



Sharing My Creativity Social Media/Web Communications



Elevate Awareness of My Creative Brand

Program Overview

Steering Committee Members

Meghan Asbury

Zone Agent and Planner at Two Rivers-Ottawaquechee Regional Commission

Seth Butler

Vermont Photojournalist & Documentary Photographer

Sage Doviak

Planner at Two Rivers-Ottawaquechee Regional Commission

Emerson Gale

Musician, Seven Stars Arts

Erika Hoffman-Kiess

Executive Director, GMEDC (Green Mountain Economic Development Corp.)

Carol Lighthall

Executive Director, Okemo Valley Chamber of Commerce

Chris Maggiolo

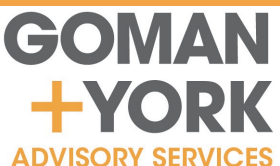
Campus Manager, Black River Innovation Campus



Two Rivers-Ottawaquechee
REGIONAL COMMISSION

128 King Farm Rd. • Woodstock, VT 05091

Toolkits created by:



1137 Main Street
East Hartford, CT 06108
www.GomanYork.com

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.



Share My Creativity

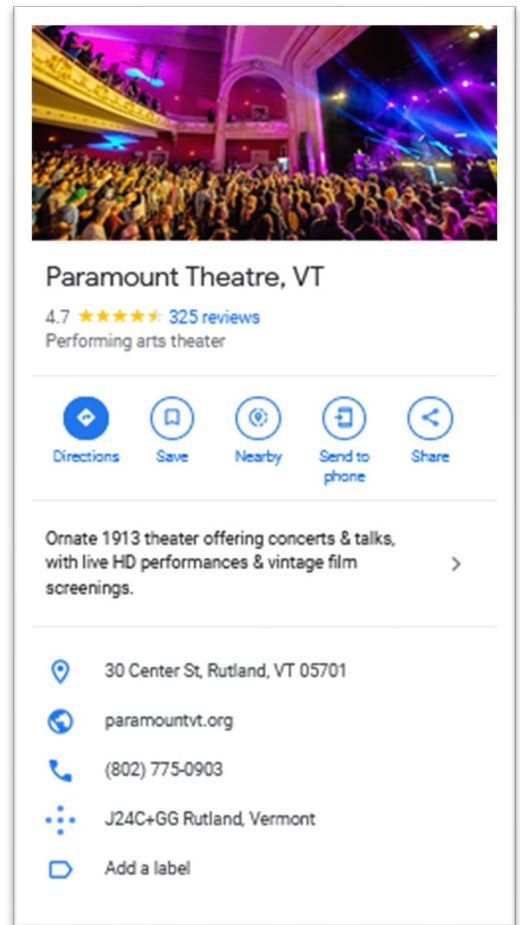
You are creating amazing artwork, places and services for people to enjoy, learn and engage with – your work is key to bringing pleasure to others.

What you do creates a positive impact not only in your ability to continue your craft or service, but in increasing the visibility of what you and others in the Vermont Creative Economy have to offer.

Creativity is meant to be shared – how you create a wooden bowl, design a space, craft a beer, or capture an audience is appealing and meant to be shared.

Sharing your creativity means putting your marketing and communication plan in action. In today's world much of this sharing takes place online and through social media.

If you take away anything from this toolkit, it should be the importance of claiming your online presence – it's how you're found. It may seem basic, but it is so important.



Search of VT theaters connects with Google Business listings, including the Paramount Theater in Rutland.

Claiming your online presence

STEP 1 SETTING UP YOUR BUSINESS PROFILE ON GOOGLE™

If you have not claimed your business on Google™

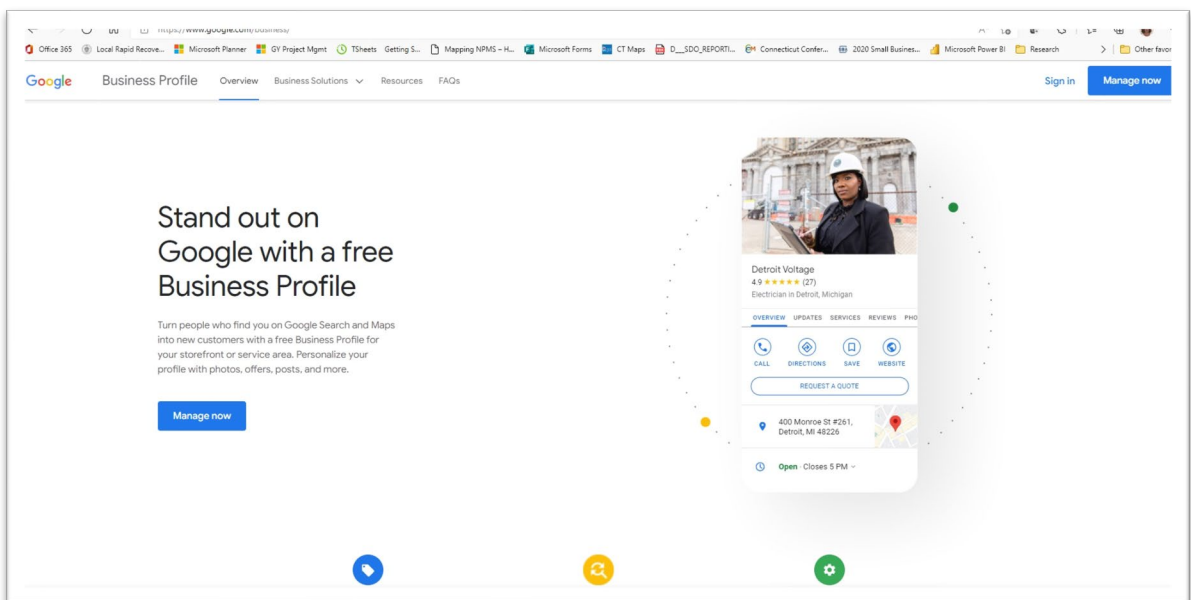
1. Create a new Gmail account – Do not use your personal email account, or
2. If you have claimed your business on Google™ sign into your account to manage it.
3. Set up a Free Business profile

[Google Business Profile - Get Listed on Google](https://www.google.com/business/)

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

“Google My Business (GMB) is no longer optional — it's an essential part of any business's online presence and is often the first place customers look for up-to-date information about your company.”

Source: Forbes.com 5/6/21



Claiming your online presence

STEP 2 MANAGING YOUR PROFILE

Google takes you step by step through setting up and managing your profile

From your Google Business profile you can manage your profile, feature products and photos, post information, link to online sale platforms and even create an online catalog.

Through Google Merchant center you can showcase your creative products and services.

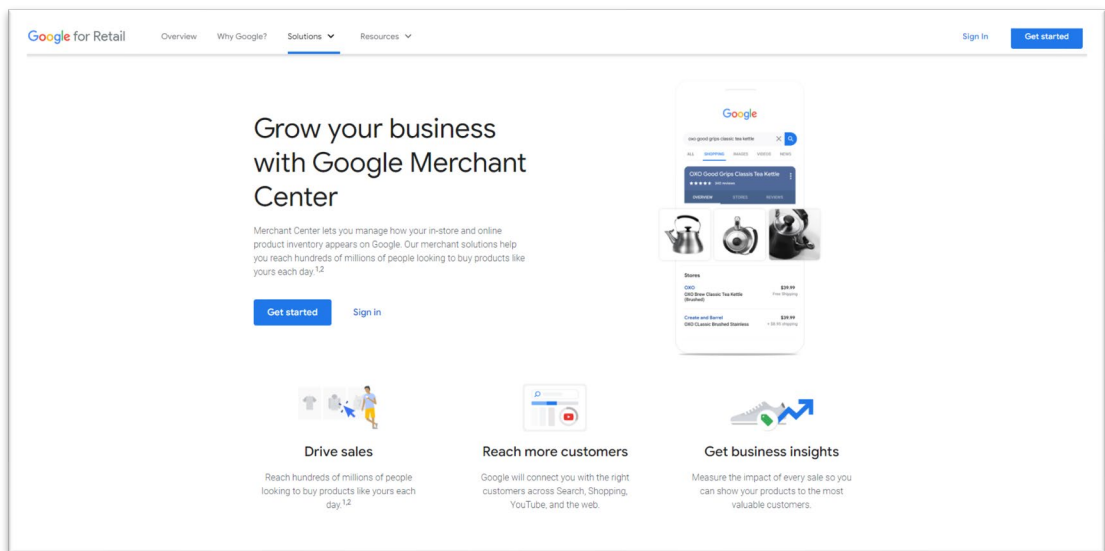
[Google Merchant Center - Services to Promote Your Products](https://www.google.com/retail/solutions/merchant-center/)

<https://www.google.com/retail/solutions/merchant-center/>

Claiming your artisan or creative economy business on multiple platforms will increase your visibility.

These platforms include:

- *Google*
- *Yelp*
- *Trip Advisor*
- *Creative Ground.org*
- *VT-artisan focused sites*



Your Website Step by Step

1

- Purchase your business domain name (a public website address that you type in your browser's URL) and hosting plan – i.e., GoDaddy, Squarespace, Bluehost, and others
- Hire a website builder or choose a website builder program – i.e., WIX, Squarespace, HubSpot
- Identify your audience(s)

2

- Map out your website pages and dropdowns
- Structure of your shopping cart/sales capabilities
- Write your content – Keep It Simple (KIS)
- Gather photo/video feature content
- SEO (Search Engine Optimization) Features/Key words

3

- Test the site
- Launch the site
- Maintain and refresh the site

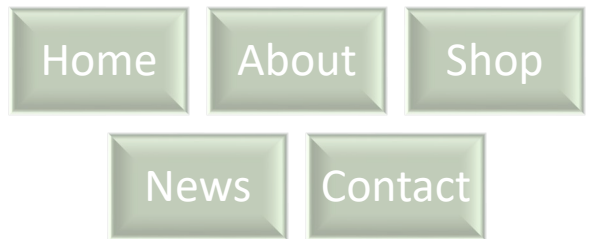
Website Features

Website Features

- ☐ Home
- ☐ About (the Artist or Company)
 - Our mission
 - Our Team
- ☐ Shop
 - How or Where to purchase goods and services
 - Sales – Online, security
 - Location
- ☐ News
 - Blog
 - Press Releases
- ☐ Contact
 - Business information
 - Client contact information
 - Links to/from social media

Note: Ongoing updates and maintenance are essential to keeping your website fresh.

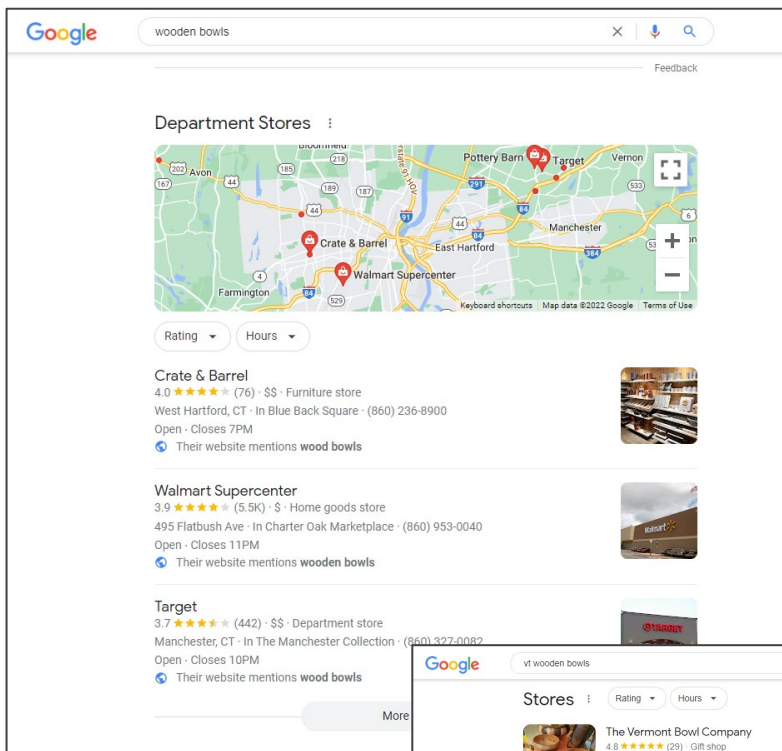
Dropdowns or Buttons connect to pages on your website



Web design minimalism is all about getting more from less. The key is to balance WHITE SPACE with design elements (interesting fonts, unexpected illustrations and out of the box color choices) that help a business gain brand recognition.

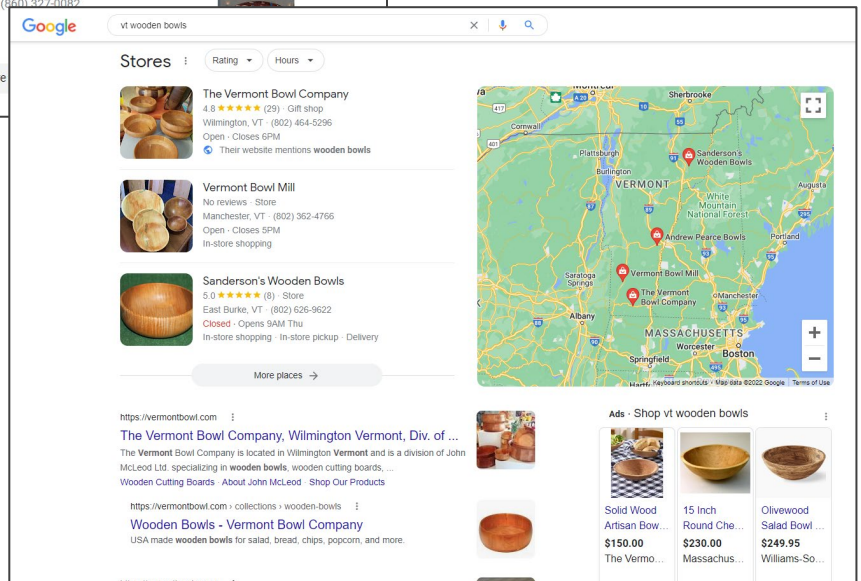
Source: INC.COM

SEO



SEO: Search Engine Optimization is a crucial step in carrying out your marketing plan. Using the right keywords and other online tools can help drive traffic to your product or whatever web presence you have created.

Example:
Key word search –
Wooden Bowls
(generic) vs VT
Wooden Bowls
(specific)



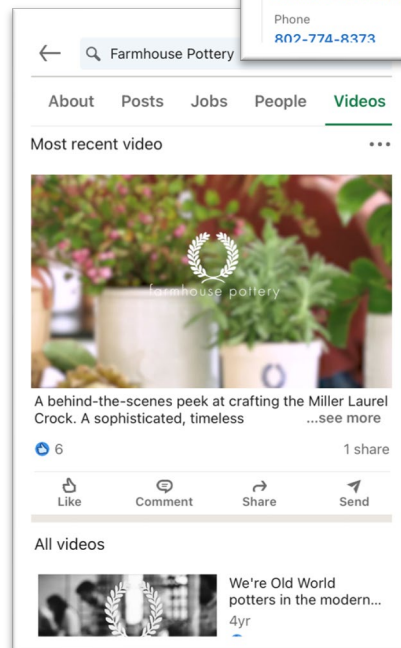
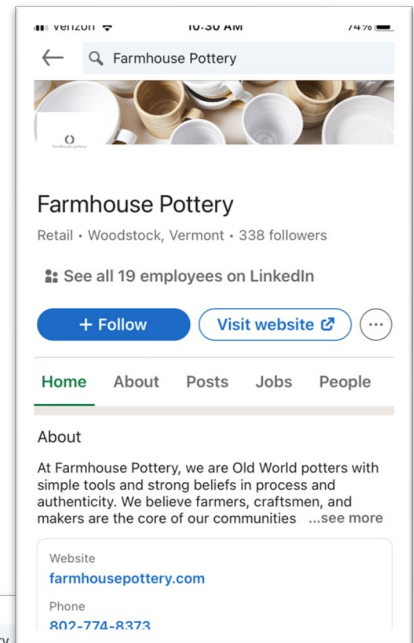
Business to Business (B2B)



LinkedIn is a virtual network for professionals to connect and network. B2B marketers today recognize LinkedIn for what it is: a trusted, credible platform where professionals network and find solutions to challenges faced day in and day out. It is a great social media outlet to highlight innovators and services providers.

Important tips:

- ☐ Complete your Page
- ☐ Add Your Logo
- ☐ Overview – Share your creativity, mission and purpose
- ☐ Include relevant organization information (location, contact details, website URL)
- ☐ Regular posting and sharing



Farmhouse Pottery uses LinkedIn to promote themselves with posts, feature videos, links and information.

Business to Consumer (B2C)

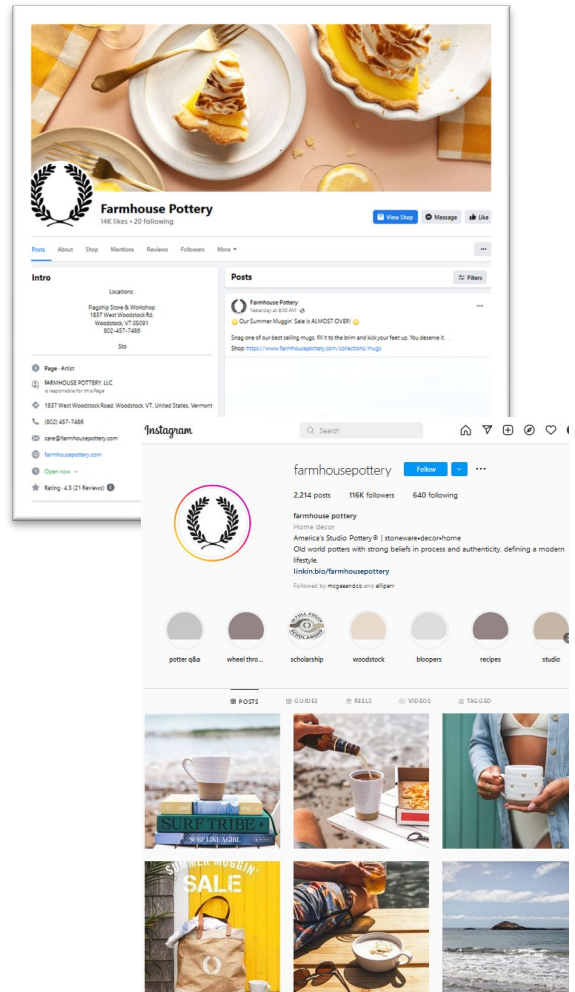


Creating a **Facebook** Page allows billions of people on Facebook to discover your business—think of your Facebook page as your digital storefront. Setting up a business page is simple and free and is accessible on both desktop and mobile devices.

Instagram is a photo and video sharing social networking service where you can creatively share your products and services.

Important tips:

- ☐ Create your accounts
- ☐ Share your creativity, mission and purpose
- ☐ Include relevant organization information (location, contact details, website URL)
- ☐ Link to your website
- ☐ Link your social media accounts
- ☐ Regular posting and sharing is essential



Farmhouse Pottery uses Facebook and Instagram to reach and connect with its customers.

Case Study – Baird Farm, VT

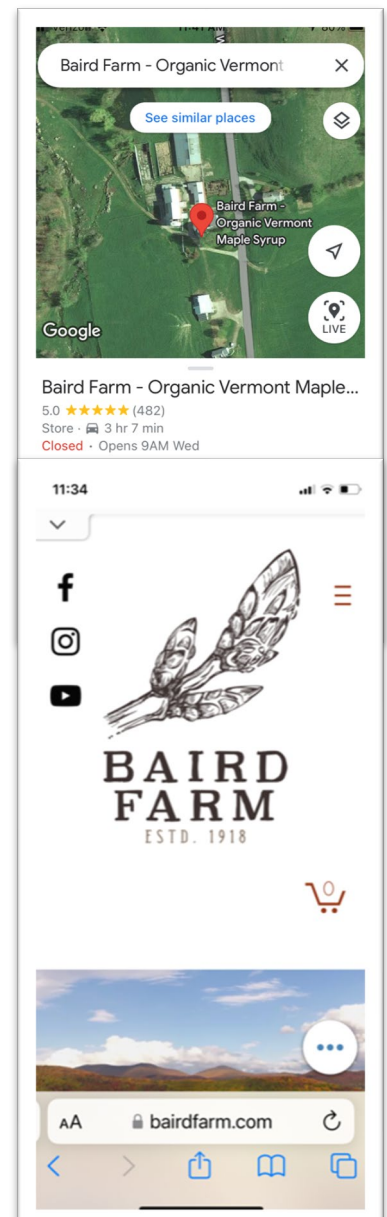
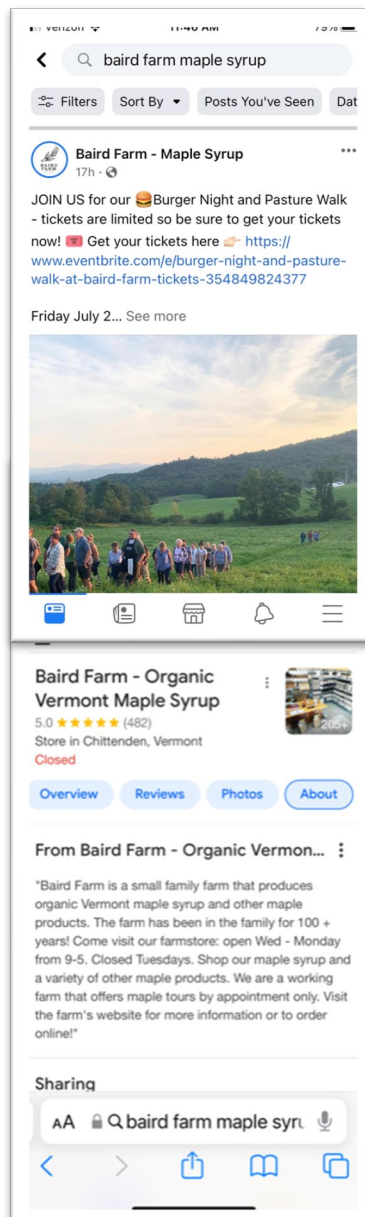
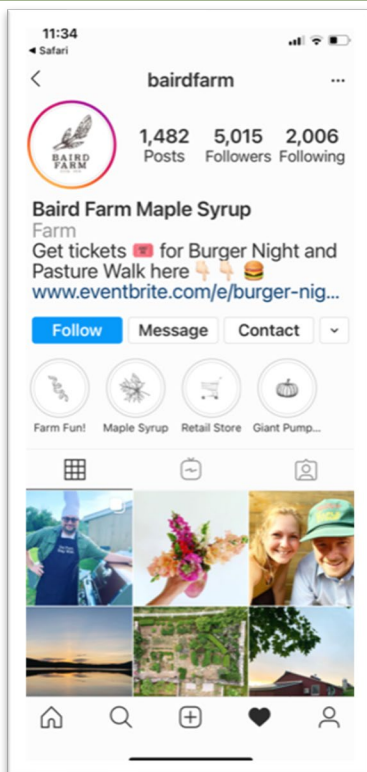
Consistent use of logo across social media

Social media and claiming online presence are covered by Baird Farm.

Who, what, when and where are captured making them easy to find and know what's happening. Here's the proof in numbers.

3,800 Facebook followers –
5 posts per week

5,015 Instagram followers



Resources and Links

FOR THE NON-TECHY

Don't have a website –
Claim your Business on
existing web platforms like
Google Business, Yelp, etc.

Utilize websites of
organizations that promote
creative economy
businesses.

Use students or interns to
monitor and post to social
media.

Utilize your most loyal
customers to serve as your
social media brand
ambassadors.

Utilize your local Chamber
of Commerce for service
providers and website
professionals.

WEB COMUNICATIONS

Website or Social Networks?

SCORE Article – April 2019

Your business should ideally have a website that works in conjunction with your social media presence, but if that's not possible, one or the other can still prove useful if implemented correctly.

<https://www.score.org/resource/website-or-social-networks>

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

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

Google My Business - Manage Your Business Profile

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

Google Business Profile - How to Rank High On Google Local Search Results

Recorded Webinar - June 14, 2022, 1:00pm EDT

In this session you will learn how to manage your Google Business Profile, optimization strategies as well as answers to frequently asked questions.

<https://vermont.score.org/event/google-business-profile-how-rank-high-google-local-search-results>

Grow with Google

Google Virtual Workshops to grow digital skills and grow your business

<https://growonair.withgoogle.com/>

The Leader in Website Creation | Create Your Free Website | Wix.com

<https://www.wix.com/>

The Latest Web Design Trends of 2020 That'll Take Your Website to the Next Level

INC.COM Article

The most important website design trends of 2020.

<https://www.inc.com/karen-tiber-leland/the-latest-web-design-trends-of-2020-thatll-take-your-website-to-next-level.html>

Resources and Links

SOCIAL MEDIA

Social Media Engaging Content Marketing Strategy

SCORE Webinar – April 2022

Learn how to build social media followers with an engaging content strategy that inspires Brand Advocates

<https://columbusoh.score.org/event/april-8-social-media-102-social-media-engaging-content-marketing-strategy>

Facebook

<https://www.facebook.com/>

Facebook – Add Ad Accounts

<https://www.facebook.com/business/help/910137316041095?id=420299598837059>

Facebook Shops: Online Storefront On Facebook and Instagram

<https://www.facebook.com/business/shops>

Facebook - Create Your Business Manager

<https://www.facebook.com/business/help/1710077379203657?id=180505742745347>

Instagram

<https://www.instagram.com/>

[How to Grow and Scale Your Small Business](https://business.instagram.com/getting-started)

<https://business.instagram.com/getting-started>

What Is Instagram Shopping?

<https://business.instagram.com/shopping>

Everything You Need To Get Started | Instagram for Business

<https://business.instagram.com/shopping>

Why Claim Your Business Page on Yelp

<https://business.yelp.com/products/business-page/>

Bing Places for Business

<https://www.bingplaces.com/>

Resources and Links

SOCIAL MEDIA – cont'd

YouTube

https://support.google.com/youtube/topic/9267757?hl=en&ref_topic=9257107,3230811,3256124,

Create a LinkedIn Page

<https://www.linkedin.com/help/linkedin/answer/710>

Using LinkedIn to Grow Your Business

SCORE Webinar – June 2021

Learn to Identify potential partners and explore your ideas with potential customers on LinkedIn.

<https://westchester.score.org/event/using-linkedin-grow-your-business-2021>

8 Tips to Help You Grow Your Business in 2021 and Beyond

LinkedIn Blog – September 2021

Help your brand grown on LinkedIn by taking advantage of key tools and techniques.

<https://www.linkedin.com/business/marketing/blog/trends-tips/tips-to-help-you-grow-your-business-on-linkedin>

Create graphics for social media with Canva

<https://www.canva.com/>

SELLING ONLINE

Ready to Start an Online Store? What to Consider Before Starting an

Ecommerce Site

Vermont Score Blog Post – June 7, 2019

Eight things to consider before starting an online store.

<https://vermont.score.org/blog/ready-start-online-store-what-consider-starting-ecommerce-site>

Start Selling Products Online - Google for Retail

<https://www.google.com/retail/get-started/>

Quick and Easy Evaluation of your Retail Website

https://growmystore.thinkwithgoogle.com/intl/en_us

Start Your Own Online Business with Shopify

<https://www.shopify.com/start>

Resources and Links

Connections & Analytics – Optimization Your Web Presence

12 Ways to SEO Optimize Your Website for Online Sales

Vermont Score Blog Post - June 25, 2020

The best SEO tips that can help a business with a minimal online presence establish more visibility

<https://vermont.score.org/blog/12-ways-seo-optimize-your-website-online-sales>

Hootsuite - Social Media Marketing & Management Dashboard

<https://www.hootsuite.com/>

Mix Panel –Product Analytics for Mobile, Web, & More

<https://mixpanel.com/>

Parse.ly - Content analytics made easy |

<https://www.parse.ly/>

Clicky - Web Analytics in Real Time | Clicky

<https://clicky.com/>

Google Analytics - Unified Advertising and Analytics

<https://marketingplatform.google.com/about/>

Small Business Start-up Guide

ICSC Setting Up Shop

PDF Guidebook designed to help small business owners understand and apply real estate concepts that advance their goals.

<https://www.icsc.com/news-and-views/resources-for-small-businesses/setting-up-shop>



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Two Rivers-Ottawuechee 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-Ottawuechee 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.