of showing up organically in YouTube or other search engines.

Pinterest – Pinterest is used to create a visual experience for viewers. This is a tool used by many college and older high school students. It can also be used to help the artists who exhibit their work and want to sell it can by displaying a price. This in turns creates high traffic for the organizations website. Also to help reach college ages. The Huffington Post stated that a mom and her 15 year old daughter started PopCosmo, a teen trend spotting site, posted a single image that drove 10,000 visitors to their website in one month. They are now averaging 120,000 page views per month. Not only will it create more visitors to the site, it can give great advertising for visitors to come visit if you put performances on the first page of the website.

- **To get started, CFAC needs to do the following...**
- **Be selective,**
- **Use teasers,**
- **Add 'Pin It' Buttons,**
- **Use Lots of Images,**
- **Pin often with variety,**
- **Feature artists,**
- **Secret Boards, and**
- **Use the new tools.**

In turn, they should encourage students to use this site because they can gain ideas for future works.

WordPress Site– CFAC will need to transition to a user friendly website service rather than the CSS format that has been on their site for over 6 months. WordPress would fill those needs and help gain research on the marketing of the website. CFAC is running most of their marketing through facebook, featuring their artists, exhibitions, and performance. They should be doing more with their website because that is another main home on marketing. They should not lose their presence on Facebook but their website needs to be their main marketing strategy.