**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

The link is <https://fb.me/e/5hQ8ErhWG>

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 will be 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