

## Cambridge Open Studios Marketing E-Series Preparing for Open Studios: A Suggested Timeline

### A Month and a Half Before: Update your web presence

#### Website

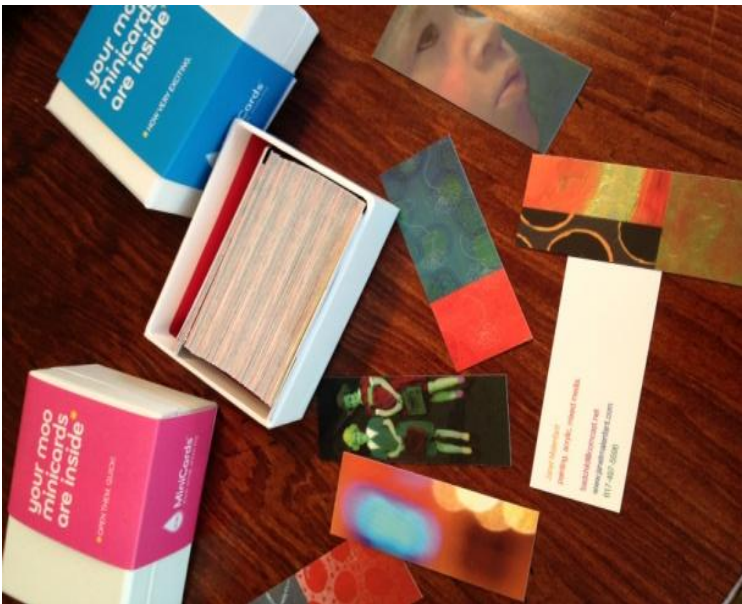
- add new and most recent work to site (perhaps work to be shown at Open Studios)
- post upcoming events including Open Studios!
- add an Open Studios logo and link

#### Social Media (Facebook, Twitter, Tumblr, Instagram)

- Start a buzz!! Post newer work, post announcements
- Change profile or cover picture to an image of your artwork
- Create a Facebook event for Open Studios and invite your network
- Allow friends to invite their network, and keep spreading the word



### One Month Before: Send out Emails and Create Take-a-ways



#### Network

- Spread the word to your personal and professional network via email.
- Add the event to listservs.
- Include your website and the Open Studios website to these platforms

#### Marketing Materials

- Print up things people can take with them to remember your work such as postcards, business cards, flyers, etc.

We recommend sites such as Vista Print, Moo.com and Flyerprinting.com for ordering cards and takeaways.

### Two – Three Weeks Before: Grassroots Campaigning

#### Papering the Town

- Place posters, flyers, and brochures around town including neighbors fences or windshields, community boards, creative spaces, where you work, your favorite restaurants, local coffee shops etc. (Make sure to keep some for the day of the event too!)

#### Word of Mouth

- Tell everyone you know and ask them to tell their friend!! This is STILL one of the most effective forms of marketing!

## One Week Before: Setting the Stage

### Create Day-of Signage

- Post the lawn sign and posters provided by the Arts Council
- Utilize the Studio signs on our Open Studios resource page to post at your location and easily identify your studio
- Make your own signs! One suggestion: buy a thick, waterproof poster board and mount our poster with directional arrows from our website, leading from the nearest corner or shuttle stop to your studio
- Balloons are a great way to draw attention.
- You can also add a copy of the brochure attached by a string to the sign or balloon. Hang one of these at either end of your street location etc.



### Prepare Your Space

- When showing in your own space, make it as inviting as possible – think what will visitors see, smell, hear, and feel when entering your space
- Several days before, move the large furniture out of your exhibition space to give it a gallery feel.
- Identify furniture that you can utilize for display i.e. bookcases, desks, tables, etc.
- Put valuables away in a safe place
- Set up a hanging system into the space if you can – use wire or cord to hang from a ceiling or picture rail, nail into walls, bring in temporary walls, or set up easels

### Be Unique

- Place things out side if possible to draw attention
- Show with other artists, to encourage greater visitation
- Conduct demonstrations for your work in the studio or have a demonstration video playing in your space

### Be Friendly & Accommodating

- Welcome people when they come in, ask if they have questions, or if they are looking at a particular piece, walk over and talk with them about it if they seem comfortable with that.
- Have some snacks and drinks available.
- Have a sign in book where visitors can join your mailing list
- Play some music (nothing like a silent room and a silent nervous artist to put buyers off)
- Have your work numbered and priced or use a price list. This is also a good place to have a resume or past exhibition list.
- Have stickers ready to indicate a sold piece – seeing works sold can often encourage further buyers
- Have a place ready to put money and/or checks. It's a good idea to have a bank in case you need change.
- Consider credit card payment systems like those used with an iPhone
- Have things to wrap purchases in
- When you sell items, perhaps offer to hand-deliver after the weekend so you don't have bare walls

### Be Smart

- If showing in your own space, it's always a good idea to have someone else there. While visitors to Open Studios are usually friendly, it is an event that is free to the public and therefore can attract all types. It also makes it easier and more fun to welcome multiple visitors.