



YELLOWSTONE ARTS COMPANY

Airen Haight

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Marketing Calendar:

May 2029

- Solidify details in location, staff, classes, timing, etc.
- Build website & publish it
- Start creating advertisements for enrollment

June 2029

- Finish creating advertisements for enrollment
- Proof read & edit enrollment advertisements
- Create advertisements for performance group
- Proof read and edit performance group advertisements
- Send enrollment and performance group advertisements to Cody Enterprise
- Create social media pages
- Post enrollment information on social media

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Marketing Calendar:

July 2029

- Print out flyers for performance group and enrollment
- Post flyers around town in family friendly locations
- Post meet the teachers information on social media
- Send ads to local newspaper newspapers and magazines about enrollment and performance group

August 2029

- Make little flyers for the schools
- Print out school flyers
- Get permission to and put flyers in surrounding schools
- Post on social media about performance group auditions
- Post on social media countdown to the start of classes
- Send ads to local newspaper newspapers and magazines about enrollment and performance group

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Marketing Calendar:

September 2029

- Post on social media about the first week of classes (pictures of students in class/hanging out together)
- Post on social media and website about performance group
- Create new enrollment ad focused on year round not just at the beginning
- Proof read and edit continuous enrollment ad
- Send continuous enrollment ad to local newspaper and magazines

October 2029

- Post on social media about trunk or treat at Halloween
- Create ad for trunk or treat
- Proofread & edit ToT ad
- Send ToT ad to local newspaper and magazines
- Create advertisement for upcoming Christmas show
- Proof read and edit Christmas show ad
- Send Christmas advertisement to local newspaper and magazine
- Design Flyer for Christmas show

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Marketing Calendar:

November 2029

- Send Christmas advertisement to local newspaper and magazine
- Send continuous enrollment ad to local newspaper and magazines
- Post on social media about upcoming Christmas show
- Proof read and edit Christmas show flyer
- Post flyer at local family friendly businesses

December 2029

- Send Christmas advertisement to local newspaper and magazine
- Send continuous enrollment ad to local newspaper and magazines
- Post on social media about upcoming Christmas show
- Create modified enrollment ad with cut off date
- Proof read and edit new enrollment ad
- Post on social media about the different holidays

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Marketing Calendar:

January 2030

- Send modified enrollment ad to local newspaper and magazines
- Post on social media about classes

February 2030

- Send modified enrollment ad to local newspaper and magazines
- Post on social media about classes & valentines day

March 2030

- Post on social media about classes (including closed days for spring break)
- Design ad & flyer for spring recital
- Proof read and edit ad and flyer for recital

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Marketing Calendar:

April 2030

- Send recital ad to local newspaper and magazines
- Print out recital flyer
- Post recital flyer in local family friendly businesses
- Post on social media about recital and religious holidays
- Open recital page on website
- Design ads and flyers for summer camps
- Proof read and edit ads and flyers

May 2030

- Send summer camp ad to local newspaper and magazines
- Print out summer camps flyer
- Post summer camp flyer in local family friendly businesses
- Post on social media about recital
- Open summer camps/schedule pages on website

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Marketing Calendar:

June 2030

- Send summer camp ad to local newspaper and magazines
- Post on social media recital recaps & thank you to parents for their hard work and dedication throughout the year
- Post about camps and intensives on social media
- Design ad and flyer for performance group auditions
- Proof read and edit performance group ad and flyer
- Hide recital page on website

July 2030

- Send summer camp ad to local newspaper and magazines
- Post about camps and intensives on social media
- Send performance group ad to local newspaper and magazines
- Post performance group flyer in local family friendly businesses
- Design ad and flyer for enrollment in Fall 2030 classes

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Marketing Calendar:

August 2030

- Send performance group ad to local newspaper and magazine
- Post about camps and intensives on social media
- Proof read and edit ad and flyer for Fall 2030 enrollment
- Send enrollment ad to local newspaper and magazines
- Post flyer in local family friendly businesses
- Post on social media a countdown to first day of class and any new meet the teachers
- Hide Summer camp page on website

September 2030

- Post on Social Media performance group results and first week of classes recap
- Send enrollment ad to local newspaper and magazines
- Post flyer in local family friendly businesses

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Social Media:

We will primarily use Facebook, Instagram, and TikTok for our social media presence. We're using Facebook to target the parents of young kids since they are the ones that sign up for and take the kids to the classes. We're using Instagram and TikTok to showcase our students and the personality of our studio and the people in our studio. This will also help us reach our ideal student because these platforms are used by a much younger audience than Facebook.

Posts will typically include a photo or a video of our students in class or at the studio along with a caption about the photo/video that helps motivate a response from our viewers.

Our social media will be updated once or twice a week by the Office Manager. The posts will be created by teachers or office staff members but they will have to be approved by the Office Manager before they can be posted.

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Social Media:

Examples:



Adult Tap Enrolling Now!

Forget your troubles, come on get Tappy!

Join YAC's Adult Tap class Friday nights 7:30pm-8:30pm

Open to anyone, no experience required! Click the link in our bio

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Social Media:

Examples:

Jumping into the new year like!



Can't wait to see our students jumping for joy this year! Classes at YAC start September 4th. Can't wait to see you all there! Haven't signed up yet? It's not too late! Click the link in our bio to enroll now

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Social Media:

Examples:

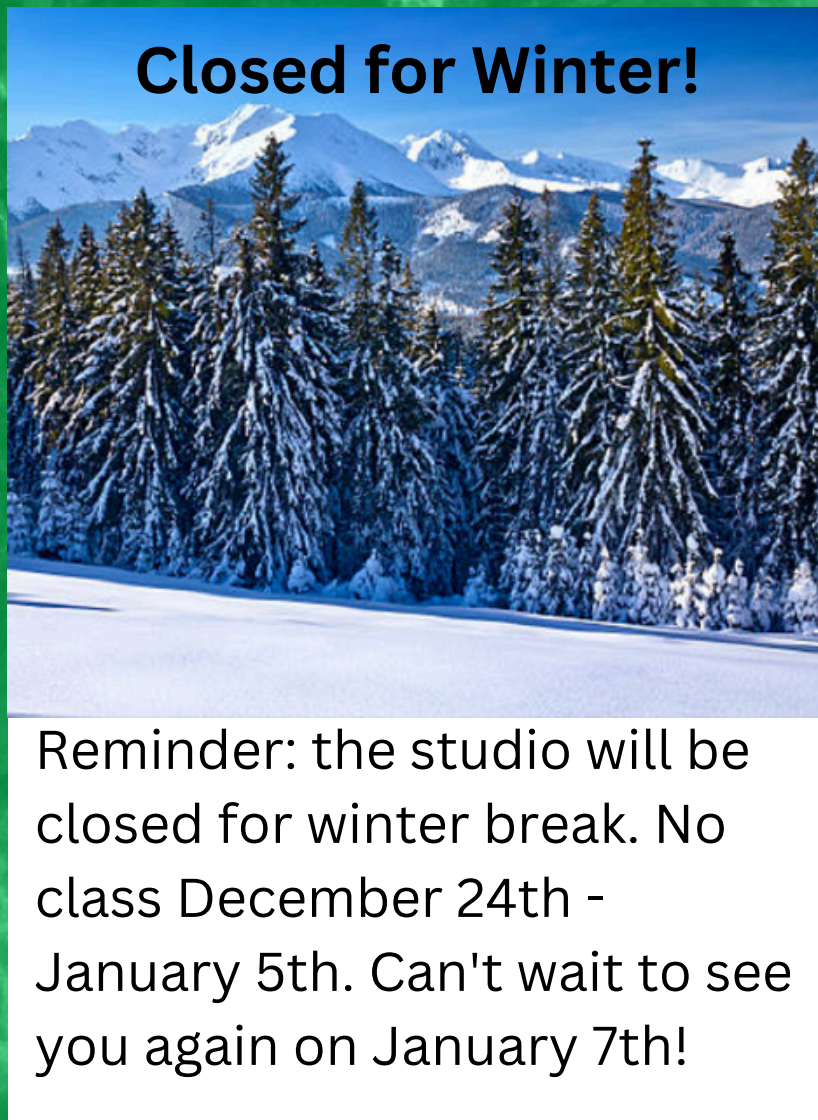


Have you every wanted to learn about how a show gets put on? Join our Art Management class and learn about the fun behind the scenes action! Class meets every Thursday from 7:30pm-8:30pm. Click the link in our bio to sign up now!

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Social Media:

Examples:



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Social Media:

Examples:



Come join us for Dinosaur camp June 18-21! Dance your dino dance from 9am-12pm or 1pm-4pm! Link is in our bio if you haven't signed up yet. We can't wait to hear you ROAR!

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Sample Ad:

I chose the picture I did because it has a lot of diversity in gender as well as race and looks. I also picked it because the people in the picture are happy and jumping which shows their excitedness. I chose the colors because they are the studio's colors. I used the same signature font for the studio name in the advertisement so people would get used to seeing our name that way. I chose the other font for the rest of the ad because it is easy to read and stay consistent throughout the ad.

I am putting a 5,67in x 5.00in ad in the Cody Enterprise newspaper. This costs \$65 per ad. I chose this newspaper because it is an award winning newspaper that gets distributed to every household in Cody as well as in Meeteetse and Wapiti. They also have an online version that can be accessed. Cody Enterprise also offers a discount for the recirculation of ads.



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Enrolling Now for Fall 2029!

Classes for kids age 2-18!

Classes start September
4, 2029

Ballet, Tap, Jazz, Hip
Hop, Musical Theater,
Acting Classes,
Private voice lessons,
Arts Management

- Small class sizes
- Variety of styles
- Positive learning environment
- Dedication to students' well being

Class

