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Maquoketa Art Experience
Marketing and Communications

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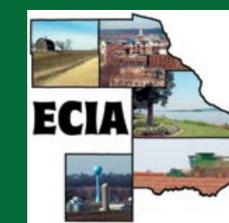
PROJECT STATEMENT

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.

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.

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