

Harte Trail Studio Tour

Promotional Checklist for All Participants

Find your Partners

Who do you know on Facebook or Instagram that can help spread the word about the tour?

Ask your friends to help promote - by sharing the social media posts that will be shared with you.

Make sure you are checking your social media accounts – even if you seldom use them through the year – now is the time

Do you personally know any Winnipeg celebrities (influencers) that you can ask a favor from by posting about our event – ex. Ace Burpee

Use these Hashtags every time you post

Post often – keep up the momentum – especially in the month of September

#HarteTrailStudioTour #winnipegart #travelmanitobaart #Manitobaarttour #winnipegarttour
#winnipegstudioarttour #winnipegartists #winnipegevents #manitobaevents #winnipeglocal
#winnipegartscene #winnipegartshow #YWGarts #exploremanitoba

Facebook Event Page

An event page has been created on Facebook so that you can send out the link to your friends and let them know they have been invited

- Log onto Facebook
- Search for Harte Trail Studio Tour
- Click on “More”
- Click on “Events”
- Click on “Upcoming”
- Click on “Invite”
- Your friend’s list will pop up and you can cherry pick who you would like to invite
- Don’t forget to click on “Going” as you will be attending
- If you click on the Messenger arrow – you can also send the event page to any friends, you chose on Messenger.

Make sure you create posts to it and submit photos – the more buzz we can create around the event page the better so it can be shared to other Winnipeg Facebook Groups – they don’t necessarily have to be art groups – any Winnipeg Facebook Group is exposure

Send out Emails

2 emails have been drafted for you as a template to just copy and paste to your personal contact list. Feel free to create your own if you prefer.

- 1) To be sent the beginning of September – a save the date email
- 2) A week before our tour – a reminder to download the brochure and plan your studio visits

Newsletters will also be sent on behalf of the tour as a whole - but did you know that personal plain text emails work better than e-Newsletters?

Brochure Distribution

Ensure that you have distributed to all your signup locations

If you add to some new places – email Debbie Lawson and let her know so she can add to list

Keep brochures in your car to hand out as needed

Hand delivers to homes in your area

Artists Timeline – for Self-Promotion

August

- pick up your supplies from Beth's home –
- New Artists - lawn flag, street signage, brochures, Blank Assistant Name Tags, Advertising Thank you Sheet, Artist Name Tag
- Previous members – New Street signage, brochures, Blank Assistant name tags, Advertising Thank you Sheet
- Confirm how many assistants you may need to help you
- Figure out your payment options if you don't have Square or an alternative set up

Early September

- start posting progress shots of your work and what you're doing to get your studio ready
- post to your own social media accounts – a prepared post
- Send out save the date email to your friends
- Post on our Facebook Event page and get a conversation going “what are you most excited to see?”
- invite your friends to attend through Facebook event page
- Start distributing brochures to designated businesses

Mid-September right up to event day

- personally invite your friends and family – maybe create a cute invitation just for them
- Start posting videos – get people excited and encourage FOMO – (Fear of missing out)
- Put brochures in your neighbors' mailboxes

Saturday – First day of Tour – create a sense of urgency that they can still get in the game if they came out Sunday

- Post some pictures or live video on your Instagram or Facebook or the Facebook Event Page of – telling people how great Saturday was and if they couldn't make it out - Sunday is looking to be a great day as well!

- Buddy System in full force for both days– make sure you are suggesting to everyone that leaves your studio – that “your buddy” is close by and worth a visit. – You could pass this along as a task for your assistant

After the tour is over

- Post on your personal account a huge thank you to those people who were able to come out and support the tour
- Send a personal email to anyone that purchased a piece of art from you – make sure you get their name and email