



MARKETING GUIDE 2018

Introduction

Welcome to Wandsworth Artists Open House, we are delighted to have you on board!

We have put this guide together to:

- Tell you what we do to promote the event
- To let you know what you do to raise awareness of your event and to encourage visitors to come and view (and hopefully buy!) your artwork.

What Enable do to market the event

DIGITAL:

Website - we update and manage the WAOH (Wandsworth Artist Open House) website (wandsworthart.com). There are two phases to this:

- the 'call out' phase – this is the period from May to end of June when artists come to the website to register and pay to take part in the event
- the 'public facing stage' – from early September until the end of the event when members of the public can find out about the event and plan which houses they want to visit.

During these stages we update copy and images, and work with our web developer to implement changes/new functions/improvements for the new year. These stages include a rigorous 'testing' period so that we can ensure that all areas of the site are fully working before it goes live.

Social Media – we promote the event as a whole via 3 social media platforms:

- Instagram (find us @wandsworthart)
- Twitter (via our Wandsworth Arts feed @wandsworth_arts which at the time of writing has just over 4k followers)
- Facebook (via our Wandsworth Arts feed @wandsworthartsteam)

Please make sure you follow us and send us interesting pictures/facts that we can post (please note that we love getting your pictures and stories but cannot guarantee we can post every one)



To help you make the most of social media see our **Social Media guide** [here](#).

Email campaigns

We send a series of email campaigns from May through to October promoting the event (call out and public facing stage) to various email lists including:

- the Artists Open House audience list of just over 1,000
- the monthly Arts Update email list of just under 2,500
- the Pump House mailing list of just over 4,000

PRINT

Area guides

We design and print 5 area guides (one for each section of Wandsworth). These contain listings (descriptive text and a picture of each Open House in that area), as well as an area map with each open house listed on it.

We print approx. 50,000 copies in total. The guides are delivered to area representatives so that they can be distributed to libraries/pubs/theatres/sports centres etc in each local area.

Posters

We print approx. 1,000 posters in a range of sizes to make it as easy for people to display them as possible. These are delivered with the guides to area reps so that they can be distributed alongside the guides and also displayed in artist homes.

Evaluation forms (see more on this, below)

There are two different evaluation forms that we ask artists to send back to us:

- Visitor feedback forms- we supply each artist with a bundle of these forms which are to be completed by visitors to their event. They take approximately 1 minute to complete – please encourage as many visitors as possible to fill them in!
- An artist online evaluation form. This allows us to understand what you did and didn't like about the event, how many works you sold, suggestions going forward etc.

These completed forms are VITAL to the growth and success of AOH, as they help us show the council (who funds the event) that we are reaching the community as a whole, and therefore secure us funding for the following year. The feedback is also essential in helping us build on and improve the event in the future.



Balloons

We supply between 15 -20 balloons per Open House to help them sign post themselves to passersby that they are taking part in the event.

Evaluation

After the event has finished we produce a detailed evaluation report incorporating artist and visitor data which will be feedback to all artists.

PR

We work with the council to promote WAOH; this includes promoting the event via Brightside (the residents magazine) and via their regular email bulletins.

We send a series of press releases to promote both the Call Out phase and the audience facing phase. These are sent to local press/media such as Time and Leisure, Wandsworth Guardian and the South London Press. We also send releases to websites with strong social media platforms such as the Tooting and Balham Daily Press.

Please note, these releases promote the event as a whole, but if you do have an interesting story about your art (or yourself!) please let us know as it could be good for our social media content!

Banners

NEW, for 2018 we want to produce a series of banners promoting WAOH high footfall areas. We need your help with this!

- Please speak to venues with high footfall (churches/schools etc) to see if they would be happy to display them
- Let us know anyone who is willing to do this and we will prioritise by areas with the highest footfall

What artists (you!) do to market the event

Social media

See our guide to using social media to promote your event [here](#).

Distribution

Area guides

Each artist is expected to work with artists in their area to distribute their allocated guides to neighbouring streets/bars/cafes/libraries etc. Some groups appoint leafleting companies to do this, others organize a coordinated effort amongst artists. Please liaise with your local area rep and artists about this.



Posters

Each artist is given a bundle of posters which are to be given to local bars/cafes/sports centres etc. They can also be used to help signpost your Open House to passers by.

The more people/venues etc see the guides the more visitors you will get to your venue!

Evaluation

Please encourage as many as your visitors as possible to complete the visitor evaluation forms, this is VITAL for securing future funding and improving the event in years to come.

We also ask you, the artist to complete an online survey (a link will be emailed to you after the event). Again, this is VITAL to the success and future of the event.

Signpost your house/space

Use the balloons and posters we supply to you make it clear to passers by/visitors that you are open and welcome them in!





PR

If you would like to contact local press yourself regarding your own Open House, please do so. We have provided a template press release [here](#) that you can customise to promote your Open House. Below are some contacts you can send the release to:

Name	Publication	Email
James Ayles	South West Londoner	jayles@newsassociates.co.uk
Sarah Kingsley	Totally Clapham	sarahkingsley@totallyclapham.co.uk
Sandi Bloomfield	Putneysw15.com	editor@putneysw15.com
Louise Salmon	Wandsworthsw18.com	editor@WandsworthSW18.com
Shujaul Azam	South London Press	shuz@slp.co.uk
Sam Laurie	The Clapham and Wandsworth Magazine	samlaurie@sheengate.co.uk

Specific area marketing activities

Some trails have branded bikes which they use to promote the event around the local area. Others use banners. Please speak to your local area rep and other artists to find out more.



Mailing lists/word of mouth

This is a very effective way of getting visitors to your event. You may have an existing email database of people who have said they would like to hear more from you. Make sure you tell them about this event! Spread the word amongst your neighbours and friends – this is a very powerful promotional tool! If your area has a local mailing list, newsletter or facebook group please tell them about the event and your participation (if you wish you can do this using the template press release). Please also support other artists in your area by telling your visitors about them – the more you promote each other the more visitors you will get!



Other

Please note, that if you do produce your own marketing material it is important that this reflects the design of the marketing materials we supply you. So please use the WAOH logo (which can be downloaded [here](#)) and reflect this year's colour etc. This will ensure people realise you are part of the wider event and will give your event added credibility and endorsement.

Contact us

Please get in contact if you have any questions. Hannah Keating is the Arts Marketing Assistant and is the best first point of contact.

Hannah can be contacted on: 020 3959 0020. Email: hkeating@enablelc.org