



WHAT IS YOUR CONSISTENT MARKETING MESSAGE/THEME? WHAT WORDS DO YOU USE CONSISTENTLY TO DESCRIBE THE CUSTOMER EXPERIENCE? _____

DIGITAL MARKETING CHANNELS

- website _____
- online store _____
- other online sales (gc's) _____
- online booking _____
- online reviews (Google, Yelp, your own feedback from emails, surveys) _____
- Google listing (including location on map)
- blog _____
- growing email list _____
- sending emails _____
- texting _____
- Instagram _____
- Facebook _____
- YouTube _____
- Twitter _____
- TikTok _____
- LinkedIn _____

PRINTED MARKETING

- fliers _____
- calendar _____
- store signage and posters _____
- window signage _____
- merchandising (bags, stickers) _____
- gift cards / donation gc's _____
- come-back coupons, bag tags
- merchandise: t-shirts, stickers, bags

CONTENT FOR MARKETING

- photos videos instruction
- product updates _____

STAFF TRAINING AND DEVELOPMENT

- The most important points staff discusses when introducing the studio to a new customer (be succinct; no more than a few sentences) _____
- _____
- onboarding: how you market the business and expectations for how they market the business
 - staff meeting reminders and updates pertinent to just marketing the business
- _____
- _____
- _____

RECURRING STUDIO SPECIALS, OFFERS, PROMOTIONS

COMMUNITY: HOW DO YOU MARKET TO THEM AND FREQUENCY

Public schools, private schools, PTA's, homeschool groups, daycares

DONATIONS, IN-KIND GIFTS, VOLUNTEERING

DETAILS

--> On the two columns to the left, highlight in one color what YOU handle

--> Now highlight in another color what YOUR STAFF handles

--> What are your thoughts about this?

--> What marketing work can be delegated to specific staff? _____

--> What marketing work can be done by a hired outside person (virtual assistant, freelancer, college intern) _____

NEVER STOP PROMOTING THESE

- walk-ins welcome
 - events and classes
 - parties (kids, adults)
 - group events (team building, ladies night)
 - new inventory
 - new samples
 - the upcoming holiday(s) and gift ideas
 - testimonials and reviews
 - your contributions to the community
 - the benefits of art and creativity: family time, traditions, art education (camp/classes for kids) personalized gifts, alone time, mental health, the joy of experiences, learning new things
- _____

