

## Key Marketing Elements Ohio Arts Council

### Four Key Design Elements of a Successful Marketing Plan for Your Project:

**Visibility and Recognition** – Develop a consistent image, format and message to use in all publicity and marketing materials. Communicate with community members once a month – do not let them forget about you! Using the same basic format and design for all of your marketing pieces is efficient and effective.

**Target and Focus** – Determine who your audience is, as well as, how, when and where to reach them. What is the most cost-effective marketing you can do? Combine at least three opportunities for each member of your audience to receive your message.

**Accuracy and Clarity** – Provide complete information in a logical sequence. Realize that you may lose your listener/reader/viewer after only a few words, so make sure the first or largest words are the most important. Include all basic facts and a name and number to call for more information. Ask someone who has no prior knowledge of the project to read the materials for you.

**Precision Timing** – Plan marketing and promotion to be timely. Your message should begin to appear at least three weeks prior to an event or deadline, and several months ahead if you are seeking entries for juried exhibitions or performances.

### Four Key Elements of the Marketing Plan:

**Products and Services** – These are what your organization has to offer – performances, workshops, lectures, exhibitions, projects – and how it is packaged. The products and services should be designed to meet constituent needs.

**Distribution** – The location or place where your products and services will be offered. Think about the capacity of the facility, placement of the facility within the community, hours of operation, etc.

**Pricing** – The amount you will charge. When setting prices for products or services you will want to consider: 1) the fixed and variable costs involved; 2) the audience's ability to pay; and 3) the price range of similar products and services. Pricing may be differentiated so that various customers pay different prices based on factors like seat location or time of purchase.

**Promotion** – This is how you convey your image and motivate people to respond. This involves designing a message and communicating it to target audiences. Communication tools include: newsletters, press releases, advertising, signage, videos, web pages and brochures.

Adapted from: Increasing Cultural Participation: An Audience Development Planning Handbook for Presenters, Producers and Their Collaborators, by Paul Connolly and Marcelle Hinand Cady