

AMA Agency
Irene Akio Marketing Report

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Summary of Responsibilities

The University of Washington chapter of the American Marketing Association (AMA) recently created the AMA Agency. This Agency is made up of dedicated students that are interested in the field of marketing to receive hands-on consulting experience for a local small business. The COVID-19 pandemic has drastically changed the day-to-day efforts of these small businesses. It called for flexibility and innovation. As Foster School of Business students, our job is to assist in creating and implementing these strategic pivots. The pandemic has required a major shift to online retail and social media marketing, two realms that students are very familiar with. Throughout each quarter our teams work to make a significant impact on each company's brand image, marketing channels, revenue, and anything else the business desires of us.

Initial Recommendations

Our initial recommendations were geared towards creating a consistent brand image across all social media platforms, specifically focusing on Instagram. We also provided suggestions for live shows, increasing sales, and product development. A recap of our initial plan:

Branding:

- Create a consistent theme among all social media platforms.
- Provide post and story templates and recommended hashtag use.
- Revamp Instagram layout, including making accounts more accessible/available to potential customers.
- Link all social media accounts, including Pinterest and Facebook.
- Research potential ideas for live virtual craft shows.

Increasing Sales:

- Maximize purchases by selling on more platforms, such as Redbubble and Etsy.
- Expand the product line to appeal to a larger audience.
- Interpret buyer data to understand the customer base.
- Understand website and social media SEO (search engine optimization)

Product Development:

- Brainstorm potential ideas for future products with higher profit margins
- Research licensing for artwork and product designs
- Provide instructional guides for protection of mentioned intellectual property

To implement the recommendations above, we decided to create a “Trial Week” social media campaign that uses marketing strategies to increase engagement. We collected data on the performance for that week and compared it to the week before our campaign was introduced. This is available on page 4 and continues through page 8. We also recommended a list of craft show engagement strategies and ideas for content. A few of these were utilized during the December 2020 holiday shows, and the entire list is outlined below, under “Ideas for Content and Engagement” on page 10 and page 11.

Social Media Campaign

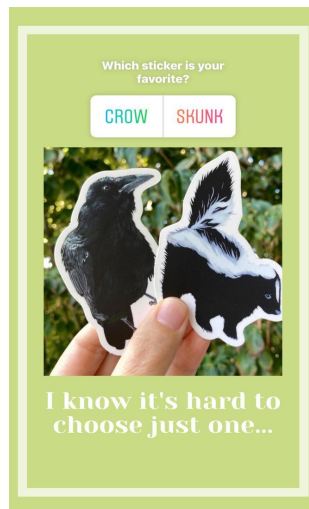
We launched a Trial Week, a week long social media campaign to establish a brand presence and connect with your audience. In the Trial Week, we conducted a 1-week Social Media Plan to upload 4 posts and 1 story daily. Each member of the team was tasked to create 1 story and 1 post template with a description of the post. The purpose of this Trial Week was to 1) incorporate Instagram tools within stories to increase engagement, 2) establish using hashtags to reach a greater audience, and 3) set an example of when to post throughout the week and incorporate any holidays or celebrations to relate to the audience.

Here are the sample templates we created:

Story Highlights

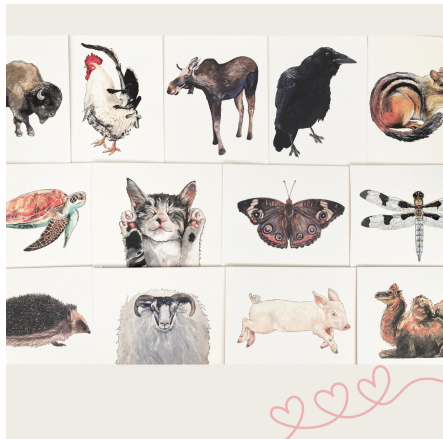


Stories Templates





Post Templates



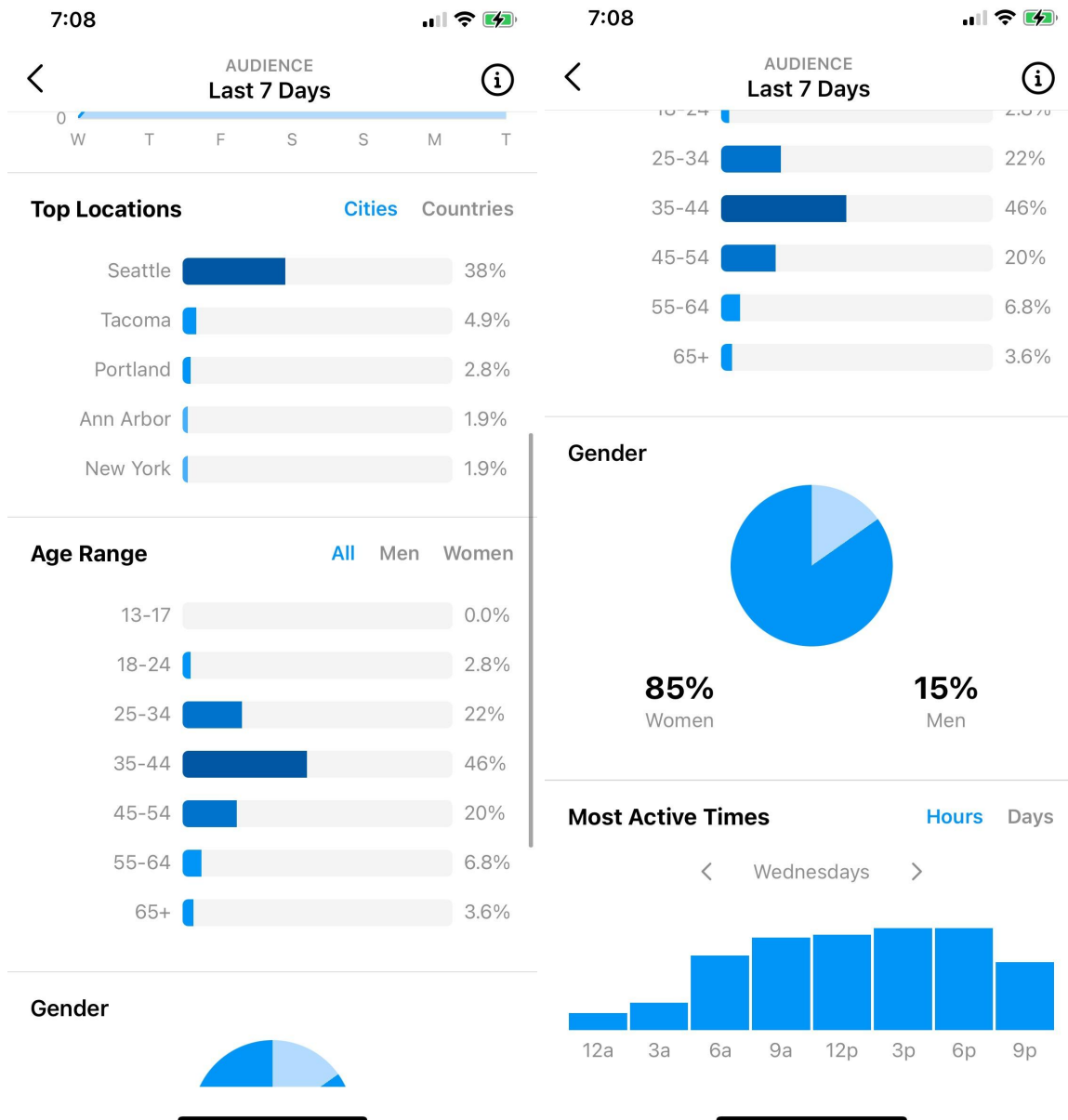
Trial Week Analytics

Here is a breakdown of Instagram analytics for the week of November 4 - November 10, which was before we introduced our Trial Week, and the week of November 11 - November 17, which was the duration of our Trial Week. We noticed a 3.1% follower growth rate in the span of one week.



Audience Report

This is an outline of your target market based on your social media engagement and analytics. We collected this data by tracking your analytics through the “insights” tab on your Instagram account.



Customer Profile

Women in the 35-44 age range are the most interactive with your content. Here is a mockup customer profile to help you visualize what your target customer looks like:



OLIVIA WILSON

CUSTOMER PROFILE

Olivia is a 36 year old woman who works full time as an HR manager at a financial firm. She lives in Seattle with her husband and two kids.

After analyzing the effectiveness of our marketing plan, we have created the following recommendations for further growth of the brand and business as a whole, available from page 9 to page 15.

Content Posting Schedule:

- We recommend keeping a consistent schedule for your posts, especially on algorithmic platforms such as Instagram.
- In order to maximize exposure, keeping a consistent schedule for various types of posts would allow the algorithm to pick up your brand and account and share it across the explore page and Reels page.
- For Instagram posts, uploading 2-3 on the same days each week would be best.
- You should use your stories to repost any of your main feed posts. We also recommend encouraging your customers and friends to post your products on their stories. This will reach outside of your target audience and expose new users to your brand. You can use an incentive, such as a discount on their next purchase, to increase their likelihood of doing so.
- IGTVs are best to upload 1-2 times a week. This way you have enough to entertain and engage your followers without bombarding their feeds with 5 minute long videos.
- Reels are great because they are quick and can be spread to anyone's Reels page, so we highly recommend you take advantage of these and post as many as you can.
- Remember to use as many hashtags that apply to your brand, as Instagram will use those to push your posts to users who engage with similar content. Use hashtags that are more specific/niche to your company. Using general hashtags will cause your content to get lost among the millions of other posts (Ex: Use #shoplocalseattle which only has about 20,000 posts rather than #shoplocal which has more than 45 million posts).

Ideas for Content and Engagement- Applicable to Craft Shows and Webinars

Note: These ideas are intended to create an interactive and exciting environment for attendees.

The goal is to establish yourself as a creator and connect with the attendees, which means doing something that demonstrates your passion and feels natural, while maintaining engagement with your audience.

Product Giveaway: Raffle and Game/ Activity

- Raffles build up excitement and encourage people to attend. Conditions for entering the raffle can include something low effort on social media: posting stories that they're attending, following your account on instagram, or engaging with questions you ask on your story leading up to the event
 - More conditions: 5 highest scores (see below for more on scores and point system) or attending/ referring a friend
- Game/ Activity related to art that includes a competition between everyone who enters, and the winner receives a prize

Point System

- Easier ways to distribute points
 - Everyone who answers a poll or question wins a point
 - Most creative zoom background
 - Most creative location that they're attending the event from
- More complex ways to distribute points
 - Trivia
 - Bingo
 - Scavenger Hunt
- The people with the highest scores at the end will be entered in the raffle or the one person with the highest score will win a prize

Live poll and multiple choice questions

- This makes everyone feel included and gives them an opportunity to engage with the material

Talk about your process in creating art, more about yourself to personalize your show and connect with your audience as an artist and creator

Approach things from an educational standpoint and let people ask questions on zoom about art and your experiences, this establishes you as a leader

- Ask people to send in questions through a questionnaire on your Instagram story
- Create a script and leave room for live questions
- If you can teach something, you can follow up by emailing everyone fake certificates as a silly/ fun reward for participating (ex- certified animal drawing expert)
 - Canva is a good tool to make these quickly and easily

Live demonstration where you're drawing or painting, something simple so people can follow along with you, which creates a positive and interactive experience

- You can promote this before the show so everyone is ready with art supplies
- You can also post a story leading up to the event where you have people vote on what designs they'd like to see you draw
- Consider drawing or painting something holiday-themed or one of your favorite designs

Consider giving a small discount or early preview of work you're creating for people who attend

Craft Show Procedures

Selecting Remote Shows to Participate in

- Continue with and focus on these: UCU, PNA, HH
- Explore in the future
 - [Art & craft shows in the Puget Sound region - Greater Seattle on the Cheap](#)

Preparing for a Craft Show

- Continue incorporating ideas presented under “Ideas for Content and Engagement,” using whichever idea or combinations of ideas that you prefer
- Once you have finalized your material, plan a script that helps structure your show and go through a few practice runs

Lead Generation using Social Media

- Add a “Resources and Events” page to your website and promote upcoming shows on this section of your website
- Make sure all events are being promoted on your Facebook page, Instagram posts and stories, and LinkedIn page, start promoting 3-4 weeks in advance of the event and once right before
- Also promote your events in any crafting groups or forums you participate in, if allowed

Post Craft Show Follow Up

- If possible, consider following up with attendees by sending a “thank you for attending” email and letting them know that you are available for any questions

Webinar Procedures

These will be in the exact same format as craft shows, but you can do this independently, which means you will have more control in terms of scheduling and being able to upload shows onto your website and social media. It will also allow you to create a strong relationship with your followers. We believe this would be a great supplement to the shows you are already doing. You can do webinars through IGTV, save these on your page and also consider sharing them on your website in the future

- Follow the pre craft show steps outlined above as you prepare your material and begin promoting your webinar on your website and social media
- When it is time to host the webinar, use IGTV
- To conclude, thank everyone for their attendance, let everyone know that they are free to reach out if they have questions, and answer any messages you receive from potential leads

While IGTV is the format we recommend for your webinars at the moment, Zoom is another option you may want to explore in the future. After you have been building your audience for a while, you can also consider doing an annual show over Zoom, in addition to your more consistent IGTV webinars, and sending out email invites to a list of people that may be interested. This may include repeat customers or anyone in your crafting groups or forums. While this is more time consuming and will require more lead nurturing so you can build your email list and execute email campaigns, it will allow you to build strong relationships with clients and potential clients

- The procedure for this would look similar to the IGTV webinars, only you will also be implementing an email campaign
- Send one email 3-4 weeks in advance, and another right before the show
 - Tuesdays between 8 AM to 10 AM are the best time for increased webinar registrations, aim to send your emails in the morning
 - Google Forms or Typeform are free tools to create registration forms that you can add to your email
 - Create a catchy title and write a short email describing what the show will be about
 - Resources for writing email copy for webinars

- [Get Inspired by These 6 Webinar Invitation Best Practices \[+6 Examples\] \(getresponse.com\)](#)
 - [14 Webinar Invitation Email Examples | Email Sequence Included \(automizy.com\)](#)
 - [How to Create a Perfect Webinar Invitation Email | eSputnik Blog](#)
 - [How to Craft a Compelling Webinar Invitation to Drive Webinar Registration | by BigMarker | Medium](#)
- Finally, send out an email where you thank everyone for their attendance and let them know that you are available for any questions, also make sure to follow up on any emails you receive from potential leads

Licensing

Resources, including step by step instructions and information on how to negotiate and protect your rights

- [The Ultimate Beginner's Guide to Art Licensing - Online Marketing for Artists - \(theabundantartist.com\)](#)
- [How to Get Started in Art Licensing | Artwork Archive](#)
- [The Basics of Art Licensing | Art Licensing Info](#)

Define your market so you know who to pitch to, use a mock up catalog or portfolio - Canva is a great tool for this

Create work in sets and collections of themes, and patterns that supplement your work

External licensing options

- <http://www.art.com/>
- <http://imagekind.com/>
- <http://fineartamerica.com/>

Self-licensing options

- <http://imagekind.com/>
- <http://www.zazzle.com/>
- <http://www.istockphoto.com/>
- <http://www.blurb.com/>

Concluding Statement

It was a pleasure to work with you Irene, thank you for giving us this opportunity and being receptive to our ideas. We learned so much this past quarter and it was an extremely valuable experience for our team. We hope to see the use of our suggestions lead to further growth of this business and are confident that we have created a strong foundation for the brand to expand into other products and platforms.