



Communicate with My Customers Marketing & Communication Plan

Elevate Awareness of My Creative Brand

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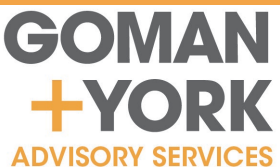
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Two Rivers-Ottawaquechee
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This program has been designed to support the Creative Economy Sector in the Two Rivers-Ottawaquechee Region and Cornerstone Creative Community and was jointly funded by the Economic Development Administration (EDA) and Two Rivers-Ottawaquechee Regional Commission (TRORC).

A series of toolkits were designed for artisans and businesses within the Creative Economy in east central Vermont. These resources and tools are for use by various art organizations and individuals to assist in the promotion of their creative businesses.

The series, Elevate Awareness of My Creative Brand, is designed to promote greater sales and brand recognition of your business. The toolkits are designed in a progressive order but can stand on their own depending upon the needs of the individual or business. Topics include:

1. **Self-Assessment – Re+Assess – Re+Imagine – Re+Invigorate**
2. **Tell My Story – Create a Brand or Identity for Business**
3. **Communicate with My Customers - Marketing & Communication Plan**
4. **Share My Creativity - Social Media/Web Connections**
5. **Expand My Reach – Collaborating & Connecting**

NOTE: At the end of each toolkit, you will find Resources and Links for additional assistance and helpful information.



Communicate With My Customers

The goal of this toolkit is to give you the basics on how to message and where. You have developed your story. Now you need to get the word out.

Taking time to create a marketing and communication plan that will keep you focused and provide you with step-by-step objectives to achieve and exceed your goals.

Marketing and Communication planning works hand-in-hand. Step 1 is to develop your Marketing Plan and Step 2 is to develop your Communication Plan.

Communication and marketing is not strictly accomplished online. A variety of multi-media and traditional platforms can and should be explored.

Remember just as your creative brand does not have to stand alone, neither does your marketing or communication plan. Think of the synergies and increased opportunities to connect with your customers or clients by collaborating and connecting with your creative peers and like-minded businesses.

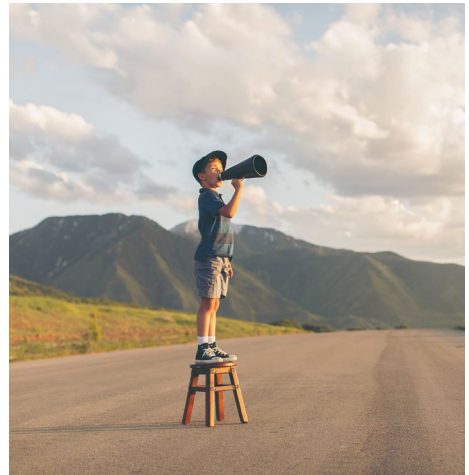


Marketing Plan

The goal of a marketing plan is to increase sales, visibility and connections. It is a roadmap to attract new clients and entice existing ones to return.

Utilizing the following checklist will help you in structuring your marketing plan.

- ☐ Identify and know who your clients and customers are.
- ☐ Develop a clear understanding of your customers.
- ☐ You've already identified what makes you unique - now how do you let that be known.
- ☐ Develop a plan with strategies tailored to meet the needs of your audience – i.e., collectors, clients, patrons, tourists or wholesalers. Messaging may vary between audiences.
- ☐ Set a budget - Do you have the financial capacity?
- ☐ Review your capacity & resources - Can you implement a marketing plan yourself or do you require assistance and support?



Before developing a marketing strategy, you need to have a clear vision of what you want to achieve.

Define your business goals:

What are your long-term goals for starting a creative economy business?

Do you want to sell in galleries or bricks and mortar stores?

Do you want to sell at craft shows, farmers markets or direct to consumer?

Do you want to sell online or wholesale?

How much do you want to sell or are capable of selling?

Communication Plan

SMART COMMUNICATION PLANNING



How you attract clientele, patrons and visitors to your creative economy business may seem overwhelming, but it doesn't have to be. A Communications Plan is merely a path that leads you to success. The 5 basic SMART steps below will act as your guide.

1. Be **specific** in what you want to accomplish – set goals - keep it simple.
2. Is it **measurable** and meaningful for you and your creativity?
3. Can you put the plan in **action** and achieve your goals?
4. Is it **relevant** to your plan and can you reasonably accomplish it?
5. Is there **time** for you to focus on the tasks to support your plan?

I want to be
more visible to
tourists

I want to increase
my sales

I want to increase
attendance at our
theater

Connecting with Customers

Key Elements

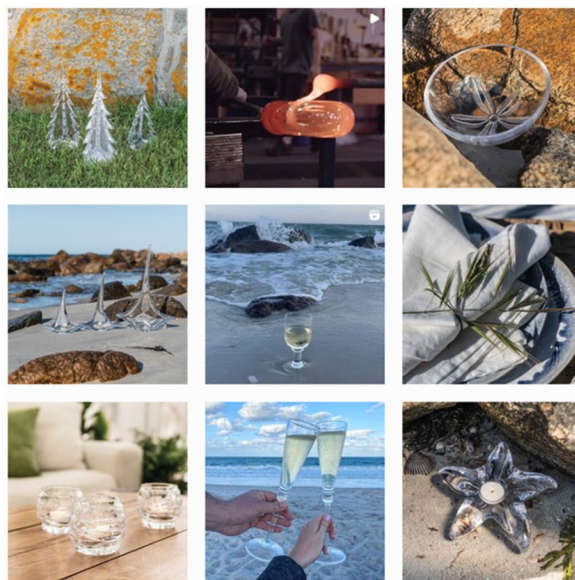
Expressing your creativity through communications is important to making connections. Your marketing and communication plan engages your collectors, clientele and patrons through a variety of ways.

- ❑ Define your goals & audience – who are you trying to reach
- ❑ Messaging – 3 Key points – Keep It Simple (KIS), consistent voice
- ❑ Collaterals –flyers, posters, brochures, business cards
- ❑ Advertising – print, online, social media
- ❑ Public Relations & Earned Media (unpaid articles, features on your creative business)
- ❑ Client Communications – blog/newsletter/email/direct mail
- ❑ Social Media – free, paid & connected
- ❑ Website – mobile & web applications
- ❑ Creative Events – craft fairs, festivals, galleries
- ❑ Cross-creative events – galleries at theaters; art displays in restaurants

For more detail on specific elements above, please see the other toolkits in this series.

Develop Messaging that makes your creative brand unique and visible, helps to establish it as top of mind and entices your customers, clients, and patrons.

Clear and Concise messaging is important.



Visual Messaging when utilized for promoting your creative brand may express more than words to attract attention. See example above from [@simonpearce Instagram](#)

Marketing & Communication Plan Example

Goals

- ☐ Design a logo for my creative brand
- ☐ Develop business cards and other collaterals using logo
- ☐ Strengthen my social media and web presence (i.e., Facebook, Google, etc.)

Audience

- ☐ Collectors
- ☐ Tourists
- ☐ Local residents

Uniqueness

- ☐ Custom Creations
- ☐ Locally sourced materials

Outreach/Marketing Methods

- ☐ Distribute flyers at spring festival and other local events
- ☐ Make 3 Facebook posts per week
- ☐ Look for cross collaboration opportunities to highlight products and services

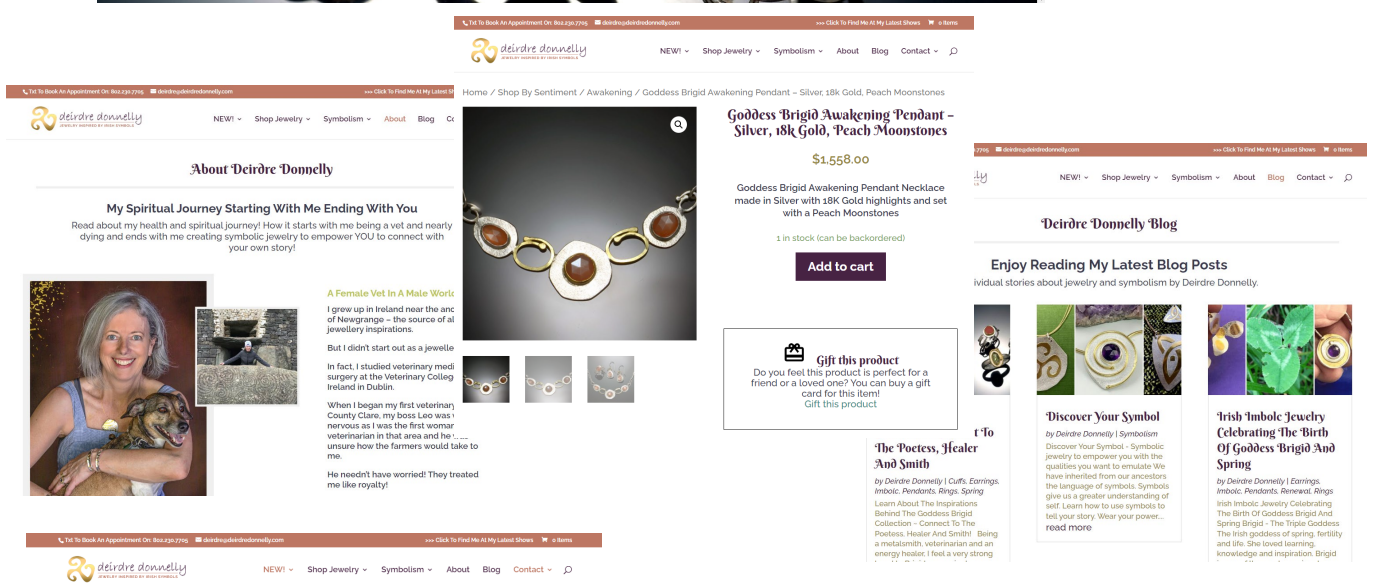
A Creative Economy marketing plan includes:

- Set goals
- Define who are your audience or clientele
- Define and separate what makes you special
- Determine how to communicate and reach your target audience
- Plan for building an online presence
- Strategy to “Tell Your Story”

Case Study – Deirdre Donnelly Jewelry – Woodstock, VT

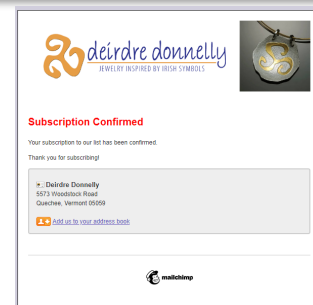
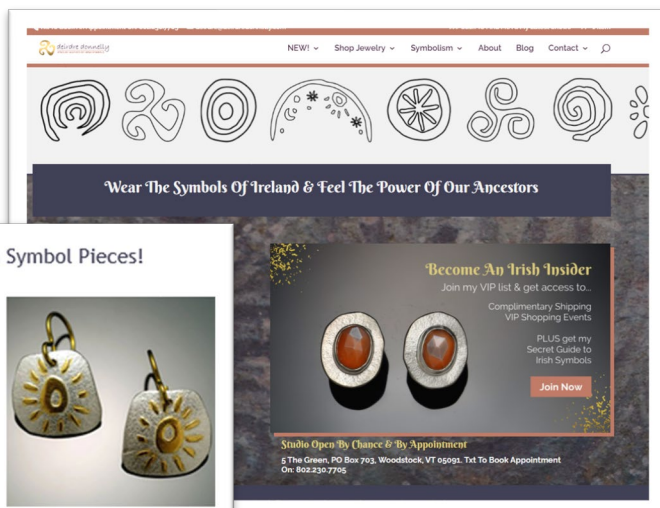
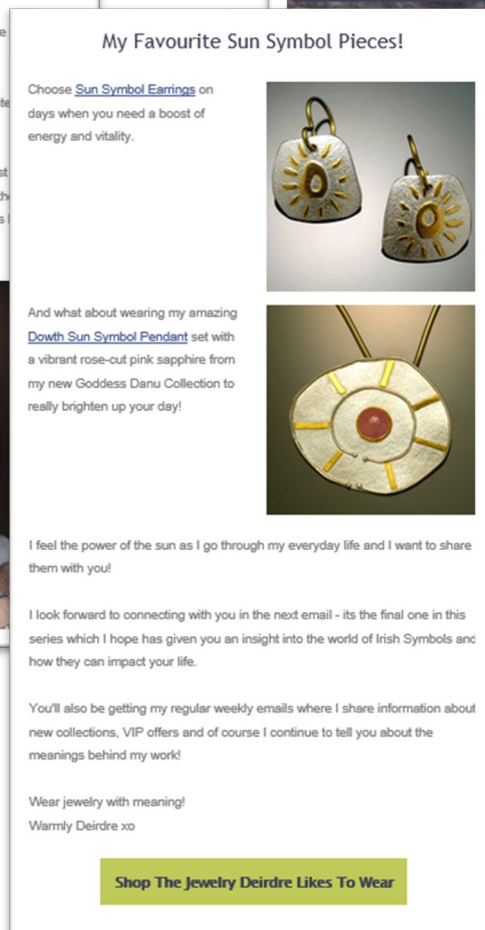
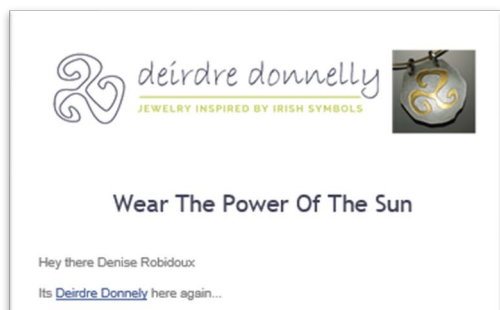


Effective communication via website.



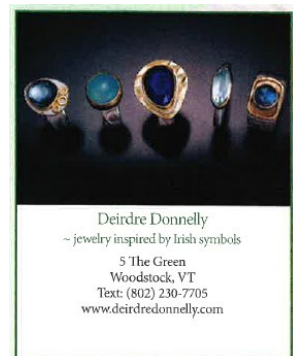
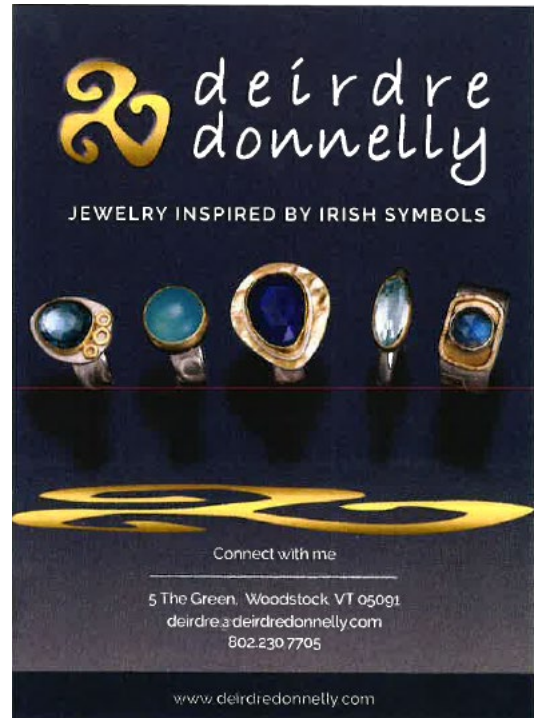
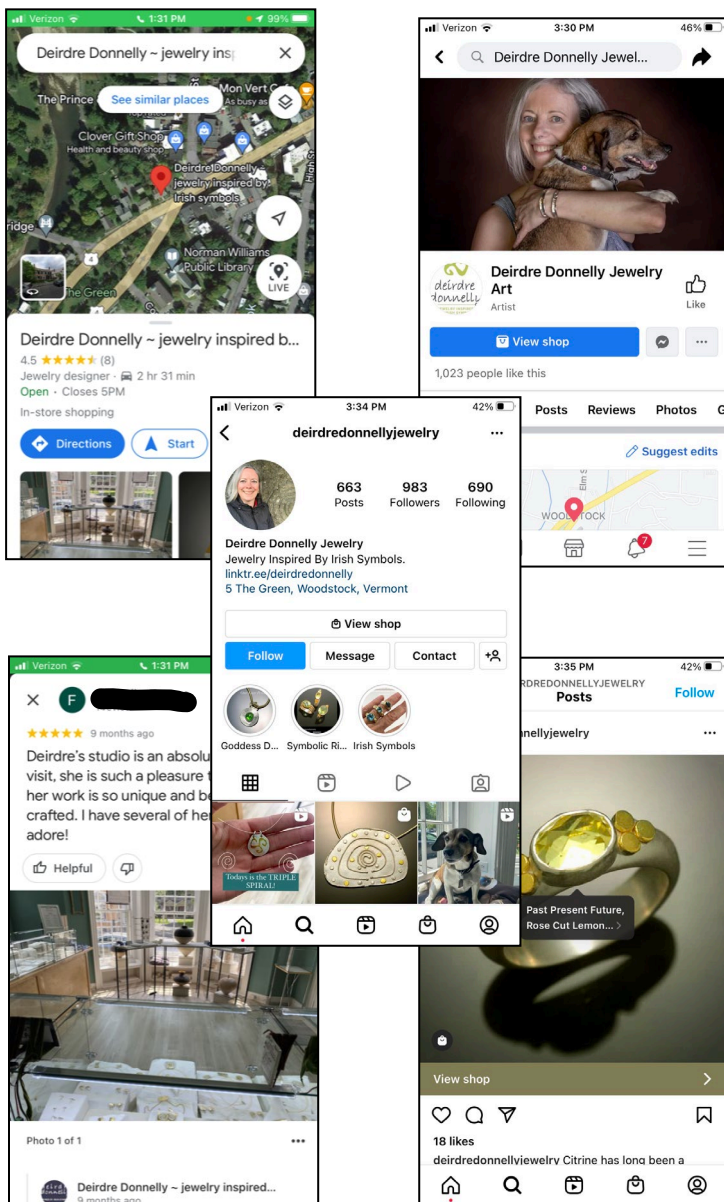
Website:
<https://deirdredonnelly.com/>
Website Developed by:
<https://www.sarahmcaleermentorsmith.com/>

Case Study – Deirdre Donnelly Jewelry – Woodstock, VT



Effective communication via website (right), blog (center) and email (left).

Case Study – Deirdre Donnelly Jewelry – Woodstock, VT



Effective communication via google business (left), social media (center) & print advertising (right).

Resources and Links

FOR THE NON-TECHY

Utilize journalism ,
marketing and technology
students or professionals
to assist with your
marketing efforts.

Develop professional
printed materials that are
consistent with logo,
color and brand.

Increase visibility through
posters and advertising.

Explore opportunities for
media interviews.

Explore opportunities for
direct mail campaigns.

The Marketing Plan: Simple Steps to Starting Your Business

SCORE Webinar – February 2021

An introduction to marketing communication methods and tools to maximize your customer reach. Learn how to: outline your marketing strategy, test your marketing message, choose the right sales channel, and exercise your marketing strategy.

https://cleveland.score.org/event/marketing-plan-simple-steps-starting-your-business-2?_ga=2.241318594.1117724772.1656334945-1276432883.1646662639

Google Business Profile - Get Listed on Google

Stand out on Google with a free business profile

<https://www.google.com/business/>

Get (Re)Started with your Existing CreativeGround Profile in 3 Steps

Update or create a profile design to showcase your creative activities

<https://www.creativeground.org/blog/your-quick-start-guide-new-creativeground>

Print Marketing Essentials | SCORE

SCORE Article – October 2019

Direct mail is not the only print marketing collateral you need to keep in your bag of tricks. Business cards, brochures, promotional flyers, postcards, coasters—they're all valuable, especially when you connect them to your digital efforts.

<https://vermont.score.org/resource/print-marketing-essentials>

A Quick Guide to Owned, Earned and Paid Media

SCORE Article – May 2019

Learn the difference between paid, owned, and earned media for promoting or advertising a business, and how can you put them to work.

<https://www.score.org/resource/quick-guide-owned-earned-and-paid-media>

15 Ways You May Be Missing Opportunities to Build Your Brand

SCORE Article – July 2019

Ideas for fun and unique ways you can help build credibility, recognition, and a connection with your desired customers

<https://www.score.org/resource/15-ways-you-may-be-missing-opportunities-build-your-brand>



**Mount Ascutney
Regional Commission**



This program has been designed to support the Creative Economy Sector in the Two Rivers-Ottawquechee Region and Cornerstone Creative Community and was jointly funded by the Economic Development Administration (EDA) and Two Rivers-Ottawquechee Regional Commission (TRORC).

Two Rivers-Ottawquechee Regional Commission (TRORC) - TRORC is an association of thirty municipalities in east-central Vermont. TRORC is governed by a Board of Representatives appointed by each of our member towns. Our primary goals are to advocate for the needs of our member towns, and to articulate a vision for building a thriving regional economy while enhancing the region's quality of life. The Commission's staff provides technical services to local, state and federal levels of government and to the Region's non-profits and businesses.

3CVT (Cornerstone Creative Community) - 3CVT is a Zone of the Vermont Creative Network, if you're located within the 3CVT Zone and consider yourself to be part of the Creative Sector, you're a member of 3CVT! The Zone is led by the 3CVT Steering Committee of working volunteers convened by Two Rivers-Ottawquechee Regional Commission, the Green Mountain Economic Development Corporation, and the Vermont Council on the Arts. The goal of this committee is to broaden and build the future partnerships that will be needed within the creative economy at all levels.

Mount Ascutney Regional Commission (MARC) is a compact of ten municipalities in southeastern Vermont, founded in the late 1960s to advocate for the needs of member towns and seek collaborative strategies to address local, regional, and state opportunities and concerns. One of its primary purposes is to provide technical services to town officials and to act as a resource for local governments.

Vermont Arts Council (VAC) - Since 1965, the Vermont Arts Council has been the state's primary provider of funding, advocacy, and information for the arts in Vermont. It is the only designated state arts agency in the U.S. that is also an independent nonprofit organization. The Council is committed to building a Vermont where art, culture, and creativity are at the heart of our communities.

Vermont Creative Network (VCN) - The Vermont Creative Network was established by the Vermont Legislature in May 2016 as an initiative of the Vermont Arts Council. The Network is a broad collective of organizations, businesses, and individuals working to advance Vermont's creative sector. Vermont's creative sector generates 9.3% of all employment, higher than the average across the U.S., and includes artists and architects, bakers and brewers, curators and crafters, dancers and designers—any enterprise, organization, and individuals whose products and services are rooted in artistic and creative content.

Economic Development Administration (EDA) - The U.S. Economic Development Administration's investment policy is designed to establish a foundation for sustainable job growth and the building of durable regional economies throughout the United States. This foundation builds upon two key economic drivers - innovation and regional collaboration. EDA encourages its partners around the country to develop initiatives that advance new ideas and creative approaches to address rapidly evolving economic conditions.