**V. Salvador Marketing Plan**

**NOTE: Marketing plan is currently being developed and requires further refinement.**

**Marketing Plan 2011-12**

**Branding - School Identity**

* Design a logo that reflects the Arts Integration Program at Salvador Elementary
* Design and display a new Salvador Elementary Arts Integration Sign
* Develop a mission statement that reflects the vision of Salvador Elementary staff, students and parents. Display the mission statement in an artistic manner in a prominent location.

**Target Market**

* Target parents of children ages 2-5 based on grant expectations of decreasing minority isolation.

**Direct Marketing**

* Contract with direct mail company to support targeted market mailings
  + Advantage Marketing

Aaron Rankin - his family owns the place

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* Advertising
  + Monthly Ad in Market Place Magazine
  + Research other inexpensive options for advertising
* Promotional Articles
  + Bohemian
  + Napa Register (2 or more articles)
* Design a postcard with QR code and communicate:
  + Send 3 postcards throughout the year to preschool age kids in selected zip codes, last 4 digits, higher income
  + Invite community to town hall meetings
  + Invite community to Magical Moonshine’s Multicultural and Bilingual Puppet Show
  + Invite community to Salvador’s Winter Performance in January 2012
  + Invite community to Phil Tulga family night Literacy and Music
  + Invite community to Salvador “Lion King” Performance in Spring 2012

**Indirect Marketing** – **Community Awareness of Arts Integration**

* Develop Power Point presentation for town hall meetings.
* Design and sell Salvador T-shirts and Reusable bags.
* Increase Community Partnerships.

**Marketing to Support Financial Sustainability**

* Sell projects created using student artwork at events; such as, Farmer’s Market, Chef’s Market and community weekend events.

**Marketing Plan 2012-13**

**Branding - School Identity**

**Target Market**

* Target parents of children ages 2-5 based on grant expectations of decreasing minority isolation.

**Direct Marketing**

* Postcard will continue to be designed and sent to parents of community preschool children.
  + Invite community to G’ART’en P’ART’y on Oct. 20.
  + Invite community to Fall Open House.
  + Invite community to Phil Tulga Parent & Family Night (Date TBD)
  + Invite community to Magical Moonshine Multicultural Puppet Show (Date TBD)
* Market community events shown above through invitations at the following locations:
  + Preschools including St. Helena Coop
  + Scientopia
  + Gymnastics Businesses
  + Dance Businesses
  + Mom’s Club Website
* Purchase maracas (egg shaped) with Salvador Elmentary’s Information to distribute at various events; such as, The Farmer’s Market
* Develop Social Media Marketing Efforts

**Indirect Marketing** – **Community Awareness of Arts Integration**

* Design and create a Promotional DVD of Salvador Elementary’s Program
* Continue increasing community partnerships
* Have videos created and shown on Local Television Station, Channel 29. (“Specials” Classes, etc.)
* Track marketing efforts through surveys and tracking form used for incoming phone calls.
* Make a slideshow of photos and videos of Artoberfest and run on Local TV station
* You Tube videos of Artoberfest and/or art based strategy performance. Could provide instruction on strategies.
* Community displays of Salvador Student Artwork:
  + Napa City Hall (Ceremony on Sept. 18, 2012)
  + County Office of Education
  + Scientopia (In process)
  + PB & J’s
  + Pediatricians
  + Banks
  + Coffee Houses
  + Mary’s Pizza
* Invite preschools to take a field trip to Salvador and participate in cross age tutor art lessons, student presentations, and Puppet Shows.

**Marketing to Support Financial Sustainability**

* Expand efforts to sell notecards, canvas prints, framed prints and other pieces created from student artwork. Additionally, sell jewelry and clay pieces created by students.