

JUMP START YOUR ART MARKETING, RESOURCES, & GUIDES

A CAHA WORKSHOP

Marketing

Presented by

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GUAM CAHA

Jump Start Your Art: Marketing, Resources, Guides



- Saturday, Sept. 24, 2016
- Session I - 10am-12pm
- Session II - 1 pm - 3pm

Session I: Marketing & Copyright

Target Marketing:
Connecting & the Creative Formula
Rita Nauta, Guampedia.com

Media & Promotions - Rick Nauta,
MoyCommunications

Marketing On-line - Ana Babauta, Shine-On-Line

Copyright - Atty. Therese Terlaje

Session II: Resources & Guides

Community Resources

- G.U.M.A. - Clifford Guzman
- C.A.H.A. - Sherrie Barcinas
- G.E.D.A. - Julius Santos

Success Stories as Guides

- Cora Yanger Bejado, *Sirena's Soul*
- Rebecca Davis, *Isla Rae*
- Don & Kel Muna, *Filmmakers & GIFF*

Objective

provide educational and capacity building workshops to artists, cultural producers and entrepreneurs to enable them to connect their entrepreneurial spirit and creative freedom to produce a sustainable art business.

Target Marketing:
Connecting + Creative Formula
Rita Nauta, guampedia.com

Connecting -

- **Exposure vs. Attention**
- **Sales Driven vs. Relationship Building**
You are your brand - do you keep your brand promise?
- **You are your brand, but you aren't your target market**

Your Product, Your Brand

Market research

- What's currently in the marketplace?
- Market rate for your product
- Perceived value of your product
- Is your product unique?
 - Create or Emulate

Target Market

- There is no one-size-fits all approach to marketing.
- It matters that your approach connects with your target market.
- What matters most is your customer: Who is she? Where is she? What does she want?
- Once you get to know them, you'll know when, where and how to reach them.

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- Target Market: Educators, students, Chamorros living in the mainland, Tourists & Military
- How do we get people living in a “forward thinking” society to be interested in history... what’s already happened...what’s in the past?
- Access
- Remix
 - Relevance

Creative Formula

- **Conceptual**
- **Informational**
- **Communication**

Conceptual

- Who are we talking to?
- Describe the consumers we're most trying to motivate
 - mindset
 - attitudes
 - psychographics
 - demographics
- Explain how the audience currently feels and thinks about the Brand.

Informational

- What do we have to say about ourselves?
- What makes us unique?
- What is it about the category and our brand that is newsworthy - that will help us build the brand?

Communication

- What are we really trying to accomplish?
- What do we want the end result to be?
- What will lead them to buy our brand?
- What do we want people to think about the brand?
- What do we want people to feel about the brand?



Make the
Past a
Present....

Si yu'os ma'ase!

