

ADFAS PERTH PROMOTIONS HAND-OUT

OVERVIEW

The initial success of ADFAS Perth can be in part attributed to the committee's relationship with the now defunct, Friends of the Art Gallery of WA giving us a strong foundation on which to build from the outset.

We are slowly building on that base primarily via social media coupled with very low spend with online event listing site, [Weekend Notes](#) and exploiting our own personal networks. As we are such a new society, we are loath to rest on our laurels thinking it'll always be this easy. We need to be circumspect with ad spend to ensure we don't overspend and invest in strong relationships with members and media.

Consequently, my approach is one of engendering pride in what we've achieved encouraging existing members to become advocates for us, which is the marketing Holy Grail that we all aspire to - word of mouth. It is a slow and steady growth rationale, one that is currently paying dividends notwithstanding the Coronavirus curveball.

Beyond this, we devote a not inconsiderable amount of time to fostering a public relations methodology via regular media releases to an extensive media database that I had already built in my day job. This was undoubtedly a bonus for ADFAS Perth but it's not impossible to build a media database from scratch, it just takes a bit of time and work researching your local media outlets whether they be broadcast, print or online. Google is a great place to start with your search.

Ultimately though, as ADFAS Perth is a community-based organisation, relationship building is at the core of any marketing strategy we employ.

FREE ONLINE TOOLS

We use a number of free online tools such as [Trybooking](#), [MailChimp](#), and [SurveyMonkey](#) along with social media channels, [Facebook](#) and [Instagram](#). Another one to consider is [Eventbrite](#).

Trybooking

is positioned as Australia's leading event ticketing, bookings and registrations platform built for the community. The fees they charge are the most reasonable we have found and it is easy to use.

MailChimp

is an all-in-one marketing platform that helps you manage and talk to your members and other interested parties. It also offers contact management, well-designed campaign templates, and powerful data analysis. It is a great place to house your member database and the use of their great subscription facility for new sign-ups, which you can post wherever you have an opportunity to do so.

SurveyMonkey

A free online survey tool to capture the voices and opinions of the people who matter most to you. A great tool for conducting member surveys to ensure you are delivering in line with expectations.

Eventbrite

is a global self-service ticketing platform for live experiences that allows anyone to create, share, find and attend events that fuel their passions and enrich their lives.

Facebook

The primary social media channel for our members' demographic. A good place to start is to address the only question submitted in advance.

Q: What is the difference between setting up a Facebook Page or a Facebook Group, and what are the pros and cons of each method?

A: A **Facebook Page** represents a business, person, or organisation. A **Facebook Group** is used more as a forum or a discussion platform and communication space for people with similar interests where group members

can easily trade information and tips with each other. The objective of the latter is to promote interaction between group members, which includes the committee – that’s the hardest part!

Pros and Cons

Both are easily created. You can customise the look of a FB page and personalise the [URL](#), which is important for branding. There’s a lot that can be done so that followers can easily find you. Pages also allow you to easily engage with your audience and promote products or services. Groups are more about communication to the group as a whole – they can be public, private or closed. Generally, they are more personal so you’re able to market in a more intimate way. Promotion is less overt therefore, the network you create, stronger; they’re more about relationship building.

There is no perfect world though: Pages are harder to grow organically because of the sheer volume of pages out there that are paid and given more attention. FB’s current algorithm pretty much forces you to pay for banner ads and boosts in order to grow likes and be seen – the current estimate is less than 6% of a page’s likers will see organic posts. They are regarded as more formal. FB pages are more suited to businesses with large advertising budgets who can afford to pay to be seen.

A FB group, on the other hand, more suits a community spirit and expanding the network to share thoughts and ideas. These channels create better and longer-term relationships. This is why I chose to set-up a FB group, instead of a page for ADFAS Perth.

Any interaction affects the FB algorithm increasing the chance to be seen so you must:

Like | Share | Comment | Post

Once image comes up from pasted URL, delete it so it doesn’t show up – it looks messy.

What to post:

Hints, tips, resources, pretty pictures – strive to become the repository for all things arts in your area – the go-to place for local arts information. Share other pages posts – it’s quick and easy.

Facebook posts generate interaction and contribute to building a ‘relationship’.

Our most popular post to date

Note ‘shares’. When people share your posts, it increases awareness of ADFAS.



Invite your FB friends to join the group and why.

We have had over 100% increase in page members over the past few months simply as result of a few committee members' proactivity.

And new members often invite their friends!

Current page member numbers: 251

Encourage all committee members to join the group and participate. Build the community and build pride in it.



There are a couple of ways to invite people to join a group page:

- 1) Enter a friend's FB name or email address in the field under the 'INVITE MEMBERS' heading.
- 2) Select a friend's profile from the 'SUGGESTED MEMBERS' list.

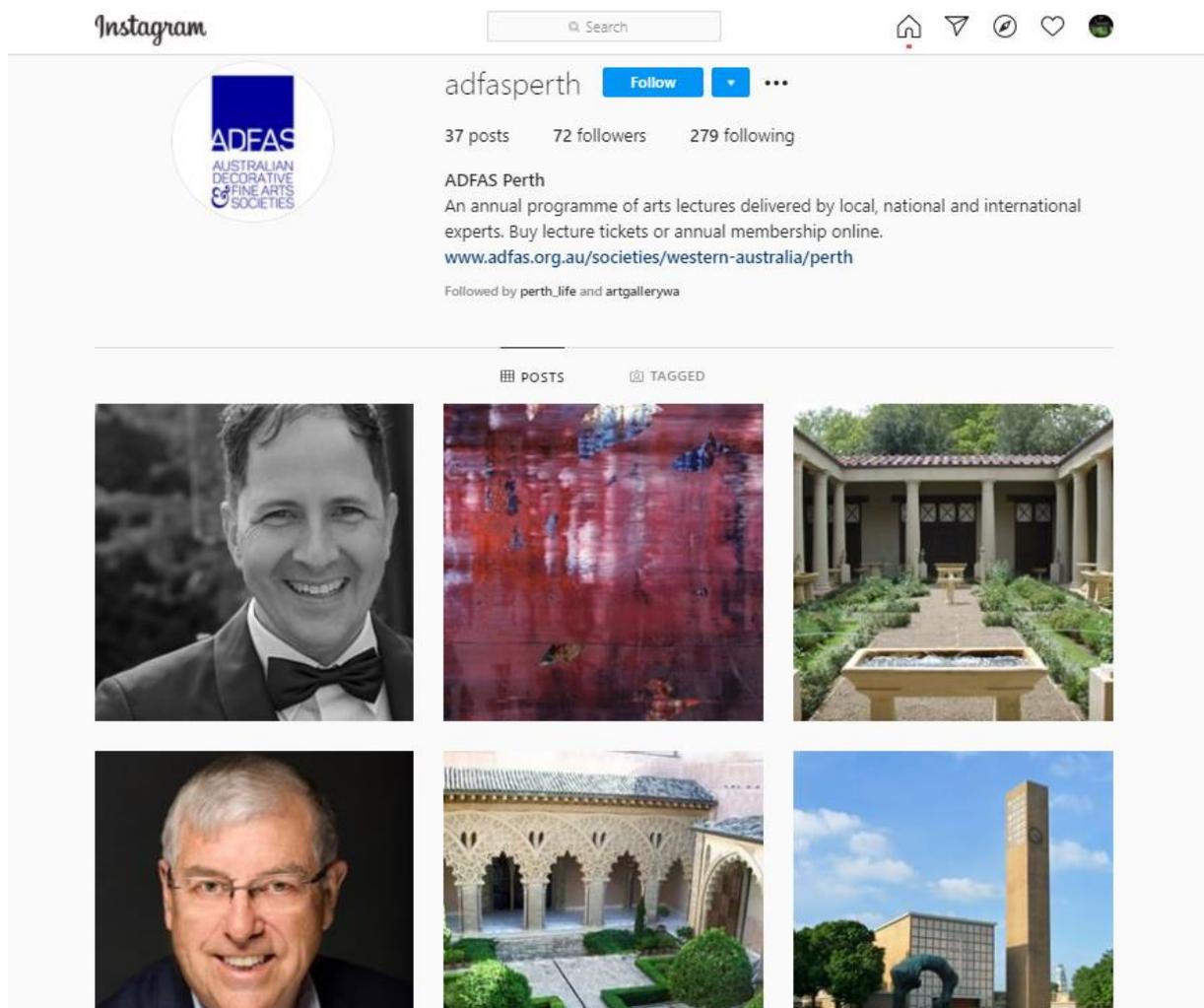


Suggestion: Create an ADFAS team FB group to use an intranet; a place to aggregate communication, cut down on email traffic and a repository for documents e.g. meeting agendas, event run sheets, poll committee member opinions etc.

Instagram

Is an entirely visually driven social media tool making it perfect for what we do. Get posting! Images of lecture topics images of lecturers and more pretty pictures.

Tip: The more people or organisations you follow, you increase the chance they'll follow you back, thus increasing your reach. It's a numbers game in all of this...it's all about increasing reach to stand out from the crowd.



OTHER STRATEGIES FOR DISCUSSION

- Research online event listing directories and post your events on them.
- Search and find relevant (lecture topic, community arts groups etc.) Facebook groups, join them and then post on them.
- Form a marketing committee to spread the load and skill set. Some people are simply better than others when it comes to being advocates.
- Don't be afraid to talk to your friends to find out what they know in terms of other relevant groups or to find out what their interests are so you can let them know when you have a lecture that comes up about that subject. They may also have contacts in local community organisations which they'd be happy to share with you.
- Research local community groups you can approach with cross promotional opportunities and build a database.

QUESTIONS

