

Marketing for Artists

With Jamie Sinclair BA (Hons) £50 per person

This workshop will cover the practicalities of marketing and social media marketing. It will cover ways of thinking and planning your marketing activities to best suit you, your target market and budget.

Morning

The session will be classroom based going through what marketing is. The objective for this course is to give you the tools and knowledge to defining who you are marketing to, what it is you are marketing and the tools you can use to reach your audience.

With a broad discussion on the pros and cons of the different marketing tools you can use and will show some good and bad examples.



Afternoon

The focus for the afternoon session will be to focus on digital social media marketing. Social media marketing is one of the cheapest ways to reach the highest number of viewers but with so many different platforms it can be overwhelming knowing where to focus your time. We will look at how to set up accounts and how to use them to share posts. We will look at etiquette for each of the platforms, the do's and don'ts.

While social media marketing can be done for free, we will also look at how to boost your efforts with paid advertising and how you can target this to get the most for your money. The platforms we will be mainly looking at will be YouTube, Instagram, Facebook, LinkedIn and Twitter.

If you would like to bring your laptops, we can spend some time looking at your profiles and addressing any technical questions you might have.

A copy of the slides and other information will be emailed to you after the workshop.

Workshop details

Cost of the class £50 per person

Times - 10.00am to 4.00pm 22nd August 2019

Refreshments included

Tea and coffee and biscuits on arrival,
Lunch - Sandwiches, sausage rolls, tea and coffee
Tea and coffee and cake in the afternoon

Location – Rookesbury Park,
Wickham,
Hampshire
PO17 6HT

To secure your place on the workshop, full payment is required when booking please complete this form one per person, per workshop and either scan it to southernnatureartexhibition@gmail.com or post it to

**The Workshop Administrator,
55 Hill Park Road,
Fareham
PO15 6EW**

Application form

Workshop Name..... Marketing for Artists

Name.....

Address.....

.....

Post Code.....

Telephone Number.....

Email address.....

I have enclosed payment £.....

Payment to

By cheque payable to **Southern Nature Art Exhibition** or Bank Transfer - please use your name as the reference.

**Santander Bank – Southern Nature Art
Sort code - 090128
Account Number – 82467998**

Terms and Conditions

Full payment is required when booking the workshop to secure your place.
If for some reason you have to cancel your workshop a full refund less a £5 admin fee will be given for cancellations before 20th July 2019. From the 21st July 2019 onwards a refund less the admin fee of £5 will only be given if we can fill your place on the workshop.