

## How To Get Plenty Of Visitors To Your SOS Event

'Publicising your open studio and your art is hugely important! It doesn't matter how wonderful your artwork is, if people don't hear about it, they're unlikely to visit!' (Deborah Battaglia).

Factors that can affect how many visitors you get to your event. Think about how you can make the most of them and overcome any potential obstacles?

- Geography/ Multi venue artists/ other artists nearby
- How many people recognise you? Where you are in your art journey.
- Marketing efforts. This is something we can all choose to work at with whatever time we can afford.
- The type of art/ artist – know yourself and your art. Our individual SOS events will be very different and will appeal to different people. Celebrate that, be authentic and use your point of difference to stand out and attract the right people to your event.

If you don't yet have a clear idea of your audience and how to connect with them, work on this.

- What makes you and your art different?
- Why are you passionate about creating your art?
- Who will be interested in your work? Where and how can you talk to these people about your upcoming event?
- What do you want your open studios event to be like for the visitor? Why do they need to come to you? What will visiting you do for them? What objections/ reservations might they have? How do you want them to go away feeling?
- It's about people making a connection with you as an artist and the stories and journeys and passion behind creating your art.

Assuming you've figured out what you're about and how to be authentic- You must now work out how to stand out and tell the right people about you and your event. Try to figure out where and how will work best for your audience and prioritise? Are they on facebook or Instagram? At craft fayres, art events, in art groups? Living close by? At your place of work? Visiting your website? etc

Here's some ideas that have worked for other artists. (Pick what fits best for you) but be prepared to push yourself out of your comfort zone a little if you want to make yourself known to a larger audience.

### **Social media- FB/ Instagram.**

Artists who report they do not get many visitors often do not have much social media presence.

- Regular quality is better than quantity - good engagement is crucial to being seen and making lasting connections. Avoid just making announcements - start conversations. Use meta to plan.
- Engage with relevant posts from the main Swindon Open Studios page. Share them onto your business & personal pages. Reply to all comments, ask questions- The more you engage, the more FB will show your post to others, so don't miss a trick!
- Share posts from other practitioners and organisations relevant to your area of expertise, it's free content and makes you appear knowledgeable in your field.
- Tag, (@ mention) SOS so that admins are notified and we can help your engagement with a like, comment, share.
- FB advertising. Can be effective if you are super clear who your audience is, how to talk to them and what posts work best for you. Otherwise avoid wasting your money!

### **The Personal Touch**

- Use messenger, email etc to personally invite friends, family, previous customers/ visitors.
- Personal recommendations go a long way- ask friends & family to distribute brochures, invitations, share and tag on social media and recommend your event.
- Make your own invitations to take to events. Include QR codes.
- Brochure distribution. Get yourself noticed and attach a personal note/ invitation to local people.