

## ATA 365 Marketing Plan & Overview

Consider the following questions and respond based upon your specific program. Depending on your organization type, some of these might be more important than others. If a question isn't applicable to your program/organization, you can make note of that. Feel free to use this as a template and add your responses to this document.

### Overview of Your Marketing Position

#### Product:

- **What kinds of programs/activities are you offering?**
  - Art galleries at several points throughout the season.
  - Poetry/creative writing readings at several points throughout the season.
  - Final cumulative production at the end of the season.
  
- **When and where will they take place?**
  - The art galleries and poetry/creative writing readings will occur monthly throughout the season and will be located in the warehouse owned by The Collage Project.
  - The final cumulative project titled The Creation will occur at the very end of the season and will be located in the warehouse as well. This space is able to be transformed into a production space.
  
- **Is there anything complimentary that you could consider adding as a marketing tool? (i.e. a teaser, open house, demo at a community festival)**
  - Towards the end of the season, work days and rehearsals will be open to the public on a regular basis in order to give a sneak peek into what The Creation will consist of. There will also be volunteering opportunities open to those of all ages who are willing to contribute.

#### Place:

- **Is our location attractive and comfortable?**
  - The space will be a warehouse decorated with the creations of our artists. This will create a welcoming and interesting space. Additionally, this is a very friendly and open organization that will prioritize the comfort of our guests. The seating will be comfortable and the atmosphere will be welcoming and casual.
  
- **Does signage make the most of our identity?**
  - Signage makes a large part of our identity. The Collage Project has a very distinct name that will likely be known to local people.
  
- **Is it easy or difficult to reach?**
  - Easy to reach. We are open to the public and willing to collaborate with anyone willing.

- **Do we need to be creative about letting customers know we are “here”?** (i.e. a banner or sandwich board sign etc.)
  - The space will be easily recognizable. A warehouse on the edge of town with signage. We will likely have banners and signs posted to let the public know our events and when they are schedules/when our doors are open to anyone.

#### **Price:**

- **How much does it cost to participate (time and money) from the time the customers leave home until they get home?** (*Note: This varies – but think about how far people might have to drive to get to you. Are you in a high traffic area? Etc.*)
  - Charlotte is a relatively high traffic area, but we are located on the edge of town which will decrease traffic. Cost will vary based on where our patrons are coming from.
- **How easy is parking, dining, and other amenities? (as applicable)**
  - The warehouse has a large lot for parking, and dining is nearby, as we are near the heart of Charlotte.

#### **People:**

- **Who is your customer?**
  - People of all ages who are interested in the art of minorities.
  - POC excited to have their voices heard.
  - Students/teachers interested in being educated about the culture, history, and art of POC in America.
- **Who could be your customer?**
  - Students could take classes that we plan to offer in the future.
  - Artists of all races and backgrounds could contribute to our art.
  - We could open a branch that represents those in the LGBTQ+ community and reach people from that background and identity.
- **What marketing methods could be used to reach each of these audiences?**
  - Social media presence

#### **Positioning/Branding**

- **What else in the area might be in competition for the same people’s time?**
  - Any other theatre or arts organization in the area.
  - Long-established arts organizations with loyal patrons.
- **How can you make your program stand out?**
  - The focus on BIPOC in America is unique and will likely appeal to patrons.
  - The way our organization has open doors to the public.
  - The setup of our events and constant feedback from patrons.

- **Do you have a program that is truly unique and meaningful?**
  - Yes. The BIPOC in the United States need to be heard, and this organization gives them a unique and safe platform for expression.

**Promotion:**

- **What do you need to say about your organization/program? What story can you tell?**
  - The Collage Project tells the stories of BIPOC in America. Their stories, cultures, and individualities have been silenced since the birth of the United States, and we are dedicated to giving these artists a safe space to display their artwork and tell their stories. By doing this, we hope to inspire other organizations into doing their part to shine a light on the cultures that make America a diverse country.
- **What key messages do you need to share to engage current/future customers?**
  - We hope to enlighten and educate our patrons about issues and struggles that have been silenced or downplayed by society. By expressing these messages through artwork, we provide a message that is open for interpretation and that will hopefully ignite activism. Our goal is to educate patrons and provide for our artists.
- **How can you collect data to tell you what was most/least effective in getting the word out about your program?**
  - We can measure our effectiveness by ticket sales and patron participation. Additionally, we can use social media and track our engagements there.

**Marketing Strategies**

Identify at least 3 key methods you can use to market your program. Please feel free to list more.

**Strategy 1: Increase signage**

- **What will you do?**
  - We will create a distinct logo and place signs in local businesses across the area. Additionally, we will place signs and banners around our building to make our location more noticeable and recognizable by those in passing.
- **Why?**
  - This will help our name be known to the local population and will spark conversations about our organization.
- **How? What resources do you need?**
  - Need to reserve some money for printing, find an artist to design a logo, and spend some time discussing with local businesses on their allowance of signage.
- **How will you track the impact of this method?**
  - Have our patrons sign into our events and ask how they found out about our organization.

### **Strategy 2: Develop a website and social media account**

- **What will you do?**
  - Develop a website and social media account where there is easy access to our events, programs, and ticket prices.
- **Why?**
  - This will make our mission and information about our organization easily accessible to patrons and will reach a larger amount of younger people who would hopefully become visitors of our organization.
- **How? What resources do you need?**
  - Someone capable of creating a website, a social media manager.
- **How will you track the impact of this method?**
  - Tracking based on the engagement statistics of posts. We can ask patrons how they found out about the organization.

### **Strategy 3: Purchase billboards in local areas.**

- **What will you do?**
  - Purchase 5 billboards in order to advertise programs, events, and other exciting things about our organization.
- **Why?**
  - This will catch the attention of more patrons and spark interest.
- **How? What resources do you need?**
  - Designer for the billboards and contact with billboard companies about rent (need money reserved for this) and timing.
- **How will you track the impact of this method?**
  - Have our patrons sign into our events and ask how they found out about our organization.