



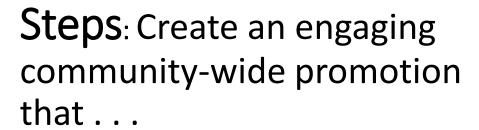
Selfie Station Promotion

Objective: Create an engaging community-wide promotion that . . .

- Drives traffic to a specific location(s)
- 2. Bolsters social media
- 3. Encourages community engagement
- 4. Creates buzz
- 5. Rewards participation
- 6. Is FUN (and inexpensive)!







- 1. Create/Select your Selfie Frame
- 2. Gather Prizes (three \$25 gift cards)
- 3. Promote the contest & locations–have a hashtag!
- 4. Select Winners and Promote again





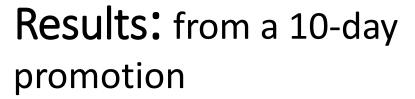






Three Good Options

- Find it! (thrift store \$40)
- Create it! (sign shop \$50 ea.)
- Ordered & bedazzled it!
 (Amazon \$84 + lights)



- 1. Lots of fun photos to use in the future
- 2. More than 50 photos, posts, & comments
- 3. More than 100+ attendees at both location (a gallery & a brewery)
- 4. 20% boost in monthly engagement on social

What we learned: Start the promotion a week early • Make a poster for the promotion; get sponsors on board sooner • Prime the pump of the promotion by getting notable community members (such as your board members, Mayor, or other elected) to participate--give them advance notice!









Other Variations:

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