



# Sharing Ikebana

## How to Grow Interest, Students, and Community

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Central Ohio  
Ohara Ikebana



# Central Ohio Shibui Study Group

Classes began  
January 2024

Officially recognized  
Nov 1, 2024

20–25 students per  
class

Hosted Sensei twice  
from Japan

- Both demonstrations  
had 110+ attendees

Students from  
Columbus, Dayton,  
Cleveland... even  
Florida

Grew to 78  
members in under  
28 months



***People are excited about  
Ikebana — they just need a  
way to find you.***



**Humbled to be awarded  
the Iwaya Fund 2024  
Innovation Challenge  
Grant**

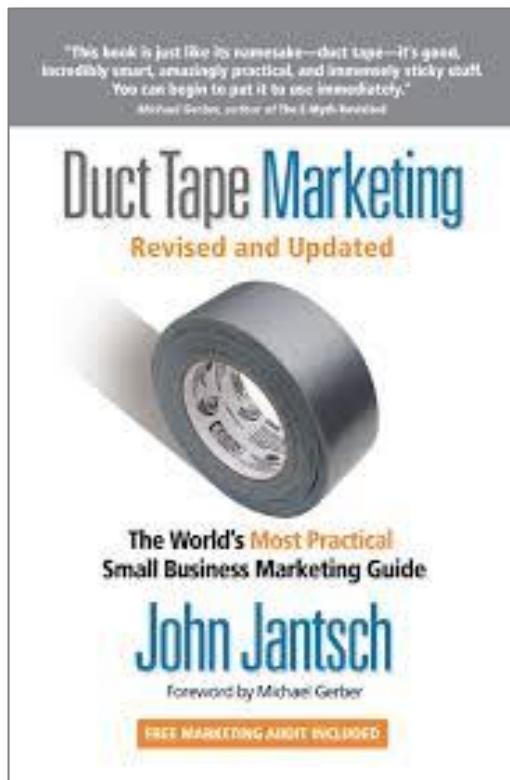


# What You Told Us You Need Most

- Getting new students
- Building community interest
- Balancing marketing with authenticity
- Working with mixed skill levels

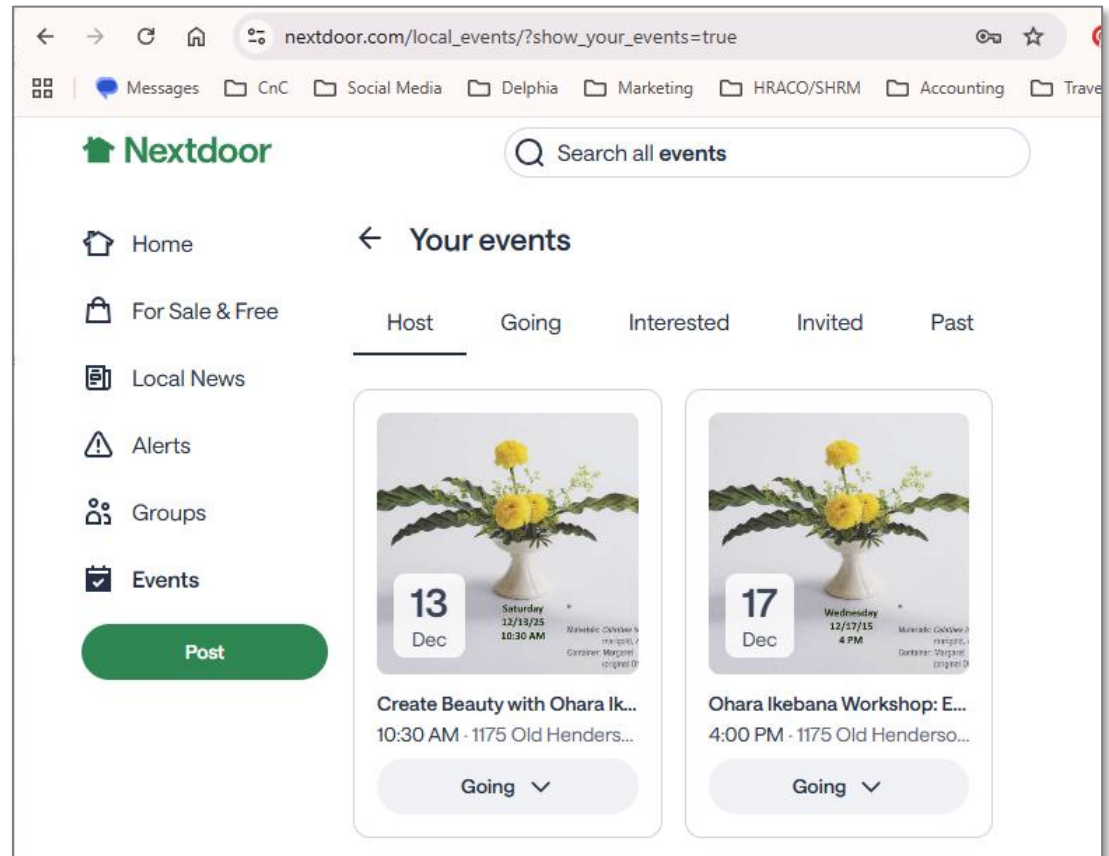
# The Marketing Hourglass

- A simple framework from the book *Duct Tape Marketing*
- Perfect for chapters & study groups



# KNOW – How People Find You

- Social media
  - Facebook,
  - Instagram,
  - Nextdoor
- Community partnerships
  - cultural centers,
  - museums
- Consistent visibility
- A website



# LIKE - Why People Feel Comfortable

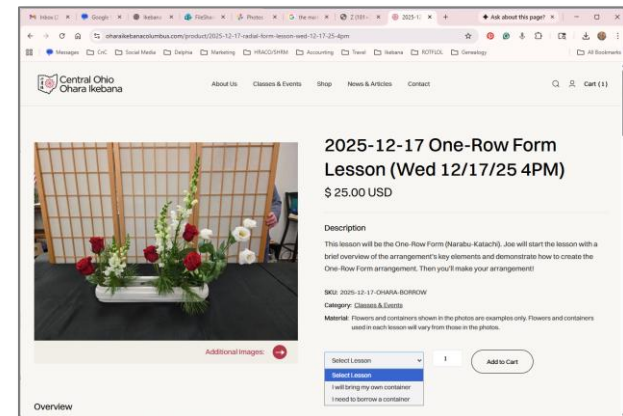
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- Friendly, approachable tone
- Real class photos
  - not perfect arrangements
- Beginner-safe messaging



# TRUST — Why People Believe They Can Do This

- Clear, simple website
- Photos of real student work
- Transparent expectations
  - what to expect in class



I leave every lesson knowing I can make a beautiful Ohara arrangement at home.  
The handout makes it easy to remember what I learned.

**Tiffany S. C.**  
Ohio, US



The Ohara curriculum makes it easy to learn from the basics to the advanced. I'm excited about working towards my first certificate!

**Betty S.**  
Florida, US



## TRY — Make the First Step Easy

- Beginner-friendly, low-pressure classes
- Seasonal or one-time workshops
- Everything provided
  - remove barriers

# BUY — Make It Easy to Say **Yes**

- Clear schedule and pricing
- Simple registration process
- Smooth, welcoming first experience

Central Ohio Ohara Ikebana

About Us Classes & Events Shop News & Articles Contact

Express Checkout

Google Pay

Contact Information

Email

Full Name

Phone

How did you hear about us?

Repeat Student/Customer

1 Item

2026-05-04 After the Revolution: Succession, Conflict, and the Survival of the Ohara School Qty: 1 \$15.00

Discount Code

Enter Code Apply

Summary

Subtotal \$15.00

Discount ("MEMBERPERK" x) \$-15.00

Total \$0.00

Complete Checkout

# REPEAT — Give Them a Reason to Come Back

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- Consistent class schedule
- Variety through seasonal materials
- Visible learning and progress



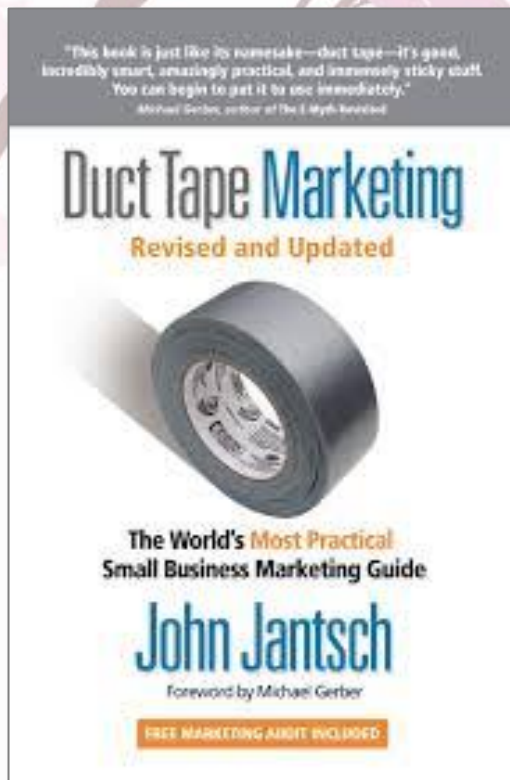
# REFER — Let Your Students Grow Your Group

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- Word-of-mouth becomes your main driver
- Students share photos and bring friends
- A great experience naturally gets shared



# The Marketing Hourglass



# CONSISTENCY — The Engine Behind Everything

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- Regular visibility
  - posts, emails, reminders
- Predictable class schedule
- A steady, welcoming experience

		<b>JUNE</b>		<b>2026</b>		
<b>S</b>	<b>M</b>	<b>T</b>	<b>W</b>	<b>T</b>	<b>F</b>	<b>S</b>
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>
<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>	<b>20</b>
<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>	<b>27</b>
<b>28</b>	<b>29</b>	<b>30</b>				



# AUTHENTICITY — Be a Real Person

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- People connect with people
- “Perfect” can feel intimidating
- Real builds trust faster

Play (k)

0:03 / 0:09

@ohara\_ikebana\_columbus

# CARE — Make the Experience Exceptional

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- Thoughtful details make a difference
- Prepare more than you think you need
- Deliver more than you promise





Hi everyone,  
 We're starting to feel those first hints of spring here in Ohio—and if you're anything like me, you're already enjoying your yard (and maybe a few roadside treasures 🌸) for materials to cut and experiment with.

Before we get too far ahead of ourselves, I wanted to share a quick update and a few exciting things happening in April.

Our recent online lecture on the human story behind the founding of the Ohara School—focused on **Iken Ohara**—was an incredible success, with 40+ participants join us live from all over, including one attendee from Buenos Aires! Thank you to everyone who attended and made it such a meaningful experience.

If you enjoyed Part 1 (or missed it), Part 2 is open for registration: **"After the Revolution"** explores how the Ohara School navigated resistance, succession, and generational change after Moribana was introduced—and how a fragile experiment became an enduring lineage.

And with April just around the corner, our next set of classes is now open—this time featuring **Radial Form**, a dynamic and expressive style that really lets your materials shine.



**"I Can't Wait to Use"**

I'm teaching a special workshop for Ikebana—and we'll be **Make Our Allium!** (It's fun!).

completely full (20 spots) and I couldn't be more excited to be my first time.

wonderfully sculptural and I'm looking forward to everyone interpreting its energy.

about how to grow and use this unique plant, please email our site:

[Allium: Growing and Using in Ikebana](#)

**April Classes**

**Radial Form**

Our April classes will focus on **Form**, a beautiful study in balance, movement, and structure.

**Saturday, April 11 (10:30 AM - 12:30 PM)**

**Wednesday, April 17 (6:00 PM - 8:00 PM)**

As always, all levels are welcome and materials will be provided.



**24 - After the Revolution: Succession, Conflict, and Survival of the Ohara School**

Join us in class—or online soon. Spring is such an inspiring time to look forward to creating with all of you as the season unfolds.

Joe

**In the Shop**

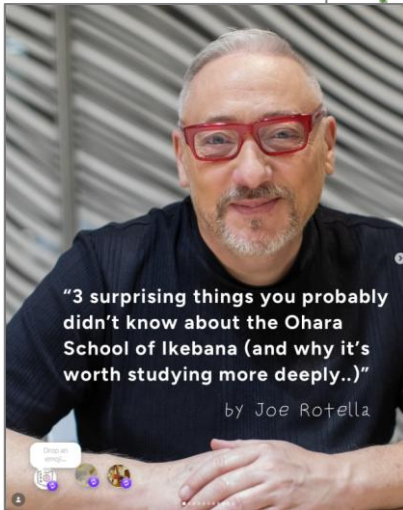
Black and white **One-Row containers** are back in stock! Simple. Elegant. Perfect for advanced Han-Ko study.



Central Ohio Ohara Ikebana is the proud recipient of an **Ikebana Iwaya Fund Innovation Challenge Grant**.



Central Ohio Ohara Ikebana, 2645 Blinton Rd, Columbus, OH 43221, United States, (614) 537-7077



"3 surprising things you probably didn't know about the Ohara School of Ikebana (and why it's worth studying more deeply..)"

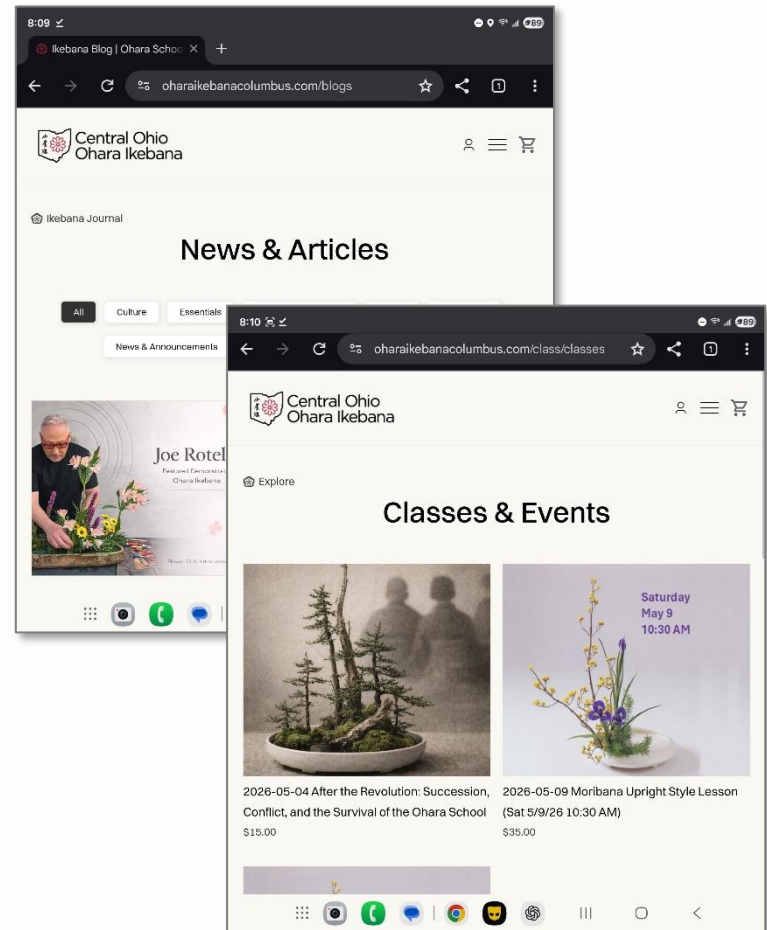
by Joe Rotella

# RHYTHM - A Simple Monthly Marketing Rhythm

- 2 social posts
- 2 emails
- 1 class or event to promote
- **Week-by-week example:**
  - Week 1: Email
  - Week 2: Social post
  - Week 3: Reminder email
  - Week 4: Social post

# If You Only Do 5 Things...

- Create a clear, simple class page
- Post twice a month on social media
- Send two emails each month
- Offer a beginner-friendly first experience
- Take photos of everything



# Questions & Discussion

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- What's working for your group?
- What challenges are you facing?





感謝



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