

Training Modules Content

Module 1. Nov 8, 10-4pm: *Introduction, context & marketing strategy*

- What marketing, communication and selling are all about.
- Marketing Strategy – the Marketing Process.
- The critical role of marketing research and trends – what is going on in the marketplace?
- Target marketing – who are you aiming your designs at?
- The “Seven Ps” of services marketing.

Module 2. Nov 22, 10-4pm: *Developing an integrated approach to brand identity across all platforms both online and offline*

- What is branding - understanding the core principles.
- Branding your product effectively – differentiating your products.
- Communicating your brand.
- How to attract media attention for your brand and product, while operating on a tight budget.
- Branding your product / design packaging, labelling and presentation.
- Valuing yourself and your practice.

Module 3. Dec 6, 10-4pm: *Best routes to market*

- How to reach your target markets. Alternative routes to market. Online sales platforms and understanding the global marketplace.
- Looking at Fine Art America, Behance, Etsy, Deviant Art, Shopify, Facebook and other platforms.
- How to pitch to potential clients, retailers, agents and galleries.
- Telling your story.

Module 4. Jan 31, 10-4pm: *How to use social media for business and maximise social media opportunities.*

Facebook for Creative Business.

- How to set up a Facebook Page
- Communicating with your audience.
- The use of video posts on Facebook.
- How to grow an engaged audience on Facebook.

Module 5. Feb 14, 10-4pm: *How to use social media for business and maximise social media opportunities.*

Instagram for Creative Business.

- How to set up on Instagram
- How to use hashtags, location tabs, filters, etc.
- Advertising is available on Instagram, though operated via Facebook.
- How to grow an engaged audience on Instagram.

Twitter for Creative Business.

- “Chase the Database”, by communicating with influencers on Twitter that have large, relevant follower numbers.
- How to use #, RT, DM, etc.
- How to grow an engaged audience on Twitter.
- Twitter as a learning and networking tool.

Module 6 Feb 28, 10-4pm: *Email and video marketing*

Email Marketing

- Email marketing on a laptop, with Mailchimp (no cost).
- Gathering email addresses on a smartphone and at events, with permission and subject to the requirements of GDPR.
- Creating periodic email newsletters.
- The role of email marketing to drive traffic to your website.

Video Marketing

- How to shoot better video on a smartphone.
- Video editing on a smartphone, with Video Shop (very low cost).
- Adding text, music and voiceovers to raw video clips.
- Cutting, cropping and adding still images and logos, to create a finished promotional video.

Module 7 Mar 13, 10-4pm: *Understanding and putting into practice website development and commercialisation (e-commerce).*

- Increasing website traffic and conversion rate.
- Objectives - Lead generation v. direct sales.
- Origins of traffic to your website – search v. social v. referral v. direct.
- Creating an action plan for your website.

Module 8 Mar 20, 10-4pm: *Understanding and using SEO and Google Analytics for best practice on your website.*

- Setting business objectives for your website
- Site design, content and usability.
- What is SEO and how is it influenced?
- Creating an action plan for your website – putting best-practice on-page SEO into place.
- The role of blogging for SEO and to drive traffic.
- How to install Google Analytics on your site.

Module 9 Apr 3, 10-4pm: *Photography training and working with images.*

- The 3 elements -aperture, shutter speed and ISO.
- The Rule of Thirds – placing your object in an image.
- Framing your work – background, lighting, etc.
- How to shoot the best images you can with your smartphone.
- Developing your ‘look’ – can people recognise photos as being your style?
- Editing images with free and paid software – appreciating the difference.

Module 10 Apr 17, 10-4pm: *Developing a media library/building visual content for promotion - an online portfolio.*

- Understanding that your portfolio is a dynamic and professional presentation of your work.
- Utilising images, together with text and design layout.
- Prioritising quality over quantity and keeping a portfolio up to date.
- Effective portfolio layouts and presentations using industry-standard software.
- How to determine appropriate and successful designs and have these ready in a variety of professional contexts (e.g. portfolios, professional public presentations, applications, talks, flyers, brochures or catalogues).

Module 11 May 1, 10-4pm: *Guidance on writing concise proposals. Copywriting – developing copy for use throughout marketing materials etc.*

- Key decisions for writing proposals – what is your message?
- Story-telling and crafting your brand.
- Finding your voice, personality and tone.
- Developing a bank of words – words you will repeat to aid branding and ‘feel’.
- Writing about your work is required for press releases, proposals, funding applications, etc.
- The artist statement – do’s and don’ts.
- Developing texts that succinctly and attractively communicate your themes, approach and methodologies.
- How to write blogposts (will dovetail with understanding SEO, from Module 8)

Module 12 May 15, 10-4pm: *Future-proof your business with a focused Digital Marketing Strategy*

- Develop a Digital Marketing Strategy.
- Incorporate a website strategy (whether owned or third-party, both or several).
- Using social media marketing – Facebook, Instagram, Twitter.
- Making use of video for marketing communication.
- Digital marketing management tools.
- Finding time for digital marketing – building it in to your weekly schedule.

Module 13 May 22, 10-4pm: *Best business management practices for small creative businesses, including improved efficiency practices.*

- Essential management skills – taxation, cost control, stock levels, production orientation v market orientation, etc.
- Efficiency - working with the right tools and equipment.
- Cost / benefit analysis for equipment and tools purchasing.
- What you want to create v what will sell.
- Efficiency around workshops, commissions, exhibitions, exhibiting at craft fairs, etc.

Module 14 June 5, 10-4pm: *Time management, costings and how to price your product.*

Time Management

- The importance of discipline in the creative sector.
- Giving time over to develop your creativity, explore influences, study new materials and processes.
- Giving time over to the 'business' end of the business – communication, marketing, branding, meeting people, writing proposals, putting yourself out there.

Costings & Pricing

- How to accurately calculate costs.
- The 5 methods of pricing products.
- Understanding how pricing works for agents, retailers, galleries, online vendors and other distribution partners.
- Being confident that your price will cover expenses and generate a worthwhile income.
- How to understand price v value.
- Basic financial accounting and developing an hourly rate for your work, allowing for overheads.

Module 15 TBC: *Bus tour and site visits to creatives, retail outlets and galleries.*

Module 16 June 19, 10-4pm: *Defining SMART Goals, real actions to take, developing a Marketing Plan*

- Putting what has been covered into practice by setting SMART Goals :
S = Specific
M = Measurable
A = Achievable
R = Realistic
T = Time-defined.
- "The Key is in the T" – the imperative of participants giving themselves defined timetables in which to achieve their goals, whether that be 'x' number of new Facebook followers, getting their creations into 'x' number of galleries, developing a new website with online sales before 'deadline', etc.
- Writing down and committing to real actions in order to achieve the SMART Goals defined.
- Developing a Marketing Plan – we will work through a template developed specifically for creative businesses and incorporate the Digital Marketing Strategy developed earlier.