

## Words of Marketing Encouragement:

We don't need an audience of millions, we just need the right audience. A group of 250 people who passionately love our work might be the perfect number. "Our people" are out there. We just need to give them an opportunity to find us. So, spread the word!

## November Marketing Focus Areas

1. Continue to highlight Artburst artists
2. Introduce ways for art lovers to join us: subscribe, create Collector account, Collector+ membership
3. Thankful for the gift of creativity

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We will be sharing these marketing tidbits on Artburst channels and you can share them on your own accounts as well.

Some hashtags to consider:

#artburststudios

#insideoutsideupsidedown

#celebratingartists

Remember to tag us @artburststudios

Choose at least 2 of the following (or make up your own) to create and upload through the "Google Drive" link on your private Artist Portal during November. New options are highlighted in maroon.

### Video Options:

- **Art Related: What are you thankful for? 30 seconds or less**
- **Who is your favorite non-Artburst artist and why? 2 minutes or less**
- If you haven't already: Pass the Brush, several short videos, no sound (Sample and instructions will be provided)
- Studio/Workspace Tour, 1-2 minute video with or without sound
- Invite art lovers to the show, 1 minute or less
- Happy dance, 15 sec with no sound

### Photo Options:

- Send 4-5 photos from the start to finish of one of your non-show pieces
- What inspires you? Send 3-4 photos and let them tell the story
- Teaser photos of a show piece in progress from different angles (Don't give away too much.)
- Something special from your studio (pet assistants, ritual, favorite tool, etc.)

### In Writing:

- Send us funny art related sayings or jokes
- Write an art related poem

### Propose Your Own