



## **DIGITAL MARKETING BOOTCAMP – *New!***

Today's marketplace has accelerated the importance of digital marketing. For many, digital marketing has become an opportunity to gain a competitive edge in the market. Traditional marketing methods are quickly becoming outdated. We're living through a paradigm shift that is changing consumer behavior. Framers must learn how to adapt new SEO rules, create compelling content and embrace smart digital technologies. In this bootcamp, we discuss several online marketing tools and how you can use them to reach a new generation of buyers.

2 HOUR LECTURE  
REQUIRED EQUIPMENT: PC COMPATIBLE PROJECTOR, SCREEN & CLIP-ON MICROPHONE

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## **STANDING OUT ONLINE: Building Your Business and Attracting Raving Fans**

This business building seminar shows you how to stand-out in an online world and earn raving fans for your business. You'll learn how to put together a strategic plan to attract a new generation of buyers using Facebook, Instagram and more. If you're confused on how you can compete in an online world, this class is for you! Learn easy to implement methods on how to get your business found on the web fast while appealing to the right audience with a message customers actually care about. This seminar will get you on the fast-track to success with more profits and happy customers.

2 HOUR LECTURE  
REQUIRED EQUIPMENT: PC COMPATIBLE PROJECTOR, SCREEN & CLIP-ON MICROPHONE

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## **LOCAL MARKETING STRATEGIES FOR FRAME SHOPS: Building Buzz and Generating Referrals – *New!***

Many businesses can benefit from local marketing, but for frame shops, local marketing is absolutely required. In this course, you will get working marketing strategies and tactics that have proven effective time and time again. These strategies include SEO optimization, social media, offline marketing, events and generating reviews. This fun and informative new class shows you how to build the buzz in your local community to create raving fans and more referrals.

2 HOUR LECTURE  
REQUIRED EQUIPMENT: PC COMPATIBLE PROJECTOR, SCREEN & CLIP-ON MICROPHONE

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## **EVENT PLANNING, MARKETING & MANAGEMENT – *New!***

Looking for meaningful ways to drive more foot traffic to your shop? Event marketing is a great promotional strategy that brings in a new audience of customers wanting to connect with their community. This course teaches frame shops and galleries how to capitalize on this consumer trend and plan, market and run successful events that get your business noticed. Art festivals, artist receptions, educational events and customer appreciation parties are just a few of the topics covered. Learn how to avoid pitfalls, leverage community partners and get attention that increases awareness for your brand and builds good will in your community.

2 HOUR LECTURE

REQUIRED EQUIPMENT: PC COMPATIBLE PROJECTOR, SCREEN & CLIP-ON MICROPHONE

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## **PLAN, PROMOTE & PROFIT**

### **Strategies to Creating a Winning Marketing Plan**

This seminar outlines a comprehensive, step-by-step approach to crafting a concise, logical, and effective marketing plan that produces real results. Learn tips on marketing that works and avoid costly advertising mistakes that don't. Whether you manage a small business seeking to formalize the planning process, or an established frame shop looking to grow your business, you can gain a competitive advantage by translating the marketing planning process outlined in this seminar into a streamlined strategic document that informs your decisions and helps avoid costly missteps.

2 HOUR LECTURE

REQUIRED EQUIPMENT: PC COMPATIBLE PROJECTOR, SCREEN & CLIP-ON MICROPHONE

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## **FACEBOOK MARKETING FOR FRAMERS**

### **How to Grow Your Business with Facebook's Most Powerful Marketing Tools**

Get on the fast-track for attracting new art-buying customers with Facebook. Discover everything you need to know about Facebook marketing, from how to create a business page to using Facebook Insights to reach the right audience and create memorable content to attract new buyers. Learn how to decipher Facebook Ads Manager; improve customer engagement and grow your business by attracting a new generation of buyers.

1.5 HOUR LECTURE AND POWERPOINT PRESENTATION, INCLUDES HANDOUT

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## **MASTERING THE ART OF DESIGNING & SELLING SHADOWBOXES – *New!***

Are you losing money on elaborate designs? Turn a time waster into a profit center with this new course. Learn to design and sell shadowbox projects with confidence with this step by step guide that takes you through the process of designing, pricing and selling incredible shadowbox frames. Meg's how-to approach starts at the design counter with tips for better customer collaboration and includes advice for selling innovative elements and complicated mat cuts. Gain important insights for building and presenting the finished project. Stop avoiding elaborate designs and start delighting your customers with fabulous profitable frames.

1.5 HOUR LECTURE

REQUIRED EQUIPMENT: PC COMPATIBLE PROJECTOR, SCREEN & CLIP-ON MICROPHONE

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## **FUNDAMENTAL DESIGN TECHNIQUES FOR BEAUTIFUL CUSTOM FRAMING – *New!***

This seminar explores fundamental design principles that apply to frame design, including proportion, balance, symmetry, contrast, color, and texture. We will also discuss how to choose the right frame style, material, and finish to complement the artwork and achieve the desired visual impact. Get inspired with Meg's award-winning frame designs and learn tips for using these creative framing ideas to "wow" your customers. From unique touches, stunning shadowboxes and artistic CMC mat details you'll get ideas and advice to grow your custom framing sales.

1.5 HOUR LECTURE

REQUIRED EQUIPMENT: PC COMPATIBLE PROJECTOR, SCREEN & CLIP-ON MICROPHONE

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## **APPLYING DESIGN PRINCIPLES FOR STUNNING FRAME DESIGN – *New!***

Design principles are essential for creating stunning frames that capture the viewer's attention and enhance the beauty of the artwork or photograph they hold. In this seminar, we will explore the fundamental design principles that apply to frame design and discuss how to apply them to create visually compelling and aesthetically pleasing frames. Participants will learn about the importance of proportion, balance, symmetry, contrast, color, and texture in frame design. This seminar will provide you with valuable insights and practical tools to create stunning frames that impress and delight.

1.5 HOUR LECTURE

REQUIRED EQUIPMENT: PC COMPATIBLE PROJECTOR, SCREEN & CLIP-ON MICROPHONE



## **SMALL BUSINESS BURNOUT: Coping Strategies and Action Plans for Frame Shop Owners – *New!***

Are you risking small business burnout? Between the pandemic and politics, it's been a remarkably tough time for frame shops. While we struggle to keep our heads above water, the challenges keep coming. For many framers, small business burnout is very real. Now is the time to step back, regroup and plan how you will make the next season better. In this quick course you'll learn steps for coping with workplace stress; how to avoid exhaustion, keep you and your team motivated and most importantly, how to set a plan of action to save your sanity.

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## **MASTERING DIGITAL MEDIA – *New!***

Competition, inflation or downturn got you worried? What if you could insulate your business from market forces and stand-out in an online world? Join in to learn how to create a strategic plan to attract a new generation of buyers using digital media and more. If you're confused on how you can compete in an online world, this is for you! Learn easy to implement methods on how to get your business found on the web fast while appealing to the right audience with a message customers actually care about. This session will get you on the fast-track to success with more profits and happy customers.

