



## **Artist-in-Residence Program 2018** **Marketing Plan**

Beginning 3 months out:

- Social media announcement
- Website marketing (UnmistakablyLawrence.com , LJWorld.com, AmericanaMusicAcademy.com, relevant websites, etc.)
- Kansas Public Radio Trail Mix promo

Beginning 2 months out:

- E-blast (Mailchimp)
- Social media organic and paid (fb event, posting to relevant fb groups and pages, sponsored posts, fb pay-per-click ads, etc.)

1 month out:

- Pay-per-Click Campaign in Google AdWords (Rachel Black Search Engine Marketing)
- Flyering
- Press Releases to local newspapers (LJWorld, Daily Kansan, Topeka Capital-Journal, Kansas City Star)
- Radio appearances (LawrenceHits.com, Great Plains Media Farmer's Turnpike)