



ESTABLISHED

2012

SPAA: ABA Marketing Yourself & Your Art

PRESENTED JUNE 12, 2024

ST. PETERSBURG
ARTS
ALLIANCE



Meet & Greet

HI THERE!



WHO ARE WE?



Lindsay Petty Wattam

Partner | VP, Client Services & Strategy



Angela Stork

Creative Director

WE'RE PRETTY GREAT AT BEING BRILLIANT



- Branding, marketing, advertising
- Historic First Block
- 12+ Years

A few brands we have worked with:

ST. PETERSBURG
ARTS
ALLIANCE



THE
FLORIDA
HOLOCAUST
MUSEUM



WE FORGE BADASS BRANDS



We have the ability to create a brand platform as well as a 360° marketing plan for our clients. When it comes to executing that plan, we excel in advertising—creating all types of content, media planning and buying, social media, and project management.

- Market research
- Competitive analysis
- Brand platform
- Marketing strategy
- Integrated marketing plans
- Creative briefs
- Project management
- Budgeting
- Media planning & buying
- Media reconciliation
- Strategic partnerships
- Co-op alignment

- Brand standards & guidelines
- Graphic design
- Copywriting & editing
- Logos & identity
- Collateral
- Print advertising
- Sales presentations
- Outdoor, displays, & signage
- Video content - creation & production
- Radio scripts & production
- Photography
- Public relations

- Website design & management
- Digital advertising
- Social media - organic & paid
- Search engine optimization
- Search engine marketing
- Email marketing
- Content generation
- Online analytics
- Onboarding kits
- Premium items
- Guerilla marketing
- Events

GET TO KNOW YOU



Name

Company

Product/Service/Art Medium

3 marketing efforts you use now (if any)

OUR AGENDA



- Brand identity
- Marketing strategy
- Tactical executions
 - Website
 - Digital footprint including Google
 - Email
 - Social media
 - Press releases
- Q&A



Brand Identity

YOU'VE GOT
THE LOOK



FINDING YOUR BRAND



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Discovering Your Brand

Uncovering Your Origin Story

Hosted by Colleen Cherry + Miss Crit

Presented by The St. Petersburg Arts Alliance



Arts Business Academy 2024



COACTION SECURITY BRAND SHEET		
LOGO FULL LIGHT BG	LOGO ONE COLOR LIGHT BG	BUG
LOGO FULL DARK BG	LOGO WHITE DARK BG	BUG DARK BG
COLOR PALETTE		FONTS
 ENCRYPTION IDENTITY FIREWALL TROJAN DARK WEB	PMS 802 C C=51 M=0 Y=73 K=0 R=90 G=252 B=131 HEX#5AFCB3	HEADERS Text Example MUSEO SLAB 500 Google Drive: Roboto Slab Regular Microsoft: Rockwell Regular TEXT EXAMPLE Google Drive: Work Sans Regular Microsoft: Avenir Roman BODY COPY Text Example EFFRA REGULAR Google Drive: Work Sans Regular Microsoft: Avenir Roman
	PMS P 133-15 C C=81 M=10 Y=62 K=0 R=0 G=164 B=131 HEX#00A4B3	
	PMS 150 C C=0 M=41 Y=82 K=0 R=249 G=164 B=69 HEX#F9A445	
	PMS 2728 C C=78 M=71 Y=0 K=0 R=73 G=84 B=217 HEX#4954D9	
	PMS 5395 C C=90 M=76 Y=53 K=63 R=17 G=33 B=50 HEX#112132	
TEXT FORMATTING		
URL: coactionsecurity.com PHONE: 727.851.2051 ADDRESS: 13575 58th St. N. OXFORD COMMA? Yes EMAIL: jwattam@coactionsecurity.com Suite 227 Clearwater, FL 33760		

Now that you've discovered your brand, organize your brand identity:

- Name
- Logo
- Color palette
- Fonts
- Styles for information, such as URL and phone number
- Oxford commas or not?

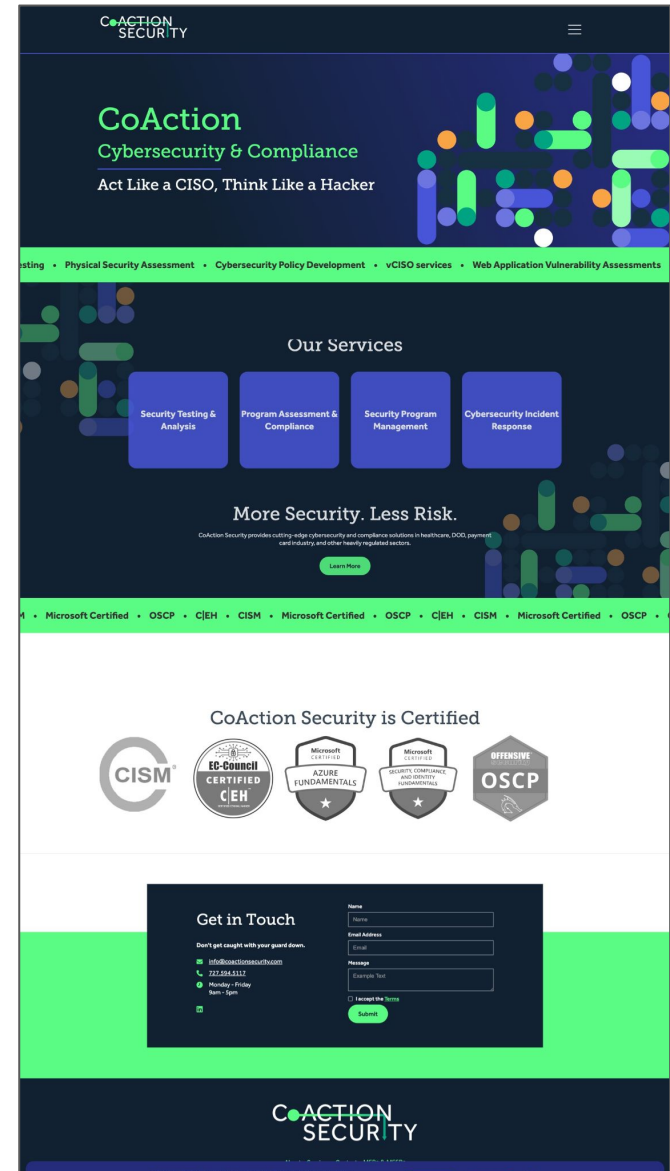
We like to create brand sheets that articulate this information consistently in one place.

Every brand needs:

- Business suite including cards
- Written copy:
 - Key messaging
 - Brand tagline
 - About copy
- Visual assets to be used in marketing tactics (web, social, etc.)
 - Examples: photography and video of art, products, people



**“Act like a CISO.
Think like a hacker.”**





Marketing Strategy

HOW & WHY TO
GO TO MARKET



DEVELOP THE STRATEGY

You need a plan, at least a starting place.

- Situational analysis
- Strength/Weakness/Opportunity/Threat (SWOT) analysis
- Target audience
- Call to action
- Key performance indicators (KPIs)
- Marketing goals & objectives

SITUATIONAL ANALYSIS



- This represents this place in time right now
- Evaluate all of the challenges and advantages your brand has - not just from a marketing perspective, but also includes operations, finances, staffing, etc.
- It should take into consideration the 4 P's of marketing:
 - Your **p**roduct
 - The **p**rice
 - The **p**lace where your product is sold or available
 - How to **p**romote your product
- These factors will then be plotted in a SWOT analysis:
 - Strengths
 - Weaknesses
 - Opportunities
 - Threats

SWOT ANALYSIS



Strengths

Weaknesses

Opportunities

Threats

SWOT ANALYSIS

Strengths

Weaknesses

Things you
have control
over

INTERNAL

Opportunities

Threats

Things you
have little to
no control
over

EXTERNAL

SWOT ANALYSIS

INTERNAL

Strengths

- Top-notch quality
- Empathetic and caring team
- Strong referrals
- Great patient reviews

Weaknesses

- The online brand doesn't match the in-person experience
- Finding high quality staff in order to expand
- Not at capacity yet
- Low awareness of the brand

EXTERNAL

Opportunities

- In the process of developing and executing a stronger, more targeted marketing plan
- Population is growing
- Growth in new products and services
- Adding new location

Threats

- Very competitive, crowded market
- A global pandemic?
- Inflation affecting purchasing power

SWOT ANALYSIS



Strengths

Weaknesses

Opportunities

Threats

TARGET AUDIENCE

Who are we talking to?

- **Quantitative:** demographics
- **Qualitative:** psychographics, lifestyle, preferences
- **Geography:** area of influence



TARGET AUDIENCE

Mobile-Pensacola #60
18+ Pop: 1,006,200

Panama City #151
18+ Pop: 267,400

Tallahassee #105
18+ Pop: 519,900

Jacksonville #47
18+ Pop: 1,288,200

Gainesville #160
18+ Pop: 240,500

Orlando #19
18+ Pop: 2,840,400

Tampa-St Pete #13
18+ Pop: 3,370,000

W Palm Beach #38
18+ Pop: 1,475,900

Ft Myers-Naples #62
18+ Pop: 955,200

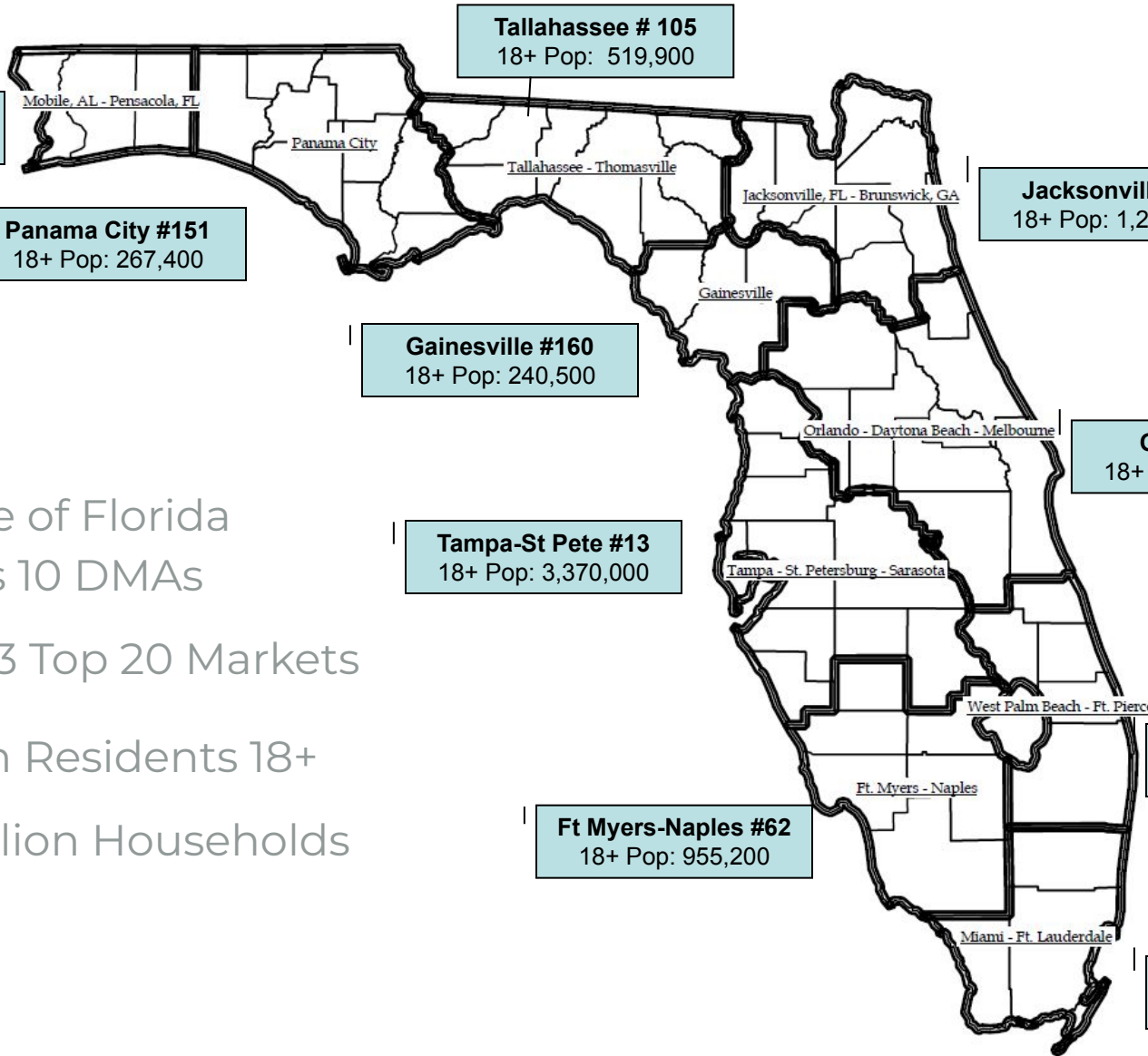
Miami #16
18+ Pop: 3,215,700

State of Florida
has 10 DMAs

Including 3 Top 20 Markets

15 Million Residents 18+

Over 7 Million Households



CALL TO ACTION



What we want the potential customer to do:

- Visit website
- Contact us:
 - Website
 - Phone call
 - Visit a location
- Schedule a meeting
- Buy our product or service
 - Commission art
 - Hire for a role
- Refer & review

Can be some, all, or a combination of these. Could be in a particular order or several different orders.

KEY PERFORMANCE INDICATORS



How we *can* measure success in our marketing:

- Website traffic, sessions, time spent, conversion to contact
- Appointments booked
- Number of customers
- Number of invitations to exhibit/show
- Number of auditions
- Revenue, income
- Positive reviews
- Engagement and audience growth on social media

Can be some, all, or a combination of these.

Maybe some are missing from this list.

ESTABLISH A BUDGET

- Approximately 5-10 percent of your projected revenue should be dedicated to marketing
- 5% product with physical storefront
- 10% service business
- Includes all forms of marketing - from website hosting to business cards to paid media to marketing staff

MARKETING STRATEGY



How we go to market, target, geo, positioning

- Position brand as ____
 - By communicating _____
- Be top of mind when _____
- Stand out from the competitive mix in media, creative, and messaging
- Focus on Region: _____



Tactical Executions

HOW TO REACH
YOUR TARGET





MARKETING TACTICS



- Each tactic has its own pros and cons
- Reach
- Frequency
- Engagement
- Call to action
 - Conversion
 - Lead generation
- Ability to communicate your message
- Budget

WHERE TO START

- Website
- Content marketing
 - Website updates & SEO
 - Digital footprint:
 - Google products
 - Social media
 - Review sites
 - Email marketing
 - Public relations
- Paid media opportunities
- Events & sponsorships

WEBSITE CONTENT CHECKLIST

Website legitimizes your business by establishing your digital presence

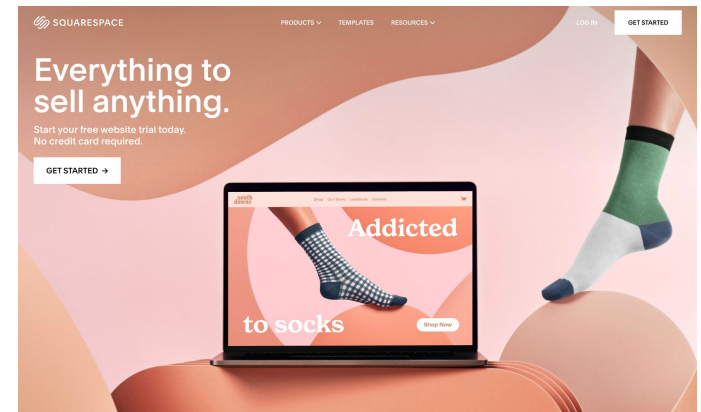
Content can include:

- Portfolio of your work with titles - it can be the homepage!
- Work for sale and method of purchase (if applicable)
- Artist bio and headshot
- Email address/phone number
- Address or location
- Social media links
- Commissions
- List of exhibitions, shows, performances
- Links of press coverage to original articles
- Blog
- Contact form
- Online store (if applicable)

PORTFOLIO WEBSITE PLATFORMS

SquareSpace

- Easy “drag-and-drop” page builders
- Portfolio templates available
- Easy to customize with your colors and fonts and keep consistent
- Inexpensive (\$30-40/mo if paid annually)
- Has an e-commerce function



Shopify

- Built for e-commerce
- Free and paid templates available
- Has some customization of fonts and colors - and more if you know CSS code styles

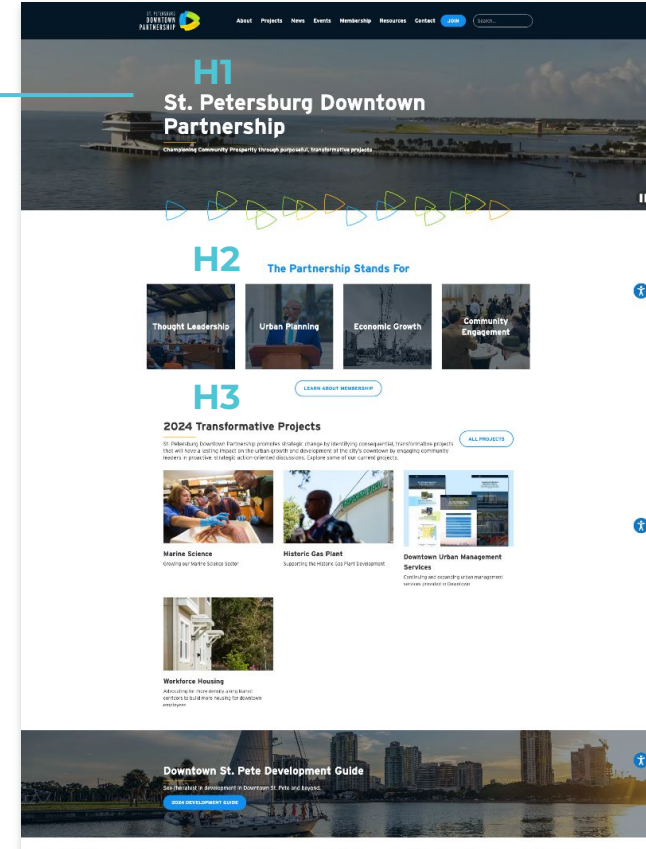


PLUS: WordPress • Wix • Webflow • Weebly

WEBSITE TIPS



- Heading styles
 - H1 is always your page title
 - Then go in order H2, H3, etc.
- Title all your website images accurately - with your name, the artwork title, etc. (Google reads image titles)
- Linking out to other sites can help give your site credibility points (within reason)
 - E.g. if you've been in shows or won awards, link to relevant pages if you can
- Google likes about 300-600 words on a page (headers and body copy)
- Don't forget to look at your website on mobile! 70% of website traffic is on mobile, especially when being driven from social media channels
- Google loves new—relevant—content, but remember, quality over quantity
- For deeper SEO knowledge, the platform you use probably has best practices e.g.: [SquareSpace SEO Checklist](#)



DIGITAL FOOTPRINT



Establish your digital footprint: The goal is to make sure that whenever you are “Googled,” you are in control of what is seen and read.

- Record an inventory of your digital footprint - Google yourself & others in your space
- Develop consistent content - text and images
 - Consistent “about” copy
 - Create and add images including cover and profile images relevant to each platform
 - Evaluate the competition/aspiration as well
- Accounts may include:
 - Google My Business
 - Social media networks
 - Referral and review sites, e.g. Yelp
 - Job sites, e.g. Glassdoor, Indeed
- Review Annually and create/update accounts as needed

GOOGLE EVERYTHING



Google My Business

- Establishes that your business can be “Googled”
- Verified address
- About info, hours
- Products selling



Google Analytics

- Will track website traffic
- Demographics
- Tracking referral sources



Google Ads

- Keyword search
- Display ads
- YouTube video ads
- Retargeting

EMAIL TOOLS



- Day-to-day email tool: your inbox
 - Gmail, Outlook, etc.
 - Send & receive messages
 - Limit on daily volume - no mass deployments to large lists
 - No KPI tracking
- Email Platform: create & deploy content to your database
 - Mailchimp, Constant Contact, etc.
 - SquareSpace (web platform) offers their own email marketing component
 - Helps you manage your database
- CRM: Customer Relationship Management
 - Hubspot
 - Keeps track of who has received what, individual conversations, and behaviors
 - Serves as your digital rolodex

CREATING YOUR EMAIL LIST

- Start with your existing email contacts:
 - Past clients, prospects, business contacts
- Collect leads where possible
 - Open houses, art shows, etc.
 - Social media
 - If using a platform or tool, many allow you to create a signup form link
- Offer value & incentive
 - Promotional pricing
 - Opportunity - first to see a finished piece, special performance

HOW TO IMPROVE OPENS & CLICKS

Leave them wanting more

- Include a strong call to action (CTA) at the end of each message (or section)
- Emails should be concise, scannable, and direct
 - Include a short summary and a link/button
 - Give people a reason to click and reach out
 - If there's too much in the email, the reader gets all the information they want and the journey ends there

First impressions matter: the subject line

- Concise, enticing, and to the point
- Unique to each message - don't repeat subject lines

Also consider your first line of body content

- Known as “pre-header” or “preview” text in some platforms
- This is the first line visible in an email message



Social Media



BEST PRACTICES



SOCIAL MEDIA

- Isn't the end all be all.
- But can be really useful.
- Know thyself.



SOCIAL MEDIA



- Many, many platforms - today we'll discuss:
 - Facebook
 - Instagram
 - LinkedIn
- Set up business profiles, separate from your personal accounts
 - Your profile picture should be your logo and should remain consistent across platforms
 - Your cover photo should be relevant to your business and can be updated as needed for holidays, seasons, special events and promotions
 - Consistent about copy and business information
 - You can share content from your business page on your personal accounts

POST CONTENT



What you should post about:

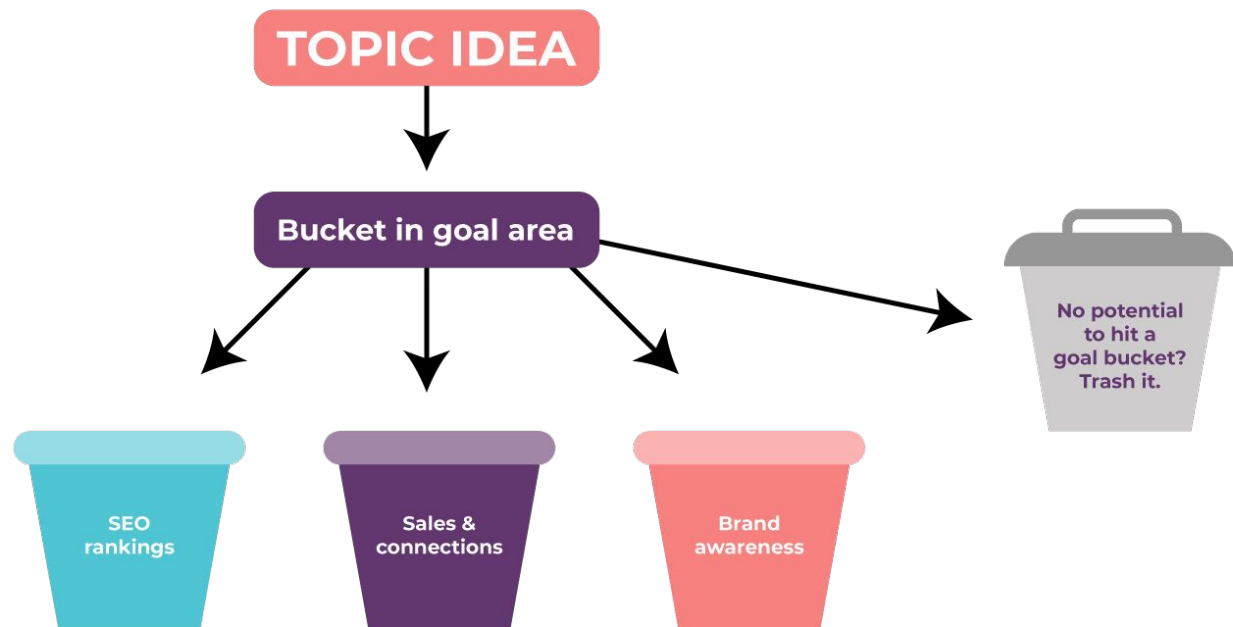
- What your business is up to
 - News, events, appearances, behind the scenes, and more
- Current projects, clients, staff, collaborations
- Your successes!
- Reviews & testimonials
- Community news and content relevant to your business
- Content from relevant accounts you follow, industry publications, professional organizations, and partner businesses

Create an ongoing posting schedule

- Generally 3-5 times a week - consistency is important

WHAT ARE CONTENT BUCKETS?

- To make sure all of our content marketing efforts are purposeful, effective, and tied to our strategy, we organize all the content we create into “buckets”
- Each bucket has a set of talking points and SEO keywords associated with it
 - From a search engine perspective, this allows us to easily create content that links together to strengthen our website’s presence



DON'T POST



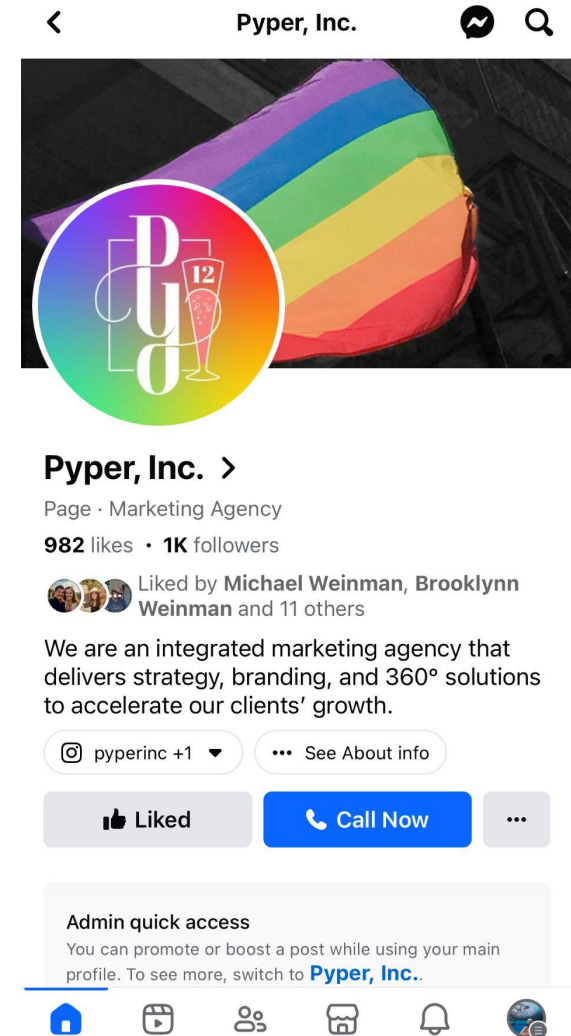
- Any personal content or content from your friends and family
 - Unless this is somehow part of your brand
- Don't hesitate to infuse personality into your posts, but don't share anything online you wouldn't hand to a client/customer in a face-to-face meeting
- Politics and religion don't make pleasant dinner conversation, so they don't belong on your Facebook Page, either

FACEBOOK TIPS



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- Link your Instagram account
- Liking, commenting, and interacting on Facebook as your Page are critical tactics for building your audience!
- Build your audience:
 - Invite your friends and family to like your Page
 - If they like or comment on your posts, their network of friends will see them
 - Interact with other content on Facebook from your Page
- Most importantly, publish regular, useful content!
- Use their events function if you're hosting an event



INSTAGRAM TIPS



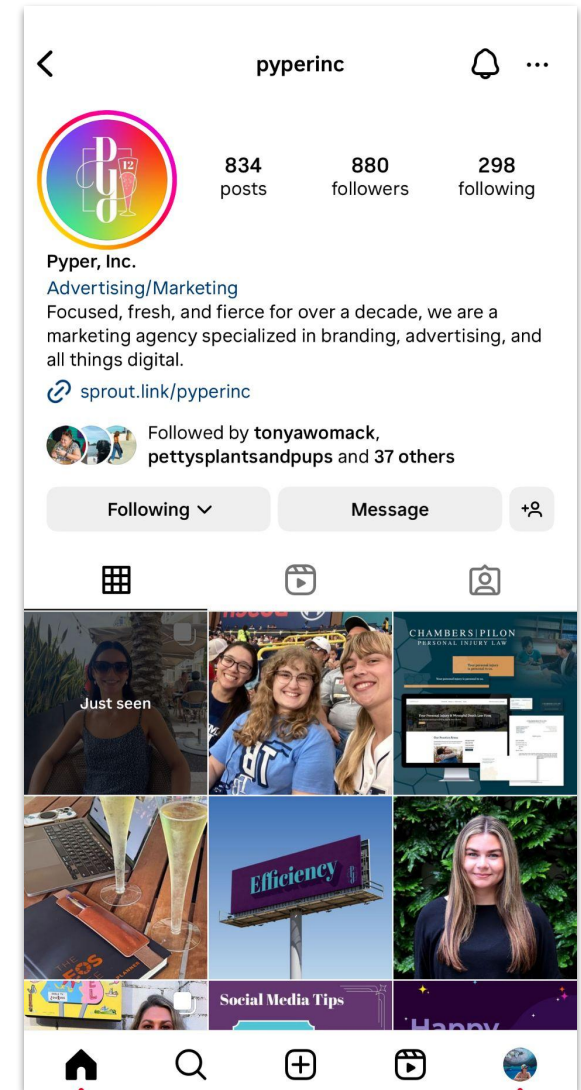
Instagram is a visual-first platform.

Main Feed Posts:

- Keep captions concise—two lines on mobile
- Hashtags: Instagram allows up to 30 hashtags per post
 - Use hashtags that are relevant, unique, and moderately popular (less than a million is ideal)
 - Place hashtags at the end of your caption or in a separate comment
 - Tip: keep your list of hashtags in a note on your phone for quick copy-paste
- Review them a couple times a year
- Add geotags to posts

Stories: Only last on your page for 24 hours

- Highlight “in the moment” content
- Save to “Highlights” to preserve longer than 24 hours
- Post to your Instagram story daily or several times a day

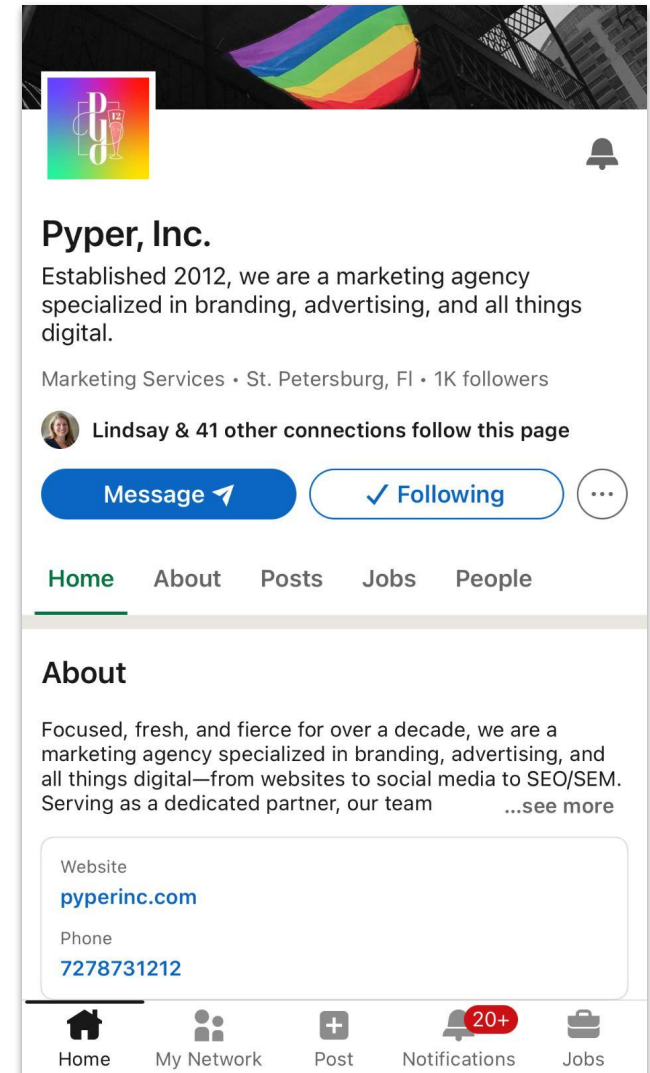


LINKEDIN TIPS



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- Make sure your personal page follows your business page
- Your personal page can share business page content
- Take advantage of the content industry leaders and peers are sharing
 - Leave a comment, like, share, and generally get involved in the community



SOCIAL TOOLS



Canva

- A tool that has pre-designed templates for social media graphics.
- Both free and paid versions are available
 - Paid versions offer more features and are very affordable, including setting your brand fonts and colors
 - Free has enough to get you started

Hootsuite

- A third party social media scheduling dashboard
- Free plan lets you schedule posts and manage three social profiles
- Track and aggregate data across channels

PRESS RELEASES



- Press releases are deployed to media outlets to share news and announcements such as launching a new company, new service offerings, major milestones in business, awards, and anything else noteworthy
- They are also published on the website to boost SEO
- Frequency: as needed based on newsworthy happenings
- Follow standard format
- End with boilerplate—company positioning
- Share to media outlets and social media
- Can pay to newsworthy.ai or other digital newswires for ranging fees
 - Link backs



Q&A



YOU'VE GOT QUESTIONS?



Ask away!



Thank you

We look forward to working with you!



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