

**BOOST TRAFFIC AND BUILD COMMUNITY**

*Event Marketing for Frame Shops*

#wcafexpo



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**KEY FOCUS AREAS**

- ✓ 20+ AWESOME EVENT IDEAS
- ✓ MARKETING YOUR EVENT
- ✓ EVENT MARKETING CHECKLIST
- ✓ MEASURING SUCCESS



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**PRINTABLE HANDOUTS**



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**THE POWER OF EVENTS**



- Brand Awareness**
- Lead Generation**
- Social Media Boost**
- Drive Traffic**
- Additional Revenue**
- Establish Authority**
- Build Community**

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**20+ EVENT IDEAS**

*To Get Your Business Noticed*

- ✓ Art Centered Events
- ✓ Interactive Experiences
- ✓ Promotional Events
- ✓ Community Collaborations

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**ART-CENTERED EVENTS**



**1. FESTIVAL**

- Visual Arts
- Emerging Artists
- New Media
- Plein Air

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**ART-CENTERED EVENTS**

**2. OPEN HOUSE RECEPTION**

Showcase local artist  
Highlight framed pieces



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**ART-CENTERED EVENTS**



**3. ARTIST MEET & GREET**

Invite featured artist to speak  
Hold a Q&A session  
Live demonstrations

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**ART-CENTERED EVENTS**

**4. THEMED ART SHOW**

Host an exhibition  
Woman's History Month  
Children's Art



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**ART-CENTERED EVENTS**

**5. ART DEMOS**

Invite artist to teach  
Plein air painting  
Calligraphy  
Printmaking  
Felting



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**ART-CENTERED EVENTS**



**6. FRAME DESIGN SHOWCASE**

Display creative, high-end framing projects  
to inspire customers  
Feature past customer projects  
Create new displays

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**INTERACTIVE EXPERIENCES**

**7. FRAMING WORKSHOP**

Invite artists to bring in their own art for a  
hands-on framing workshop



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**INTERACTIVE EXPERIENCES**

**8. BEHIND-THE-SCENES TOUR**

Show Customers the Tools, Techniques & Craftsmanship Involved

- Artist Clubs
- Interior Design Associations
- Chamber of Commerce
- Craft Clubs



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**INTERACTIVE EXPERIENCES**

**9. FAMILY ART DAY**

Offer kid-friendly activities  
Sidewalk chalk art  
Finger Painting



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**PROMOTIONAL EVENTS**

**10. CUSTOMER APPRECIATION**

Offer discounts, refreshments & raffle to thank your patrons



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**PROMOTIONAL EVENTS**

**11. TRADE-IN EVENT**

Picture Swap  
Art Supply Exchange

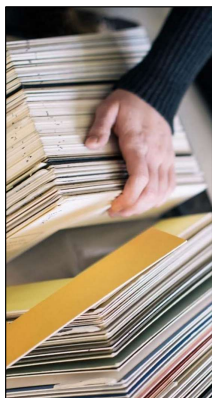


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**PROMOTIONAL EVENTS**

**12. FREE DAY**

Free gift with purchase  
Offer free services  
Complimentary upgrade  
Museum Glass



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**PROMOTIONAL EVENTS**

**13. PHOTO RESTORATION**

Partner with photo restoration expert and offer bundled services



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**COMMUNITY COLLABORATIONS**

**14. LOCAL ARTIST MARKET**  
Host a pop-up market  
Eagle Art Walk



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**COMMUNITY COLLABORATIONS**

**15. CHARITY EVENT**  
Donate a portion of proceeds to a local cause  
Art With Heart  
Sunflowers for Ukraine



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**COMMUNITY COLLABORATIONS**

**16. PHOTO EXHIBIT**  
Partner with photo club  
Pros or amateurs  
Host a contest  
FURTOGRAPHY



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**COMMUNITY COLLABORATIONS**


**17. SHOP HOP**  
Partner area retailers for a weekend promotion



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**EDUCATIONAL OPPORTUNITES**

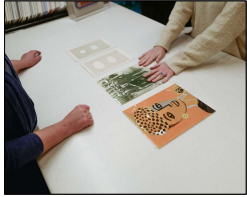
**18. FRAME DESIGN WORKSHOP**  
Teach customers about selecting the right frame style, colors & materials



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**EDUCATIONAL OPPORTUNITES**

**19. IN-STORE SEMINARS**  
Teach customers about...  
Preservation Framing  
Art Storage/Shipping  
Arranging Photo Wall  
Hanging Art



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**EDUCATIONAL OPPORTUNITES**



**20. GIVE THANKS**

Show your appreciation  
Free frame for a vet  
American Legion



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**MARKETING YOUR EVENT**

*Digital and Traditional*

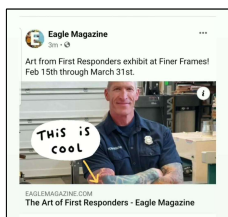


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**MARKETING YOUR EVENT**

**DIGITAL MARKETING**

- Social Media Posts
- Countdowns
- Event Video Teasers
- Live Updates
- Email Newsletters
- Event Page
- Online Advertising
- Targeted Ads on Social or Google

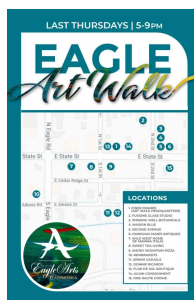


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**MARKETING YOUR EVENT**

**PRINT MARKETING**

- Posters & Flyers
- Drink Coasters
- Stickers
- In-Store Signage



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**MARKETING YOUR EVENT**

**COMMUNITY ENGAGEMENT**

- Local Media Outreach
- Newspapers
- Radio & TV Stations
- Local online Influencers
- Community Calendars
- Eventbrite & Meetup
- Network with Local Groups



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**MARKETING YOUR EVENT**

**BE UNIQUE!**

- Hand-Deliver Invitations
- Collab with Local Florist or Restaurant
- Photo Opportunities
- Social Sharing
- Thank You Notes



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**EVENT PLANNING CHECKLIST**  
*Actionable Steps to Success*



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**EVENT PLANNING CHECKLIST**

**1. DEFINE GOALS & OBJECTIVES**  
*What do you want to achieve?*

- Brand awareness
- Establish yourself as information source
- Build community
- Increase shop visitors
- Attract new framing customers
- Artwork sold
- New email list sign-ups

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**EVENT PLANNING CHECKLIST**

**2. DEFINE TARGET AUDIENCE**

- Identify key segments
- Target communication
- Increase engagement
- Boosts RSVP rates




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**EVENT PLANNING CHECKLIST**

**3. ESTABLISH EVENT FRAMEWORK**

- Event Type & Format
- In Person or Digital
- Dates & Times
- Venue
- Budget
- Expenses vs Revenue streams




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**EVENT PLANNING CHECKLIST**

**4. BE A GOOD HOST**

- Create a welcoming environment
- Setting up your space



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**EVENT PLANNING CHECKLIST**

**5. AVOID COMMON PITFALLS**

- Losing sight of main objective
- Budgeting
- Conflicting events
- Doing everything yourself
- Poor communication
- No backup Plan

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**EVENT PLANNING CHECKLIST**



**6. ENGAGE ATTENDEES**  
 Create a memorable impression  
 Networking opportunities  
 Q&A sessions  
 Event hashtag  
 Poll questions  
 Prizes & gifts

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**EVENT PLANNING CHECKLIST**

**7. FOLLOW-UP PLAN**  
 Engage with sponsors, vendors & attendees  
 Thank them post event  
 Collect surveys  
 Share highlights  
 Identify potential further engagement

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**MEASURING SUCCESS**



**8. TRACKING METRICS**  
 Compare Sales  
 Time spent  
 New customer contacts  
 Social media engagement  
 Measure satisfaction

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**MEASURING SUCCESS**  
*Most Overlooked Metrics*



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**MEASURING SUCCESS**

**ATTENDANCE**  
 How many registered  
 How many attended  
 Compare to what you expected

**SALES DATA**  
 Did sales increase during the event or shortly after?

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**MEASURING SUCCESS**

**NPS | Net Promoter Score**  
 Ask attendees how likely they would recommend event to others

**ROI | Return on Investment**  
 Revenue minus expenses related to organizing it.

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**MEASURING SUCCESS**

**SOCIAL METRICS**  
Track mentions, likes, shares  
Measure impressions, reach

**CONVERSION RATES**  
Leads that become customers

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**MEASURING SUCCESS**

**SOLICITING FEEDBACK**  
Measure Satisfaction with a Survey  
Attendees (& Sponsors too)  
Facebook Poll

*What did you like?  
What didn't you like?  
What would you change?*

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**MEASURING SUCCESS**

**IMPACT ON YOUR BRAND**  
Positive brand perception  
Thought leadership in your community  
Deeper relationship with customers  
Showcase values & expertise  
Create passionate brand advocates

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**REVIEW**

- ✓ **20+ AWESOME EVENT IDEAS**
- ✓ **MARKETING YOUR EVENT**
- ✓ **EVENT MARKETING CHECKLIST**
- ✓ **MEASURING SUCCESS**



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**PART 1 | Strategy**  
Defining Your Vision, Ideal Client & USP

**PART 2 | Marketing**  
Define Products  
Writing a Marketing Plan  
Social Media Strategy

**PART 3 | Customer Service**  
Growing Customer Evangelists  
Measuring Results

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*Thank You!*

*Meg*  
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