JUMP START YOUR ART MARKETING, RESOURCES, & GUIDES

A CAHA WORKSHOP

Marketing

Presented by

Rita P. Nauta Managing Director, Guampedia.com



Sponsored by





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 <u>connect</u> their <u>entrepreneurial</u> <u>spirit</u> and <u>creative freedom</u> to produce a <u>sustainable</u> 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

P START YOUR

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.

guampedia.com

- 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

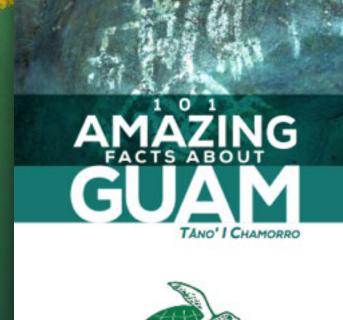
•Who are we talking to? • Describe the consumers we're most trying to motivate • mindset • attitudes • pyschographics demographics Explain how the audience currently feels and thinks about the Brand.

Informational

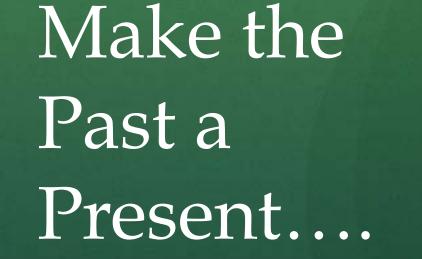
•What do we have to say about ourselves? •What makes us unique? •What is it about the category and our brand that is newsworthy - that will help us build the brand?

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?



Guampedia.com



Si yu'os ma'ase!

