

The background of the slide features a collection of art supplies. On the left, there are two brushes: a large, flat-topped brush and a smaller, pointed brush. In the center, three pencils are standing vertically, colored teal, yellow, and orange. To the right of the pencils are two square paint pots, one containing teal paint and the other containing yellow paint. The entire scene is set against a solid light green background.

OSLP ARTS & CULTURE

MARKETING STRATEGY

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**LET'S GET
STARTED**

BEFORE IMPLEMENTATION

STAFF, ADVISORY COUNCIL, BOARD, &
VOLUNTEERS

- Who you are
- What you are doing
- What your goals are for the future
- Why OSLP?

Board and Advisory Council members must actively engage in providing fundraising and marketing support





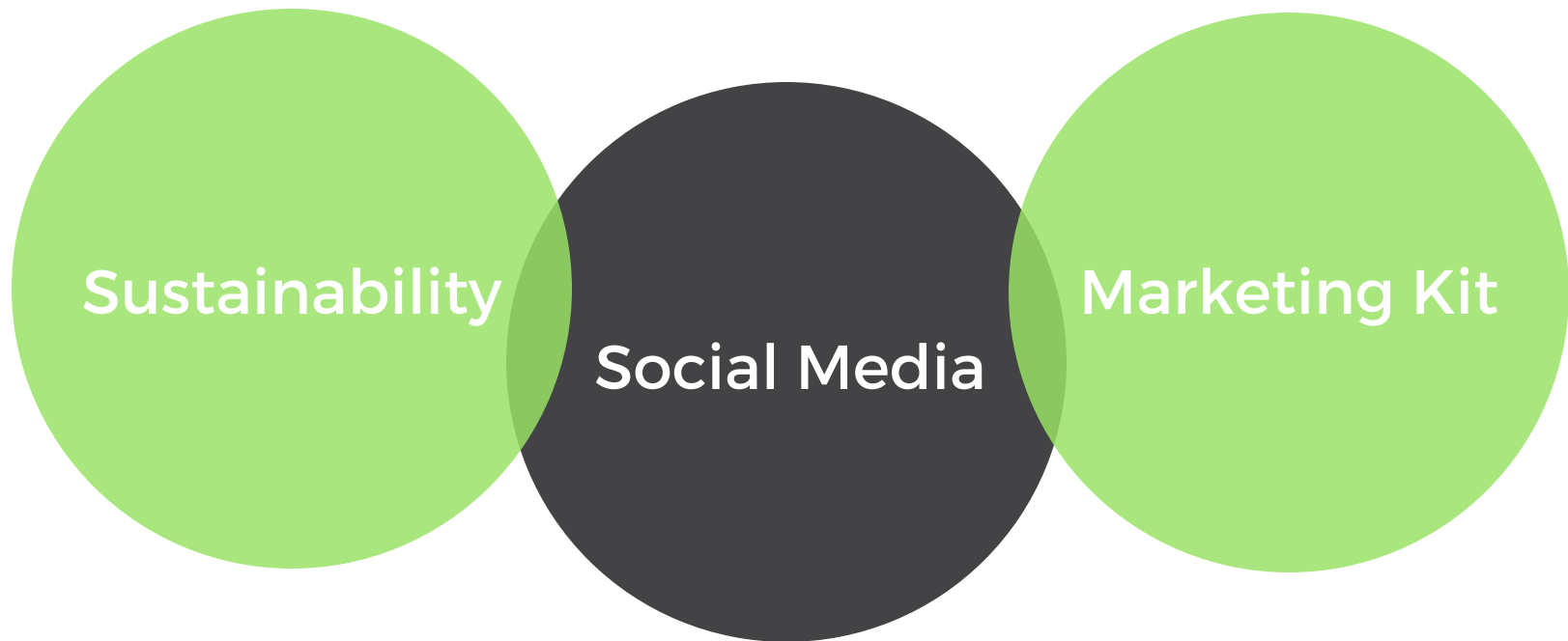
INTRODUCTION

- **MARKETING GOALS**

- increase visibility and awareness
- promote mission and offerings
- expand donor base
- foster sustainability
- enhance consistent communication
- increase revenue

MARKETING STRATEGIES

AN OUTLINE OF THREE DISTINCT MARKETING STRATEGIES



**YOU CAN'T JUST
EXPECT TO WRITE AND
HAVE PEOPLE COME TO
YOU - THAT'S TOO
PASSIVE.**

ANITA CAMPBELL - SMALL BUSINESS TRENDS, CEO



SUSTAINABILITY

Addressing sustainability based on budget

DOOR TO DOOR OUTREACH IMPLEMENTATION

Goals

- This strategy will be the first step in a call to action for the Arts and Culture advisory board and the OSLP Board of Directors. It is integral that these members become active in the promotion and fundraising of the Arts and Culture program
- Create more awareness about the program
- Develop relationships with surrounding businesses
- Create a larger donor base
- Create more interest in class attendance



APRIL 2017

SUN	MON	TUE	WED	THU	FRI	SAT
						01
02	03	04	05	06 D2D AMBASSADOR 1 VISIT YA- PO-AH TERRACE @ 1:00PM	07	08
09	10	11	12	13 D2D AMBASSADOR 2 VISIT BOUNCE GYMNASTCS @ 1:00PM	14	15
16	17	18	19	20 D2D AMBASSADOR 3 VISIT DOWN TO EARTH @ 1:00PM	21	22
23	24	25	26	27 D2D AMBASSADOR 4 VISIT DANCERS CLOSET @ 1:00PM	28	29
30						

DOOR TO DOOR
OUTREACH



EVALUATION

Regular Evaluation: During every board meeting

Discuss how well meetings went, What ambassadors learned from community partners

Potential funding

Plan next businesses to visit

VENUE RENTAL IMPLEMENTATION

GOALS

- Have a more sustainable program by increasing revenue to support the program
- Increase awareness of Arts and Culture
- Provide a benefit for Staff, Donors and Clients

SUGGESTIONS FOR IMPLEMENTATION

Weekdays: \$100 per hour

Weekends and Friday nights after 4 p.m.: \$150 per hour

\$200 cleaning deposit that can be refunded after event.

Discount for OSLP clients and Donors

- Post on Website
- Word of Mouth program
- Vendors List/Cross Promotional Advertising





EVALUATION

- Word of mouth will be a very important part of this strategy. If your rental clients are not happy with their experience, they will tell their friends, and it will be harder to get people to rent your space.
- Create some form of survey to give to clients after their event, Either paper or through email, and make sure to compile those and analyze what you need to work on.
- You can also, with permission, share these reviews to give more credibility to your space.



SUSTAINABILITY AND PROGRAM FEES

Goals and Strategy

- Evaluate what diversity means and the capacity to meet that initiative through classes.
- 25% class participation from Strategic Plan: What is the capacity reach that with current classes? How much will that increase income and ability to increase offerings?
- Increase: income, participation, and capacity to cultivate new donors.

IMPLEMENTATION: PRICE

	OSLP	Eugene Rec	Maude Kerns	EMU Craft Center	Artist's Palette	Oregon Art Supply
Quarterly Classes	\$7 per 2-hour session	\$7-11 per 2-3 hr session	\$12.50-15.50 per 2-3 hour session	\$19-\$22 per 3 hour session	n/a	\$30-\$50+ per 2.5-3 hr session
One-time classes	\$20 per 2 or 3 hour session	\$7	n/a	\$15	\$28-\$40 per 2-3hour workshop	\$75-\$100
Studio Time	\$4-\$8 per 3-hour session	n/a	\$11 drop-in	free for UO, \$75 per term for community	n/a	n/a



IMPLEMENTATION: BOGO COUPONS

- Encourages people to attend with a friend.
- Use strategically to attract NEW people.
- Hand out at off-site events.
- Include with Marketing Kits.
- Example: Art Show at Crescent Park Senior Living.
- Mechanism for tracking and evaluating.



SOCIAL MEDIA

CONTENT AND EMOTIONAL
MARKETING

- Impact
- Relevancy
- Reach
- Authenticity
- Strategic

EMOTIONAL MARKETING IMPLEMENTATION

OBJECTIVE:

July 2017 through July 2020: feature one OSLP artist each month

Goal: 70 likes, 10 shares, & 100 clicks across Facebook, Instagram, & Youtube

Goal: 200 impressions & a reach of 150 within 30 days of posting

- Pull from OSLP website
- Share across platforms
- Include video content
- Expand initiative in the future





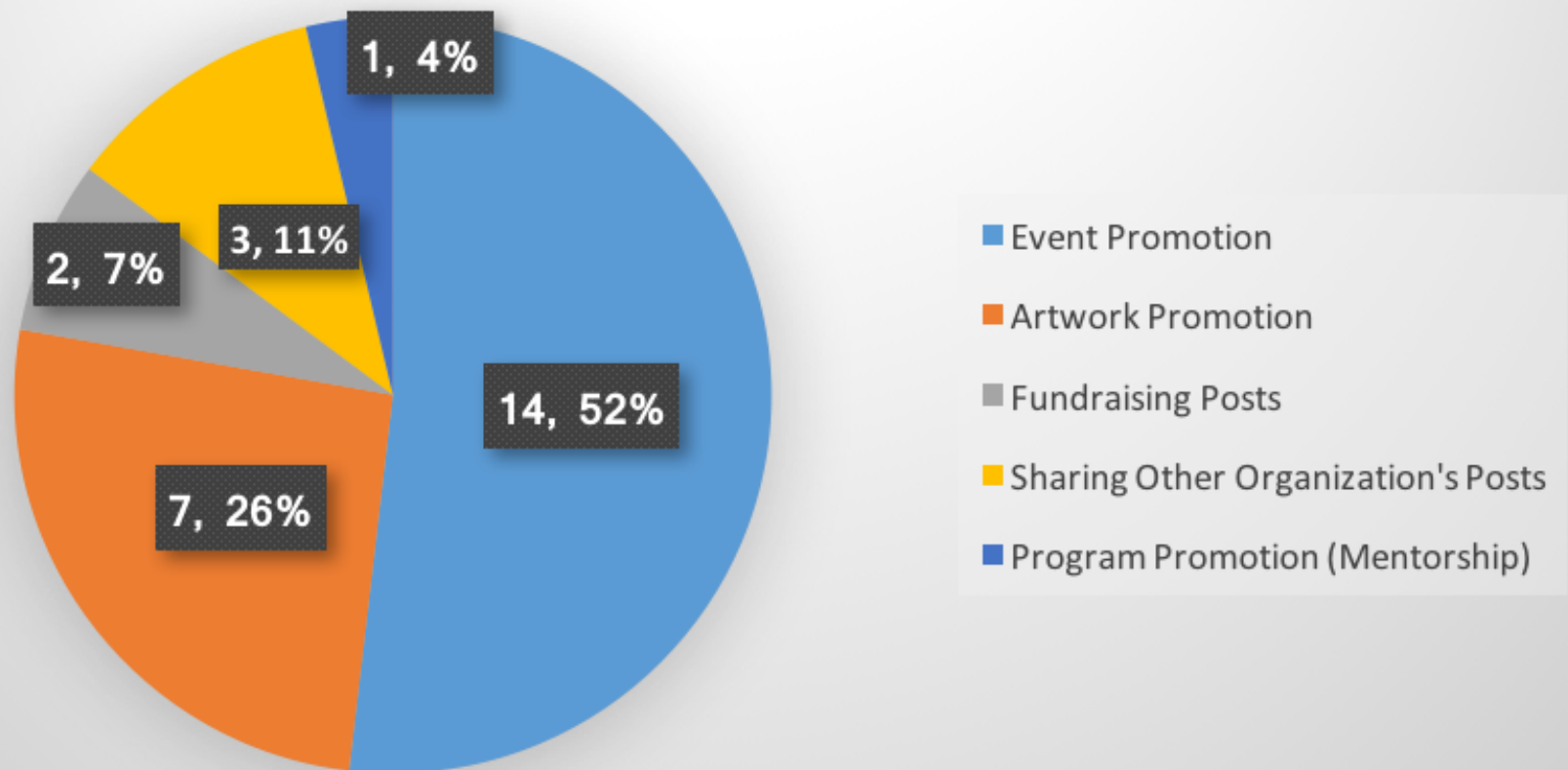
EVALUATION

Regular evaluation: every three months

Facebook or Hootsuite analytics:
quantitative analysis of the number of
likes, shares, clicks, impressions, and
reach

Record trends in the data & adjust
accordingly

OSLP ARTS & CULTURE FACEBOOK POSTS





CONTENT MARKETING

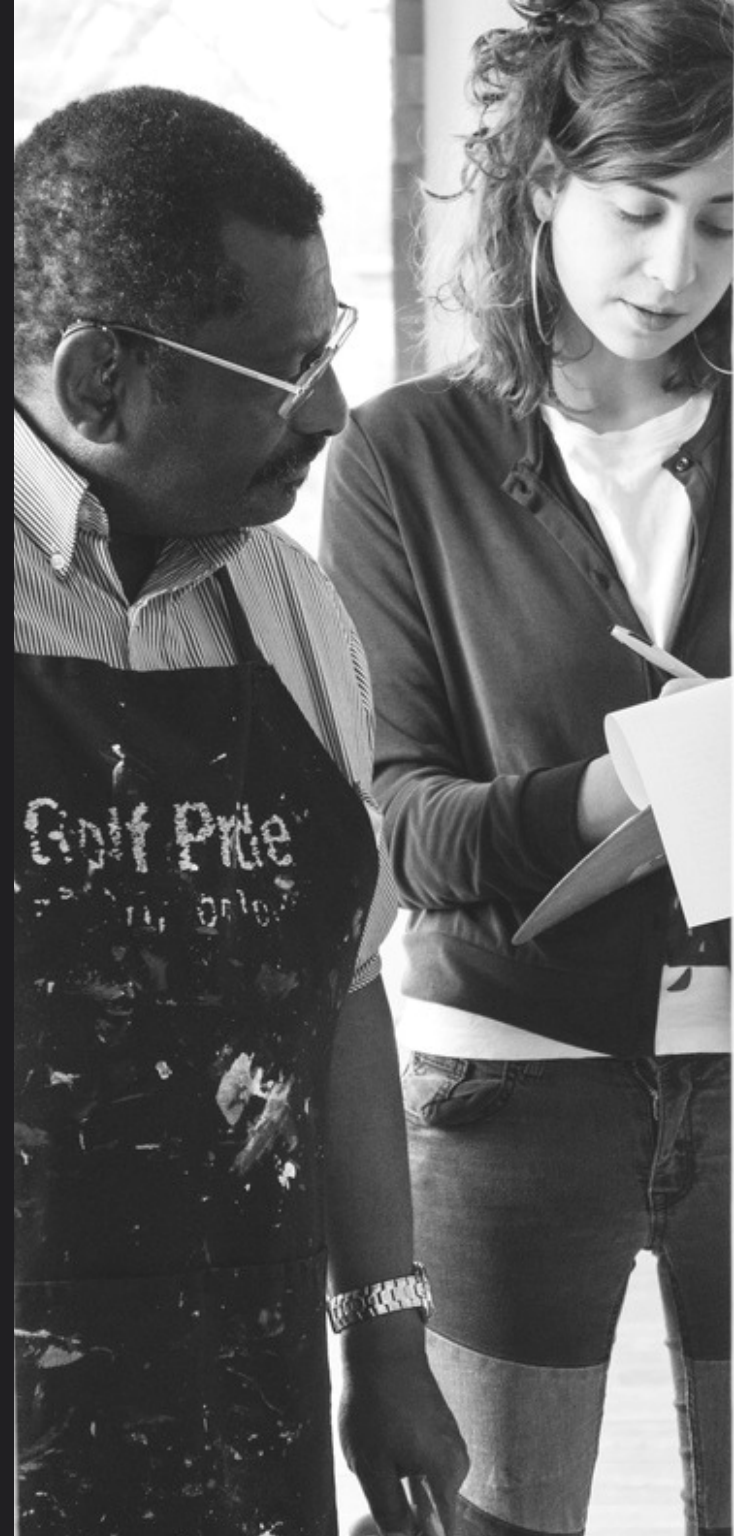
- Opportunity to present useful and authentic materials
- Cost effective
- Focus on the impact

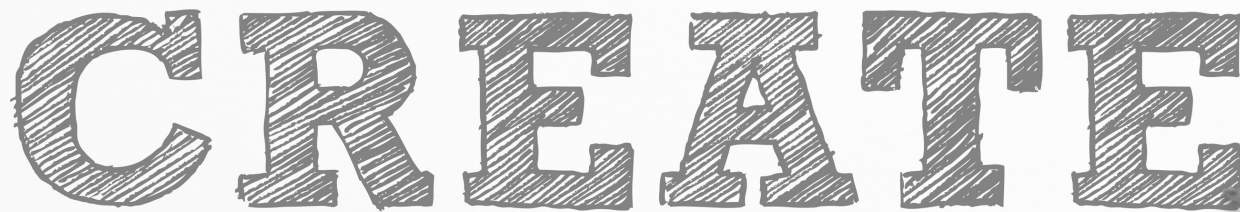
IMPLEMENTATION

- Long term plan
- Facebook, YouTube, & Instagram
- Staff, Board, Advisory Council, & volunteer effort

STRATEGIES

- 1) Impact analyses
- 2) Develop content
 - Consultant
- 3) Follow long-term strategic marketing plan
- 4) Evaluate
 - Long term impact (revenue, participant numbers, analytics)



The word 'CREATE' is written in a large, bold, hand-drawn font. The letters are filled with a dense, diagonal hatching pattern. To the right of the word, a hand is visible, holding a pencil and appearing to be in the process of drawing or finishing the letter 'E'. The background is a light, neutral color with a subtle texture.

CREATE

MARKETING KIT

Addressing multiple audiences from a customizable base of information.

- Comprehensive menu of information
- Brand consistency
- Organization

AUDIENCE

- Donors
- Mentors
- Participants
- Caretakers
- Sponsors/partners
- Instructors

CONTENT

- About us
- Donor info
- Programming/pricing
- Class Q + A
- Calendar of events
- Staff and Board profiles
- Mentorship info
- Artist/instructor info
- Class registration
- Look book

**THIS IS REALLY,
REALLY IMPORTANT.**



EFFICIENT

CONNECTED

RELEVANT

CONSISTENT

INCLUSIVE

IMPLEMENTATION

- Software: Illustrator, inDesign, Canva, or Pages
- Labor is negligible. No additional staff or hours should be required. Outsourcing is likely unnecessary
- Printing accounts for the majority of costs. Instaprint: \$0.39/color page
- Distribution: Flyers should be kept organized for distribution to relevant inquiries. Copies can be distributed through town at targeted businesses or service centers.





EVALUATION

- Quantitative and qualitative assessments
- Customer and partner response
- Surveys, informal interviews, focus groups, open forum
- Evaluate 3 months, 6 months, after 1 year
- Double number of donors after a year,
2 Corporate sponsors

RECOMMENDATIONS FOR FUTURE MARKETING PLAN DEVELOPMENT

- Rebranding
- Marketing Internship Position
- Consistent Marketing



OSLP ARTS & CULTURE PROGRAM

THANK YOU