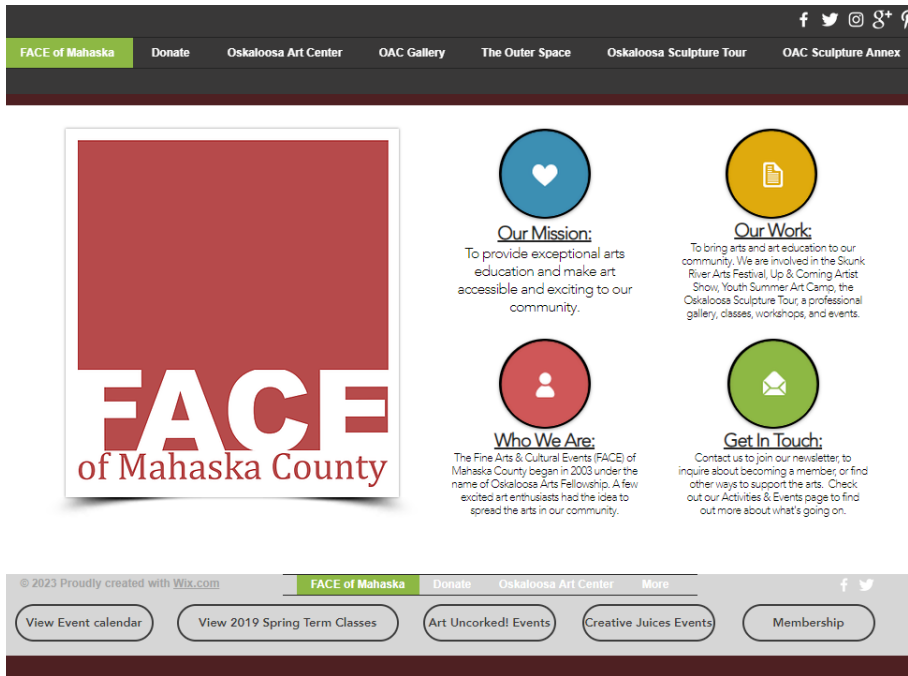
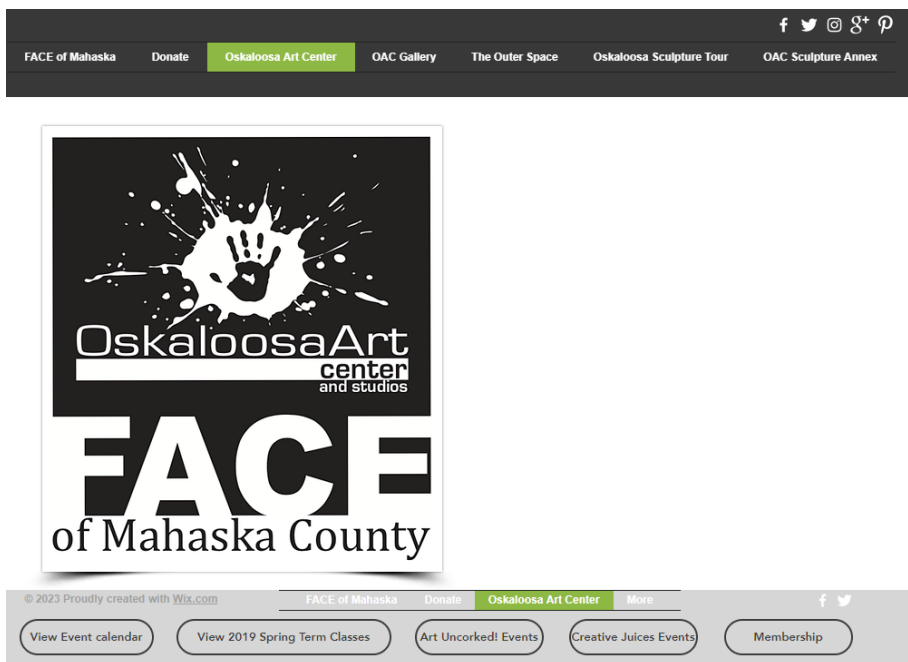


MARKETING AUDIT: FACE OF MAHASKA



FACE Landing Page

- Unclear of what FACE is/ does/services offered
- Visually flat
- Icons not-clickable, lose immediate traffic



Art Center Landing Page

- Lacking information
- Sub-menu navigation not on page, must access through menu
- Repeated graphics, not capitalizing on art graphics
- No information about physical location
- Art Center might benefit from it's own website/ several pages within FACE

Other Impressions

- Expand board listings/bio/photos
- Can be more visually appealing, include photos of artists being featured, classes offered, etc.
- Logo is overly repeated and does not explain acronym to new viewers

MARKETING RECOMMENDATIONS

Hire a Marketing Director

Establish regular monthly content meeting dates, schedule out social media calendar for the month ahead

Evaluate Board, consider recruiting more board members with different skillsets and audiences; look at William Penn students for opportunities to enhance school/city connection.

Invite young professionals to the board and consider creating a youth leaders council for input and opportunities for young people to have positive mentorship, leadership opportunities (both high school and college students)

Evaluate membership package, fees, benefits:

- Can individuals be FACE members or just organizations? Gauge local interest
- Right now benefits only include Art Center; benefits should be expanded as FACE expands

Establish a universal shareable calendar system for all parties to use for internal uses, scheduling events, social media calendar, etc.

Create target market list of potential member organizations for outreach; determine budget to reach audiences and appropriate channels (social media advertising, local newspaper interest, etc.)

Evaluate county-wide claim: is FACE truly county-wide, or is it Oskaloosa-focused?

- Identify county arts organizations that could be included; or
- Rename to include only Oskaloosa

Identify key platforms and social channels

- Blog: Identify a writer from each member organization, or individual member to craft stories, photo series, etc. Make a content calendar, set dates, have each piece reviewed and edits before posting.
- Social media platforms: Facebook, Instagram, Twitter, Patreon
- Newsletter (Evaluate distribution and use of current newsletter and opportunities for improvements)

Enhance public calendar (Post more widely on social channels)

Partnership with Digital Communications department at WP; have students produce story-telling pieces

- Ex: series on the artist in residence at the Art Center, behind the scenes at a show at George Daily, interviews with local artists,

Partnership with newspaper

- Local newspaper has consistent readership; pitch a monthly column of upcoming events and build newspaper connection to get larger features of larger events

Advertising (budget) to promote events to surrounding communities

- Identify target market, age, location, interests
- Social media ads are simple and allow you to target specific demographics at a reasonable rate

Create an influencers committee: give tickets, benefits to local (and non-local) influencers who will attend local events, encourage friends to attend and write about their experiences

- Committee needs to be diverse: not just high level local leaders, anyone who is a social influencer (college students, high school students)

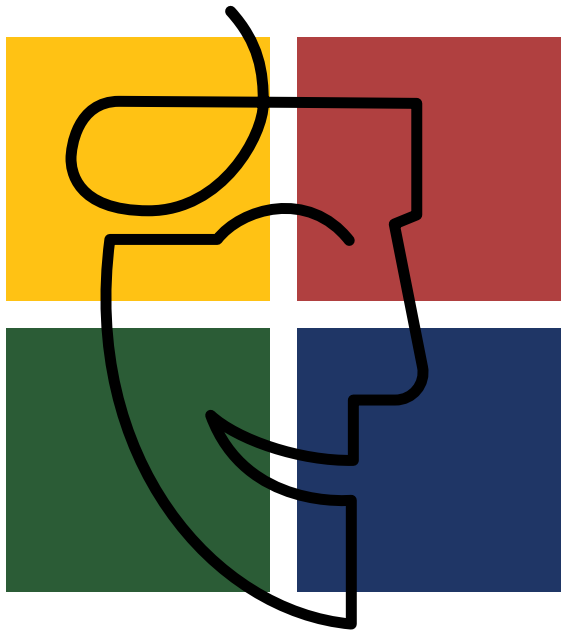
Host shout out nights: People are used to fundraisers, but this time we're just asking for your voice – all members host open houses/events (different evenings or round robin style), with live music, mini try a class, etc.

- Instead of donations ask people to write a review on Google, Yelp, Trip Advisor. Show a review, get a coupon for an upcoming event/class

Create a digital badge for FACE members (individual and organizations)

- Digital – linkedin, graphic to share on social media
- Physical package – stickers, t-shirt (screen printed locally)

REBRANDING OPTIONS



FACE
FINE ARTS & CULTURAL EVENTS
MAHASKA COUNTY

