



Artist Partnerships = Business Growth:

**5 Ways Businesses Can Benefit by
Partnering with Artists, and How
Your Business Can Take Full
Advantage**

Creative Economy Summit III:

**Fostering our Local Economy: Art and
Business in Partnership**

March 24, 2011, Greenfield, MA

Presenter: Shel Horowitz

- ♦ Award-winning author of six marketing books
- ♦ Marketing consultant and copywriter: businesses, authors, artists...
- ♦ Poet/actor—Co-coordinator, “Poetry in Greenfield” series, 1981-82

Want a Copy of These Slides?

- ♦ Just ask!
- ♦ Send e-mail to
Shel@GreenAndProfitable.com
- ♦ Subject: Send Artist-Partnership Slides
- ♦ Or write “slides” on back of your biz card and give it to me at the end.

5 Ways Businesses Can Benefit by Partnering with Artists

- ♦ *Your Ideas:*
- ♦ Increase customer base
- ♦ Unique, creative feel
- ♦ Keep customers in the retail space
- ♦ Improve visual element of marketing

5 Ways Businesses Can Benefit by Partnering with Artists

- ♦ 1. *More Foot Traffic*
- ♦ How might that work? Your ideas:
- ♦ Local art hanging on the walls
- ♦ Events e.g., opening
- ♦ Express co mission in 5 seconds, and can bring people in off the street

5 Ways Businesses Can Benefit by Partnering with Artists

- ♦ 1. *More Foot Traffic*
- ♦ Opening reception
- ♦ Closing event
- ♦ Raffle or auction off a small artwork

Foot Traffic (continued)



Foot Traffic (continued)

- ♦ Multiply the benefits with more than one artist



Foot Traffic (continued)

- ♦ Propose (and jointly publicize) an event with the artist on a different day than the reception (a slide talk, behind-the-scenes look, etc.)
- ♦ Rinse-and-repeat publicity efforts for all events

5 Ways Businesses Can Benefit by Partnering with Artists

- ♦ *2. More Publicity*
- ♦ Announcements of art exhibits and all sub-events
- ♦ Radio/TV interviews: business owner AND artist together
- ♦ Newspaper feature stories
- ♦ Blog tours/guest blogs

Publicity

- ♦ *Where should you announce?*
- ♦ Your ideas?
- ♦ Facebook
- ♦ Newspaper
- ♦ Internet
- ♦ Radio
- ♦ Twitter

Publicity

- ♦ *Where should you announce?*
- ♦ Your ideas?
- ♦ Twitter #westernma hashtag
- ♦ @Westernmaevents (will RT DMs)
- ♦ Valley Arts Newsletter
- ♦ Valley Art Share
- ♦ Hotel concierge services

Publicity

- ♦ *Where should you announce?*
- ♦ Daily newspapers
- ♦ Weekly newspapers and shoppers
- ♦ Community websites and e-zines
- ♦ Posters, flyers, postcards, brochures, etc.
- ♦ Radio stations
- ♦ Youtube? Craigslist? eBay?

Publicity

- ♦ *Where should you announce? (cont.)*
- ♦ Cable TV
- ♦ Broadcast TV
- ♦ Social media
- ♦ Social media discussion lists (*who knows what these are?*)

Social Media Discussion Lists—What are Those?

- ♦ What this means
- ♦ Examples:
- ♦ Linked Western Mass
- ♦ Pioneer Valley Local First
- ♦ Western Mass Bloggers
- ♦ Hidden-Tech

Publicity

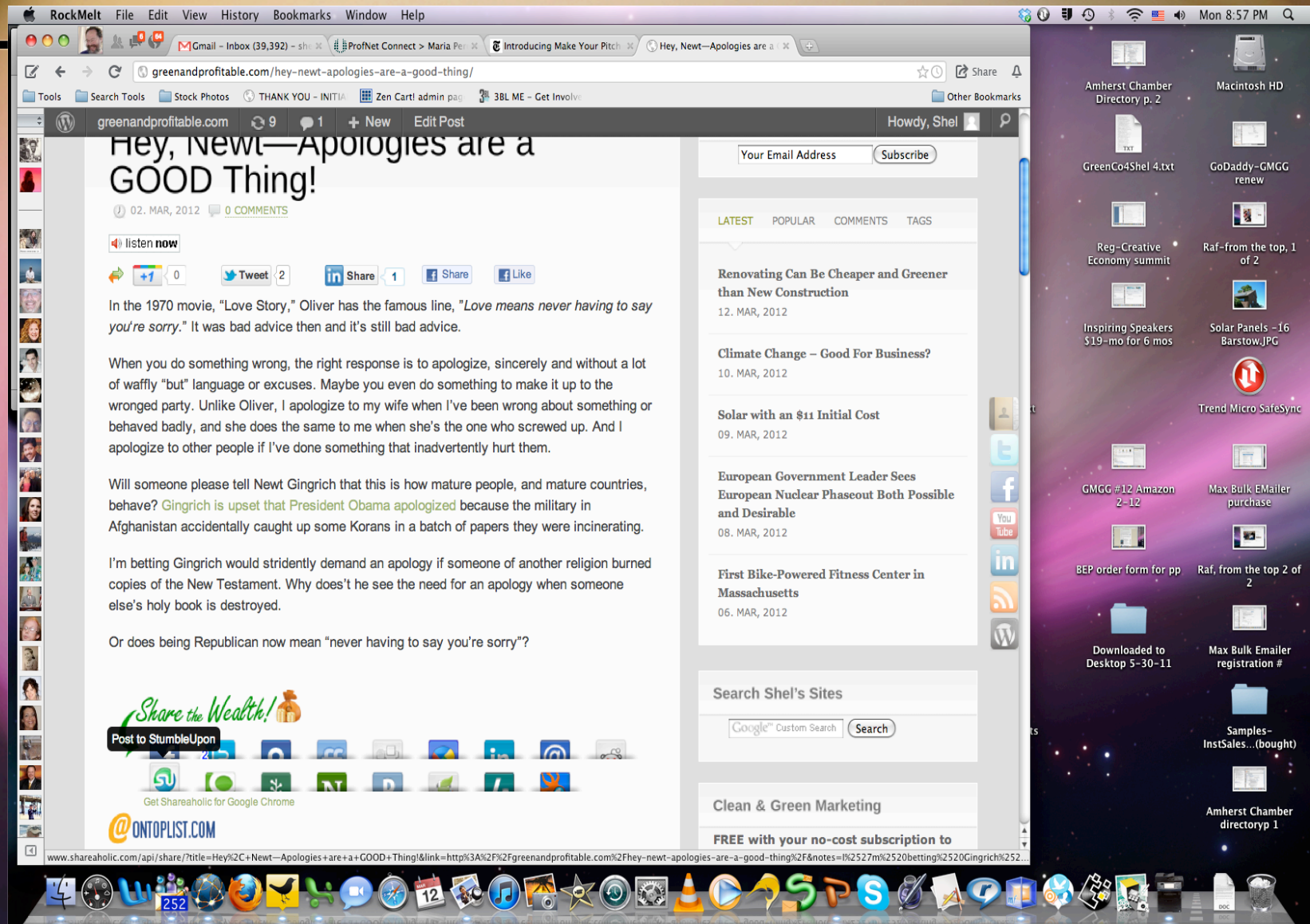
- ♦ *How should you announce?*
- ♦ Press release to local media
- ♦ Mailing to your house list
- ♦ Mailing to artist's house list
- ♦ Social media

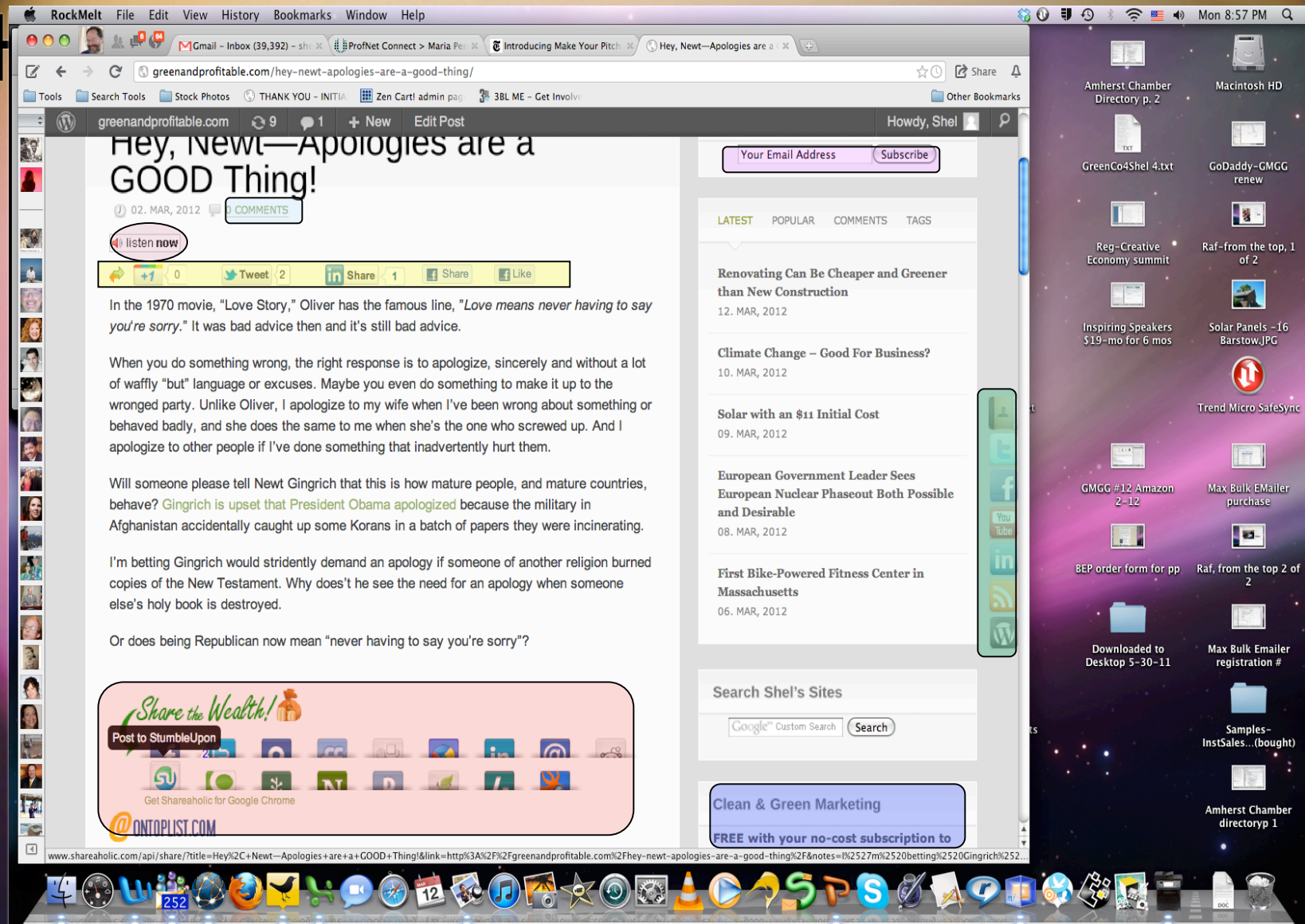
Harness the Viral Power of Social Media

- ♦ Create event on Facebook
- ♦ Post on personal page, fan page, groups pages
- ♦ Post to LinkedIn groups, yahoogroups, etc.
- ♦ Encourage retweets on Twitter
- ♦ Social media sharing buttons
- ♦ Like, Share, and Join/Attend buttons on/for Facebook

Harness the Viral Power of Social Media

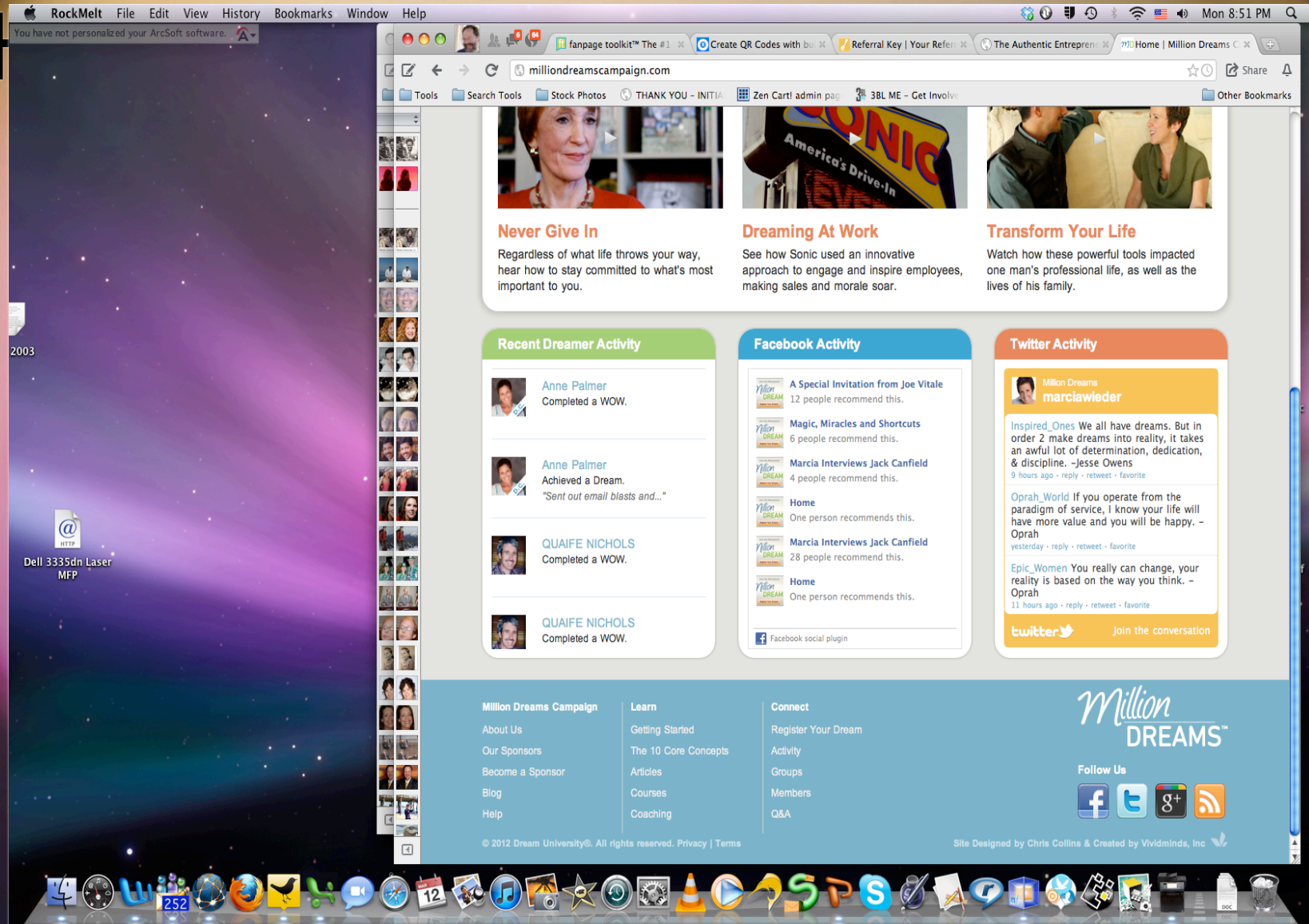
- ♦ What viral/sharing features do you see on the next slide?
- ♦ (There are at least seven)





Harness the Viral Power of Social Media

- ♦ What viral/sharing features do you see on the next slide?
- ♦ Only five this time





Social Media Sharing Buttons

- ♦ Like, Share, and Join/Attend buttons for Facebook (both on and off Facebook)
- ♦ Tweet This button
- ♦ +1 on/for Google+
- ♦ StumbleUpon, Digg, Delicious, etc.

5 Ways Businesses Can Benefit by Partnering with Artists

- ♦ *3. Artist Outreach*
- ♦ You should *also* benefit from the partnership
- ♦ What does the artist bring to you?
- ♦ Your ideas?
- ♦ Inviting ambience
- ♦ More customers

5 Ways Businesses Can Benefit by Partnering with Artists

- ♦ *3. Artist Outreach*
- ♦ You should *also* benefit from the partnership
- ♦ What does the artist bring to you?
- ♦ Your ideas?
- ♦ Seen as broader community player—not just selling
- ♦ Cool factor

Artist Outreach

- ♦ *How you can benefit from the partnership*
- ♦ Blurb in artist's newsletter
- ♦ Artist also sends press release
- ♦ Artist promotes exhibit and reception on social media
- ♦ Additional events

Artist Outreach

- ♦ *How you can benefit from the partnership (cont.)*
- ♦ Artist could join with you on charity promotion
- ♦ Ask artist to mail postcards to previous purchasers (one side, a painting in the exhibit, other side about the exhibit/reception and your organization)
- ♦ (You could pick up the postage)

5 Ways Businesses Can Benefit by Partnering with Artists

- ♦ *4. Community Relations*
- ♦ Your ideas?
- ♦ Connect to schools
- ♦ Events always create community
- ♦ More originality in messaging (from artists):
surprising and remarkable and MEMORABLE
presentations: Bear Fest in Easthampton

5 Ways Businesses Can Benefit by Partnering with Artists

- ♦ *4. Community Relations*
- ♦ Your profile in the community
- ♦ Supporter of the arts
- ♦ Supporter of the local economy
- ♦ Co-creator of a better community to live/work in
- ♦ *Friendly and welcoming place to do business*

Community Relations

- ♦ These “soft” attributes may seem trivial, BUT...

Community Relations

- ♦ These “soft” attributes may seem trivial, BUT...
- ♦ They may be the MOST IMPORTANT factors in choosing your business

Community Relations

- ♦ Gives prospects a reason to choose you
- ♦ Gives existing customers a reason to tell others
- ♦ W H Y ? (your thoughts)

Community Relations

- ♦ W H Y ?
- ♦ Because your artist partnerships position you as someone who *cares about your community*, and not just about scraping every last dollar out of their wallet

5 Ways Businesses Can Benefit by Partnering with Artists

- ♦ *5. Higher Profile in the BUSINESS World*
- ♦ How might that work (your ideas)?
- ♦ Out of the box, more interesting
- ♦ Open-minded
- ♦ More astute, savvy
- ♦ A leader

Higher Profile in the BUSINESS World

- ♦ You're getting tons of media
- ♦ Seen as a mover-and-shaker
- ♦ Substantially higher foot traffic (and, hopefully, revenue)
- ♦ Your location is a go-to destination
- ♦ You own an ever-growing list of local people who support the arts

Higher Profile in the BUSINESS World

- ♦ Benefits to you:
- ♦ Get taken more seriously
- ♦ Easier to raise capital
- ♦ Easier to form additional win-win partnerships and alliances (with other businesses, charities, artists, schools...)

Questions/Comments About Anything So Far

- ◆ ???

How I Can Partner with You

- ♦ *1. Strategic Marketing Planning*
- ♦ Focus on low-cost, high-ROI methods
- ♦ Individualized marketing plans for product, service, product line, or overall business
- ♦ Naming/taglines: products, domains, businesses
- ♦ Speaking and training (in-person/virtual)

How I Can Partner with You

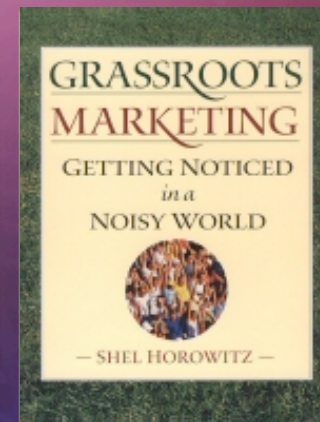
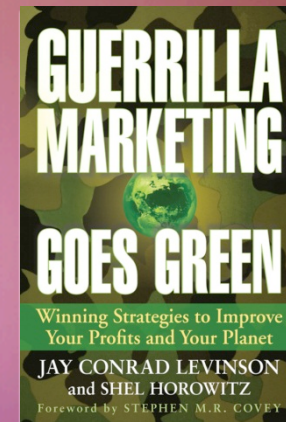
- ♦ *2. Partnership Marketing*
- ♦ Identify potential marketing partners (artists, other businesses, nonprofits)
- ♦ Create win-win joint-venture offers
- ♦ Advise on basic logistics and tools

How I Can Partner with You

- ♦ *3. Copywriting/Marketing Materials*
- ♦ Press releases/PSAs/Media pitch letters
- ♦ Web pages
- ♦ Brochures
- ♦ Salesletters
- ♦ Backgrounders, press kits, articles, company histories, artist bios, etc.

How I Can Partner with You

- ♦ *4. Do-It-Yourself Resources*
- ♦ Books—get signed copies right now, special pricing (\$20 each)
- ♦ Guerrilla Marketing Goes Green
- ♦ \$2000 in extra bonuses Grassroots Marketing
- ♦ 2 bonus chapters



How I Can Partner with You

- ♦ *5. Done-for-You Resources*
- ♦ Monthly columns: Green And Profitable (B2B), Green And Practical (B2C)
- ♦ Custom Content
- ♦ Details:
shelhorowitz.com/go/GreenThoughtLeader/

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Want to Get In Touch?

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- ♦ 413/586-2388 (8 .m. to 10 p.m. ET)
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