BLACK BELT TREASURES
Fall 2014 Collaborate Learning Project Final Presentation
Project Overview

- Target Market
- Social Media
- Website
Objectives

Target Market ➔ Social Media ➔ Website ➔ Drive Sales
Website
By The Numbers

• 54% more views
• $438.53 sold
Social Media

Create conversations → Make connections → Drive users to website → Increase sales
Social Media

- Consistent calendar
- Product-driven, artist-driven specific content
- Distinction between mediums
Content Calendar

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Leslie Zacchini- textiles (April 4th, 2016)
“Each of her own quilts tells a story, go to our blog to read @LeslieZacchini’s story #ArtistSpotlight (Blog link)”

Leslie Zacchini- textiles (April 4th, 2016)
“Black Belt artist, Leslie Zacchini creates modern quilts with bright colors. When she isn’t sewing, she is thinking about and designing her next two projects. Read about her current projects going on now! (Blog link)”
• Interview Questions:
   1. How did you get started in your art? Or How did you get where you are today?
   2. What inspired you to become an artist?
   3. How did you first get involved in Black Belt Treasures?
   4. How long have you lived in the Black Belt Region?
   5. What do you love about the black belt region?
   6. Where do you find your inspirations?
   7. What advice would you give to young artists just starting out?
   8. What role does the artist have in society?
   9. What jobs have you done other than being an artist?
  10. What do you like to do in your free time?
  11. Name three artists you’d like to be compared to.
  12. What’s the best piece of advice you’ve been given?
  13. Name something you love, and why.
  14. What other type of art do you enjoy?
  15. What would people be surprised to learn about you?
  16. Do you have any favorite blogs you read?
  17. What’s your favorite piece of work that you have created? (Including a link and/or photo would be great!)
  18. What are you working on at the moment?
Contests

Have you visited our new website yet? Are you inspired to give the gift of ART for Christmas? We are going to make shopping a little easier for one of you. Everyone who 'likes' AND 'shares' This post will be entered into a drawing for a $50 gift certificate to BBTCAC. We will draw as soon as we reach 1,000 likes on our Facebook page. (We are at 983 right now)...So the more you share, the sooner we will pick a winner! Thank you all for being such great supporters and friends to BBTCAC and all of our regional artists!

***winner must LIKE and be a fan of this facebook page!
Creating Buzz

Black Belt Treasures @BlackBeltArt · Nov 13
The wait is finally over! Our new website is now live! We are exciting to hear what you think! Check it out blackbelttreasures.com! #ART

2 days until the launch of the new website! Check it out on November 13th & tweet us what you think!! #BlackBelt #Art

3 days away from our new website launch! It will be easier than ever to find ways to get involved with Black Belt Treasures! #Art #volunteer
Target Markets

- Wildlife and Outdoor Organizations
- Art and Crafters of Alabama
- Art Organizations
Target Markets

• Interior Designers
• Small Business
• Corporate Partnerships
Target Markets

- Goal: At least 2 leads from each target market
- Outcome: 42 leads across 6 target markets
- Developed Corporate Sponsorship Membership program
- Qualtrics Survey: going out to 2,276 potential participants
- Online Sales: $438.53 to date since the launch
Questions