



Selfie Station Promotion

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

1. 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)!



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

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)



Results: from a 10-day promotion

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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