

FIVE LOW-COST PROMOTION TASKS TO DO RIGHT AWAY

1. Contact the Travel Information Center nearest you to see about exhibiting your work during Open Studio Weekend.

All sites have free exhibition space that you may reserve. For a complete list go to this link to find contact info for each center. If you can't sign up for a space for this year, reserve a space for later or reserve for next year.

<http://bgs.vermont.gov/gbs/information-centers>

2. Send an event listing to your local paper. Yes, this is still worth it.

You can do this by e-mail, from the newspaper's website (check the Contact Us link if nothing else jumps out).

Be brief. Lead with the title and date of your event, then include where, who and what. Look at typical calendar listings before you write yours to see how descriptive you are allowed to be.

3. Create a Press Release for yourself (or your area group). Here is ours:

<https://www.vermontcrafts.com/2022-press-release/>

4. Create a FB event:

It works differently for your personal account vs your business account, but the process is similar. Look for the events button in the left side of the page and follow the prompts. Note that FB is also the owner of Instagram and that you can post to both applications at the same time.

5. Postcards for OSW and all year.

Nothing is more effective than a picture of your work! Online postcard printers handle your entire order online. Here are some:

Canva.com, <https://www.canva.com> allows you to create promotion using many templates including a postcard template. Then you can download this or have them print it (compare prices with sources below).

Modern Postcard: <http://www.modernpostcard.com>. The site offers many great ideas about how to promote your work.

Others: <http://www.overnightprints.com> and <http://www.vistaprint.com>. Don't neglect your local printers who might be a little more expensive but also might be easier to work with (and your \$ stays in VT).

Maximum size is 4.25 inches X 6 inches.

Leave the back blank except for your business and contact information. Print an Open Studio message on labels to personalize some of the postcards for Open Studio. Save the rest to hand out at shows, or to mail to your best customers ahead of the events you'll do over the course of the year.