

# BLACK BELT TREASURES

Fall 2014 Collaborate Learning Project  
Final Presentation

UA Sales  
Program

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# Project Overview

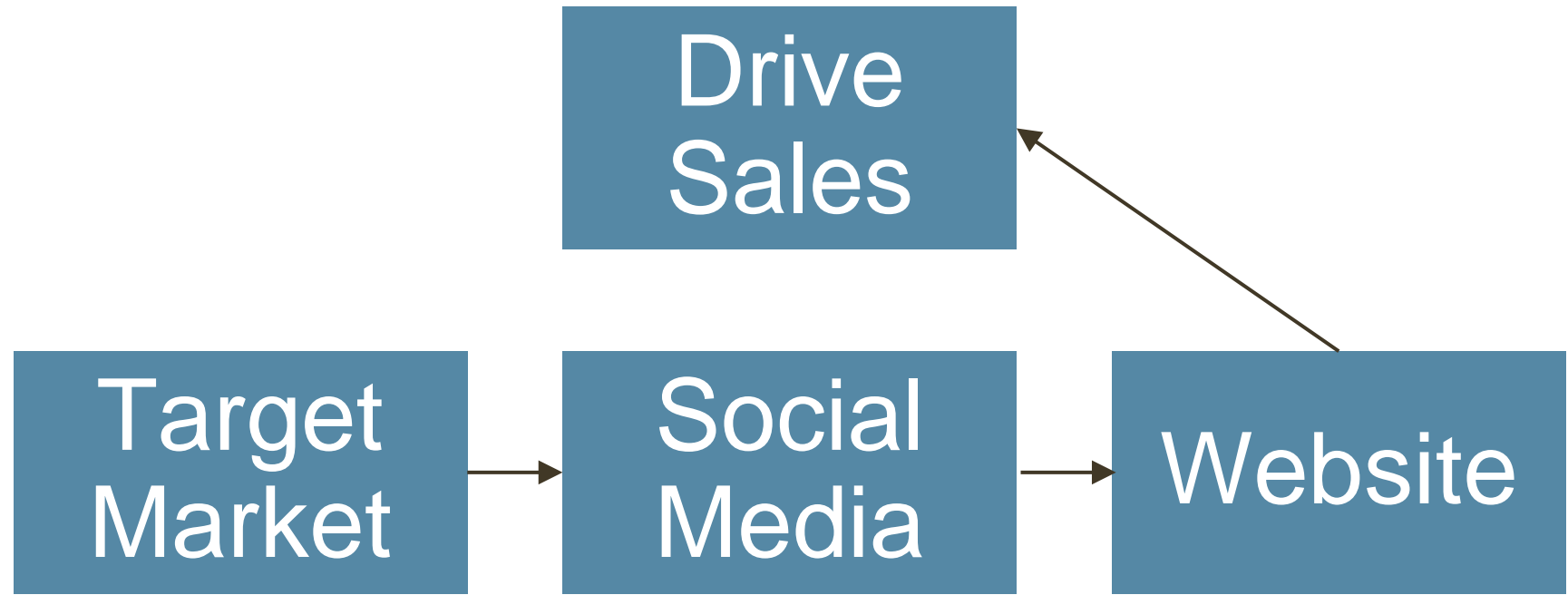
Target  
Market

Social  
Media

Website



# Objectives



# Website



Black Belt Treasures Cultural Arts Center

Login My Account 0 Item(s)  
View Cart Checkout

Black Belt Art House Home Shop Events Learn Membership About Us Artists

Go

1 2 3 4 5 6 7

Our Gallery

- Art for Kids
- Art For The Wall
- Art Glass

Alabama Road Trips

# Website



The screenshot shows the website's header with the logo and navigation menu. The main content area features a grid of small images on the left and a large event announcement on the right. The event is titled 'CHRISTMAS IN CAMDEN' and is held at the Black Belt Treasures Cultural Arts Center on Thursday, December 11th, from 4:30 to 7:00 pm. The announcement includes details about storytelling, Christmas treats, door prizes, a cornbread contest, and gift wrapping.

**Black Belt Treasures**  
CULTURAL ARTS CENTER

Shop Artists Learn Get Involved About Us Donate

**CHRISTMAS IN CAMDEN**  
at Black Belt Treasures  
Cultural Arts Center

Thursday, December 11th  
4:30 - 7:00 pm

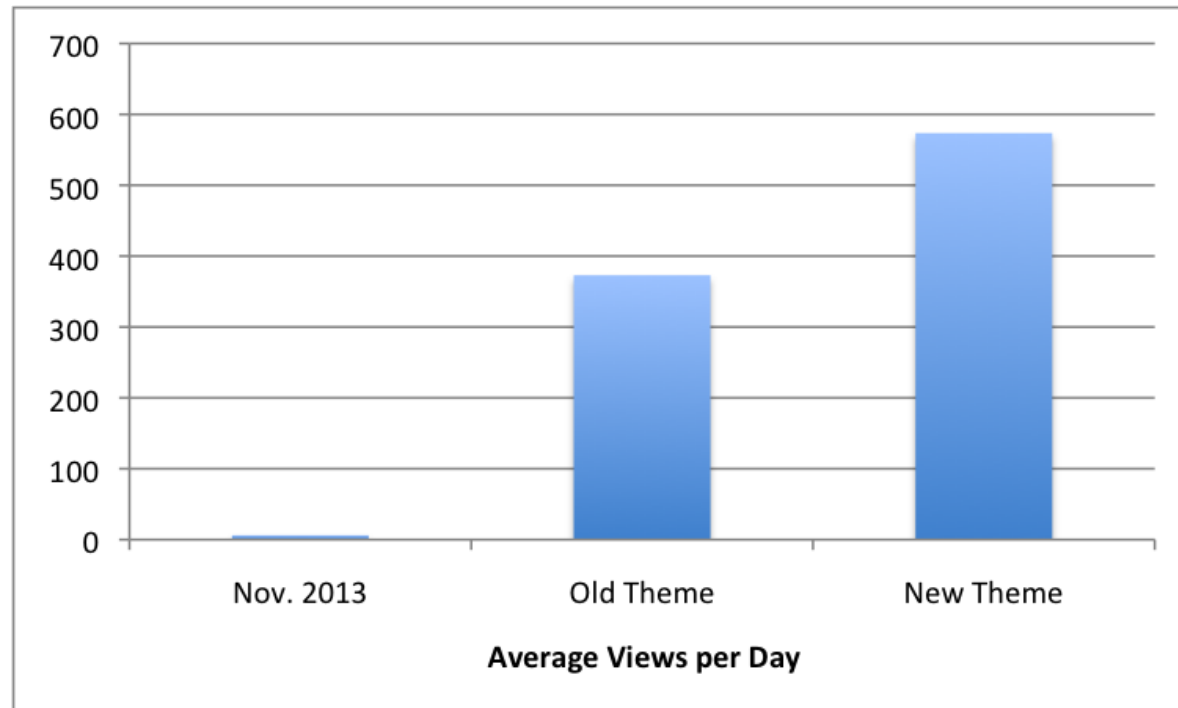
🎄 Storytelling at 5:30, 6:00 and 6:30 pm 🎄  
[www.blackbelttreasures.com](http://www.blackbelttreasures.com)

HOLIDAY STORYTELLING w/ MARY GLEN GRANT 🎄 CHRISTMAS TREATS  
DOOR PRIZES 🎄 CORNBREAD THE ELF CONTEST  
KIDS CHRISTMAS CRAFTS 🎄 GIFT WRAPPING WITH PURCHASE



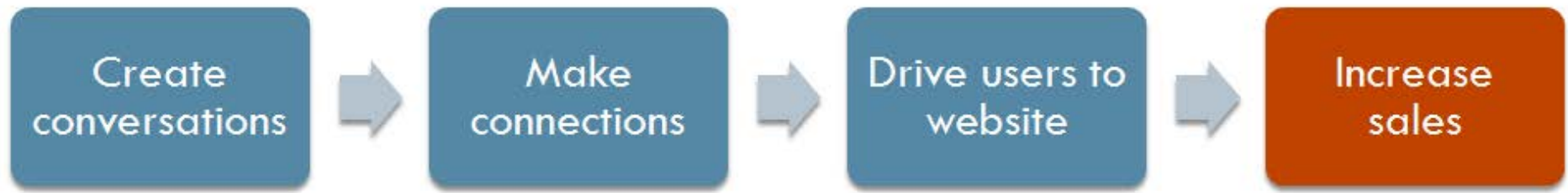
# By The Numbers

- 54% more views
- \$438.53 sold





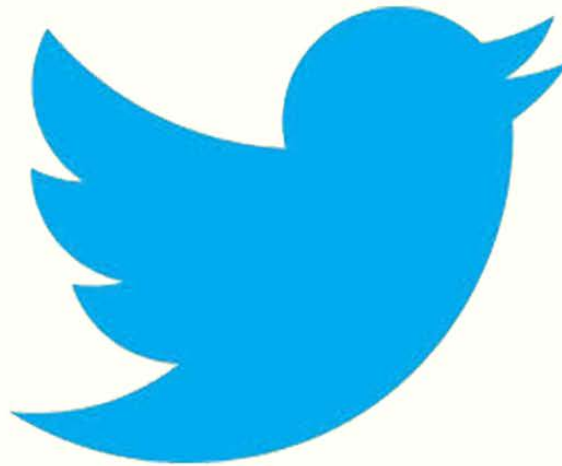
# Social Media





# Social Media

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







# Content Calendar

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30 Twtr: Item of the Week	31	Jan 1 IG: #TBT from Events, Artis	2 Blog: Upcoming Events for	3
4	5 FB: Artist Spotlight Twtr: Artist Spotlight Throu	6 Twtr: Item of the Week	7	8 IG: #TBT from Events, Artis	9 Twtr: Famous Artist Friday	10
11	12	13 Twtr: Item of the Week	14 FB: Volunteer Spotlight	15 FB: Donor/Sponsor Highlig IG: #TBT from Events, Artis	16	17
18	19	20 Twtr: Item of the Week	21 Blog: Original Post Ideas	22 IG: #TBT from Events, Artis	23 Twtr: Famous Artist Friday	24
25	26	27 FB: Item Spotlight Twtr: Item of the Week	28	29 IG: #TBT from Events, Artis	30	31



# Artist Spotlight



## **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)”



# Artists Blog Posts

- 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 artist 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



**Black Belt Treasures** at **Black Belt Treasures**

November 15 at 11:47am · 🌐

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!

Like · Comment · Share · 👍 12 ➦ 20



# 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](http://blackbelttreasures.com)! #ART

← ↻ 2 ★ 3 ...



**Black Belt Treasures** @BlackBeltArt · Nov 11

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

← ↻ 1 ★ 2 ...



**Black Belt Treasures** @BlackBeltArt · Nov 10

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