

Schweitzer Studios

Integrated Marketing Campaign

January 1st, 2023 - March 31st, 2023

Table of Contents

I.	Business Overview and Objective.....	3
II.	Target Audience.....	5
III.	Features and Benefits.....	7
IV.	Competition.....	8
V.	Verbal and Visual Messaging	9
VI.	The Promotional Mix.....	10
VII.	Summary.....	13

Section 1: Business Overview and Objective

Business Overview

Schweitzer Studios is a fine arts business specializing in wildlife illustration. The business is owned by West Hartford-based artist, Max Schweitzer (Schweitzer, 2020). Schweitzer had seen first-hand how expensive beautiful art could be and recognized that the art market in general was becoming inaccessible to those on a tight budget (Schweitzer, 2020). In 2018, Max Schweitzer founded Schweitzer Studios with the mission to make beautiful, professional quality art affordable to all.

The art itself is primarily created using charcoal, colored pencils, and toned pastels (Schweitzer, 2020). Each piece is intricately detailed, complete with individual fur markings and carefully rendered skin textures to create photoreal portraits of all kinds of animals. The artwork is created on a variety of media, from traditional black heavyweight paper to natural materials such as wood and slate (Schweitzer, 2020).

The business is part of an initiative to help protect and conserve endangered species. Schweitzer Studios commits to donating 15% of all proceeds from prints and originals to a nonprofit wildlife conservation organization. This organization changes each year at the discretion of the artist. In the past, the artist has supported such organizations as the Jane Goodall Institute and The Kalahari African Wild Dog Conservation Trust. Currently, the artist is working with ExpeditionArt.org, a collective of wildlife artists looking to use art to protect critically endangered species around the world (Schweitzer, 2020).

SWOT Analysis

Schweitzer Studios is a fine arts business that sells hand-drawn illustrations. The business follows a business-to-consumer model and makes most of its sales through commissioned work. The main competition consists of other vendors at Clark University and local artists. However, there are a number of strengths that help set the business apart from other art ventures. First and foremost is the quality, both of the work itself and the materials on which the work is produced. The artist creates finely rendered drawings that display professional craftsmanship. Each commission is completely unique, and tens of hours are devoted to each one to create something special for the customer. Commissions are available on a variety of archival materials, from uncommon Strathmore black paper, to one-of-a-kind slabs of slate sourced from Wells, Vermont. Customers can purchase commissions with confidence knowing they'll have an artwork unlike any other in the world. At Clark specifically, the business taps into the fine-arts market, something that few other businesses at the university do. Many sellers focus on crafts like

crocheting and jewelry making, but few offer the kind of refined illustrations presented by Schweitzer Studios. Finally, the artist specializes in animals, so individuals looking for wildlife art may be inclined to investigate this business first. As a bonus, 15% of all sales are donated to a nonprofit wildlife conservation organization, so the buyer can feel good about their purchase. Currently, the artist is working to team up with Expedition Art, a collection of wildlife artists working with non profits around the world to protect vulnerable and endangered species (Tipton, 2022).

That being said, the black-and-white nature of the illustrations can be a weakness. The time put into each commission tends to drive up the price, making the product inaccessible to some individuals. Additionally, the grayscale aspect of the artwork is not for everyone, and college students especially tend to enjoy some color. The main in-person selling opportunity for Schweitzer Studios is the Clark Pop-Up from 1:30-3 on Wednesdays. Unfortunately, the pop-up showcases many different vendors, all of whom sell different goods. Although the commissions are affordable when compared to other professional commissions, the price can still seem high when compared to the average product at the Pop-Up. Earrings and crocheted stuffed animals are sold for as little as \$3 per item.

There are a few opportunities for Schweitzer Studios to expand. First of all, the business has been selling primarily to Clark students. As will be discussed later, this group tends to have a low budget and prioritizes other goods than art. If the business can expand to the local community of Worcester or West Hartford (the artist's hometown), the audience for commissions will be larger. Social media like Instagram and TikTok will be used to gain recognition at both Clark University and at the local level in West Hartford, Connecticut. Furthermore, the artist may consider collaborating with other local artists to reach more potential buyers. Lastly, pet commissions are an incredibly promising opportunity for growth. Pet commissions are something that have not been offered yet, but, given the artist's wildlife background and unique style, could be very popular.

Marketing Objectives

There are a variety of problems facing Schweitzer Studios. First and foremost, the business is relatively small. The business is unknown to most Clark students, making it difficult to obtain commissions. A larger following will translate to more credibility and more commissions being sold. Second, there is a general understanding that commissioned artwork is expensive. Most professional artists offer commissions only in the hundreds or thousands of dollars (Fluharty, 2020). Most college students don't think to ask about commissions because they believe they cannot afford one. The target market individual is usually interested in owning a commissioned work of art, but they are unsure whether they can afford one.

This marketing campaign has been designed to address these two concerns. The campaign will last three months, beginning January 1st, 2023 and concluding March 31st, 2023. Upon its conclusion, the marketing campaign will be evaluated and the business's new positioning can be assessed. The marketing objectives are as follows:

1. To grow the audience of Schweitzer Studios in the form of followers on social media platforms.

Currently, Schweitzer Studios is a fairly small business with around 1200 followers on Instagram, the only active social media account for the business (Schweitzer, n.d.). The campaign aims to grow the business's Instagram following and launch a TikTok account. By the end of the three month period the Instagram page will have at least 1400 followers and the TikTok account will have at least 100 followers.

2. To increase sales of commissions for the business by 50%.

Currently, the business's net revenue from commissions is about \$200 per month. By April of 2023, the business's net revenue from commissions will increase to \$300 per month. This increase will either come from an increase in the quantity of commissions sold or an increase in the size of each commission. The prices for each commission will not be adjusted during the three month period.

Section 2: Target Audience

This section discusses the target market for this integrated marketing campaign for Schweitzer Studios. It is important to identify and understand the target market individual so that the communication channels can be selected based specifically on the patterns of the target audience. In turn, this will make for a more effective communications plan and improve the chances of achieving the three communications objectives.

The target market individual for Schweitzer Studios is a college student. Currently, the artist attends Clark University in Worcester, Massachusetts. Most individuals are aged 18-23. The target individual has a relatively low budget because they are working towards paying off student debts. They are living in a dorm or apartment and pay rent on a monthly basis. They are looking for affordable, beautiful artwork to display in their living space.

The target market is passionate about social issues. They define themselves as activists and make an effort to fight for what they believe. Specifically, the target market individual is well-educated on climate change and its wide-reaching effects. They are aware of the gravity of the current situation and are looking for opportunities to help. They value quality over quantity and are comfortable spending a bit more on goods if it means improved quality. Additionally, they appreciate artwork and always look to support small businesses over global giants. Overall values are an important aspect of any organization. Emphasizing Schweitzer Studios' mission to make professional art affordable for all will be an important aspect of the marketing campaign and will help to develop a loyal following.

Members of the target market live in either Worcester, MA, the artist's current residence, or West Hartford, CT, the artist's hometown. Interestingly, these two locations are quite different from each other in terms of disposable income. Worcester, on one hand, is home to many individuals with a tight budget. Most students are in debt and need to pay off loans before considering other purchases. West Hartford, on the other hand, features families with more income available for nonessential purchases. As a result of this contrast, the business will need to adjust its marketing based on the location. This campaign will focus primarily on Worcester and examine how the business can sell affordable commissions to its student residents.

The target market is currently looking to decorate their living space. They enjoy thrifting and searching for one-of-a-kind items that nobody else owns. They are interested in purchasing unique items from small businesses that will make their living space echo their own personality and values. These products should be of high quality and able to last many years. These students attend Clark University's pop-up events every Wednesday, where many small business owners sell handmade goods. They are talkative and actively looking to meet like-minded individuals.

It should be noted that the business's target market will be shifting in 2023. The artist will be graduating from Clark University in May of 2023. At that point, the artist will no longer have easy access to the Clark community and the business's target market individual will shift. Rather than targeting college students at Clark University, the business will turn towards Gen Z and Millennials who are working with fairly low budgets. These individuals may be in the process of paying off their student loans or financing the recent purchase of a house. The commissioned work will still be marketed as an affordable way to obtain professional quality work, but the marketing efforts will be directed towards a slightly different subset of individuals. This shift will require a reevaluation of the business, which will be conducted at the conclusion of this marketing campaign.

Section 3: Features and Benefits

This marketing campaign focuses on commissioned artwork by Schweitzer Studios. Schweitzer Studios offers a detailed commissioned artwork process with multiple steps to ensure the customer is satisfied with the finished product. Upon request, the artist works with a customer to create a unique illustration of a subject of the customer's choice. After discussing the subject with the customer, the artist creates multiple thumbnail sketches, experimenting mainly with composition. The customer can then review the thumbnails and choose one that they are excited about. Next, the artist creates a rough sketch of the illustration. This sketch includes more detail and finalized placement of each element. The customer can work with the artist after seeing the rough sketch to suggest small changes and tweaks. Finally, the artist creates the finished piece, taking into account all feedback supplied by the customer. The result is a carefully crafted, one-of-a-kind drawing.

Commissioned work comes in a variety of media and sizes. The most popular style is a white on black animal illustration. These illustrations are created on Strathmore 400 black paper using Faber-Castell Pitt pastel pencils. Clients can choose from four different sizes: 5 x 7", 6 x 8", 8 x 10", and 12 x 18". The price of each illustration depends on the size and complexity of the subject. Prices start at \$20 for a simple 5 x 7" drawing.

The second most popular style is animal drawings done on natural materials. Customers can choose between slate or wood. The slate slabs are sourced from Wells, Vermont and make for a beautiful, rustic addition to any living space. These commissions are offered in small, medium, or large sizes based on the general size of the slab. They are slightly more expensive than the black paper drawings due to the material. Prices are \$35 for a small, \$45 for a medium, and \$60 for a large. For commissions on wood, customers can choose between a cross section of birch, or a simple slab of plywood. The rough grain of the wood makes for a textured final result that's best for simple animal designs rather than one with intricate details. A commission on birch costs \$50 and a commission on a large plywood slab costs \$40. Commissions on natural materials are created using compressed charcoal sticks and charcoal pencils.

Finally, commissions of animated characters can be requested on toned tan paper. This option is only sold in a 4 x 6" size. The artwork is created using pen and ink and copic markers to create a graphic feel. These commissions are a great option for individuals that love a specific T.V. show or movie. A toned character commission costs \$20.

The key consumer benefit for this product is the professional quality at an accessible price. College students can finally own a professional piece of artwork while still covering other expenses and working to pay off their student loans. Most students have expressed an interest in owning art, but cite the high cost as the greatest deterrent. Schweitzer Studios offers one-of-a-kind commissions at prices that

college students can afford. The value statement, “Professional Art, Accessible To All.”, will be echoed in the various marketing materials throughout the campaign.

Section 4: Competition

This section discusses the business’s three greatest competitors. A brand needs to understand what competitors are doing in order to effectively set themselves apart and grow their customer-base (Blakeman, 2018). The sections begin with an overview of the business and explains their available products and marketing strategies. After, the focus moves towards how Schweitzer Studios can set itself apart from the competing brand with various communication and marketing strategies.

The largest competitor to Schweitzer Studios is Colors of the Wynn, run by Clark student Wynne Dromey. She runs one of the most successful art businesses at Clark by offering colorful artwork at affordable prices. (Dromey, 2018). She presents a friendly and consistent social media presence, often sharing edited videos about her art creation process. (Dromey, n.d.). Dromey does not have a slogan or logo. The biggest difference between Schweitzer Studios and Colors of the Wynn is the color and style. Dromey’s artwork tends to take a loose, vibrant approach, while Schweitzer’s work is mostly monochromatic and more refined. In the marketing posts on Instagram and TikTok, emphasis will be placed on the professional quality and craftsmanship of Schweitzer Studios. Descriptors like “sleek” and “modern” will be used to further highlight the unique appearance. Some posts will also underscore the 15% commitment to a non profit organization, something that no other arts business at Clark offers.

Another competitor is Claire Grant and her arts business, Dragon Inks. Similar to Schweitzer Studios, Dragon Inks features primarily black and white animal drawings. The style can be described as surreal realism in that the subjects are imagined creatures with realistic rendering. The marketing and promotional efforts are what set Schweitzer Studios apart from Dragon Inks. Currently, Dragon Inks does not have a social media presence or a website to display the work. This makes it difficult to learn more about the business, but suggests a smaller following than Colors of the Wynn or Schweitzer Studios. As such, the biggest challenge will be at the Clark Pop-Ups, where both businesses sell work each week. Schweitzer Studios will rely heavily on the social media advantage to advertise the Pop-Ups beforehand and showcase what work will be for sale. This way, customers can show up to the Pop-Ups with an idea of what they’d like to buy from Schweitzer Studios already in their mind.

The third largest competitor is a group of sellers rather than an individual business. That group is the collection of vendors that sell weekly at the Clark Pop-Up. Although they sell a variety of goods and services, they are all competing to garner the sales of Clark students, one of Schweitzer Studios most

important audiences. Many vendors use social media to advertise their booth every Wednesday. Additionally, many vendors invite their friends to come and talk, which creates the appearance of a popular booth. Schweitzer Studios needs to employ this same tactic to attract new customers to the booth.

These businesses will remain Schweitzer Studios largest competition until the artist's graduation from Clark University. The graduation will mark a shift in the business as the artist moves to West Hartford, Connecticut to work. At that point, the business's competition pool will widen to other local artists in the area. A comprehensive evaluation of this change's effect will be conducted upon the conclusion of this marketing plan.

Section 5: Visual and Verbal Messaging Plan

The business's mission is to present professional artwork at an affordable price. With that mission comes two problems. First, the business needs to show that the artwork is, in fact, of professional quality. At the same time, viewers need to recognize that the artwork they are seeing is affordable to them at their current budget. Therefore, the marketing needs to showcase the artwork in a professional manner while also being cognizant that sleek, professional artwork marketing has expensive connotations. If the marketing efforts can strike this balance successfully, the campaign should be able to achieve both of the stated objectives.

The messaging for the campaign will remain consistent across platforms. The overall visual design will be crafted to mirror the style of the business's website. Campaign material will feature a three color system with clean white lines and minimal detail. The three colors will be white, black, and indigo blue. The visual design is based off of the Schweitzer Studios webpage, which features the white animal drawings on a black background accompanied by thin white lines to add visual interest (Schweitzer, 2020). Written graphic text (as opposed to text in captions) will be a thin sans-serif font meant to convey a professional but approachable demeanor. This font choice is in contrast to the current font on Schweitzer Studios.com, Linotype Didot. Linotype Didot is a serif font that achieves a professional look but feels slightly impersonal due to its thick curves and flat edges. The website is currently being completely reworked to be more welcoming to the target audience of college students. The updated version will include more white backgrounds, hints of indigo blue, and the same sleek sans-serif font as the marketing campaign material. These changes should make the website feel friendlier and easier to navigate.

The captions of each post will attempt to strike the same professional/friendly balance. Each caption will employ a friendly, humorous tone of voice, often telling a story about the creation of the piece. The captions will be written in the first-person and using an informal dialect. This style should help to humanize the artist and help consumers connect more to the business. The informal, comedic narrative

approach is modeled after the captions written by internationally renowned artist and Schweitzer Studios mentor, Thomas Fluharty (Fluharty, n.d.). The artist has noticed that these captions maintain reader attention for longer than traditional captions and increase user engagement via comments. See Figure 1 for an example of this style of caption.

Section 6: The Promotional Mix

This campaign will use Instagram, TikTok, and in-person selling events to convey a consistent message and achieve the stated objectives of growing the business and increasing commission sales. This section outlines each medium and describes why it was selected for this campaign.. To achieve the objectives, customers need to 1. Be aware of the business and 2. Feel that they can afford the work being offered. Therefore, the messaging in this campaign will focus on the accessibility of the work and encouraging engagement with viewers. In turn, this engagement and emphasis on affordable, professional art should grow the business’s following and lead to more sales of commissioned work.

Instagram

Instagram will be the business’s central marketing and communications hub. The guiding message will be, “stay up to date on social media and learn more about commissioned artwork!”. The SchweitzerStudios account currently has about 1200 followers, making it the business’s most popular social media account. 90% of @SchweitzerStudios followers are aged 17-24, which means the account is a great way to reach the target audience (Schweitzer, n.d.). Daily posts and weekly stories will create a consistent presence on the platform. The posts will incorporate keyword hashtags to reach more individuals in the online art community.

Biweekly posts will showcase recent illustrations in a polished manner. These photographs will showcase personal work and commissions completed for others. The photographs will be edited to achieve true values and up-scaled using the online AI photo-adjustment software, Let’s Enhance. The improved resolution and bold values will make for a professional post. Select posts will feature a second, closely-cropped version of the image with text encouraging viewers to see how the image was created on TikTok. The text will feature the URL for the business’s TikTok account and bring viewers directly to the corresponding post. This strategy is adopted from a technique used by digital art professional and social media guru, Loish, who uses this format to promote her Patreon account (Loish, n.d.). Figure 2 shows an example of this type of post.

The caption will share why the image was created along with a memorable anecdote from the creative process. The captions will serve to give the business a sense of personality and help viewers

connect with the business and the artist himself. As described above, the captions will include some humor as a way to balance the formal, professional design of the images. Captions will conclude with a call to action, imploring the viewer to do one of a few things depending on the post. First, the call to action may focus on increasing social media following and encourage users to check out the Schweitzer Studios TikTok account. Second, the caption may encourage users to respond to a question by commenting below, thereby increasing engagement. Finally, on posts featuring recent commissions, the caption will urge the viewers to reach out to purchase their own commissioned artwork. This can be done via direct message on Instagram or the commission request form on the website (found through the Linktr.ee in the page's bio).

Daily stories will be posted in order to provide a consistent stream of content. These stories will contain polls and questions designed to increase viewer engagement. Examples of stories include asking viewers to share feedback on recent drawings or give suggestions for what should be drawn next. Figure 3 shares a sample story post that asks viewers to guess which figures are depicted in a pixelated version of a recent drawing.

The bio section of the profile will also be changed to further echo the central messaging of the campaign. The bio will emphasize the affordability of the artwork and encourage users to request a commission. A Linktr.ee will be incorporated into the bio to give viewers quick access to other social media platforms and the commission request form on the business's website.

TikTok

TikTok will be used as a supplemental platform to Instagram. Nearly half of TikTok's users are aged 18-24, making it an ideal social media platform to reach college-aged individuals (Aslam, 2022). The video-based format of the platform makes it ideal for timelapses and information videos. There is no current TikTok account for Schweitzer Studios, so the account will be created and the main objective will be to grow the number of followers. The target audience will be college students at Clark that have an interest in artwork and art making. The key message will be, "see how the artwork gets made and see past commissions!".

Weekly posts will aim to provide users with a behind-the-scenes experience that will increase customer engagement with the brand. The posts will consist of timelapses and informational videos about current projects. The time lapses will feature voiceovers to explain each step of the creation process. Edited reels will show how the artist works through a commission, from the initial thumbnails to the finished product. The captions on these videos will discuss the featured work and let viewers know they can reach out to get more information on commissioned work. On TikTok, the mission will be to provide more information about commissions and present the artist as a friendly, skillful individual. Although

some posts will promote commissioned work outright, the general approach will be more subtle and let viewers reach out on their own after they see the high quality and affordable price of past commissions.

In-Person Selling

Selling Opportunities

The artist will be participating in a number of in-person sales events. These events are a great opportunity to meet new followers and grow awareness of the business. The in-person sales opportunities are described below.

As previously stated, the artist attends Clark University in Worcester, Massachusetts. The school's entrepreneurship club offers an in-person pop-up event for students. This event allows small business owners to sell their goods and services to other students and faculty. It is held at Red Square, a central location on campus that experiences lots of traffic between classes. The pop-ups are held every Wednesday from 1:00 - 3:30 P.M. These events are an ideal time to talk with the target market face-to-face. This will be a great chance for potential customers to get to know the artist and feel more comfortable about asking for a commission,

The business will also be showcasing its work at the 2022 Shop the Halls event in West Hartford, Connecticut. This annual event is held at Hall High School and features various local vendors selling goods for the holiday season. This will be an opportunity for the business to meet new customers and expand its audience. The business will focus on marketing personalized commissions for individuals looking to purchase holiday gifts.

Campaign Strategies

The business's table setup at both locations will be designed to increase the business's following and promote commissioned work. The key message will be, "get to know the artist, learn about commissions, and follow the business on social media!". In order to increase social media following, the table will feature QR codes leading interested individuals to the corresponding Instagram and TikTok pages. Each QR code will be designed with the same sleek, minimalist approach as the social media content. Figure 3 presents a sample QR code that will be displayed.

In addition to the typical prints and originals for sale, a laminated "menu" will be presented to individuals that stop by. This menu will feature an infographic explaining the types of commissions that can be purchased and the price for each option. Once again, it will feature a monochromatic color scheme with sleek lines to further solidify the brand image. The menu should help to boost commission sales by

presenting the customer with a beautiful, easy-to-understand, visual display of the affordable products for sale. This infographic is currently in development and will be completed by December 15th.

Finally, business cards will be presented with a special promotional offer. The back of the card will give viewers a coupon code they can input to the commission request form to unlock 15% off their first commission. These cards will only be available at in-person events and will give individuals extra incentive to make a purchase. Similar to the commissions menu, these cards are currently being designed and will be ordered at the end of November. Figure 4 shows a sample front and back of the card. The font and layout will be changed for the final product.

In total, the in-person events will be an opportunity to meet members of the target market and present the business in a professional but friendly manner. The QR codes and business cards will help to build the social media following, while the laminated commissions menu and business card discount will help boost commission sales.

Section 7: Summary

The marketing campaign outlined above is designed for Schweitzer Studios, a fine arts business owned by 22 year-old artist Max Schweitzer. Schweitzer created the business in response to rising art prices, specifically for professional, commissioned work. Schweitzer created the business with the mission to offer professional quality artwork at an affordable price.

The campaign will target college students that are interested in art but have a tight budget. The campaign has two main objectives. The first is to increase the business's social media following on Instagram and TikTok. This will be achieved through cross-platform and in-person promotional efforts. The second objective is to increase revenue from commissioned artwork sales. Social media posts will showcase the professional quality while emphasizing the affordable price. The campaign will use Instagram, TikTok, and in-person selling events to work towards these two goals. The campaign begins on January 1st, 2023 and will last three months. Upon its conclusion on March 31st, the objectives will be evaluated using the stated metrics. At that point, Schweitzer will reexamine Schweitzer Studios' position in the market and can begin the early planning stages for the next marketing campaign.

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Figure 1

Instagram Caption Sample

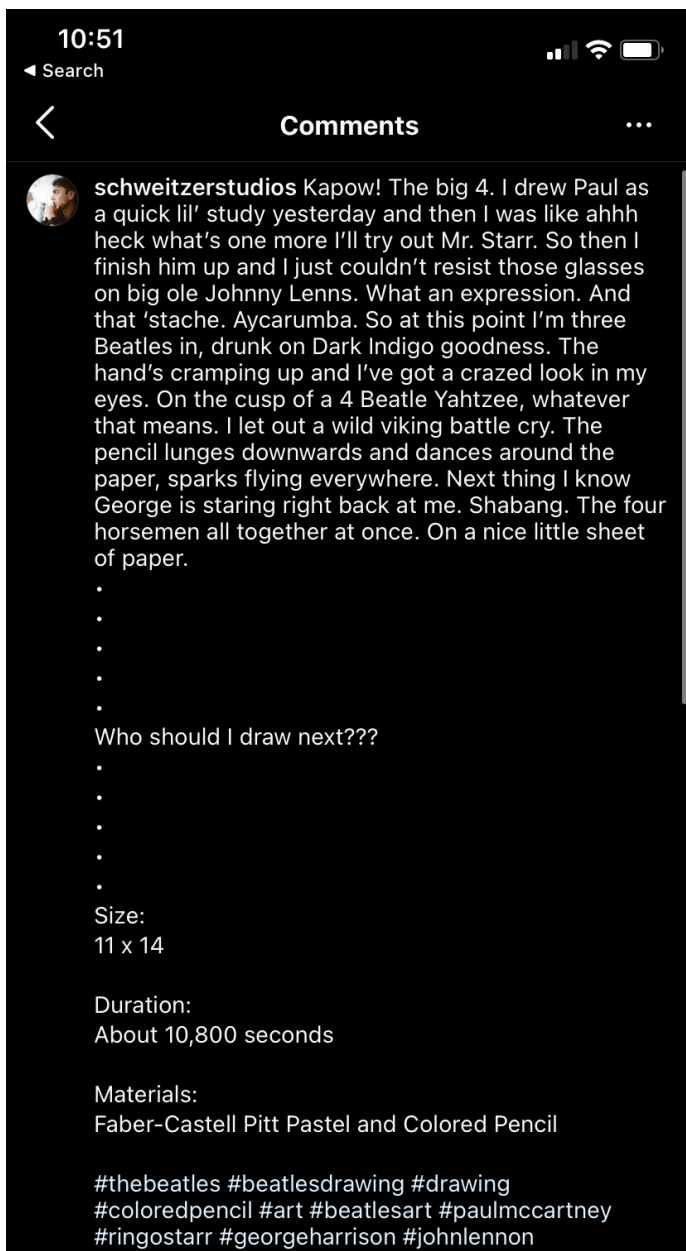


Figure 2

Instagram Post Sample



Figure 3

Instagram Story Sample

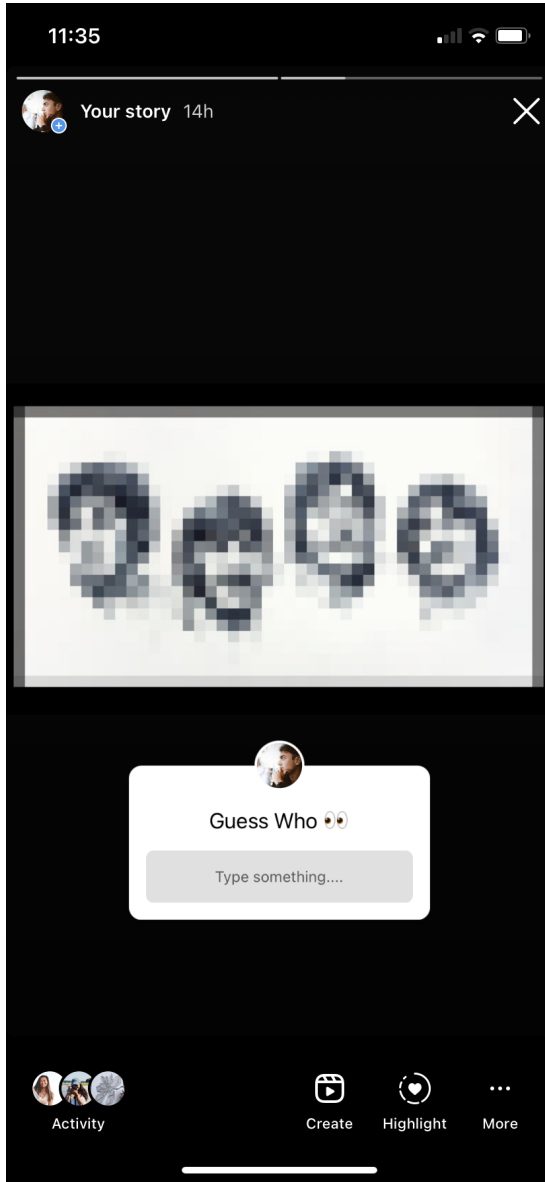


Figure 4

Sample QR Code



Figure 5

Sample Business Card

