



# MORGAN | ART

**Digital Marketing Proposal to  
Increase Local Reach**

# Meet | Morgan

- Boston-based artist and new college grad
  - Graduated from Lafayette College in May 2018 with a BA in Studio Art and Environmental Studies
- Influenced by her upbringing on the South Shore of Massachusetts and its close proximity to the ocean
  - Inspires the art she creates and wants to continue doing
  - Finds it entrancing to paint abstract forms of water in a realistic style
- Available for commissioned artwork and consultations



# Works



A detailed landscape painting featuring a small, white lighthouse with a black top situated on a rocky island in the middle of a vast, blue ocean. The sky is a deep blue with several soft, white clouds. In the foreground, there are lush green and autumn-colored bushes. A small boat is visible in the water to the left of the island. The overall scene is peaceful and scenic.

“New England inspired, skillfully crafted”

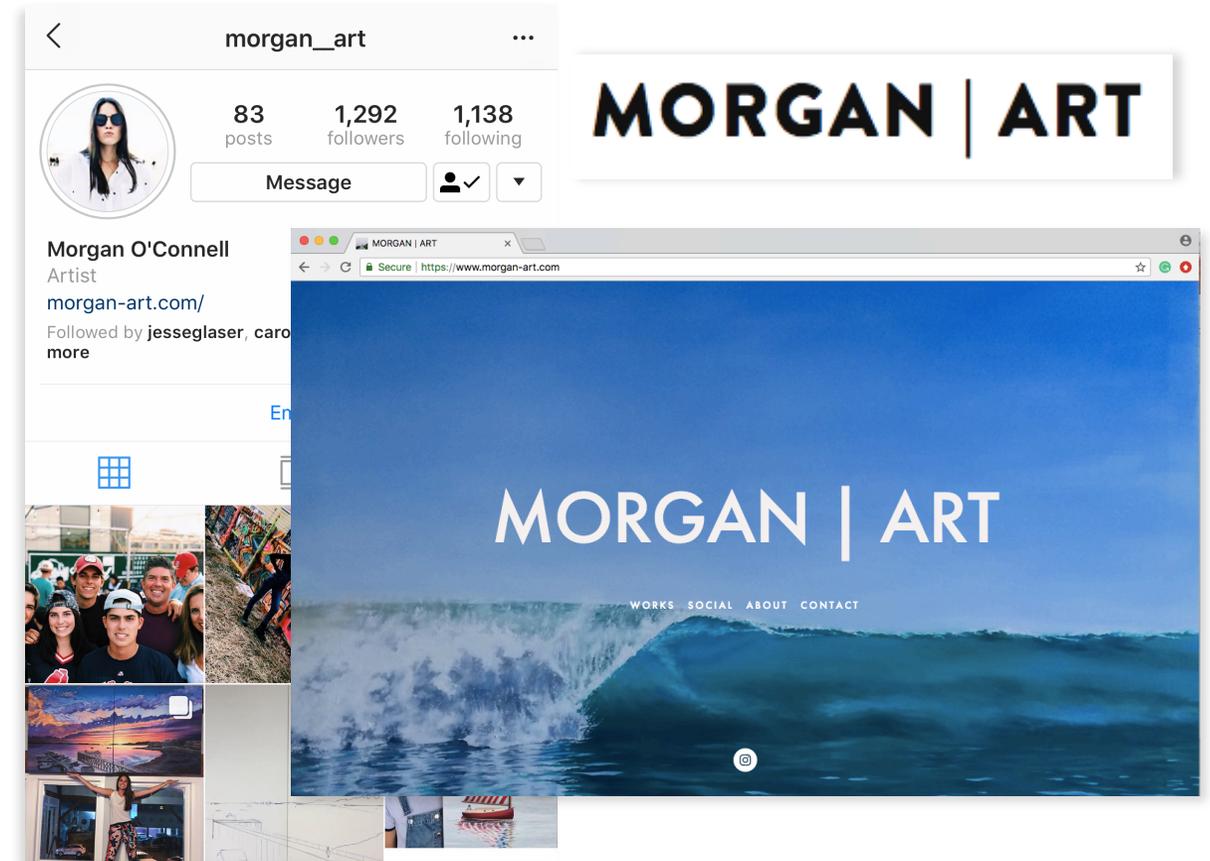
# Goal: Build Local Brand Awareness

## Objective:

- Reach 20% more people locally in the Boston/New England area by the end of 2018 (end date December 31, 2018) through organic tactics

## Primary KPI:

- Reach



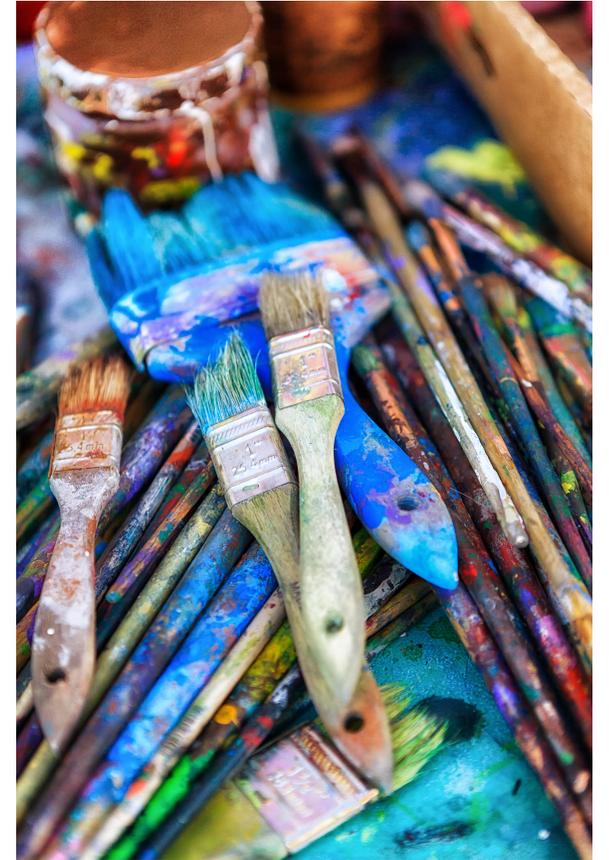
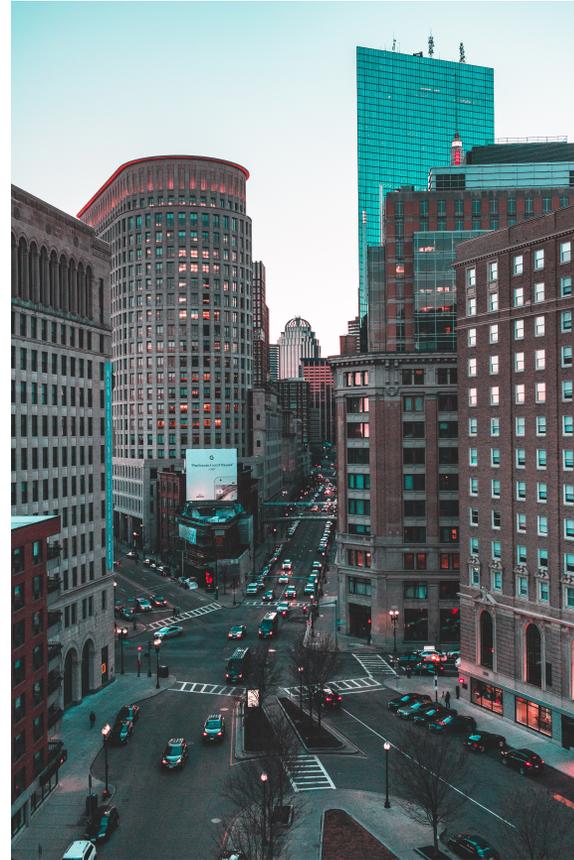
# Targets & Demographics

## Who are our customers?

- Locals who live in the Boston and New England area
- Men and Women ranging from age 24-65

## What are they looking for?

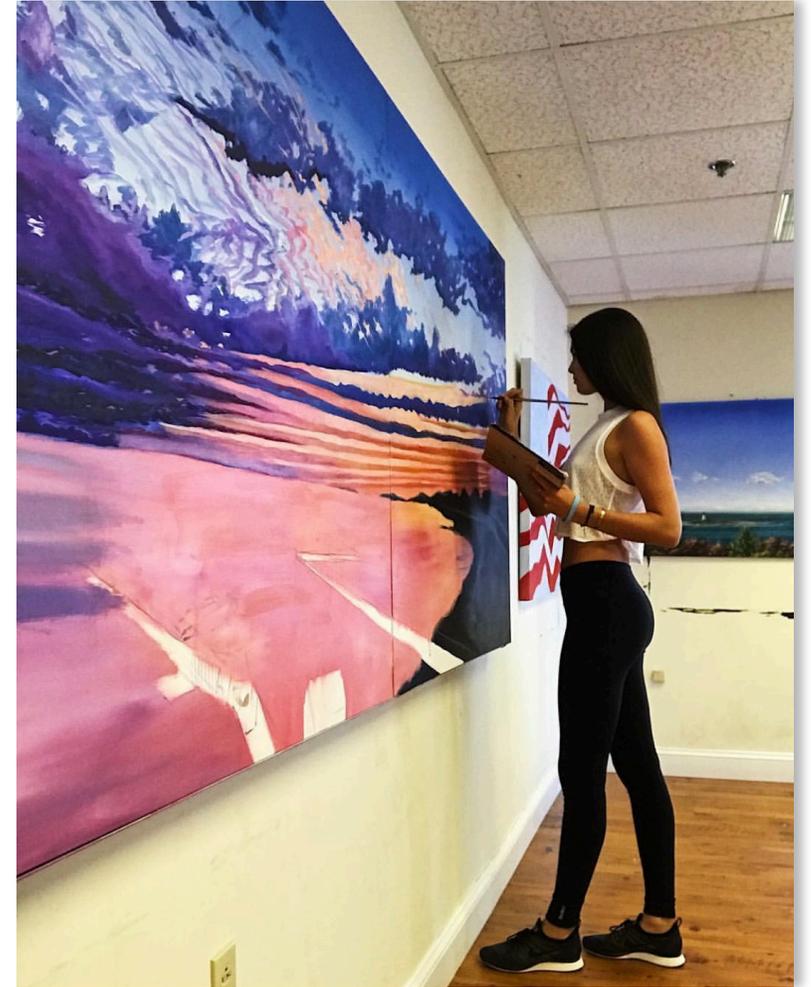
- In the awareness/research stage of the marketing funnel
  - May have had artwork commissioned before and looking for someone new, or may be completely new to the process
- Custom designed artwork for personal decorating, gifting, or displaying in local businesses
- Locally based artist who can meet with them for design consultations
- Subject matter: New England, landscapes, water



# Our Services

## What we provide:

- Expertise in the subject area – “New England inspired, skillfully crafted”
- A personal and customized experience with every customer:
  - Initial Consultation- Vision & Expectations
  - Price negotiations that benefit both the artist and consumer
  - Scheduled Check-Ins –
    - Know how far along your piece is with photo updates from base layer to finished product
  - Product guarantee:
    - Touch-ups should there be any flaws or incidents that occur to the piece



# Customer Personas

# Persona 1: Barbara

- 55-65 years old
- Income: \$100,000+ annually
- Lives in the suburbs of Boston and is very active in the community
- Goes to exercise classes and has get-togethers with her girlfriends who live in the neighborhood
- A few years out from retirement or just recently retired
- Adult children have moved out of the house; she lives with her husband and two dogs
- Alexa/Google Home is her best friend; also uses her iPad or phone for social media and internet activity
- Is on social media but isn't the most savvy—has her kids explain to her how to navigate Instagram
- Uses social media to connect with friends and family
- Art savvy, has purchased artwork before and wants to add to her collection
- Vacations on Martha's Vineyard every summer with her family
- Unlimited budget



"Just had book club with the girls! We're discussing a new romance novel."

# Persona 2: Tom

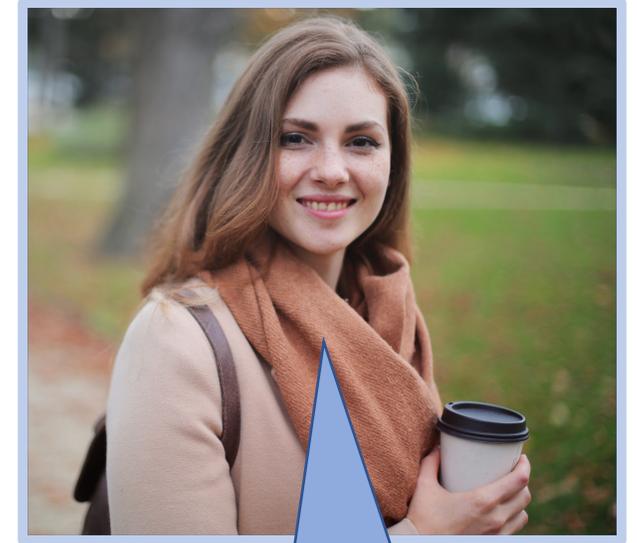
- Age 40-50
- Income: \$75,000 annually
- Local business owner in the South Shore of MA
- Teller of dad jokes, loves spending time with his family and friends while watching a Sox or Pats game
- A life long local who grew up in the area and has raised a family there
- Uses social media mainly for business purposes – stays up to date with competitors and follows other local businesses
- Relies on his teenage kids to tell him about the latest “trends” on social
- Mostly interacts with content via laptop or phone
- Googles everything
- Looking to have some locally inspired artwork done to decorate his business with
- Doesn't know much about art
- Budget is flexible, but would like to stay mid-range



"Did you hear about the restaurant on the moon? Great food, no atmosphere."

# Persona 3: Ashley

- 24-35 years old
- Income: \$60,000 annually
- Young professional living and working in Boston. Grew up right outside of the city, where her parents still live
- Very active on social and uses her phone for most of her internet and activity; learns about a lot of new things via social media and uses it for inspiration
- Follows lots of local influencers and businesses on Instagram
- Loves traveling to new places and share her experiences via social media
- Goes to spin class with her friends and is training to be in a half marathon during her free time
- Active in the young Boston community through different professional and personal networks. Head of her college alumni Boston chapter
- A planner—very particular about having things set and in action; detail-oriented
- Looking for a commissioned painting of her family's Cape Cod home to give to her parents for Christmas
- Limited budget



"I'm heading up to Maine next weekend for a quick getaway. Any recommendations?"

**Tactics...It's All About the Content**

# Content SWOT

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"><li>• Content is visual and engaging with a solid follower base through internal connections</li><li>• Thoughtful posts—brand storytelling through compelling content</li><li>• Relationship with established audience, evident through post engagement</li></ul>	<ul style="list-style-type: none"><li>• Audience is currently limited to friends and acquaintances; inner circle</li><li>• Solid engagement through Instagram on posts but seldom leads to actual commissions</li><li>• Services not explicitly promoted on social and can be built up more on website</li><li>• Randomized posting on Instagram- no content strategy</li></ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"><li>• Content exploration – opportunity to add new levels of content, following the Content Marketing Honeycomb, such as educational and helpful opportunities with tutorials</li><li>• Use established base of local customers who have already had a painting commissioned as customer testimonials on social</li><li>• Content Marketing on website – blogs, more in-depth services page, and videos</li></ul>	<ul style="list-style-type: none"><li>• Local artists with greater fan bases and are more established/have greater portfolios and experience that is shared on their social channels</li><li>• Other artists offer other mediums and subjects that Morgan   Art doesn't offer—less niche and engages more people on social</li><li>• More established organic SEO of competitors</li><li>• Competitors are engaging with influencers to promote brand</li></ul>

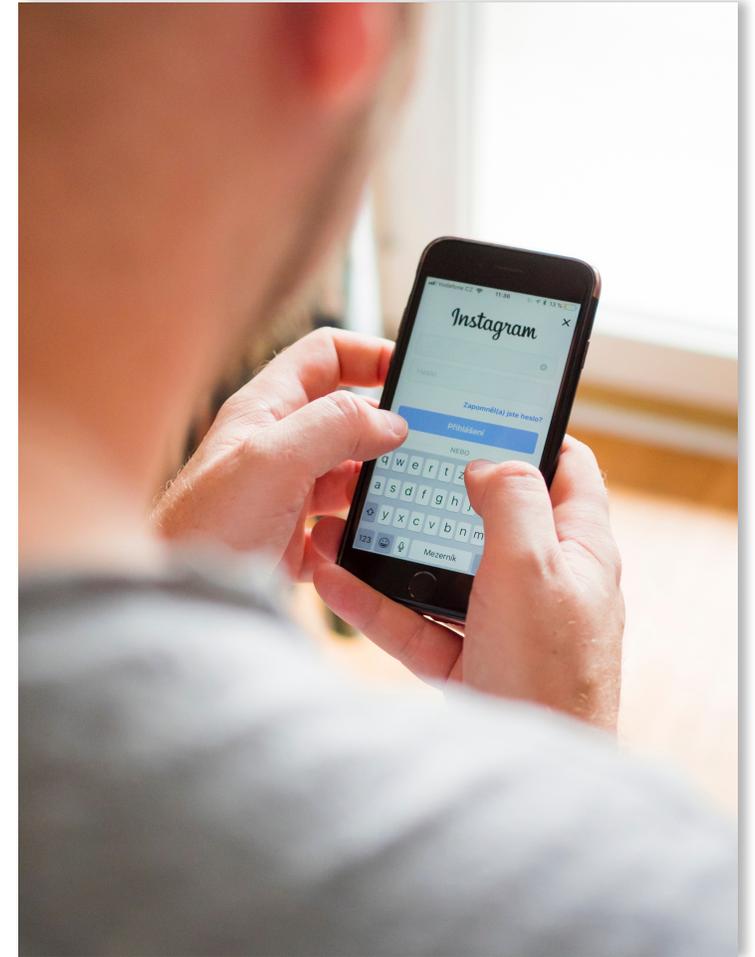
# What does our Audience want to see?

- Visuals
  - Want to see proof of the artwork that is being offered. Being in awareness stage, need to see evidence of the product/services before making the decision to convert
- A Story
  - Messages that align with the visuals – what is the message of the brand and how can they connect to it?
- Brand & Artist
  - Personal vision and style aligns with that of the brand and the artist
  - Artist, as well as her products and services, speaks to the consumer and allows consumer to connect



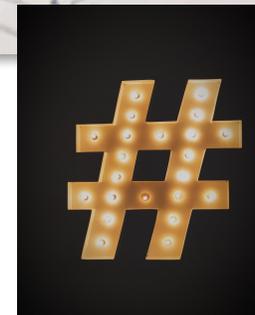
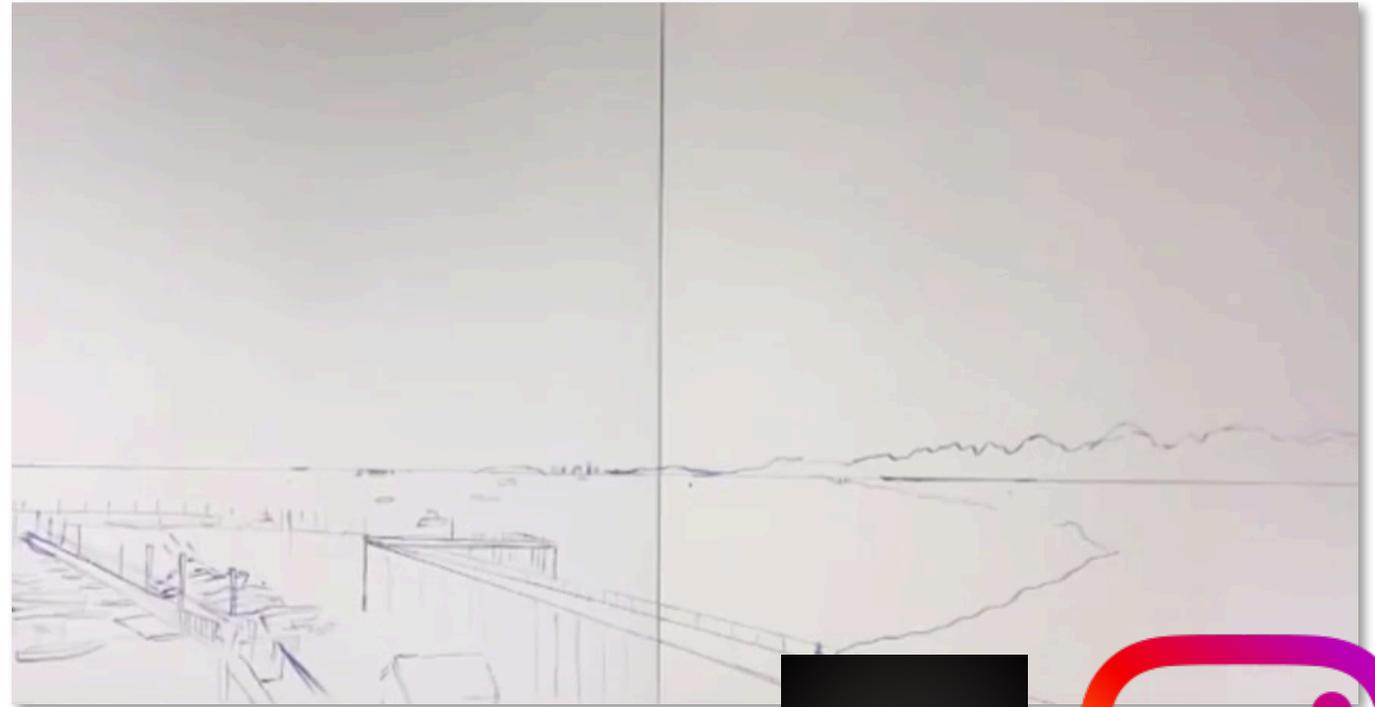
# Tactic 1: Social Media – Instagram

- Build upon Morgan | Art’s current Instagram success through a planned out content strategy:
  - Visual Appeal - Instagram continues to be the best platform to promote the business due to its attention to the visual and as a platform of discovery and inspiration
  - Utilize the existing Instagram channel and to build upon it further with content to attract a more local audience
- Goal of Tactic:
  - To reach a greater audience through Instagram that can potentially turn into more local leads that will drive target audience further down the funnel
  - Awareness - Use Instagram as the “tease” to drive awareness to the brand. Putting Morgan | Art on the local radar as the place to go for commissioned artwork
- Tactic KPI: Account Reach



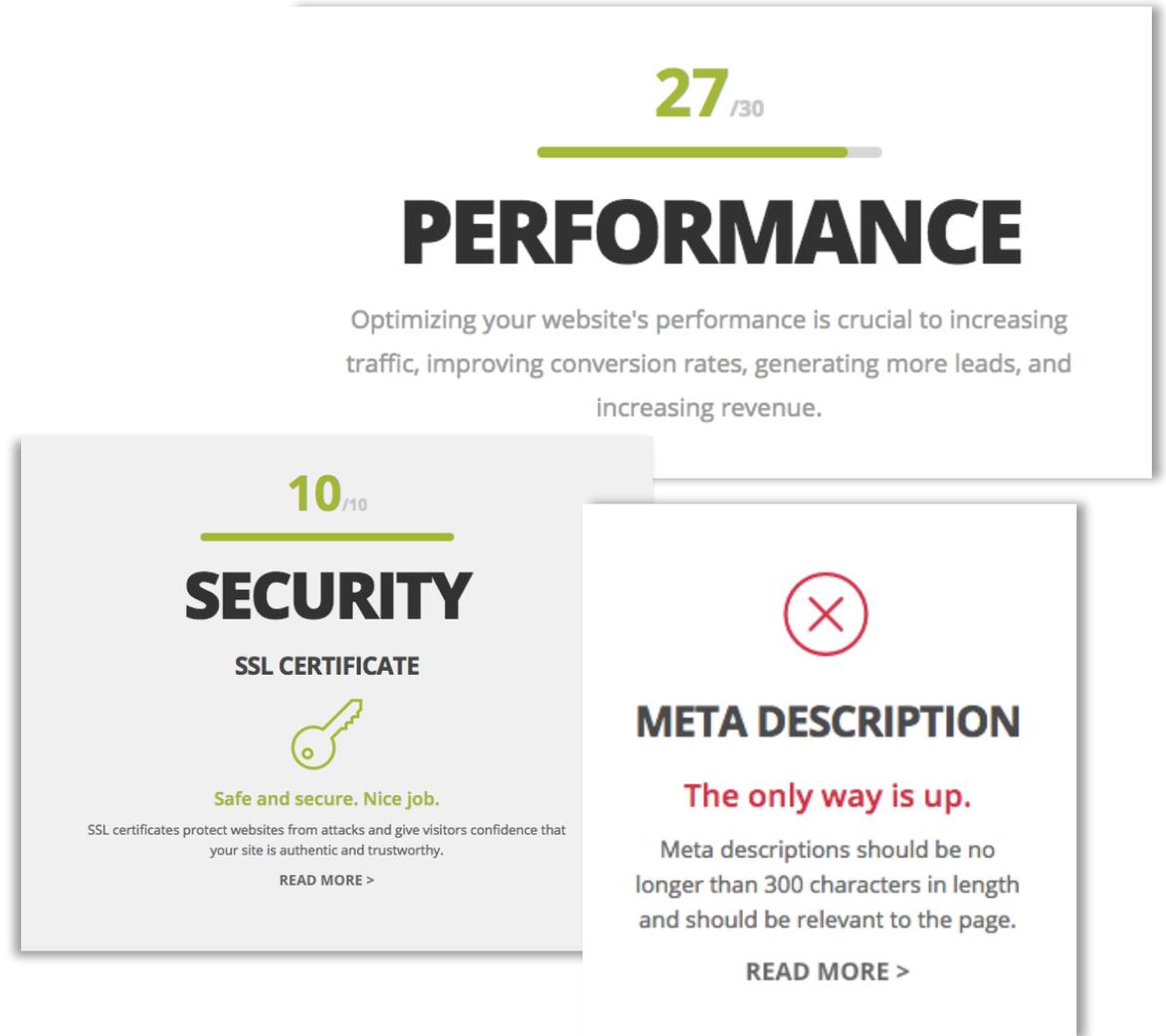
# Tactic 1: Implementation

- Design a campaign that:
  - Tells the **story** of Morgan | Art through engaging content - which include:
    - Time-lapse videos of paintings in process
    - Showcase finished works and previous collections to pull in potential leads
    - Make it personal - posts that include Morgan to put a face to the brand and services offered
    - Video Tutorials - video posts showing quick art skills that show the viewer the processes of creating a piece
    - Geotagging and working with local influencers - focus on the local aspect, with location tagging, check-ins, local hashtags, and influencer relationships
- Organic posts - regularly scheduled, using an editorial calendar
- Hashtags that garner greater attention and reach of posts



# Tactic 2: Organic Search – SEO

- Improve Morgan | Art's SEO
  - SEO already successful in a couple of ways: Page Speed and Security
  - Can build up SEO even more with relevant headlines, title tags, alt tags, and meta descriptions
- Goal of the tactic – to build up the brand's organic search
  - What keywords does Morgan | Art want to be associated with?
  - What updates can we make to the website for crawlers to pick up on the right information?
  - Headlines and meta descriptions needed
- Tactic KPI: Organic Website Traffic



# Tactic 2: Implementation

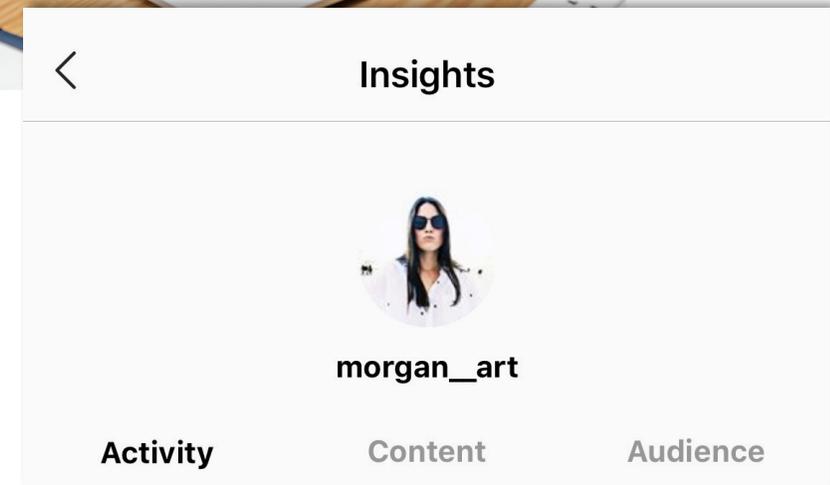
- Add relevant title tags and meta descriptions
- Initiate Local SEO
  - Google My Business listing
- More Content on Website
  - High Value Content – Opportunity for blog posts, more elaborate services/products page, and videos
- Make a list of keywords to include on pages to optimize results
  - Incorporate keywords into website via page titles, headers, and categories



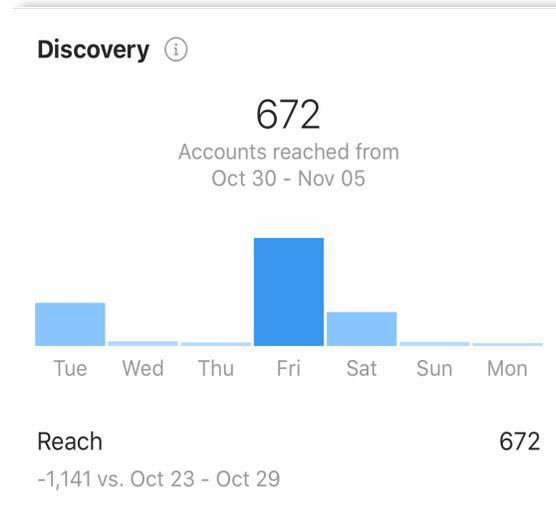
Keyword	Average Monthly Searches	Competition
Boston Artist	100 – 1K	Low
Custom Art	1K – 10K	High
Boston Painting	100– 1K	Medium
New England Artwork	10 - 100	High
Ocean Painting	10K – 100K	High
Boston Painters	100 – 1K	Medium
Art	100K – 1M	Medium
New England Artists	100 – 1K	Low
Commission Artwork	100 – 1K	Medium

# Measurement and Analytics

- **Social Media – Instagram**
  - Utilize Instagram Insights to observe accounts reached and audience:
    - Observe Activity and Audience tabs specifically to see account reached and where the audience top location is
  - Initiate after campaign begins, and monitor weekly, recording in a spreadsheet, until December 31
  - Compare weekly reaches during the campaign to first metrics at end
- **Organic Search – SEO**
  - **Squarespace Analytics**
    - Monitor traffic specific to targeted area (defined as New England – MA, NH, CT, VT, RI, ME) using Squarespace’s Geography tool in its analytics
    - Utilize platform to see which keywords drive the most traffic to the site
  - Monitor weekly and record in spreadsheet
  - Compare traffic from beginning of campaign to that at the end



# Current Insights



LOCATION

LOCATION	VISITS
United States	68 (93%)
▶ Massachusetts	36
▶ New York	6
▶ Pennsylvania	5
▶ Connecticut	3
▶ Missouri	1
▶ Virginia	1
▶ South Carolina	1
▶ California	1
▶ Maryland	1
▶ District of Columbia	1
Unknown	12
▶ United Kingdom	5 (7%)

**So... What if this all doesn't work?**

# Tactic Analysis and Changes

If both tactics fail to bring about any measurable or meaningful results, tactics will be reviewed using the analytics platforms for positives and negatives of each campaign and changed accordingly:

- For Social: Perhaps a different social platform should be utilized – ex. Paid Facebook Ads targeted to the Boston area
- For SEO: If organic search doesn't have much of a greater difference than when it started, perhaps a paid tactic should be considered, such as Google Ads utilizing the keywords identified
- New campaigns will be implemented to test both of the further hypotheses above



**Thank you!**