How to make yourself a marketing toolkit
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Do you have an arts project or event that you would like to share with the world? Are you looking for the easiest way to spread the word about it?

A great place to start is to create a **Marketing Toolkit**.

The aim of your Marketing Toolkit is to provide a one-stop-shop for all marketing and publicity related material about your project.

A solid Marketing Toolkit means that whenever you are asked for information or would like to share information about your project, it's all in the one place for you and you don't need to search for it! It also means that if you have a few people on your team, you can all work from the same documents – ensuring that your messages are clear and consistent.

So what should be in your Marketing Toolkit?

- **A brief description about your project**

  Write a brief description about your project that you can use in media releases, newspaper articles, on your website etc. This should be your "elevator pitch" about your project. A quick snapshot that sums it up for anyone in a short and sharp way. Include all the key aspects, such as the project name, the artist(s) involved, key dates, and where they can find further information such as your website or Facebook page.

  Be sure that your description also includes any required acknowledgements of project partners, funding bodies, etc. For example "This project has been supported by…"

  You may wish to create a number of versions of your **description** in varying word lengths to suit a range of potential uses. For example a short, medium and long description.

- **Logos and acknowledgements**

  If your project involves partner organisations and funding organisations, you may be required to include their logos in promotional material. If this is the case, we suggest creating an image file that combines all of the logos in a single **image block**. You can then insert this single image file into your promotional documents. This saves time trying to format a range of logos in varying shapes and sizes each time you create a new document!

  When you do this, we suggest creating a horizontal version and a vertical version. That way you'll have an image logo block to suit most design requirements.

- **Images – one of your strongest assets!**

  We've all heard the line – *images speak a thousand words* – and it's true! One of the strongest tools available for any kind of marketing or publicity is dynamic, clear and strong images. These can be photographs, drawings, or even video! Anything visual.

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We also encourage you to think outside the box! If your project hasn't been completed yet, why not include "behind the scenes" photos or sketches that you're working on? People love to understand the artistic process, as well as seeing the final work! These kinds of images personalise your project.

At the beginning, we suggest having at least two great images that represent your project. As your project progresses, keep adding images to your image library.

Please note that it is vital to ensure you have sought all appropriate permissions to use these images, and you must include all required acknowledgements at all times.

When naming your image files we suggest that you include the project name and image credit in the file name. For example:

ABC_Project_photo_by_John_Smith_2013.jpg

- **Cheat-sheet for interviews / public speaking**

    It is important to ensure that all public mentions of your project are consistent and professional. In order to ensure consistency, we suggest that you nominate a spokesperson or spokespersons who will be the public face of the project. Ensure that only these people speak on the project's behalf.

    In order to assist these representatives, we suggest you create a **cheat-sheet** document based on the *brief description* and *acknowledgement* documents you've already created (see the first two bullet points in this document).

    Your cheat-sheet should be brief and concise. Bullet points are perfect! Include all the main aspects you'd like mentioned at each opportunity. For example:

    - Project Name
    - Artist(s)
    - Date(s)
    - Venue(s)
    - Supported by...
    - Contact details
    - Website/social media links

- **Where should this Marketing Toolkit live?**

    We suggest you create a Marketing Toolkit folder within your project documentation. Once you have created the relevant documents, make sure all key members on your project team have a copy of them so that you're all on the same page!

    If you have any questions about the information provided in this document or would like to suggest further tools that Regional Arts Victoria can provide you, contact our team on 03 9644 1800.