

It's 2016! And we're EMERGING. ENGAGING. ECLECTIC.

Market our tour more broadly, in a more targeted manor with a wider range of more engaging marketing tools.

- continually develop our website into a much-visited source for sharing art, information, connection and creativity, and as a hub for tour artists
- build our social media presence and e-newsletter to attract and engage our target audience to/with our website
- engage our community and Scugog Council for the Arts in marketing our tour and building Scugog as an artistic community
- grow awareness of our event through referrals, social media, radio and targeted publications in the GTA and Central Ontario
- create continuity for our brand and unique selling proposition (emerging. engaging. eclectic.) across all marketing and communication platforms

item	action	responsibility	timing
create a plan around marketing our 2017 theme	pull together artists who have already volunteered for specific marketing roles and hold some brainstorming and planning sessions in September.	Marion	September 8, idea session September 27, planning with Jasmine and Karen
write communication plan	chart months, plan calendar of increasing understanding of what artists do and how they work		
	plan e-newsletter to go out every two weeks starting with announcing our line up of artists and our Emerging Show at SCA in November		
	write daily social media posts		
create a more contemporary look around our new logo and spread across all points	create a concept for the brochure and pass along to designer, build on Emerging. Engaging. Eclectic.	Karen	September

engage our communities, build on hubs if possible. Myrtle/Utica, Sunderland/ Seagrave/Valencia, Nestleton, Port Perry	create a cross-promotion for each hub; organize special offers at a local restaurant/ cafe/ice cream shop, hand out mini flyers at the corresponding sites, offer could be valid for month of May	coordinate with Gordon and Jennifer Ross as they are organizing the advertisers for our brochure	
	cafes create specials for the weekend “artisan cheese platter” at Old Flame, Artisan Salad at Pantry Shelf		
	signs for stores “Proud to support LSST” button for staff “ask me about LSST”		
	post all these offers on Facebook, e-news		
	create a list of things shops in town could do, discuss with BIA		
	organize window displays on Queen Street, if we have enough artists to help - add in Sunderland, Nestleton, Seagrave, Myrtle		
brainstorm ideas for reaching Toronto and Central Ontario audiences	distribute brochure and postcards more widely		
	price getting a brochure distributor for Toronto, distribute vertical postcard this way	Marion	
	write detailed list of libraries, art galleries, museums and designate a specific person to keep these filled		
	put out fewer brochures and more postcards		

	pick four key places in Port Perry for brochure distribution and advertise on website and on postcard.		
	purchase Google Ad Words and Facebook ads to reach this audience		
make sure tour has a big presence in Port Perry with bus shelter signs, more signs, flyers and posters	See design list		
plan ROP advertising carefully			
create various forms of marketing materials, a broader range of items	create a year-round postcard with logo, image, website, Facebook and e-news info. Artists to use and distribute.		November
	design; bookmark, postcard "tweet" in 56 versions, year-round postcard, banner for Facebook and Twitter, poster, bus shelter, mini flyers for partner offers, newspaper ads, signs for sites, signs for partner stores, buttons, t-shirts.		
	price printing and sourcing for all of the above items for consideration	Marion	September
make mini flyers and distribute in town - hand out at busy events leading up to tour	print cheap mini-flyers on partner offers?		

investigate radio in Durham, KX96 Community package, new stations in Uxbridge and Port Perry	\$750 for KX96		
how maps work, how people tour our sites, there are better ways to use current mapping systems, Google Maps has made vast improvements and we don't take advantage of them	create mini tours; sites from Utica up to Sunderland across to Seagrave then Valencia and so on, tours of wood, sculpture, paintings, fibre etc.		
	improve map in our brochure - see Uxbridge tour maps		
create an incentive for people to visit more sites	concept; have an Enter to Win at every site, each artist donates an item with a \$25 - \$75 value, artists with items with prices far above this amount create a gift certificate, items are pooled as one prize where there are multiple artists. photograph these items, post on Facebook, add to website and an e-newsletter		
do artist of the week features on web		Marion	
on website - create a page of "new things to see" - show new work, show new learning processes, show work in progress, feature new artists on the tour	create and send out the same type of form as we used for application to artists, download data and images and use on web, newsletters and social media	Marion	
	using 7-10 images create mini videos for every artist, post on Facebook	Marion	

create a "process" page on website where we showcase how artists made their work - photos, videos by Jen Sunnerton	as above	Marion	
monthly updates with photos of work in progress	as above		
help artists to market themselves	tweet postcards as above		
	run a tutorial on creating an artist page on Facebook, get everyone started		
	create an event of Facebook, send out invitations		
	send all artists our logo with instructions for various uses		
	create page on website with artist resources; logo, how to guides, files with e-postcards		