

# Marketing Plan:

## Art Always With You

### Goals:

- Establish a powerful online presence
- Build a unique and recognizable brand image
- Maximize social media engagement to drive traffic and sales

## 1. Website Launch and E-commerce Setup

### Deadlines:

- Photograph artwork by 3/17
- Website live by 3/31
- Upload at least half of artwork for E-commerce by 4/21 with new photos

### Before Website:

- Photograph all artwork using high-quality lighting with lightbox
- Conduct an interview or a Q&A with Debra to capture her brand voice and values; it will help shape the tone of the website to align with her artistic identity

### Website Set Up:

- Add links to Facebook and Instagram in the website footer and navigation bar
- Gather more information about Debra's artistic journey and background for "About" and "Artist's Statement" sections.
- Ensure all pages are linked and accessible from the navigation menu
- Finalize website design and content to ensure content is up to date

### E-commerce Setup:

- Add shipping dimensions, descriptions and pricing for each product
- Review product descriptions with Debra
- Create product categories on the website and link them to the relevant products
- Run a test purchase of a product to see how seamless it is

## 2. Instagram Revamp

### Instagram Due Dates:

- new visual look by 3/24 with new bio, profile picture (the super cute photo of you at your art retreat!), highlights and cohesive grid view as content begins to roll out

#### Before Instagram Revamp:

- Update Instagram bio to reflect brand image- we will use lots of colorful emojis and the word “enJOYing”
- Upload a new profile picture (the art retreat photo)
- Plan highlight categories for artwork with pink and teal textured photos for the cover- categories are Jewelry, Canvas, Digital Art, Dioramas, and In the Studio for behind the scenes stuff
- Develop a cohesive color palette and visual theme for account- focus on teal and pink as primary brand colors, lots of hearts, little angel drawings and nature elements

#### Posting Frequency and Format:

- Grid Posts: every other day to maintain engagement. We will go between photo posts of your artwork (before and after when we can), engaging reels with trending audio that the creative process or finished pieces in detail, and “relaxed” posts that share art tips, quotes, pretty pictures, or lighthearted content that reflects your personality
- Instagram Stories: daily posts, including behind-the-scenes, art tips, and interactive posts (polls or questions). These can be more loose in terms of brand image, as long as we are putting something up every day.

Hashtags: #art #artist #artwork #instaart #arte #artistofinstagram #artstagram #mixedmedia #mixedmediaart #whimsical #vibrantcolors #joyfulart #artalwayswithyou

#### Miscellaneous Items:

- Identify previous posts that performed well and update their captions and hashtags for better engagement
- Add the completed website link to the Instagram bio for seamless navigation to the shop
- Both of us should engage with followers (and potential followers) for a little bit each day. This can consist of following new creators and people that engage with your posts but don’t follow you, commenting on followers posts that engage with your account, liking stories, DMing and interacting with followers

## 3. Facebook

#### Facebook Due Dates:

- New visual look by 3/31, including updated intro section, profile picture, cover photo, and About section details

### Before Facebook Revamp:

- Update intro section to reflect brand identity, ensuring consistency with Instagram
- Upload a new profile picture (same image across all platforms for brand recognition)
- Upload a new cover photo, using the same hero image from the website for a cohesive look
- Update the About section with current information, including the website link, Instagram handle, and business email
- Maintain the cohesive brand aesthetic, focusing on teal and pink as primary brand colors, along with hearts, angel drawings, and nature elements

### Posting Frequency and Format:

- Facebook Videos: All Instagram Reels will be cross-posted to Facebook using Hootsuite (1–2 per week)
- Facebook Stories: Select Instagram Stories will also be uploaded to Facebook daily (at least 1 per day) to maintain engagement. These can include behind-the-scenes moments, artwork in progress, or quick updates
- Artwork Showcases: High-quality images of Debra’s work with engaging captions that tell the story behind each piece. Galleries will be used for pieces that go together or have multiple images (1–2 per week)
- Community Engagement Posts: Art-related tips, interactive posts like questions and polls, and sharing community events or collaborations
- If we ever have long-form video content, this performs well on Facebook!

### Hashtags:

Only use 1-2 hashtags that best fit the post. Facebook prioritizes engagement rather than hashtag. We want likes, comments and shares!

### Miscellaneous Items:

- Identify previous posts that performed well and update their captions better engagement
- Both of us should engage with followers (and potential followers) a little each day. This includes following new creators, interacting with people who engage with posts but don’t follow yet, commenting on followers’ posts, liking stories, and sharing other creators’ content.