

Module 3

# Te whakatairanga me te whakapiki

Marketing and promotion

Weaving your creative passion and business





I TE AO MATIHIKO  
NEI, KUA NUI  
RAIWA AKE NGĀ  
ARA HEI TORO  
ATU KI TE TANGATA  
MĀ ĀU MAHI  
WHAKATAIRANGA,  
ANŌ NEI KUA  
WHĀNUI AKE HOKI  
TE WHAKATAETAE  
MŌ TE ARONGA O  
TE TANGATA.

# **In this digital age, there are so many more ways to reach people with your marketing – but there’s also so much competition for attention!**

**So, we have to be on point about how we plan our marketing. We need to think carefully about what channels we use, and how we use them. Putting the wrong message out in the wrong place is a waste of your very precious time, effort and pūtea.**

**Marketing is all about creating opportunities for people to get to know about your business, see your products or services, and hear your messages. If someone sees your work for the first time and they like what they see, then there’s a good chance that they’ll want to see more. This is the first step to people becoming customers and kaitautoko of your business. And if the marketing gurus are right, people sometimes need to see your message six or seven times before they decide to take action.**

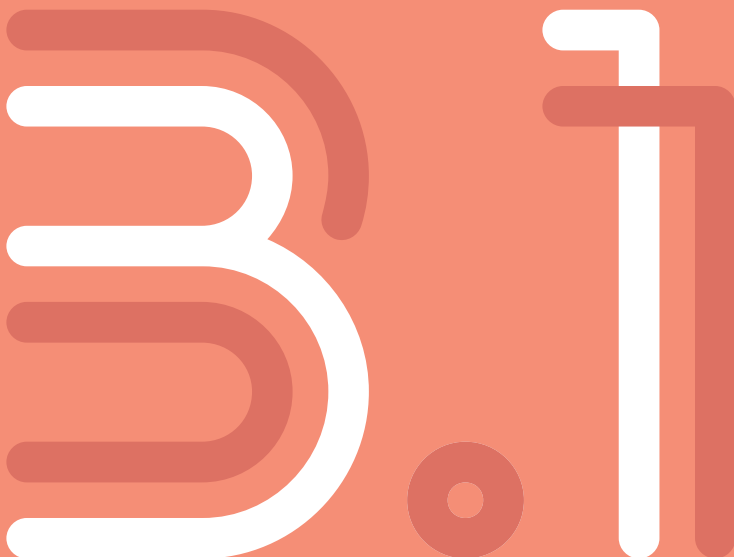
**You’ll probably have limited time and money for marketing, so let’s make sure we throw the best messages in the right place. Once you understand who you’re trying to connect with, you can think about where to reach them and what kōrero will resonate.**

## Your kōrero and messaging needs to be clear and relevant.

It should look and sound as if it's made for them. This gives you the best chance of connecting.

Here are some tips:

- Use easy to understand, plain language.
- Be consistent across everything you do.
- A message should have a clear emotional tone that links with the image of your business (e.g. reassuring, exciting, challenging, uplifting or straightforward).
- Messages should be as truthful, honest and complete as possible, without waffling or losing people's interest.
- Be believable and trustworthy.
- Stay focused on what's important to the audience — not just what's interesting to you.
- Be intriguing — keep people wanting to know more.
- Don't forget about emotion. Some of the best promotions are ones people make an emotional connection with.
- Give a glimpse 'behind the scenes'. Think of ways you can expand the audience's experience of what you do. Many people are fascinated by the idea of a creative life, and may be interested in you as well as your mahi.



Answer the following questions:

WHAT ARE THE BENEFITS YOU OFFER?



**Key messages**

WHAT TONE SUITS YOU AND YOUR MAHI?

WHAT IS RELEVANT TO YOUR AUDIENCE?

WHAT KŌRERO CAN YOU SHARE ABOUT YOU AND/OR WHAT YOU DO?

WHAT 'BEHIND THE SCENES' STORIES COULD YOU SHARE?

## How and where will you promote your mahi?

Marketing channels are the places you use to get your messages out to the people you want to connect with.

Here's some examples of potential sales channels:

- Writing stories for newspapers or to be shared online
- Facebook
- Instagram
- Guest blog or vlogs (video version)
- Your website
- Google ads
- E-newsletter  
(Go hard gathering people's emails, but only add people with their permission and give them the choice to opt out.)





Here are some other ways to help your promo: join others for exhibitions, play a gig at a local venue, apply to perform in festivals, create an event for your business, upload a YouTube 'how-to' video, give an artist's talk, or run an online give away. What are some more ways of 'putting yourself out there'?

You want to make sure that the places you promote your mahi are places your target market will be.

**Lastly, here's a simple and powerful way to promote your work:  
Talk about it!**

When you meet someone new, make a point of telling them what you do. When you're hanging out with people, mention what you're up to creatively. As long as you keep it short and sweet, your listeners will be happy to know what's going on. Then, when someone has the problem that your product or service solves, they are more likely to think of you.

List some whakaaro for marketing channels:

**Marketing channels**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.



**COPY YOUR MARKETING CHANNELS IDEAS INTO YOUR BUSINESS PLAN BOOKLET**

MĀ TĒ  
WAIHANGA I  
TĒTEHI PUNA  
HUNGA  
WHAIWHAI E  
PUTA AI TŌ  
RONGO KIA  
TUPU MAI Ō  
KIRITAKI.

**A good way to get customers is to create a fan base or a ‘following’.**

You create fans by making as many opportunities as possible for the right people to see your mahi toi and get excited about what you’re doing. You’ve just worked out some ways of making these opportunities through your marketing channels.



Here are some different types of kaitautoko:

**ADMIRERS**

They simply like your mahi and may never be in a position to buy it. But don't write them off—they can be great champions of your work.

**INDUSTRY FANS**

These are people who can help you move your career forward. These could be media people, curators, major collectors, event organisers, record labels, festival directors, other artists or Creative Waikato (pā mai, come see us \*hint, hint\*)

**FUTURE CUSTOMERS**

These people start off as fans, but at some point invest in your mahi. It could be in six months time; it could be two years.

**ACTUAL CUSTOMERS**

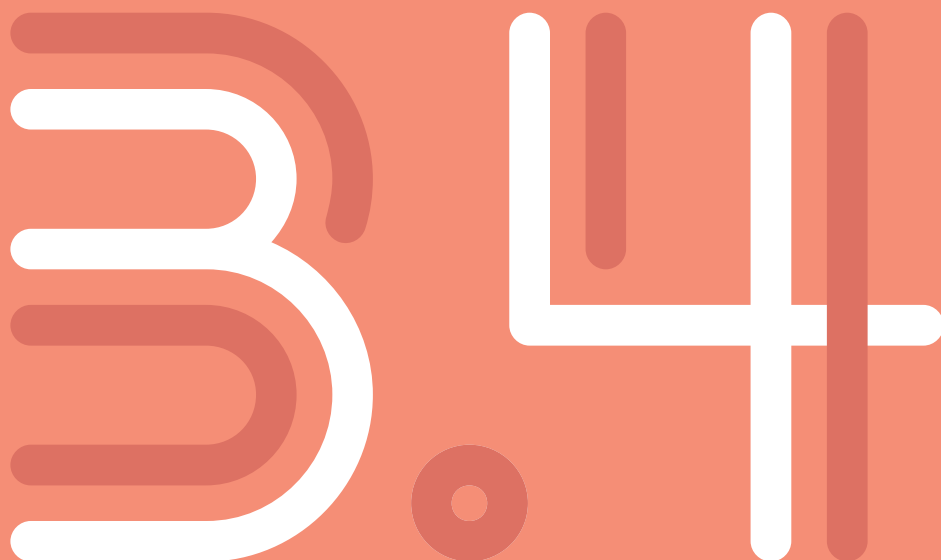
They have enough of a connection with your work that they want to buy or commission it. Having customers is what makes your business work.

No matter what type of kaitautoko, they all have to start at the same place—seeing your mahi through the opportunities you have created.

**Creating new, ongoing opportunities for people to see your mahi may be the single most important thing you can do, other than making the work itself.**

**Rather than doing your promotion as you go, it's better to have a plan of attack.**

Make a timeline of what you plan to do, and when you'll do it. Without a plan, you'll miss some important tasks.



## **Social media**

One of the best promotional opportunities we have now is making the most of social media.

You don't need to be on all of the social media platforms, but ideally you are using at least one of the main ones regularly, and using it well. How you choose your platform will depend on where your potential customers are and which platform suits you best. Instagram is used a lot by visual artists, as it's very image based. Many creative people use Facebook, which allows easy showcasing of creative products, and is still the social media with the most users. Snapchat is fast growing platform, used mostly by young people.

## **Websites**

Make your website engaging and professional.

A good website acts as a portfolio of your best work, and allows people to learn more about you. You can add an online shop to your website. If you keep your website up-to-date, with fresh content, people will have a reason to revisit it. There are lots of options now for cheap websites with easy-to-use templates. If you are looking at selling your mahi from your website, choose one that allows for this. Squarespace, Wix, and Weebly are all pretty straightforward to use. Check out the Creative Waikato website for the rauemi Websites Made Easy.

## **Print media**

Creative people often use posters and fliers to advertise things like exhibitions and performances.

Posters and fliers are a low cost way to spread the word locally. Shop around for printing quotes. Take around A4 and A3 fliers to cafes and shops, so you can have a suitable size for the space available. Carry fliers around with you so that you can give them to people when you bump into them. Try and get a story printed in the local paper. Check out the Creative Waikato website for the rauemi Writing A Good Media Release.

**Great brands are built on a clear vision, an engaging story, strong design, and the culture of your business.**

Your brand is how you present your business and how people see you. This includes your logo, but it is so much more. The way you use language, the types of things you do, how your design looks, the colours used, the feel — these things are all part of your brand. The main point is to be clear about what you want your brand to be, and be consistent so that people don't get confused. Your brand and product need to feel like they belong together.

Check out other brands that speak to you. What feeling do they evoke and how do they do it? Is it the typeface they use? The imagery? Does the kōrero match the design elements? Take note of brands you don't like, so you know what to avoid.





## CULTURE

Successful brands are embodied by their story, personality of the brand and people. It builds on your story and history.

## DESIGN

Design brings your brand to life. Creative application of a visual language, builds a lasting and memorable connection to your brand in peoples minds.



## STORY

A story forms the foundation for a strong brand.

## VISION

A clear vision creates direction and focus for a brand.

## It's worth seeing a graphic designer once you've got a clear whakaaro of the feel you want to achieve.

Ask around to find the right designer. Have a look at their previous work and see if you like it.

When you start working with a designer, they'll give you a quote and respond with some initial concepts. You'll give feedback, and that starts a refining process. Keep going till you're satisfied!

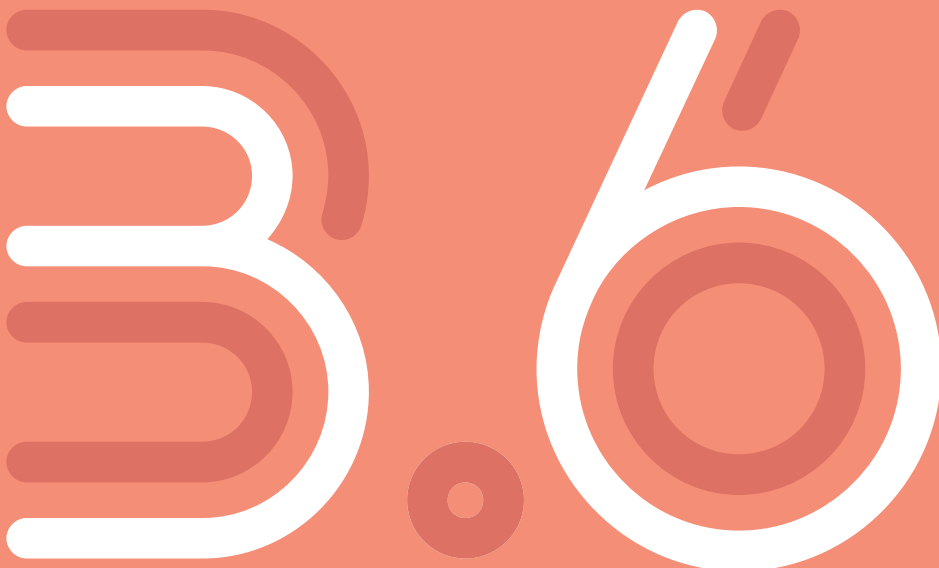
It's handy to get some designs for:

- **A logo** in various sizes and files: jpeg and eps for business cards, a version with an invisible background (png), and versions in black, in white and in colour (so your logo looks good on any background)
- **Business Cards**
- **A letterhead** for more formal things like documents, media releases, quotes and invoices
- **Social media** banners and profile pictures
- **Poster templates** for events (where you can change details like dates and venues yourself)

A good graphic designer should ask you lots of questions, like: "Who is your target market?" and "What are the main things your brand should communicate to people?"

**A true strength within Māori culture is how much we value people, and the depth of relationships.**

Stay in touch with those in your industry, and with customers and potential customers. Make the effort to meet new people and make sure they know what you do. Head along to kaupapa where you can make new connections. Do this with respect and integrity and you'll be surprised at the opportunities that will open up.



An elevator pitch is a concise, carefully planned and well-practiced description of your business that almost anyone should be able to understand — delivered in the time it would take to ride up ten floors in an elevator. This gives you 30 seconds or less! (We don't use elevators in the Waikato as much as they did where this term was invented, but it's still about as long as a stranger will be able to give you their best attention.)

The point of your elevator pitch isn't to share every detail of you or your business. Imagine you're in the other person's shoes: What are you talking about and why should they care?

Brainstorm  
and answer  
the following  
questions:

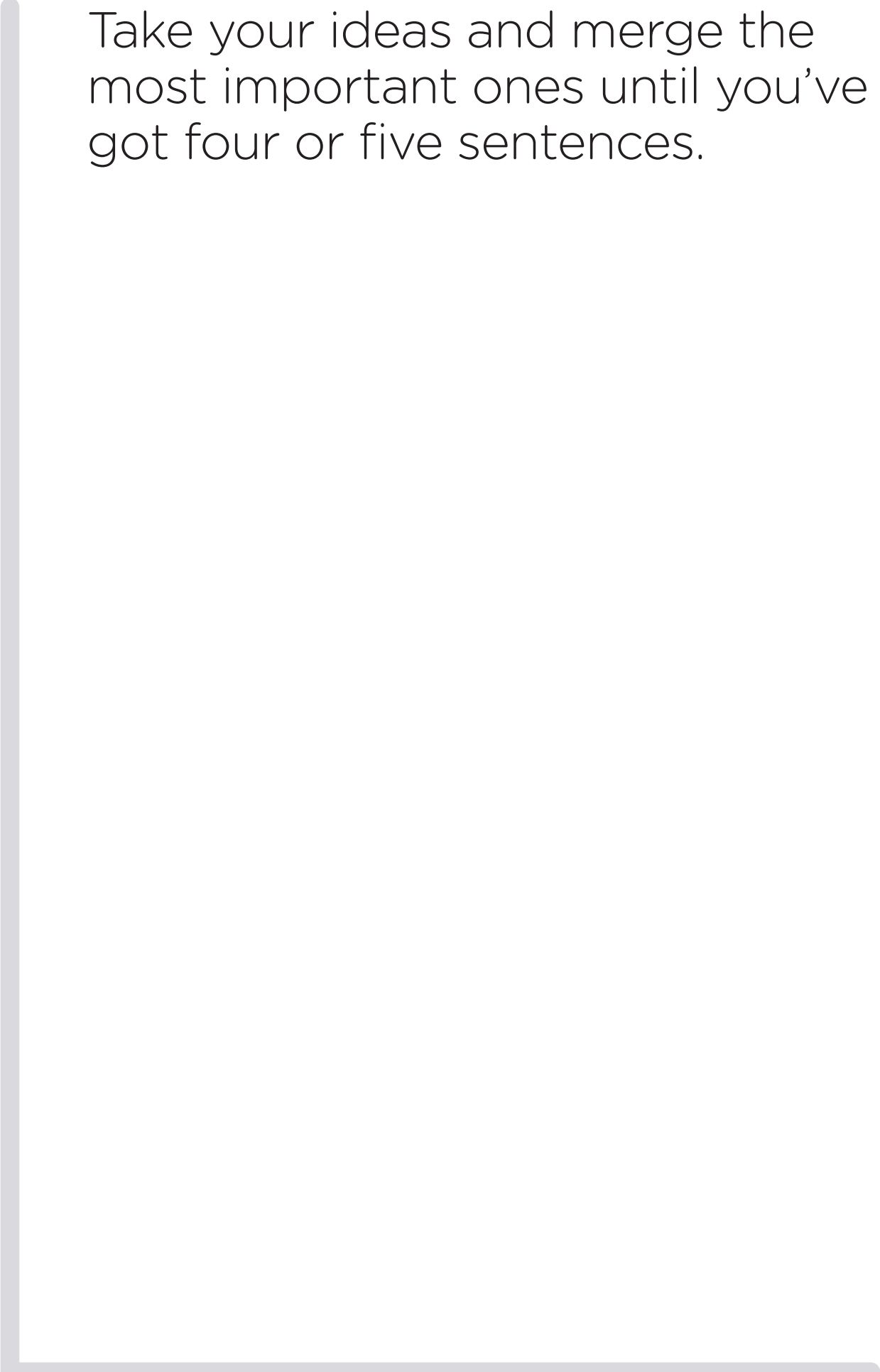
WHAT DO YOU DO, AND WHAT IS THE NEED FOR IT?

**WHAT ARE THE BENEFITS AND RESULTS?**

**HOW DOES YOUR PRODUCT OR IDEA ADDRESS THE NEED YOU'VE IDENTIFIED?**

**WHY DO YOU DO WHAT YOU DO?**

**WHY MIGHT IT MATTER TO NEW PEOPLE YOU MEET?**



Take your ideas and merge the most important ones until you've got four or five sentences.

Refine this into a pitch that you can deliver in 30 seconds or less.

**Keep your pitch short, simple, and focused. Less is more. You just want to say a few important things and make them want to know more.**

### **Tips**

Don't use jargon and don't list features or technical things. Your tamariki should be able to understand your pitch.

Balance humility with hype. If you don't believe in what you're doing, you can't expect others to. It's time for the kumara to speak of its reka, but get the balance right so you don't come across as a show off. Practice a lot. Do this in front of the mirror, and try it out on whānau and friends. Get it flowing so you can do your pitch comfortably to new people.

Once you're confident with giving your pitch, you can start tailoring it to the situation or people you meet. Remember to focus on keeping it fun and relevant for the other person. Letting people know about what you do is an amazing way to connect!



KO TŌ TĀTAI  
PŪMANAWA HEI  
RINGATOI HE MEA  
E WHAKAMĀRAMA  
ANA KI TE IWI, NŌ  
WHĒA KOĒ, KO WAI  
KOĒ, NGĀ  
ĀHUATANGA  
IHIMAIRANGI KI  
ROTO I Ō MAHI ME  
NGĀ KORĒRO E  
KOROKĪNGIA ANA  
E KOĒ.

**This is something too many artists don't do, and we reckon is one of the most powerful resources you can have up your sleeve.**

Make sure you have an awesome written profile that tells your story as an artist.

Having one ready to go makes it easy to give to people like gallery owners or funders when they need it. You can also load it on your website for other people to access when they want to spread the word about you (this will happen more than you imagine).



## You want to make sure people can get a sense of who you are, where you whakapapa, what influences your mahi and what stories you are telling in your mahi toi.

Share what experiences you've been involved in and what your journey has been.

Different situations can call for different profiles. They might be formal and as if someone else was writing about you, or in more of a personal voice.

Include a good quality image of yourself or your mahi. You could also have a separate page of kaupapa you've been part of, like other exhibitions or collections. Give it to people you trust to give you feedback on what you've pulled together.

A ready to go profile means you can adjust it to the kaupapa you're involved in. It's also comes across well when dealing with people like gallery owners or organisations because trying to chase people up for their profile can be hoha, and you want to show professionalism and reliability from the get go. And remember: Save it where you can easily find it!

Brett Graham, an accomplished sculptor of Ngāti Korokī Kahukura and Pākehā descent has a good example of a professional profile on his website [www.brettgraham.co.nz](http://www.brettgraham.co.nz)

Look up some of the artists you know, compare the different styles of bios, and find something that works for you.

AHAKOA KEI WHEA KOE  
I RUNGA I TŌ HĪKOINGA  
PAKIHI, E TINO HIAHIA  
ANA TE TIMA O  
CREATIVE WAIKATO KI  
TE RONGO MAI I NGĀ  
RINGATOI KEI TŌ MĀTOU  
ROHE. KUA UTUA  
MĀTOU KI TE AIWHI I  
NGĀ RINGATOI, NŌ  
REIRA ME WHAKAPĀ  
MAI KI A MĀTOU.

**No matter where you're at in your  
business journey, the team at Creative  
Waikato love hearing from artists in our  
region. We're here to help, so please  
don't be a stranger.**