Building a Regional Brand for Arts and Culture

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To Do List

- ✓ Establish a volunteer/Board Marketing Committee to provide expertise and oversight
  - Sales, marketing, website construction expertise are ideal
- ✓ Define the region, the situation and the current need
  - Back it up with some documents to prove the case
- ✓ Define the goal
  - What will success look like?
- ✓ Establish a budget
  - Know exactly what you want the website to do—look at models
  - Website construction costs vary widely—shop around to establish budget
- ✓ Secure funding
  - Tech companies and community foundations are good bets
  - Ask for partial in-kind from your website designer
- ✓ Interview and hire the company that will build the website—use your committee
  - Insist on a contract that says exactly what features you will get
  - Know what the future costs will be for Content Management
  - Know if you will "own" the website with passwords for accessing coding
- ✓ Build the website—be hands on and test the sight at every phase to make corrections
- ✓ Make members responsible for success
  - members post all events
  - members market the website
  - members "own" the brand and help market the website
- ✓ Create partnerships to market FCBuzz.org
  - Newspapers and Magazines—start-ups want help
  - Broadcast—free air-time on all volunteer stations
  - Events—visibility is a win-win
  - Bundled Buying—saves members money and carries the brand
- ✓ Staff to provide FCBuzz.org support (Online Media Manager-12+ hours a week)
- ✓ Staff to manage marketing partnerships (Marketing Manager-12+ hours a week)
- ✓ Staff to oversee big picture and fundraising (Executive Director)
- ✓ Track as many things as you can afford to—including exposures for members