

Schweitzer Studios Marketing Plan for Celebrate! West Hartford

Max Schweitzer
Clark University
Capstone Practicum
Professor Julie Frechette
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Business Overview

Schweitzer Studios is a fine arts business run by graduate student Max Schweitzer. The business specializes in capturing the essence of beloved figures and animals using colored pencils, chalk, and pastels. The business was officially created in 2020 but only recently started selling work seriously. The main source of revenue is from sales at in-person arts festivals throughout the year. At those festivals, customers also order commissions of their favorite animals, which are then completed during the down-time between shows. With Schweitzer's graduation this year, the business will shift from a part-time job to a full-time career. In 2023, Schweitzer Studios will be tabling at six arts festivals.

The first show after Schweitzer's graduation is Celebrate!, an annual arts festival held in the artist's hometown of West Hartford, Connecticut. The show is expected to bring in over 40,000 attendees across the 2-day period and thus marks an exciting sales opportunity for the business. This review lays out a comprehensive marketing plan for the Celebrate! West Hartford arts festival.

The plan adopts a multi-channel marketing approach to ensure that the content effectively reaches the target audience. The plan begins by identifying the main objective for the marketing campaign, as well as a few secondary objectives that will be essential for success. Second, the plan determines the target audience and compares the business's target market individual to the average Celebrate! West Hartford attendee. Next, the three main kinds of products of Schweitzer Studios are introduced and reviewed in detail. Each product is analyzed in terms of price and target audience. The section concludes by recognizing that the marketing plan will focus primarily on original work and commissions. Then, a brief section examines the potential competitors at the festival. Emphasis is placed on how Schweitzer Studios can set itself apart

from similar businesses in its marketing material. The focus then shifts to the promotional mix that will be used during the marketing campaign. Both digital and physical artifacts will be deployed to achieve the marketing objectives. Finally, the plan concludes with a complete timeline of the campaign. The rollout is divided into three sections to maximize the efficacy of all materials. Taken together, this review details a complete marketing campaign to be executed April 1st - June 11th, 2023.

Marketing Objectives

The primary goal of the marketing plan is to increase sales at the Celebrate! West Hartford arts festival. A gross revenue of \$1500 in sales over the two day period would be considered a success. However, directly asking for sales has been shown to be an ineffective strategy for marketing (Blakeman, 2018). Instead, the marketing plan will be designed to accomplish a number of secondary goals that, if achieved, will ensure the completion of the primary objective. The secondary goals of the marketing plan are listed below.

1. Grow Schweitzer Studios Instagram Following.

Growing the business's Instagram following will be essential to success at Celebrate! West Hartford. As of the time of writing, the Instagram account is the business's largest social media account with 1,380 followers. 6% of those followers currently reside in West Hartford (Schweitzer, 2023). The goal will be to increase this percentage to 8% via an increase in 20 followers from West Hartford, Connecticut by the time of the show. This will be achieved by using geotags in the reels and posts, as well as using location-based advertising on the app.

2. Promote Original Work Created by Schweitzer Studios.

The main sales focus at the show will be placed on selling original and commissioned work. Original work has much higher profit margins than printed products like prints and stickers, and thus represents much greater profit potential. Original work that will be for sale will be promoted consistently throughout the marketing campaign using both physical and digital channels.

3. Create and Market an Alluring Booth to Attract Festival Attendees.

The booth itself will need to stand out from other vendor displays at the show. Despite the comprehensive marketing efforts, the majority of attendees will not know of Schweitzer Studios before the show. Therefore, it is essential to construct a booth that is both attractive and engaging to the attendees that will be walking past. The booth will be presented in such a way that catches the viewers' attention and allows them to engage in multiple ways depending on their comfort level.

Target Audience Analysis

It's important to understand the business's target audience prior to the show. The audience can then be analyzed in comparison to the average festival attendee at Celebrate! West Hartford to make important pricing and marketing decisions. The primary target market for Schweitzer Studios is working class professionals and families with disposable income who cherish their pets and animals in general. These individuals are aged 45-60. They appreciate the arts and value physical art over the new trend of digital art prints. The secondary target market individual is a 18-24 year-old individual in college. These individuals are generally active on social media and tell their parents (the primary target market) about their interest in ordering a commission of the family pet. Now that the target market for Schweitzer

Studios has been identified, the next step is to compare that market to the average Celebrate! West Hartford attendee.

According to the festival's website, there are about 40,000 attendees each year, with the majority of attendees being from West Hartford and the greater Hartford area (Town of West Hartford, 2022). In 2022, West Hartford had a population of 63,973, with slightly more females than males (U.S. Census Bureau, 2022). The largest age demographic is 45-64 year-olds, making up 28.1% of the total population (U.S. Census Bureau, 2022). This is a good sign, as that demographic aligns with the target market for Schweitzer Studios. As for financial status, the average household income in West Hartford was \$111,997 in 2020 (U.S. Census Bureau, 2022). This figure becomes especially relevant when compared to the average household income in Connecticut, \$83,572, and in the country, \$69,021 (U.S. Census Bureau, 2022). Additionally, the average income per capita in West Hartford was \$60,530, an 11% increase from 2010 (U.S. Census Bureau, 2022). Given this data, it's valid to assume that the average attendee will indeed have disposable income. This means that prices can be adjusted accordingly from the extremely low prices presented when selling at Clark University to college students. Whereas Clark University students tend to be very frugal with their spending, the average festival attendee will have more capital to spend on fine art.

Products

There will be four kinds of products offered at the show. These products occupy many different price points to satisfy all budgets. The four products are stickers, prints, originals, and commissions.

1. Stickers

- a. 2 x 3" stickers will be sold of the finest work. Stickers cost \$3 for one or \$5 for two. Stickers make Schweitzer Studios work accessible to everyone. They will be

placed low to the ground on the sides of the booth to target children who are at the show with their parents.

2. *Prints*

- a. 12 x 16” prints will be sold in five designs. These prints cost \$40 per print. They will be displayed on a vertical stand on an island in the middle of the booth. They will be placed at about eye-level for an average adult. A small card will explain that they’re a wonderful gift option for recently graduated students and will offer a few examples of how they can be displayed.

3. *Originals*

- a. Originals vary widely in price depending on the size and complexity of the illustration. Originals will be the main source of revenue from the show and will be divided into three collections: “Icons”, “Back to Nature”, and “The Finer Things”. Icons is a series of original colored pencil drawings on white paper that blends caricature and realism. These illustrations will range from \$50 - \$150. Back to Nature is a series of wildlife illustrations on slabs of slate and cross-sections of birch. These will be displayed on the island in the booth and range from \$100 - \$300. Finally, the finer things series features signature work on black paper. These illustrations will be hung on the sides of the booth for maximum visibility and range from \$200 - \$600. Each collection will be accompanied by its own story card. These cards are meant to engage the viewer and add depth to each illustration. They will be explained in greater detail in the promotional mix section.

4. *Commissions*

- a. Commissions are the most expensive option at the show. Attendees will be able to order a custom illustration of a beloved pet at the “commissions corner” of the booth. This corner will show past commission examples and include a pamphlet with information about each stage of the commissions process, from submitting reference photos, to payment, to protecting the completed illustration.

Competition

Knowledge of other vendors at the show is essential in allowing Schweitzer Studios to separate itself and stand out from the competition. There are two main categories of competitors at the show that will be referred to as soft and strong competition.

Soft competition refers to other artisans at the show with a different target audience than Schweitzer Studios. These vendors sell goods and services like soap, stationary, yoga classes, etc. Businesses like JunkPot Studio, Lyric Hill Farm, and Hudson River Inlays will attract many customers but belong to different industries. A customer looking to take a yoga course or purchase fresh cheese isn't necessarily looking for a custom portrait of their pet. Since Schweitzer Studios occupies a different commercial space than these businesses, they are viewed as soft competition.

Strong competition refers to other artisans who are targeting the same customers as Schweitzer Studios. These vendors are painters, photographers, and illustrators that sell work meant to be displayed in a living space. Schweitzer Studios is directly competing for the same business as these other vendors. As such, the majority of the marketing material will be designed to show how Schweitzer Studios is different and convince why attendees should support the business over the other ventures.

The Promotional Mix

The marketing campaign will use a multi-channel marketing strategy to achieve the previously stated objectives. Physical and digital channels will be used in tandem to target specific individuals.

Physical Artifacts:

The focus of the physical artifacts is to reach members of the target audience in and around West Hartford. These artifacts are designed to gain followers on Instagram and acquire new customers. Many artifacts will be used in the marketing campaign leading up to the festival as well as at the festival itself. Each artifact is described below.

1. Redesigned Business Cards

High quality, 32 pt. Business cards will be left at local art shops and given out to individuals prior to and at the festival. These business cards were redesigned from the previous version to feature two works of art and include a QR code that leads to [SchweitzerStudios.com](https://www.schweitzerstudios.com). The QR code allows potential customers to go straight to the website rather than forcing customers to enter each character of the URL. This change is expected to increase website traffic directly and indirectly lead to greater sales due to the ease of navigation. Some cards will include a written promotion on the front, allowing cardholders to show the business card upon purchase and redeem the promotion.

2. *Commissioned Artwork Brochure*

The commission brochure is a completely new addition to the Schweitzer Studios marketing arsenal. It features a tri-fold design and walks potential customers through the commission process. Due to the nature of commissioned work, customers have to purchase the illustration before seeing the final result. This brochure helps ease any concerns about the process by showing side by side images of the reference photo and final commission. Additionally, the brochure identifies and describes the four main steps of the process: choosing a size, submitting reference photos, payment, and protecting the finished illustration.

The brochure will be placed at the local veterinarian office and two local dog parks in order to directly reach the target audience of working-class professionals who cherish their pets. The brochure will also be available at the show itself as part of the “Commissions Corner”. The commissions corner will also have necessary information for individuals considering a custom commission, including the brochure, past commissions examples, and a commissions calendar where they can see the next available time slot.

3. *Schweitzer Studios Celebrate! West Hartford Announcement Flyer Ad*

The artist has a private racket-sport coaching business, where he teaches tennis and pickleball to over fifty families. These families are generally upper-middle class living in and near West Hartford, Connecticut. The Schweitzer Studios Celebrate! West Hartford announcement fliers will be given to the artist’s existing network as a way of inviting each family to the show. The flier highlights a few signature works of art and clearly shares the date of the festival and location of the Schweitzer Studios booth. All fliers will be given in an envelope

that includes a business card with a hand-written promotion. Additional fliers will be placed at the local art shop, Jerry's Artarama and at the West Hartford Art League.

4. Schweitzer Studios Banner

The Schweitzer Studios Banner will be hung above the display booth at the festival. The purpose of the banner is to capture the attention of attendees walking past the tent who may not know about the business. The banner features a large Schweitzer Studios logo and a few signature illustrations.

5. Schweitzer Studios Story Cards

6 x 6" story cards will be placed next to each collection of original illustrations. These story cards are meant to increase customer engagement with the booth. The small write-ups explain the motivation behind each collection and leverage psychology to add value to the available products. Phillips (2017) asserts that effective storytelling dramatically increases the value of products for consumers. Additionally, Blakeman (2018) states that customer engagement has become incredibly important in an age of ever-shorter attention spans. These story cards add story to the illustrations and maintain customer attention at the same time.

Each story will be printed on heavyweight cardstock and embellished with a simple border design that echoes the mood of each collection.

Digital Artifacts:

Digital media will be used to promote lower cost items and target young adults in the New England area. As stated in the target audience analysis, the mean age of the Schweitzer Studios' digital audience is significantly lower than the average West Hartford resident. As such,

the digital material will primarily focus on growing awareness of the business and promoting its presence at Celebrate! West Hartford.

1. Instagram

The main digital marketing channel will be the social media application, Instagram. The various posting features of Instagram will be used together to create a consistent and engaging social media presence designed to increase follower count and spread awareness of the festival.

First, daily reels will be posted showing behind-the-scenes preparation for the show. These reels will feature original illustration timelapses, matting and framing montages, and print unboxings. Instagram analytics reveals that reels are the most efficient posting method to reach non-followers (Schweitzer, 2023). In February 2023, reels reached 7,135 non-followers and posts reached just 351 non-followers (Schweitzer, 2023). Given this data, reels will be designed to attract new viewers to the profile and acquire new followers.

Second, weekly posts will be shared to the profile highlighting original illustrations that will be for sale. These posts will be the principal method of sharing and promoting available work before the show itself. Posts will follow a specific strategy adapted from well-known Dutch illustrator, Lois Van Baarle, more commonly known online as Loish (Loish, n.d.). The first image will be a professional, edited final image of the illustration. The following images depict the progression of the illustration, from thumbnail sketch to finished work. Finally, the final image will feature a call-to-action for the viewer, most frequently urging the viewer to “see the drawing in person at Celebrate! West Hartford, June 10th and 11th”.

2. *Updated Schweitzer Studios Website*

Whereas Instagram is focused on finding new potential customers, SchweitzerStudios.com is an online location designed specifically for individuals interested in learning a bit more. Individuals may visit the website after being given a business card or seeing the festival announcement flier.

A number of small changes will be made to optimize the website before the festival. Most notably, the website will be updated to include a page about upcoming festivals and shows. The page will share the location and date of all shows for the calendar year, allowing interested individuals to find the most convenient festival to visit. Additionally, the website will be updated to include original work that will be available at the show. Each illustration in the gallery will be accompanied by a short description of the piece along with the price.

3. *Studio Thoughts Blog*

Finally, the business's blog, Studio Thoughts, will be updated with bimonthly posts. Similar to the new website features, the blog posts are designed for interested individuals who would like to learn a bit more about the artist and business itself. Once again, these posts function as a way to add depth to the business. Post topics will vary, but each topic will be linked to Celebrate! West Hartford in some way.

Current planned topics include:

- Creating a Commission for the President of Clark University!
- So You'd Like to Order a Custom Pet Commission???
- Natural Materials Series: Slate Portraits
- Natural Materials Series: Birch Wood
- Come See My Work at Celebrate! West Hartford

Rollout Timeline

The marketing campaign will be executed in three main stages. The stages are based on the three marketing objectives outlined above. Each stage is described below.

Stage 1: Increase Awareness of Business

April 1st - May 1st

Stage 1 focuses on increasing awareness of the business on social media and locally in the West Hartford area. On the physical front, the Schweitzer Studios commissions brochure will be placed at the two local art stores near West Hartford: Jerry's Artarama in West Hartford and Blick's Art Supplies in Plainville, CT. The Schweitzer Studios business card will be given out to locals at Wolcott Park, where the artist provides tennis lessons on the weekends. In the digital space, Instagram reels will be posted every day to reach new viewers and obtain more followers. Instagram stories with polls asking for feedback will also be posted on a weekly basis as a way to engage new followers of the business.

Stage 2: Promote Products and Show

May 1st - June 11th

Stage 2 looks to promote the business's attendance at Celebrate! West Hartford and showcase the artwork products that will be for sale. Announcement fliers will be placed at the local art stores, as well as the public parks in West Hartford. On the digital side, the focus of social media content will shift to the preparation for the festival. Reels and posts will showcase the work that will be for sale and demonstrate how each illustration is created. At the same time, the "Natural Materials" blog posts will go live and will be promoted on various social media

platforms. These posts will dive more deeply into the creation process for individuals who are already interested and want to learn more.

Stage 3: Set Up Booth and Present Work
June 9th - June 11th

Stage 3 takes place during the festival itself. The booth will be strategically constructed to maximize sales. The booth will be open at a corner, meaning it will be open on two of the four sides. An island will be placed at the open corner of the booth, displaying the various slate illustrations for sale. The island will create a walkway for customers to enter into the booth and see all products for sale. Fine arts photographer Evan Reinheimer suggests placing the most attractive works on the sides of the booth where they are easily visible to attendees walking by (Reinheimer, 2019). Framed, white on black wildlife illustrations will be placed at the ends of each wall in order to pull in potential customers. Additionally, a small sticker display will be placed close to the ground at the front of the booth to attract young children. Oil painter Tracy Lizotte suggests adding elements to the booth to visually separate it from the sea of white tents. The Schweitzer Studios banner will be placed outside the tent as a way of distinguishing the booth and marketing for Schweitzer Studios at the same time.

Financial Overview

Schweitzer Studios recently participated in Clark University's annual business pitch competition, Clark Tank. The competition allows students to compete for funding by pitching their venture to a panel of entrepreneurial Clark alumni. Schweitzer Studios won the marketing competition and placed 2nd in the overall competition, earning \$3000 to advance the business. A

portion of that prize will be invested into marketing materials for the Celebrate! West Hartford marketing campaign. The financial costs of the campaign are broken down below.

Physical Marketing Supplies

Redesigned Business Cards.....	\$115
Commissioned Artwork Brochure.....	\$65
Schweitzer Studios Banner.....	\$325
Story Cards.....	\$30
Celebrate! West Hartford Announcement Flyers.....	\$50
 Physical Marketing Supplies Total.....	 \$585

Digital Marketing Supplies

Instagram.....	\$0
SchweitzerStudios.com: \$29/month for 6 months.....	\$174
Studio Thoughts Blog.....	\$0
 Digital Marketing Supplies Total.....	 \$174

In total, the marketing supplies cost about \$759 dollars. Although this may seem like a steep up-front cost, most of the marketing materials will be reused for other arts festivals throughout the year. At Celebrate! West Hartford, Schweitzer Studios projects a gross profit of \$1500, yielding a net profit of \$741.

Conclusion

This marketing campaign is meant to increase sales for the fine arts business, Schweitzer Studios, at the Celebrate! West Hartford arts festival. The festival will take place on June 10th and 11th in downtown West Hartford, Connecticut. The marketing campaign will be executed in

the two months leading up to the festival, beginning on April 1st and concluding on June 11th. The campaign will use a combination of physical and digital channels to reach the target audience of working class professionals with disposable income who cherish their pets. Upon completion of the campaign, the results can be analyzed and the campaign can be adjusted to be used for other festivals later in the year.

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Figure 1

Redesigned Business Cards



Figure 2

Commissioned Artwork Brochure

Step 3: Order and Payment

Please email me at SchweitzerStudiosOfficial@gmail.com or complete the commission form on my website to order!



SchweitzerStudios.com

50% of the total price is required upon ordering the commission. Commissions generally take 1-2 weeks to complete. I will provide a specific timeline when you order based on the size and complexity of the commission.

Acceptable Payment Methods

- Venmo
- Zelle
- Cash
- Card
- Check

Step 4: Protecting your Artwork

Its important to protect your portrait to ensure its longevity.

The illustration will be given to you after having been permanently fixed to prevent fading or smudging. However, it is up to you to frame the portrait however you choose! The portrait will be cut to within half an inch of your chosen size.



Contact Info

Questions? Feel free to contact me using any method below!

Instagram:
@SchweitzerStudios

Email: SchweitzerStudiosOfficial@gmail.com

Website:
SchweitzerStudios.com

Schweitzer Studios

The art of Max Schweitzer



Commissions

Why Black Paper?

I love working white on black! The black paper allows for striking highlights and results in a stunning portrait.

All commissions are created using professional-grade materials to ensure long-lasting, vibrant portraits.

Commission Subject

Commissions can depict either a beloved pet or a wildlife animal! Reference photos are required for pet portraits but optional for wildlife.



Step 1: Pick a Size

I offer a variety of sizes for commissioned work! All commissions are created using professional-grade materials to ensure long-lasting, vibrant portraits.



9 x 12" - \$250

12 x 18" - \$350

20 x 24" - \$600

These sizes and prices are a rough guide. I am happy to provide a quote of another size upon request.

Step 2: Choose Reference Photos

A strong reference photo is the key to a beautiful portrait!

All commission orders require at least one reference photo. The illustration will be based on one main image. All other photos you provide will be used as texture and anatomy references.

What makes a Strong Reference Photo?

Lighting

A combination of bold light and strong shadows creates a greater sense of depth and makes for a more exciting portrait! Avoid photos in complete shadow or complete light.

Pose

Photos should have an interesting composition. Head-on, symmetrical views are static and less exciting. 3/4 photos taken from your pet's height are preferred.

Essence

You know your animal much more than I do. Submit photos that capture your animal's essence! It is impossible to capture a likeness from a photo that doesn't capture the nuances of your pet's unique identity!

Quality

Please submit clear photos that allow me to zoom into specific features. Blurry photos prevent me from rendering all the important little details!

Figure 3

Schweitzer Studios Story Cards

❧ Slate Series ❧

These illustrations add a refined,
elegant touch to any living space

Each piece of slate is sourced from an
abandoned quarry in upstate Vermont.
Who needs fancy, expensive paper when
you have beautiful natural materials!?

Each piece comes with its stand so
it can be displayed immediately.

Figure 5

Schweitzer Studios Instagram Account

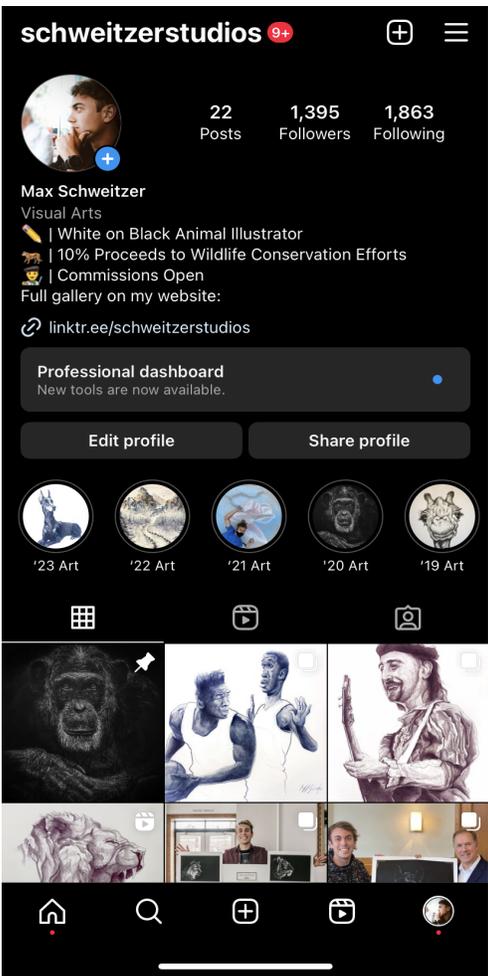


Figure 6

SchweitzerStudios.com Homepage



schweitzerstudiosofficial@gmail.com

Figure 7

Studio Thoughts Blog

Studio Thoughts



Goal Setting in 2023

When I was a kid, I used to write a page or two recapping my year and listing a few goals I had for t...



2022 Top 10!

At the end of each year, I like to do a little recap of the work I've created and reflect a bit on my progress. ...



Welcome to Studio Thoughts!

Welcome to Studio Thoughts! This is my excuse to secretly pursue my burning passion to become a wor...

Home