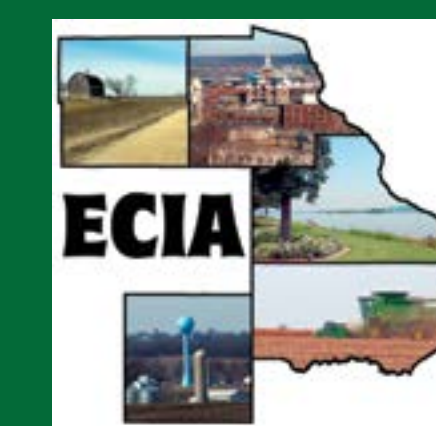


Maquoketa Art Experience

Marketing and Communications



PROJECT STATEMENT

Students from the School of Journalism & Mass Communication created a strategic marketing plan to attract artists and art enthusiasts to the Maquoketa Art Experience, a non-profit organization with a physical community space in downtown Maquoketa.

Maquoketa Art Experience (MAE) is a non-profit organization established in 2008 and located in downtown Maquoketa, Iowa. MAE is dedicated to arts education, fostering the arts and building community by engaging the residents of Maquoketa and surrounding areas in diverse creative activities. Their mission is “to develop and cultivate an expanding interest in art within Jackson County residents and visitors to our community by supporting lifelong learning, sustaining our cultural heritage, and appreciating the arts in our everyday lives.” Students utilized MAE’s current brand to develop a marketing package to include ads, posters, and other promotional materials to increase awareness, patronage and support of MAE and its programs.

October 2018

Maquoketa Art Experience Content Calendar						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 #ArtistAppreciation Facebook post @ 9:00 a.m.	2 #MAEMonday Informative Facebook post @ 8:30 a.m.	3 #InstaArt Picture of featured art on Instagram @ 7:00 p.m.	4	5 #TBT post about an art class in past that was a lot of fun! @ noon	6 #FunArtFriday post on Facebook and Instagram @ 10:00 a.m.	7
8	9 #MAEMonday Informative Facebook post @ 8:30 a.m.	10 #InstaArt Picture of featured art on Instagram @ 7:00 p.m.	11 What inspires you? Engage with audience on Facebook @ 10:00 a.m.	12	13 #FunArtFriday post on Facebook and Instagram @ 10:00 a.m.	14 #SaturdaySpotlight Facebook LIVE event
15 #MAEMonday Informative Facebook post @ 8:30 a.m.	16	17 #InstaArt Picture of featured art on Instagram @ 7:00 p.m.	18	19 #TBT post about an artist that visited MAE! @ noon	20 #FunArtFriday post on Facebook and Instagram @ 10:00 a.m.	21
22 #MAEMonday Informative Facebook post @ 8:30 a.m.	23	24 #InstaArt Picture of featured art on Instagram @ 7:00 p.m.	25 Who is your favorite artist? Engage with audience on Facebook @ 10:00 a.m.	26	27 #FunArtFriday post on Facebook and Instagram @ 10:00 a.m.	28
29 #MAEMonday Informative Facebook post @ 8:30 a.m.	30 Happy Halloween Facebook Post @ 10:00 a.m.	31				



WHEN
 July 5th – July 7th, 2017
 9am – 12pm

WHERE
 Maquoketa Art Experience

124 S. Main St., Maquoketa, IA

[HTTP://MAQUOKETA-ART.ORG/YOUTH-WORKSHOPS/](http://maquoketa-art.org/youth-workshops/)

KIDS ENTERING 1ST – 6TH GRADE

LOVE BUILDING WITH LEGO BRICKS?

Camp includes:
 • Model building
 • Challenges
 • Creative collective projects

B4K ENGINEERS: GAMERS BRICK ADVENTURES

Bring classic arcade games like
 • Pacman
 • Super Mario Bros
 • Pokemon
 To LIFE using LEGOS.



Left to right: A mock content calendar to help guide MAE on posting content to their various social media accounts in order to boost engagement with the growing online community. An example of a take-home flyer to be distributed to students in surrounding schools to enhance attendance at events aimed toward children. Flyers are cost-effective and will hopefully encourage parents to sign up for classes once they learn more about MAE.



The Maquoketa Art Experience logo.



Students working on the project in their Strategic Communications course offered by the School of Journalism and Mass Communication.

KEY TACTICS

- In order to enhance Maquoketa's online presence, the students suggest using social media aggressively to connect to the community.
- Distributing a take-home flyer for students in surrounding schools to promote MAE children art classes is a way to boost attendance at events.
- Press releases and radio advertisements are a cost-effective way to get people informed and interested in the Maquoketa Art Experience.
- Interpersonal communication, such as hosting free open houses or tours is a great way to engage with the community and encourage people to attend events in the future.