



Expand My Reach Collaborating & Connecting

Elevate Awareness of My Creative Brand



Program Overview

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Vermont Photojournalist & Documentary Photographer

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Musician, Seven Stars Arts

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Executive Director, Okemo Valley Chamber of Commerce

Chris Maggiolo

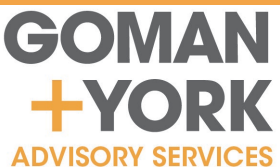
Campus Manager, Black River Innovation Campus



Two Rivers-Ottawaquechee
REGIONAL COMMISSION

128 King Farm Rd. • Woodstock, VT 05091

Toolkits created by:



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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.



It's About Connections

The goal of this toolkit is to give you the basics on how to collaborate and connect with others in the Creative Economy and beyond to further the reach of your art, craft, service or venue. Your creative brand does not have to stand alone. There is a synergy created by connecting and linking with your like-minded creative peers, businesses and organizations.

There are multiple avenues to build your connections. Peers, events, cross-sector relationships, memberships, Chamber of Commerce, creative collectives, artisan & industry groups, networking, wholesaling, marketing, and social media.

Collaborating with others provides opportunities to share expertise and ideas, grow your network and client base, solve problems, save money and grow your business.



Vermont Arts Council's Arts Directory is hosted through Creative Ground – have you created a listing?

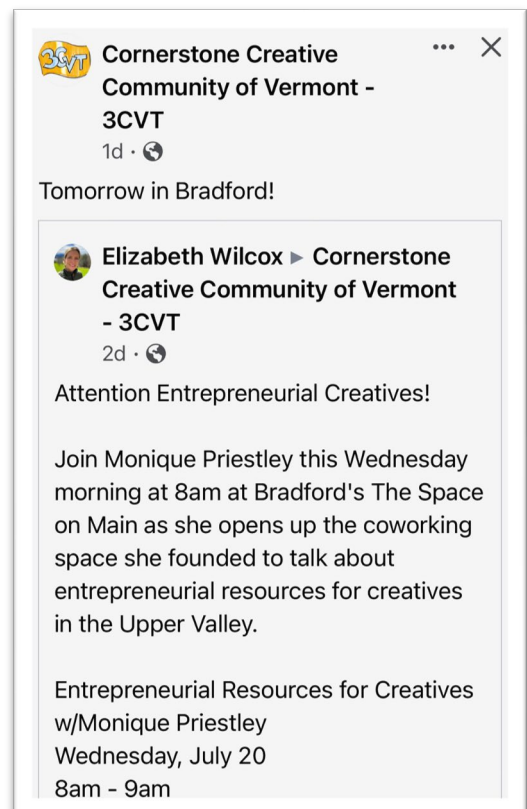
[Arts Directory](#) | [VT Arts Resources](#) | [Art Organization Directories & Info](#) | [Vermont Arts Council](#) | [Vermont Arts Council Website](#)

<https://www.vermontartscouncil.org/arts-resources/arts-directory>

Expand My Network

Networking is a key element in your Marketing & Communication Plan. Your plan should include strategies to grow your network with others, both those within and outside your craft or service, to support your creative entity.

- ❑ Join a network with like-minded individuals and artists – 3CVT, VT Creative Network, Creative Ground
- ❑ Identify artists, products or companies that complement yours
- ❑ Network through the local Chamber of Commerce or economic development agency to connect with the experts and potential collaborators
- ❑ Utilize networking opportunities to build relationships and recognize opportunities for growth
- ❑ Look to and learn from your networks and peers for best practices – they may have a great social media presence, website or other business expertise
- ❑ Reach out to potential collaborators and attend events that will grow your knowledge base
- ❑ Be flexible and creative with your marketing and outreach – try something new or outside the box
- ❑ Be willing to share your expertise with others



Cross Promotional Opportunities

- ❑ Cost-sharing of paid advertising
- ❑ Share exhibit space, temporary shop or pop-up location
- ❑ Co-host or attend joint special events (Chamber, open house, trade show)
- ❑ Social media collaborations
- ❑ Product shout-outs
- ❑ Giveaways
- ❑ Referral marketing
- ❑ Joint product releases
- ❑ Blog interviews with compatible businesses
- ❑ Seasonal events or charity fundraisers
- ❑ Launch a holiday gift guide with compatible businesses and brands
- ❑ Wholesale opportunities –
Faire.com and/or Shopify.com
<https://blog.faire.com/about/>

<https://www.shopify.com/blog/selling-wholesale>



Blake Hill Preserves
connecting through
industry events.

When and How to Use #Hashtags and @Tags



- ❑ Utilize hashtags and tags to expand and cross promote your business and network
- ❑ Utilize hashtags and tags to expand your social media reach
- ❑ Utilize hashtags and tags to attract attention beyond your followers
- ❑ Utilize hashtags to link to like-minded consumers
- ❑ Utilize tags to link with or promote events, special product releases and B2B collaborations
- ❑ Don't use too many hashtags and tags – the most common number is 1-3, no more than 11
- ❑ Don't make your hashtags too long – short & simple

The Difference Between #Hashtag and @Tag

When you tag someone on a social media site, you use the @ symbol. The person will be notified you tagged them and be able to read the information you posted on the social media site.

When you use a hashtag, you use the # sign. This allows people looking for information on your topic to find it. All they have to do is type the hashtag symbol (#) and the keyword they want information on.

Using hashtags on sites like Instagram, Twitter, and LinkedIn is important if you want people to find your content.

Source: https://www.mostlyblogging.com/tagging-on-social-media/#Difference_between_tag_and_hashtag

Best Practice Gallery at the VAULT Springfield, VT

The VAULT, a space sharing retail location, is selling the works of 125 Artists at the gallery and online. The venue hosts exhibits and workshops featuring the artisans.



CARDS

Tim Campbell
Rosie's Wonders
Mary Azarian
Nancie Dunn
Debra Craigue
Woodfield Press

FIBER ART

Elizabeth Clauson
Jeri Canfield
Sue Carey
Mara DiDonna
Beth Ezold
Truddi Greene
Ellen Howard
Laura Montano
Lisa Murray
Nancy O'Connor
JoAnne Russo
Sherry Trombley
Miles Kelly Studio
John W. Scott
Jenna May Konesko

FINE ART

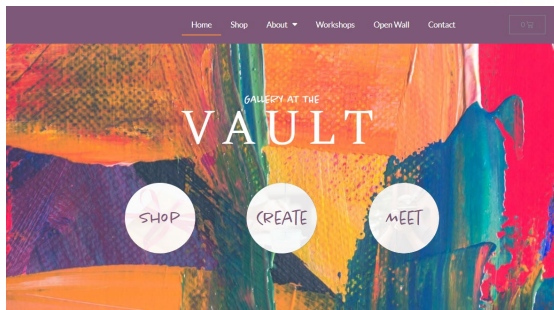
Joanna Allix
Simi Berman
Jean Carbonetti
Lynette Carsten
Aurora Davidson
Richard Emery
Peter Huntton
Bruce Iverson
Christine Mix
Robert O'Brien
Kevin Ruelle
Martha Stevenson
Robin Stronk
Shanley Triggs (Vermont Hart)
Lynn VanNatta

GLASS

Mags Bonham
Mary Angus
Lada Bohac
Robert Burch
Karen Deets
Green Mountain Glass
Nick Kekic
Chris Sherwin
Cathy Tretler
Andrew Well
Zachary Grace
Hank Schwartz of Hot Glass Coins
Cherie Marshall

JEWELRY

Baked Beads
Nina Briggs
Ron Cravens
Danforth Designs
Melody Reed
Only Silver
Darryl Storrs
T.Breeze Verdant
Cindy Weed
Martha Welch
Robin Levine
Sarah Machtey
Susan Rosano
Marcia Passos-Duffy
Aristides Noguera Rivera



Gallery at the VAULT

(Visual Art Using Local Talent) is a nonprofit organization and Vermont State Craft Center. We serve the community as an educational resource with our schedule of workshops and lectures. We serve our artist community by providing a venue for their work. Both the gallery and the gift shop carry only original, juried, handcrafted local and regional artwork.

[Home](#) | [Gallery at the Vault \(galleryvault.org\)](#)
<https://galleryvault.org/>



Best Practice Blake Hill & Harpoon Brewery @Artisans Park - Windsor, VT



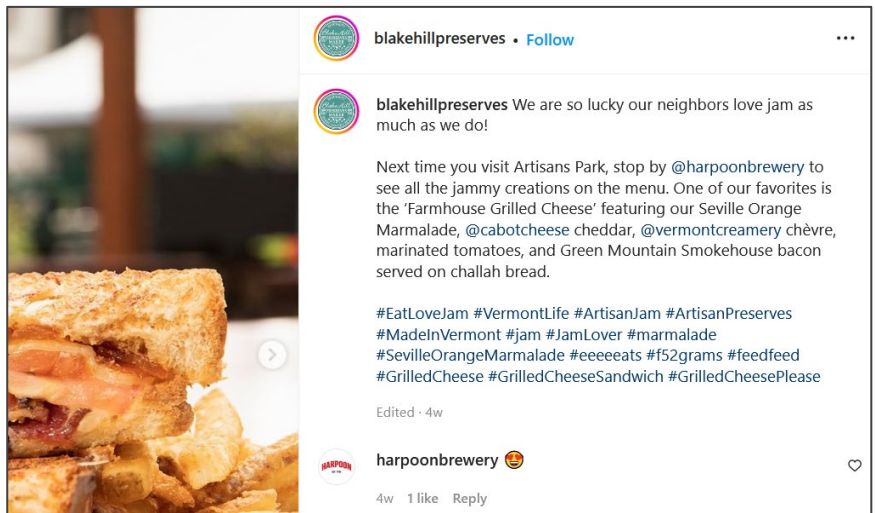
We are a collection of 8 unique Vermont businesses all located in the same park. Home to Harpoon Brewery, Simon Pearce, SILO Distillery, Path of Life Sculpture Garden, Great River Outfitters, Artisan Eats, Blake Hill Preserves, and Vermont Farmstead Cheese Company Market.



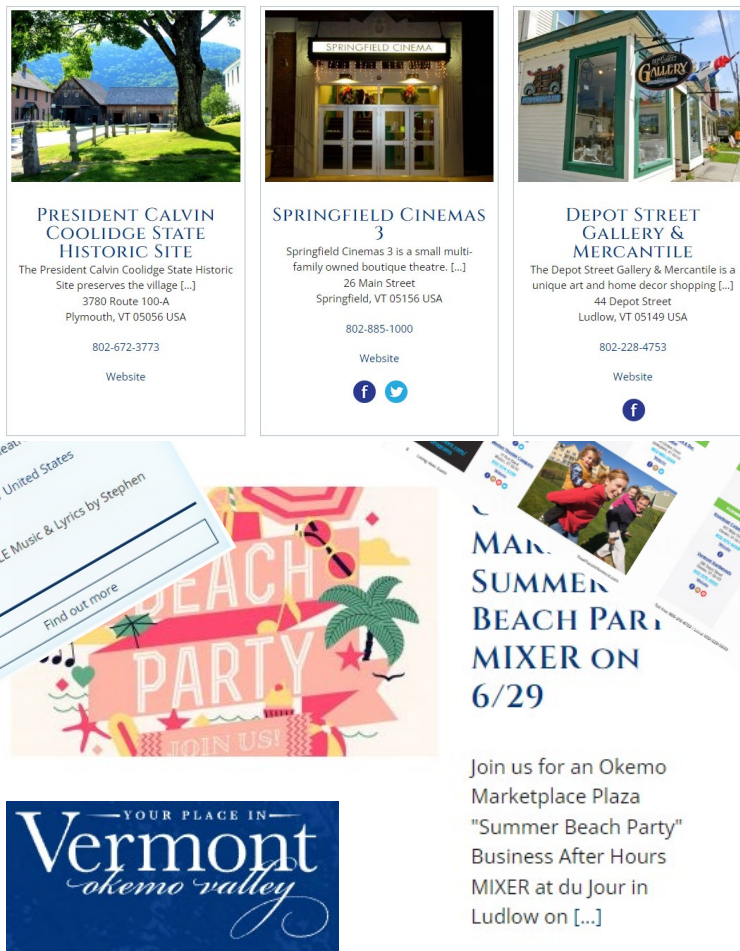
One Location – Many Artisans

Co-located cross promotion of businesses and products via Instagram, Facebook and product cards. Note the use of @business tagging and multiple #hashtags.

Blake Hill — Artisans Park
<http://www.artisanspark.net/blake-hill>

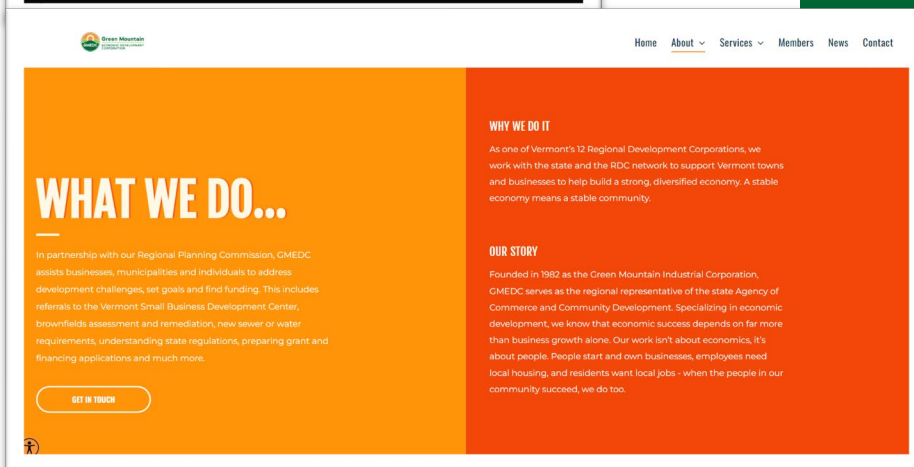
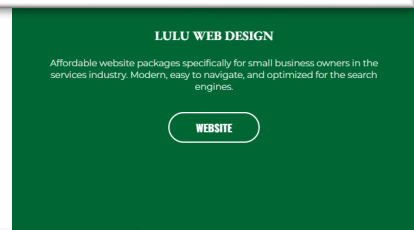
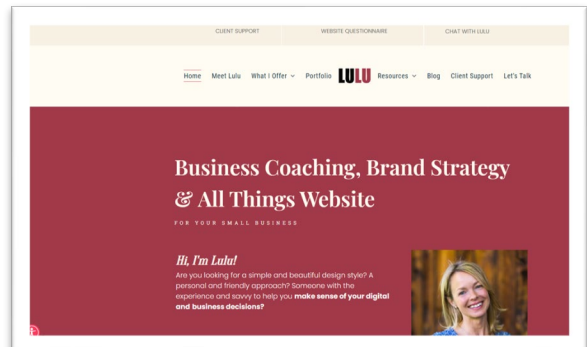
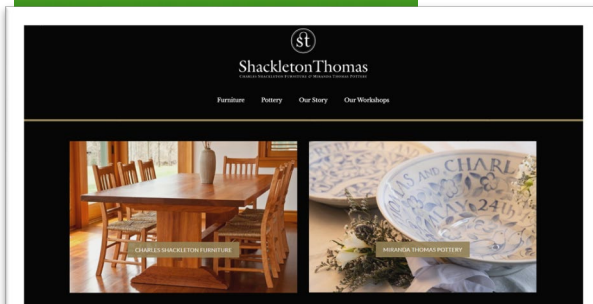
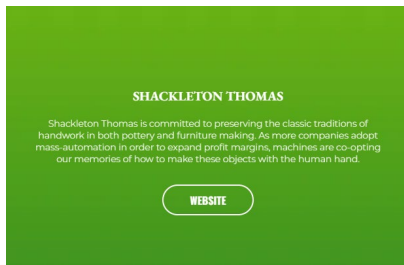


Best Practice Connecting through the Chamber – Okemo Valley



Okemo Valley ([yourplaceinvermont.com](https://www.yourplaceinvermont.com/))
<https://www.yourplaceinvermont.com/>
 Arts & Culture – Okemo Valley ([yourplaceinvermont.com](https://www.yourplaceinvermont.com/arts-culture/))
<https://www.yourplaceinvermont.com/arts-culture/>

Best Practice - Connecting through Green Mountain Economic Development Corp

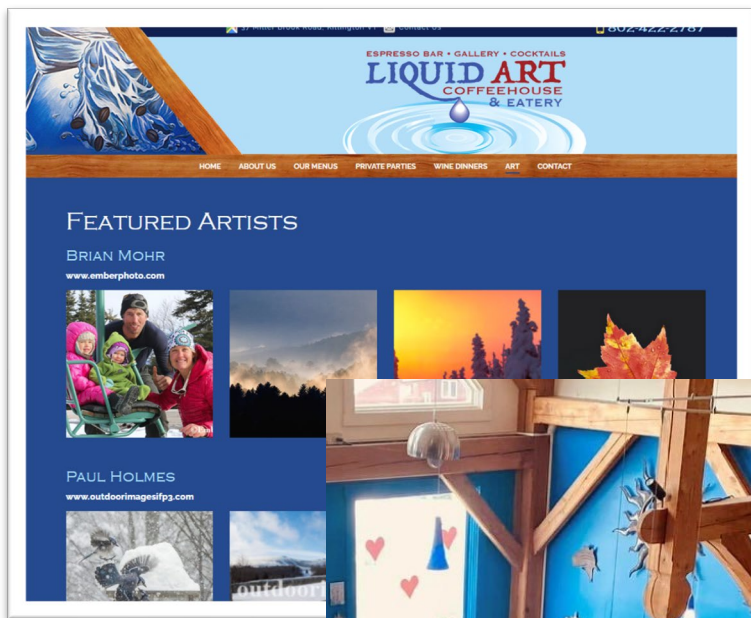


GMEDC promotes local businesses through connections, coaching, business tools and support.



Green Mountain Economic Development Corporation ([gmedc.com](https://www.gmedc.com/))
<https://www.gmedc.com/>

Best Practice Liquid Art Coffeehouse Killington, VT



Local Coffeehouse and Artists collaborate by showcasing art in Coffeeshop social media, on website and in coffeehouse. This broadens the exposure for the artists and enhances the ambience of the coffeehouse creating a win-win.



Best Practice

Fork and Plough Restaurant

Local Collaboration

Utilizing Cross Promotion of Local Businesses to Draw Customers and Support Charity Fundraiser

Charity fundraiser promoting group of like-minded local businesses with a cross promotion by tagging each other on Instagram and Facebook expands the businesses reach while supporting a cause. By tagging another business you connect with their followers.



forkandplough • Follow

Greenville, South Carolina



forkandplough One lucky raffle winner will walk away with the motherload of fine goods from our friends and neighbors. 🍷 Here's what we've got:

- ◆ \$120 gift card to @theoxfordbarberco
- ◆ \$100 gift card to @oasedayspa
- ◆ \$60 gift card to @clarescreamery
- ◆ \$50 gift card to @coregrowstrong
- ◆ \$50 gift card to @shop_given
- ◆ Bag of @duesouthcoffee
- ◆ Bottle of @burntandsalty Korean mustard
- ◆ Blood Oath Pact No. 7 bourbon by @luxrowdistillers (\$400 value)
- ◆ @oliopiro_usa olive oil
- ◆ All the F&P swag you could ever want

What's better, 100% of raffle sales will go to the @julievalentinecenter. 💛 Get those \$5 tix at the link in our bio. Who's in? 🍷 🍷 #forkandplough



Liked by nan_perry and others

JUNE 6

Resources and Links

FOR THE NON-TECHY

Join your local chamber
or other creative
organization/association.

Attend networking events
and educational
workshops.

Look for opportunities to
collaborate with other
creatives:

- Art in restaurants
- Wine at Art Show
- Food Tastings at events
- Window display in
retail store or other
main street business

How to Build Your Small Business Brand with Facebook Groups

SCORE Article – January 2019

Facebook groups bring together people with similar interests, issues or mindsets. They give you a way to demonstrate your expertise to potential customers and strengthen relationships with existing customers.

<https://www.score.org/blog/how-build-your-small-business-brand-facebook-groups>

Collaborate to Grow: New Research Reveals the Power of Partners

SCORE Article – December 2019

Growth requires working with partners and investing in additional resources. These partnerships help brands move beyond the day-to-day and on toward building long-term sustainable businesses.

<https://www.score.org/blog/collaborate-grow-new-research-reveals-power-partners>

14 Brand Loyalty Strategies for Small Businesses

SCORE Article – December 2021

Fourteen brand loyalty strategies that a small business can use to attract and retain new customers.

<https://www.score.org/blog/14-brand-loyalty-strategies-small-businesses>

Finding and Using Brand Advocates to Grow Your Brand

Vermont SCORE Article – July 2019

Brand advocates are useful in working as marketers for a brand, as when they share content or post video, they offer free publicity to the brand.. Learn more about how to use brand advocates

<https://vermont.score.org/blog/finding-and-using-brand-advocates-grow-your-brand>

What are Hashtags (#) and How to Use Them on Social Media

Wix Blog – February 2018

If you're relatively new to the game, we understand that at first glance, hashtags might seem confusing. But once you understand them better, you will see that they are a powerful social media marketing tool to grow your social impact and engage your audience. For more on hashtags and how to use them efficiently.

<https://www.wix.com/blog/2018/02/what-are-hashtags-and-how-to-use-them-in-social-media/>



**Mount Ascutney
Regional Commission**



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

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.