Marketing your exhibition

Campaign Planning Guide

aspex
portsmouth

“The process of campaign planning helps you organise your thoughts, identify appropriate target markets and craft effective messages to reach them.”

Arts Marketing Association

Campaign Plan

Your campaign plan should provide a simple, concise summary of exhibition information, targets and communications strategies. You should include important details including key messaging, dates, prices, and metrics.

Exhibition Title

Dates

Campaign Summary

Summarise your campaign in a few sentences...

Key Messages

What do you want to communicate?...

Aims

What do you want to achieve? Think of SMART objectives (Specific, Measurable, Achievable, Relevant, Time-Bound)...

Target Audience

Who is your target audience? Ask yourself who, what, when, where, why...

Metrics

How will you measure the success of your campaign? What are your benchmarks?...

Channels

Where and how will you promote your exhibition?...

Call to Action

What action do you want your audience to take?

Hashtags

Can you think of a unique hashtag for your campaign? Which hashtags can you use to maximise the reach of your content?

Any other notes

Can you think of anything else important to the delivery of your campaign?

Content Checklist

Your campaign should include a range of promotional assets designed to amplify your voice and maximise the reach of your content, both in the digital and physical world. Which assets can you use to support the delivery of your campaign? Make a list and notes below including both digital and traditional marketing methods.

Digital

Social media (Instagram, Stories, Reels, TikTok, Facebook, YouTube, LinkedIn)

Website

E-Newsletter/Mailing List

Content Checklist

Traditional

Press Release

Print (Posters, leaflets, flyers)

“If you don’t draw the journalist into the story of your press release from your opening line then you’ve lost them forever.”

Evadney Campbell, MBE Director, Shiloh PR

Writing a press release

A press release is an official statement issued by a company, organisation, or individual to communicate specific information to the media. The primary purpose of a press release is to announce news, events, product launches, changes in leadership, achievements, or other noteworthy developments to the public. Press releases are a key tool in public relations and are designed to attract the attention of journalists and media outlets, encouraging them to write news articles or create other forms of media coverage.

Structure of a press release

Logo

Your organisation's logo

Release Date

This is the date when the information within the press release can be published. It can be For immediate release or Embargoed until … [date].

Headline

The headline should grab the journalist's attention and draw them in to read the press release.

Subheading

Not all releases need a subheading, but if you're going to use one, make sure it's descriptive.

First Paragraph

The first line or paragraph is the most important part of the press release. It's your opportunity to set up and capture the essence of your story in a single sentence or two.

Second Paragraph

This is where you can add more information and set up the story for the journalist, giving some more background or putting context especially if it's on the back of current news.

Body

This is where you give all the relevant information for your reader, facts, stats, testimonials, quotes and other third-party information. Write with your audience in mind. Any information that is not being used to 'sell' the story should be added to Notes to Editor.

Quotes

While the press release is written in the third person, quotes should be written in the first person and should be personal and attributed to a named person.

Final Paragraph

Finish the press release with a round-up final paragraph. The key is to keep the length of your press release to one page of A4.

ENDS

The convention is to end the press release with ENDS in caps.

Notes to editor

This is where you can put all the information that is not being used to sell the story including background information about your organisation and the people quoted in the press release. Anything that you think would be of interest to editors and journalists but not relevant to the press release 'story'.

Extras

You can also include media including images or videos in your press release. These are best placed under the subheading. Ensure you are using media that effectively communicates the story you are telling in your press release and provides context for the reader. Remember to credit the photographer/creator.

“The most fundamental principle of any social content is to make people feel something.”

Steven Bartlett, entrepreneur & podcaster

Writing engaging copy

Writing effective copy for social media involves creating content that captures attention, engages your audience, and encourages them to take a desired action. Below are a list of tips and considerations to help you write compelling copy that engages your audience.

Know Your Audience

Understand your target audience, their preferences, and the platforms which they use. Tailor your copy to resonate with their interests and needs.

Use Clear and Concise Language

Social media users have short attention spans, so keep your copy concise and to the point. Eliminate unnecessary words and get straight to the value or message

Create an eye-catching headline

Craft a compelling headline that grabs attention. Use words that evoke emotion, curiosity, or urgency to entice users to read more.

Tell an engaging story

Storytelling is a powerful tool on social media. Share anecdotes, experiences, or case studies that your audience can relate to. This humanises your brand and makes the content more engaging.

Include a Call-To-Action

Clearly state what action you want your audience to take. Whether it's clicking a link, sharing the post, or making a purchase, a strong CTA guides users on the next steps.

Use Hashtags wisely

Incorporate relevant hashtags to increase the discoverability of your content. However, don't overdo it; stick to a few impactful hashtags the relate to your campaign and key messages.

Spark engagement

Encourage comments, likes, and shares by posing questions, soliciting opinions, or running polls. Engagement boosts visibility and helps create a sense of community around your brand.

Adapt to different platforms

Social media platforms offer differing features to enhance or limit your content. These include different character limits, posting schedules, and user behaviours. Tailor your copy to suit the nuances of each platform (e.g., X, Instagram, Facebook, LinkedIn).

Tell an engaging story

Storytelling is a powerful tool on social media. Share anecdotes, experiences, or case studies that your audience can relate to. This humanises your brand and makes the content more engaging.

Stay consistent

Maintain a consistent brand voice and tone across your social media channels and throughout the duration of your campaign. This will help you to build a recognisable and trustworthy brand identity.

Creating engaging content

Some studies show the average time spent on a social media post is around 1.7 to 2.5 seconds. This means that you have a very short timeframe to capture the user's attention and communicate your message effectively.

Use eye-catching visuals which can grab attention quickly and ensure the user is compelled to stop scrolling to view your content/post and find out more about what you are sharing.

Utilise carousel posts which allow you to share multiple images or videos in a single post. Users may spend more time swiping through if they find the content engaging.

Incorporate videos, which will capture more attention than static images. Keep videos short and engaging.

Resources

Below you will find a list of useful resources to support you in marketing your exhibition

Useful websites (Ideas, trending content, updates on social media)

later.com/blog
www.instagram.com/creators
www.instagram.com/reelstips
blog.hootsuite.com
buffer.com/library sproutsocial.com/insights
mailchimp.com/marketing-glossary/social-media-marketing
artquest.org.uk/how-to-articles/mailing-list
artquest.org.uk/how-to-articles/press-releases
blog.hootsuite.com/how-to-create-a-social-media-marketing-plan
www.culturehive.co.uk/resources/how-to-do-influencer-marketing-for-the-arts
www.culturehive.co.uk/resources/a-quick-guide-to-social-media-for-the-arts
wearehdk.com/webinars/how-to-use-instagram-reels-as-an-arts-organisation

Listing sites/opportunities

artquest.org.uk/opportunities/recommend-an-opportunity
www.vasw.org.uk/ https://www.artrabbit.com
www.visitportsmouth.co.uk/information/submit-event

Scheduling tools

buffer.com
www.hootsuite.com
www.planoly.com
later.com

Useful editing/design tools

www.capcut.net
www.canva.com

Email marketing

mailchimp.com

Social media size guide

blog.hootsuite.com/social-media-image-sizes-guide

Shortening URL's

bitly.com/