

THE ART OF IT

CONSULTANCY

Marketing plan



THE ART OF IT

CONSULTANCY

Table of Contents

1. Business Summary
 - Company Name
 - Marketing Leadership Team
 - Headquarters, Office Locations
 - Mission Statement
 - SWOT Analysis
2. Business Initiatives
 - Overarching initiatives
 - Marketing initiatives, goals, metrics
3. Target Market
 - Industry Name
 - Buyer Persona(s)
 - Competitive Analysis
4. Market Strategy
 - Product
 - Price
 - Promotion
 - Process
 - Physical Evidence
5. Budget
6. Marketing Channels



Artists



Tina Scahill - Artist



Katt Grover - Artist



Rodregez Smith - Street Artist



Emma Drake - Potter

THE
ART
OF
IT

BUSINESS SUMMARY

Our Company

The Art of it, is a consultancy run with practicing artists with a passion for art education. That education ethos is to bring an understanding of art to those they interact with but also to inspire new ways of working with new technologies.

OUR MARKETING LEADERS

Tina Scahill set up the consultancy to fill a gap in the market between school education and arts education. Funding and curriculum restraints mean that skills and techniques have been lost from art departments and the time for exploration and play is taken up with teachers paperwork. By using a consultancy approach, we work with each school to embed a program – usually 8 weeks. To enable real results and interest in future learning /investigations for both the staff and students.

SWOT ANALYSIS

At 'The Art of it' we want to help the brand lean into what it does well, improve what it doesn't, capitalize on what it can do, and defend against what could challenge it. With that in mind, here is our SWOT analysis for 2023.

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
What we're good at. What's working. What our customers like about us.	What we want to fix. What we want to strengthen. What we want to become more efficient at.	What the industry might soon want. What we think we'll be good at. What will be our difference-maker.	What we think could hinder our growth. What/who we think could take our customers.
Professional resource. Real life examples of art in action. Able to refresh school staff with CPD Refocus pupils on the possibilities of art as a job	A broken art system and way of thinking about creativity. We need a large team to cover the UK We need to be on the right committees to advocate in the right way.	Virtual reality Augmented reality Creative thinking Philosophy The lack of art education speaking with the right tone of voice. Careers advice Art advocacy to be seen as a career We want to be able to assist schools in upskilling students for the work possibilities that the economy needs. We want to demystify the ability to use creative thinking in many areas of learning	Too big a project Not making our voice heard to the right people Financial restraints on school budgets – the need to get paid by central government

BUSINESS INITIATIVES

The Art of it has the ambitious goal of future proofing the business and its skills.

Initiative 1

Description: development of a network of practitioners willing to become part of the art of it advocacy team

Goal of initiative: to make a difference to school art education. From KS2 to KS4

Metrics to measure success: number of live projects, tracking of students who want to pursue a creative career.

Initiative 2

Description: to be endorsed by government as a supplier to quality arts education, reinvigorating school art teams and providing CPD to staff.

Goal of initiative: to be a leading voice

Metrics to measure success: subscribers to our social media and newsletters, having government approval.

TARGET MARKET

Industries

From Primary to secondary school children, the UK national curriculum, bringing new thinking new technology and new practice to our future work force.

Ideal client

Within our target market, we've identified the following buyer personas to represent our ideal customers:

- Strong school team leadership.
- A focus on the children's future beyond their current school stage.
- Seeing the value and benefits of creative thinking as a life long tool
- Positive balance of self esteem in children taking part, strength of personal development for the pupil and teacher.
- Support from the parents and other stakeholders.
- Acceptance of information for career paths with information sessions available by art careers advisors

COMPETITIVE ANALYSIS

Within our target market(s), we expect to compete with the following companies:

House of imagination (registered charity)

<https://houseofimagination.org>

House of Imagination provides a range of spaces for children and young people to collaborate with creative professionals -it is a home for improvisation, creativity and innovation and a place to make those things visible to an international audience through research.

Children need more opportunities to develop their creativity and to experiment and teachers need more support to integrate these skills. Through research and dissemination HOI provides evidence for change and helps to build a strong cultural ecology that in turn supports children, schools and creative professionals.

Their intended outcomes:

Through creative education workshops and events, CPDL, public dissemination and partnership work, and as part of our wider approach to education across and beyond the curriculum, HOI aims to enhance the lives of children and young people, as well as those of teachers, creative artists, audiences and other participants, aiming to increase:

- Creativity
- Wellbeing
- Resilience and self-confidence
- Courage and creative risk-taking
- Innovative and critical thinking

Animate arts company (Community interest company) incl: Art Builders

<https://animateartscompany.com>

Animate Arts is a national award-winning arts company making high quality participatory art projects, working creatively with people of all ages, abilities and backgrounds.

We work with people of all ages, from early years, children and young people to families and whole communities, bringing people together through art projects and creative workshops.

We work in all kinds of settings, in schools, museums and cultural spaces, indoors and out.

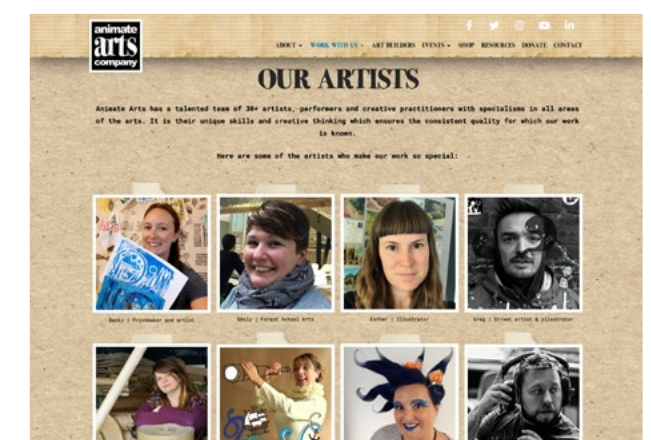
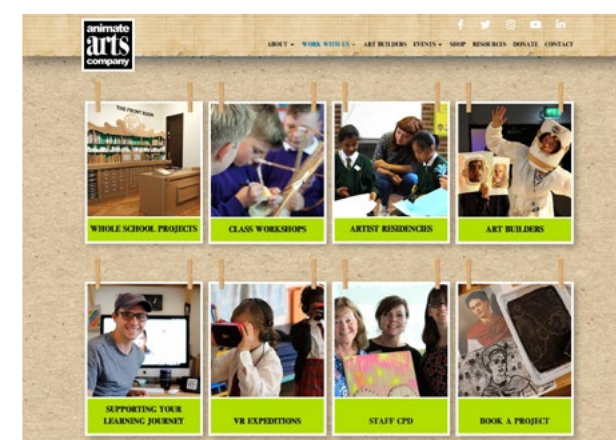
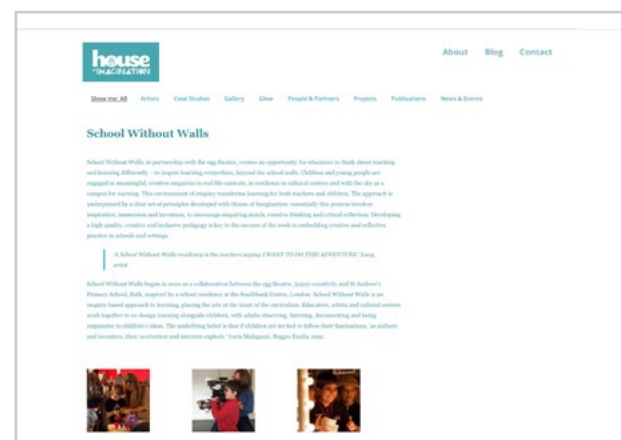
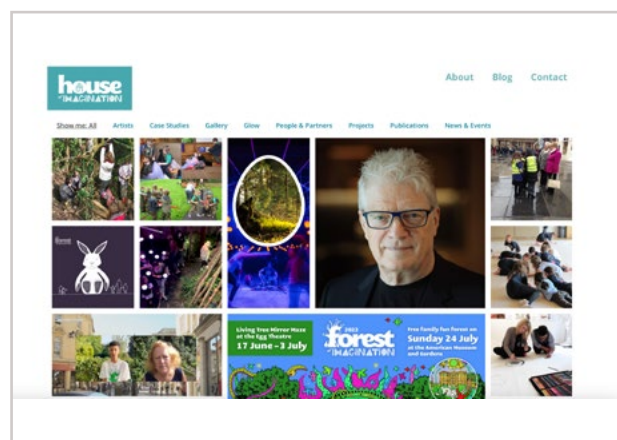
We connect our participants with professional artists, performers and creatives, build teams and work collaboratively to create.

We pride ourselves in raising participants' self-confidence, building relationships and developing life-long skills.

TRANSFORMATIVE & INSPIRATIONAL WORKSHOPS & PROJECTS

Browse our range of dynamic, artist-led workshops and projects for your school. From class projects to whole school experiences, we help you transform your school into an enriched, creative, confident place for learning.

THE ART OF IT



MARKET STRATEGY

Product

How will this product solve the challenges described in your buyer persona description(s)?

This will be an evidential government backed intervention to provide more rigorous art practice to students. The practice could be computer aided design, Virtual Reality, coding, web building, chat bot execution for website design. Augmented reality systems. Painting, ceramics, sculpture, drawing with purpose, architecture, product design, graphic design, Game design etc All these topics cross over curriculum subjects but there will be a particular focus on creative thinking and ideation.

The website drives the information, the communication between The Art of it and schools tailors the projects to what they need, and what the Cohort want.

Price

8 week in person artists led course 2.5hrs a week = £5,500 including materials for 30 pupils. Funding will be gained prior to the implementation via lottery grant and other funding pots. **The Art of it** will have to be charity based organisation in order to be able to access this financial stream and not load the schools with enormous bills. It will also be able to seek out those most disadvantaged areas of the school system and enable use of technologies.

Teachers participate in the class alongside their students and support the artists in residence.

Promotion

How will I promote this product?

- Through The Arts council
- .gov.uk Department for Education
- NSEAD

Process

How will the product be delivered to the customer?

Either a web based learning module for the CPD for in school art teachers.

Or an artist in residence in person version where they lead a group of 30 pupils with the assistance of the school teacher.

Physical Evidence

Where is the product displayed?

Through marketing and advertising, website hosted and interactive chatbot, contact form.

Referrals from organisations that support and advocate for arts education.

Budget

Over the course of [current year], given the cash allotted to the Marketing team, we expect to invest in the following items to ensure we meet the objectives outlined in this marketing plan:

Marketing Expense Estimated Price

Web build including SEO £3,000

SEO per month £250

Digital campaign £250 per month across platforms

Pay-per-click - Facebook 96p per 1000 customers

Advertising on Instagram For CPM, or cost-per-impressions, advertisers pay £4.88 per 1000 impressions

MARKETING CHANNELS

Over the course of 2021 we will launch/ramp up our use of the following channels for educating our customers, generating leads, and developing brand awareness:

Website

Purpose of channel: Brand Awareness

Metrics to measure success: 20 impressions per month



Instagram

Purpose of channel: engagement through images and to target audience of artists and educators

Metrics to measure success: 1,000 engagements per month

Facebook

Purpose of channel: engagement with key stakeholders – parents’ governors, head teachers, art teachers, art practitioner’s

Metrics to measure success: 1,000 engagements per month

