

MARKETING GOALS

- Increase brand awareness amongst tourist population visiting the SWFL region through Victor Vasarely exhibition, Norman Rockwell exhibition, Weaving Narratives initiative and Festival, and Immokalee Foundation virtual exhibition partnership
- Increase brand loyalty amongst tourist population visiting the SWFL region through Victor Vasarely exhibition, Norman Rockwell exhibition, Weaving Narratives initiative, and Immokalee Foundation virtual exhibition partnership
- Increase foot traffic inside Naples Art Institute building amongst tourist population through Victor Vasarely exhibition, Norman Rockwell exhibition, and Weaving Narratives initiative and Festival
- Increase online traffic of tourist population visiting Naples Art Institute's website and social media accounts
- Expand list of tourist population emails retained
- Establish industry authority in SWFL region by becoming top-of-mind hub for arts & culture

EMAIL MARKETING

Currently, the average open-rate for the Naples Art Institute Newsletter is 48%. Out of the 13,451 recipients on our mailing list, 2,645 are considered local, while 10,806 are considered out-of-town.

In efforts to expand Naples Art Institute's out-of-town email list and online traffic, several marketing initiatives will be put into place:

- Provide exclusive opportunities for current and potential email subscribers located outside of the Charlotte, Collier, Glades, Hendry, Lee, and Sarasota counties.
 - OFFER #1: Get early access to purchase Victor Vasarely exhibition tickets by signing up for our mailing list.
 - OFFER #2: Get early access to purchase Norman Rockwell exhibition tickets by signing up for our mailing list.
 - OFFER #3: Get early access to purchase Weaving Narratives Festival tickets by signing up for our mailing list.

	TARGET MARKET	AD	LONGEVITY	REACH	PRICE
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STRATEGIC MARKETING PLAN

TOURIST DEVELOPMENT TAX GRANTS

OFFER #1	<p><u>Location:</u> Targeting Florida (Charlotte, Collier, Glades, Hendry, Lee, and Sarasota counties NOT included) and neighboring states such as Georgia and Alabama.</p> <p><u>Age:</u> 25 - 80</p> <p><u>Gender:</u> Men and Women</p> <p><u>Languages:</u> English, French, Hungarian</p> <p><u>Detailed:</u> Engage with pages related to geometry, mathematics, fine art, Op art, Naples, FL and Victor Vasarely.</p>	<p>Run digital ad via Meta Suite (to appear on both Facebook & Instagram).</p> <p>Link attached to ad directing users to Naples Art Institute's website to sign up.</p> <p>Includes Naples Art Institute & CVB logos.</p>	<p>1 week leading up to the exhibition grand opening. October 24, 2023 - October 31, 2023</p>	60,000 users	\$1,000
OFFER #2	<p><u>Location:</u> Targeting Florida (Charlotte, Collier, Glades, Hendry, Lee, and Sarasota counties NOT included) and neighboring states such as Georgia and Alabama.</p> <p><u>Age:</u> 25 - 80</p> <p><u>Gender:</u> Men and Women</p> <p><u>Languages:</u> English</p>	<p>Run digital ad via Meta Suite (to appear on both Facebook & Instagram).</p> <p>Link attached to ad directing users to Naples Art Institute's website to sign up.</p>	<p>1 week leading up to the exhibition grand opening. February 1, 2023 - February 8, 2023</p>	60,000 users	\$1,000

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	<u>Detailed:</u> Engage with pages related to fine art, painting, The Norman Rockwell Museum, The Saturday Evening Post, Naples, FL and Norman Rockwell.	Includes Naples Art Institute & CVB logos.			
OFFER #3	<u>Location:</u> Targeting Florida (Charlotte, Collier, Glades, Hendry, Lee, and Sarasota counties NOT included) and neighboring states such as Georgia and Alabama. <u>Age:</u> 25 - 80 <u>Gender:</u> Men and Women <u>Languages:</u> Spanish, English <u>Detailed:</u> Engage with pages related to art fairs, art festivals, hispanic culture, Naples, FL and hispanic heritage.	Run digital ad via Meta Suite (to appear on both Facebook & Instagram). Link attached to ad directing users to Naples Art Institute's website to sign up. Includes Naples Art Institute & CVB logos.	1 week leading up to the event. February 23, 2023 - March 1	60,000 users	\$1,000

After signing up for a special offer, individuals will receive an auto-generated email with the link to pre-purchase tickets.

Each advertisement for all three offers would produce 4,000 clicks to our website, totaling at 12,000 clicks, increasing the online traffic for Naples Art Institute's website.

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This campaign's success will be measured by observing the fluctuations in Facebook and Instagram post impressions, clicks, tickets purchased, and amount of emails generated for the mailing list.

PRINT ADVERTISING AND MATERIALS

In efforts to increase Naples Art Institute's brand awareness, brand loyalty, and in-person foot traffic, several marketing initiatives will be put into place:

TARGET MARKET: Men and women aged 25 - 80, with disposable income, who travel (privately or commercially) nationally and internationally multiple times throughout the year with relations to the state of Florida. While traveling, these individuals enjoy sight-seeing and visiting hubs for arts & culture.

- HAUTE LIVING, full page ad (national, all markets) - \$20,100
 - Full page advertisement of timeline for Victor Vasarely exhibition (Nov. 3 - Jan 28th), Norman Rockwell exhibition (Feb.9 - April 21), and Weaving Narratives Festival (March 2).
 - Ad includes Naples Art Institute & CVB logos.
 - Ad includes QR linking to Naples Art Institute website and Naples Art Institute EventBrite ticketing page.
 - 60,000 copies published within Q1 of October 2023
 - Regions: Atlanta, Boston, Chicago, Dallas, Houston, Las Vegas, Los Angeles, Miami, Naples, Nashville, New York, San Francisco, Washington D.C.
 - Haute Living Demographics:
 - Median age: 50
 - 56% men VS 44% women
 - Only 1% of the Haute Living readers use economy class for air travel. 45% of readers fly on personally-owned private jets and 22% use rented private jets. 33% of readers fly first class and 10% on business class.
- Southwest: The Magazine, Southwest Airlines, full page ad (national and international travel to and from Southwest Florida International Airport) - \$12,500

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- Full page advertisement of timeline for Victor Vasarely exhibition (Nov. 3 - Jan 28th), Norman Rockwell exhibition (Feb.9 - April 21), and Weaving Narratives Festival (March 2) within in-flight airline magazine *Southwest: The Magazine*.
 - Ad includes QR linking to Naples Art Institute website and Naples Art Institute EventBrite ticketing page.
 - Ad includes Naples Art Institute & CVB logos.
 - 30,000 copies published within Q1 of October 2023
 - Southwest Airlines Demographics:
 - Median age: 45
 - 57% men VS 43% women
 Source: Southwest Airlines, 2022

 - Delta Sky Magazine, Delta Airlines, full page ad (national and international travel to and from Southwest Florida International Airport) - \$12,500
 - Full page advertisement of timeline for Victor Vasarely exhibition (Nov. 3 - Jan 28th), Norman Rockwell exhibition (Feb.9 - April 21), and Weaving Narratives Festival (March 2) within in-flight airline magazine advertising *Delta Sky Magazine*.
 - Ad includes QR linking to Naples Art Institute website and Naples Art Institute EventBrite ticketing page.
 - Ad includes Naples Art Institute & CVB logos.
 - 30,000 copies published within Q1 of October 2023
 - Delta Airlines Demographics:
 - Median age: 46
 - 51% male VS 49% female
 - Average household income: \$131, 208
 Source: Delta Airlines, 2022

 - Gulfshore Life Magazine, 2 full page ads (local market) - \$6,000
 - Over 2 months (1 ad per month)
 - Full page advertisement of timeline for Victor Vasarely exhibition (Nov. 3 - Jan 28th) and Norman Rockwell exhibition (Feb.9 - April 21),
 - 10,000 copies published within Q1 of October
 - Ad includes QR linking to Naples Art Institute website and Naples Art Institute EventBrite ticketing page.
 - Weaving Narratives Festival (March 2)

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- 10,000 copies published within Q1 of February
- Ad includes QR linking to Naples Art Institute website and Naples Art Institute EventBrite ticketing page
- *Gulfshore Life Magazine Demographics:*
 - 47% Lee County, 46% Collier County, 7% Charlotte County/other FL/National
 - 33% report an annual household income above \$200,000
 - Average household net worth is \$2 million
 - 87% have attended college
 - Gulfshore Life, 2020
- Inn on 5th, Naples Grande Beach Resort, The Escalante, Edgewater Beach Hotel, rack cards (tourist destination hotels)- \$1,000
 - Rack cards displaying timeline for Victor Vasarely exhibition (Nov. 3 - Jan 28th), Norman Rockwell exhibition (Feb.9 - April 21), and Weaving Narratives Festival (March 2)
 - Ad includes QR linking to Naples Art Institute website and Naples Art Institute EventBrite ticketing page.
 - Ad includes Naples Art Institute & CVB logos.
 - 2,000 copies designed in-house & distributed within Q1 of October 2023

This campaign's success will be measured by the QR codes that will be linked directly to the Naples Art Institute website and EventBrite page for individuals to reserve tickets in advance. The QR code technology can give us a rough estimate on how many people #1 picked up the magazine/rack card and scanned the the QR code and #2 visited our website or our EventBrite profile. The QR code will allow us to measure the success of the rack card.

DIGITAL MARKETING

TARGET MARKET: Men and women aged 25 - 80, with disposable income, who travel (privately or commercially) nationally and internationally multiple times throughout the year with relations to the state of Florida. While traveling, these individuals enjoy sight-seeing and visiting hubs for arts & culture.

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In efforts to increase Naples Art Institute's brand awareness, brand loyalty, in-person foot traffic, and online traffic, several marketing initiatives will be put into place:

- Southwest Florida International Airport, digital baggage claim ads (national and international travel to and from Southwest Florida International Airport) - \$3,339
 - 3 separate digital ads displaying:
 1. Now Showing: Victor Vasarely (Nov. 3, 2023 - Jan 28, 2024)
Longevity: (Nov. 3, 2023 - Dec. 15, 2023)
 2. Now Showing: Norman Rockwell (Feb. 9, 2024 - April 21, 2024)
Longevity: (March 8, 2023 - April 19, 2024)
 3. Weaving Narratives Festival (March 2, 2024)
Longevity: 6 weeks leading up to the event (January 19, 2024 - March 1, 2024)
 - 6 Week Commitment @ \$26.50 a day for each ad
 - Each 7 second ad would rotate with 9 other ads; runs 24/7
 - Ad includes QR linking to Naples Art Institute website and Naples Art Institute EventBrite ticketing page.
 - Ad includes Naples Art Institute & CVB logos.
 - Southwest Florida International Airport Demographics:
 - Median age: 50
 - 42% men VS 58% women
 - Average household income: \$111, 500
 Source: Southwest Florida International Airport, 2021
- PRNews Wire- Press Releases (national, all markets) - \$2,415
 - 3 separate press releases released 1 month prior to their respective time frames:
 4. Victor Vasarely exhibition (Nov. 3 - Jan 28th)
 5. Norman Rockwell exhibition (Feb.9 - April 21)
 6. Weaving Narratives Festival- highlighted as the season opener, mention name change, and broadening our scope from an art center to that of an art institute dedicated to the visual arts. (March 2)
 - \$805 per press release

The digital baggage claim ad's success will be measured by the QR code that will be linked directly to the Naples Art Institute website and EventBrite page for individuals to reserve tickets in advance.

The QR code technology can give us a rough estimate on how many people #1 picked up the magazine/rack card and scanned the the QR code and #2 visited our website or our Event Brite profile. The QR code will allow us to measure the success of the ad.

SOCIAL MEDIA

Currently, Naples Art Institute has 3 active social media accounts:

- Instagram @naplesartinstitute
 - Followers: 3,348
- Facebook @NaplesArtInstitute
 - Followers: 8,500
 - Page Likes: 7, 500
- LinkedIn @NaplesArtInstitute
 - Followers: 385

On average, Naples Art Institute's Instagram posts receive 20-200 engagements per post, Facebook posts receive 10-100 engagements per post, and LinkedIn posts receive 1-10 engagements per post. As of 03/17/23, Naples Art Institute's most popular post has been an Instagram reel highlighting features of our current exhibition *Miradas de Mujeres: Isabelle de Borchgrave and The World of Frida Kahlo*. [This reel](#) received the following engagement:

- 3,515 reach
- 3,955 views
- 254 likes
- 8 shares
- 12 comments

TARGET MARKET: Targeting Florida (Charlotte, Collier, Glades, Hendry, Lee, and Sarasota counties NOT included) and neighboring states such as Georgia and Alabama.

A [HubSpot](#) study found that:

- “More marketers credited video with increasing dwell time, traffic, leads, sales, and reduced support queries than in ANY of our annual surveys since 2015, - while an all-time high

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number of marketers (92%) told us they get a good ROI on video content, up from 87% in 2022."

- "96% of marketers agree that videos have helped increase user understanding of their product or service."

Source: HubSpot, 2023

In efforts to increase Naples Art Institute's online traffic and ultimately become top-of-mind as the hub for arts & culture in SWFL, the marketing team will create and promote the following 10 second - 1 minute video posts (amongst regularly scheduled posts):

Instagram & Facebook Advertisements/Posts- \$2,575

OCTOBER 2023

- POST #1: Frank Verpoorten introduces Victor Vasarely exhibition/Coffee With The Curator
- POST #2: Naples Art Institute celebrates National Hispanic Month / Highlights Immokalee Foundation virtual exhibition partnership

NOVEMBER 2023

- POST #3: Victor Vasarely exhibition- close up views of exhibition
- POST #4: Naples Art Institute celebrates Native American Heritage Month/ Highlights Seminole Tribe partnership

DECEMBER 2023

- POST #5: Victor Vasarely- fun facts from docent
- POST #6: Victor Vasarely- close up views of exhibition

JANUARY 2024

- POST #7: Victor Vasarely- close up views of exhibition
- POST #8: Victor Vasarely- LAST chance to see exhibition

FEBRUARY 2024

- POST #9: Frank Verpoorten introduces Norman Rockwell exhibition/Coffee With The Curator
- POST #10: Naples Art Institute celebrates Black History Month/ Highlight significance to Norman Rockwell's work
- POST #11: Norman Rockwell- fun facts from docent
- POST #12: Weaving Narratives Festival promotion

MARCH 2024

- POST #13: Weaving Narratives Festival promotion- LAST chance to buy tickets

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- POST #14: Naples Art Institute celebrates International Women's Day/ Highlight staff members
- POST #15: Naples Art Institute celebrates National Disability Month/ Highlight partnership event with STARability

APRIL 2024

- POST #16: Norman Rockwell- close up views of exhibition
- POST #17: Norman Rockwell- LAST chance to see exhibition

MAY 2024

- POST #18: Naples Art Institute celebrates Haitian Heritage Month

	TARGET MARKET	AD	LONGEVITY	REACH	PRICE
POST #1	<u>Location:</u> Targeting Florida (Charlotte, Collier, Glades, Hendry, Lee, and Sarasota counties NOT included) and neighboring states such as Georgia and Alabama. <u>Age:</u> 25 - 80 <u>Gender:</u> Men and Women <u>Languages:</u> English, French, Hungarian <u>Detailed:</u> Engage with pages related to geometry, mathematics, fine art, Op art, and Victor Vasarely.	Run video ad via Meta Suite (to appear on both Facebook & Instagram). Coffee With The Curator- Frank Verpoorten introduces Victor Vasarely exhibition. Includes Naples Art Institute & CVB logos. CVB website linked.	1 week leading up to the exhibition grand opening. October 24, 2023 - October 31, 2023	15,000 users	\$250
POST #2	<u>Location:</u> Targeting Florida (Charlotte, Collier, Glades,	Run video ad via Meta Suite (to appear on both	October 14, 2023 - October 15, 2023	4,000 users	\$75

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	<p>Hendry, Lee, and Sarasota counties NOT included) and neighboring states such as Georgia and Alabama.</p> <p><u>Age</u>: 25 - 80</p> <p><u>Gender</u>: Men and Women</p> <p><u>Languages</u>: English, Spanish</p> <p><u>Detailed</u>: Engage with pages related to Naples, FL, National Hispanic Month, hispanic heritage, and hispanic culture.</p>	<p>Facebook & Instagram).</p> <p>Naples Art Institute celebrates National Hispanic Month. Highlights Immokalee Foundation virtual exhibition partnership.</p> <p>Includes Naples Art Institute & CVB logos. CVB website linked.</p>			
POST #3	<p><u>Location</u>: Targeting Florida (Charlotte, Collier, Glades, Hendry, Lee, and Sarasota counties NOT included) and neighboring states such as Georgia and Alabama.</p> <p><u>Age</u>: 25 - 80</p> <p><u>Gender</u>: Men and Women</p> <p><u>Languages</u>: English, French, Hungarian</p>	<p>Run video ad via Meta Suite (to appear on both Facebook & Instagram).</p> <p>Victor Vasarely exhibition- close up views of exhibition.</p> <p>Includes Naples Art Institute & CVB logos.</p> <p>CVB website</p>	November 3, 2023 - November 10, 2023	15,000 users	\$250

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	<u>Detailed:</u> Engage with pages related to geometry, mathematics, fine art, Op art, and Victor Vasarely.	linked.			
POST #4	<u>Location:</u> Targeting Florida (Charlotte, Collier, Glades, Hendry, Lee, and Sarasota counties NOT included) and neighboring states such as Georgia and Alabama. <u>Age:</u> 25 - 80 <u>Gender:</u> Men and Women <u>Languages:</u> English, Spanish <u>Detailed:</u> Engage with pages related to Naples, FL, Native American Heritage Month, Native American heritage, and Native American culture.	Run video ad via Meta Suite (to appear on both Facebook & Instagram). Naples Art Institute celebrates Native American Heritage Month. Highlights Seminole Tribe partnership. Includes Naples Art Institute & CVB logos. CVB website linked.	November 12, 2023 - November 13, 2023	4,000 users	\$75
POST #5	<u>Location:</u> Targeting Florida (Charlotte, Collier, Glades, Hendry, Lee, and Sarasota counties NOT included) and neighboring states	Run video ad via Meta Suite (to appear on both Facebook & Instagram).	December 7, 2023 - December 8, 2023	4,000 users	\$75

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	<p>such as Georgia and Alabama.</p> <p><u>Age:</u> 25 - 80</p> <p><u>Gender:</u> Men and Women</p> <p><u>Languages:</u> English, French, Hungarian</p> <p><u>Detailed:</u> Engage with pages related to geometry, mathematics, fine art, Op art, and Victor Vasarely.</p>	<p>Victor Vasarely- fun facts from docent.</p> <p>Includes Naples Art Institute & CVB logos.</p> <p>CVB website linked.</p>			
POST #6	<p>Location: Targeting Florida (Charlotte, Collier, Glades, Hendry, Lee, and Sarasota counties NOT included) and neighboring states such as Georgia and Alabama.</p> <p>Age: 25 - 80</p> <p>Gender: Men and Women</p> <p>Languages: English, French, Hungarian</p> <p>Detailed: Engage with pages related to geometry, mathematics, fine art, Op art, and Victor Vasarely.</p>	<p>Run video ad via Meta Suite (to appear on both Facebook & Instagram).</p> <p>Victor Vasarely- close up views of exhibition.</p> <p>Includes Naples Art Institute & CVB logos.</p> <p>CVB website linked.</p>	December 21, 2023 - December 22, 2023	4,000 users	\$75

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POST #7	<p><u>Location:</u> Targeting Florida (Charlotte, Collier, Glades, Hendry, Lee, and Sarasota counties NOT included) and neighboring states such as Georgia and Alabama.</p> <p><u>Age:</u> 25 - 80</p> <p><u>Gender:</u> Men and Women</p> <p><u>Languages:</u> English, French, Hungarian</p> <p><u>Detailed:</u> Engage with pages related to geometry, mathematics, fine art, Op art, and Victor Vasarely.</p>	<p>Run video ad via Meta Suite (to appear on both Facebook & Instagram).</p> <p>Victor Vasarely- close up views of exhibition.</p> <p>Includes Naples Art Institute & CVB logos.</p> <p>CVB website linked.</p>	January 11, 2024 - January 12, 2024	4,000 users	\$75
POST #8	<p><u>Location:</u> Targeting Florida (Charlotte, Collier, Glades, Hendry, Lee, and Sarasota counties NOT included) and neighboring states such as Georgia and Alabama.</p> <p><u>Age:</u> 25 - 80</p> <p><u>Gender:</u> Men and Women</p> <p><u>Languages:</u> English, French, Hungarian</p>	<p>Run video ad via Meta Suite (to appear on both Facebook & Instagram).</p> <p>Victor Vasarely- LAST chance to see exhibition.</p> <p>Includes Naples Art Institute & CVB logos.</p> <p>CVB website</p>	January 21, 2024 - January 28, 2024	15,000 users	\$250

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	<u>Detailed:</u> Engage with pages related to geometry, mathematics, fine art, Op art, and Victor Vasarely.	linked.			
POST #9	<u>Location:</u> Targeting Florida (Charlotte, Collier, Glades, Hendry, Lee, and Sarasota counties NOT included) and neighboring states such as Georgia and Alabama. <u>Age:</u> 25 - 80 <u>Gender:</u> Men and Women <u>Languages:</u> English <u>Detailed:</u> Engage with pages related to fine art, painting, The Norman Rockwell Museum, The Saturday Evening Post, Naples, FL and Norman Rockwell.	Run video ad via Meta Suite (to appear on both Facebook & Instagram). Frank Verpoorten introduces the Norman Rockwell exhibition/Coffee With The Curator. Includes Naples Art Institute & CVB logos. CVB website linked.	1 week leading up to the exhibition grand opening. February 1, 2023 - February 8, 2023	15,000 users	\$250
POST #10	<u>Location:</u> Targeting Florida (Charlotte, Collier, Glades, Hendry, Lee, and Sarasota counties NOT included) and neighboring states	Run video ad via Meta Suite (to appear on both Facebook & Instagram). Naples Art Institute	February 10, 2024 - February 11, 2024	4,000 users	\$75

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	<p>such as Georgia and Alabama.</p> <p><u>Age</u>: 25 - 80</p> <p><u>Gender</u>: Men and Women</p> <p><u>Languages</u>: English</p> <p><u>Detailed</u>: Engage with pages related to Black Heritage Month, Black heritage, Black culture, Norman Rockwell, and Naples, FL.</p>	<p>celebrates Black History Month. Highlights significance to Norman Rockwell's work.</p> <p>Includes Naples Art Institute & CVB logos.</p> <p>CVB website linked.</p>			
POST #11	<p><u>Location</u>: Targeting Florida (Charlotte, Collier, Glades, Hendry, Lee, and Sarasota counties NOT included) and neighboring states such as Georgia and Alabama.</p> <p><u>Age</u>: 25 - 80</p> <p><u>Gender</u>: Men and Women</p> <p><u>Languages</u>: English</p> <p><u>Detailed</u>: Engage with pages related to fine art, painting, docent tours, The Norman Rockwell Museum, The Saturday Evening Post, Naples, FL and Norman Rockwell.</p>	<p>Run video ad via Meta Suite (to appear on both Facebook & Instagram).</p> <p>Norman Rockwell- fun facts from docent.</p> <p>Includes Naples Art Institute & CVB logos.</p> <p>CVB website linked.</p>	February 15, 2024 - February 16, 2024	4,000 users	\$75

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POST #12	<p><u>Location:</u> Targeting Florida (Charlotte, Collier, Glades, Hendry, Lee, and Sarasota counties NOT included) and neighboring states such as Georgia and Alabama.</p> <p><u>Age:</u> 25 - 80</p> <p><u>Gender:</u> Men and Women</p> <p><u>Languages:</u> Spanish, English</p> <p><u>Detailed:</u> Engage with pages related to art fairs, art festivals, hispanic culture, Naples, FL and hispanic heritage.</p>	<p>Run digital ad via Meta Suite (to appear on both Facebook & Instagram).</p> <p>Weaving Narratives Festival promotion.</p> <p>Includes Naples Art Institute & CVB logos.</p> <p>CVB website linked.</p>	<p>1 week leading up to the event. February 22, 2023 - February 29, 2023</p>	<p>15,000 users</p>	<p>\$250</p>
POST #13	<p><u>Location:</u> Targeting Florida (Charlotte, Collier, Glades, Hendry, Lee, and Sarasota counties NOT included) and neighboring states such as Georgia and Alabama.</p> <p><u>Age:</u> 25 - 80</p> <p><u>Gender:</u> Men and Women</p> <p><u>Languages:</u> Spanish, English</p>	<p>Run digital ad via Meta Suite (to appear on both Facebook & Instagram).</p> <p>Weaving Narratives Festival promotion- LAST chance to buy tickets.</p> <p>Includes Naples Art Institute &</p>	<p>March 1, 2024</p>	<p>15,000 users</p>	<p>\$250</p>

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	<u>Detailed:</u> Engage with pages related to art fairs, art festivals, hispanic culture, Naples, FL and hispanic heritage.	CVB logos. CVB website linked.			
POST #14	<u>Location:</u> Targeting Florida (Charlotte, Collier, Glades, Hendry, Lee, and Sarasota counties NOT included) and neighboring states such as Georgia and Alabama. <u>Age:</u> 25 - 80 <u>Gender:</u> Men and Women <u>Languages:</u> English <u>Detailed:</u> Engage with pages related to fine art, museums, education, women, women in the workplace, International Women's Day, and Naples, FL.	Run video ad via Meta Suite (to appear on both Facebook & Instagram). Naples Art Institute celebrates International Women's Day. Highlights female staff members. Includes Naples Art Institute & CVB logos. CVB website linked.	March 8, 2024	4,000 users	\$75
POST #15	<u>Location:</u> Targeting Florida (Charlotte, Collier, Glades, Hendry, Lee, and Sarasota counties NOT included) and	Run video ad via Meta Suite (to appear on both Facebook & Instagram).	March 15, 2024	4,000 users	\$75

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	<p>neighboring states such as Georgia and Alabama.</p> <p><u>Age</u>: 25 - 80</p> <p><u>Gender</u>: Men and Women</p> <p><u>Languages</u>: English</p> <p><u>Detailed</u>: Engage with pages related to fine art, museums, education, disabilities, STARability, National Disability Day, and Naples, FL.</p>	<p>Naples Art Institute celebrates National Disability Month. Highlights partnership event with STARability.</p> <p>Includes Naples Art Institute & CVB logos.</p> <p>CVB website linked.</p>			
POST #16	<p>Location: Targeting Florida (Charlotte, Collier, Glades, Hendry, Lee, and Sarasota counties NOT included) and neighboring states such as Georgia and Alabama.</p> <p>Age: 25 - 80</p> <p>Gender: Men and Women</p> <p>Languages: English</p> <p>Detailed: Engage with pages related to fine art, painting, docent tours, The Norman Rockwell Museum, The Saturday Evening</p>	<p>Run video ad via Meta Suite (to appear on both Facebook & Instagram).</p> <p>Norman Rockwell- close up views of exhibition.</p> <p>Includes Naples Art Institute & CVB logos.</p> <p>CVB website linked.</p>	<p>April 1, 2024 - April 8, 2024</p>	<p>4,000 users</p>	<p>\$75</p>

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	Post, Naples, FL and Norman Rockwell.				
POST #17	<p>Location: Targeting Florida (Charlotte, Collier, Glades, Hendry, Lee, and Sarasota counties NOT included) and neighboring states such as Georgia and Alabama.</p> <p>Age: 25 - 80</p> <p>Gender: Men and Women</p> <p>Languages: English</p> <p>Detailed: Engage with pages related to fine art, painting, docent tours, The Norman Rockwell Museum, The Saturday Evening Post, Naples, FL and Norman Rockwell.</p>	<p>Run video ad via Meta Suite (to appear on both Facebook & Instagram).</p> <p>Norman Rockwell- LAST chance to see exhibition.</p> <p>Includes Naples Art Institute & CVB logos.</p> <p>CVB website linked.</p>	April 13, 2024 - April 20, 2024	15,000 users	\$250
POST #18	<p><u>Location:</u> Targeting Florida (Charlotte, Collier, Glades, Hendry, Lee, and Sarasota counties NOT included) and neighboring states such as Georgia and Alabama.</p> <p><u>Age:</u> 25 - 80</p> <p><u>Gender:</u> Men and Women</p>	<p>Run video ad via Meta Suite (to appear on both Facebook & Instagram).</p> <p>Naples Art Institute celebrates Haitian Heritage Month.</p>	May 12, 2024	4,000 users	\$75

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	<p><u>Languages:</u> English, Haitian Creole</p> <p><u>Detailed:</u> Engage with pages related to fine art, museums, education, Haitian Heritage, Haitian Culture, and Naples, FL.</p>	<p>Includes Naples Art Institute & CVB logos.</p> <p>CVB website linked.</p>			
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The success of each ad will be measured by analyzing each video's: reach, impressions, engagement rate, video views, video completion rate, and audience growth rate.

WEBSITE

All changes and modifications to the Naples Art Institute [website](#) will be made in-house by our Director of Marketing and Digital Marketing Manager. The following subsections will be added to the existing pages:

Art> Exhibitions> ADD SUBSECTION Victor Vasarely

Art> Exhibitions> ADD SUBSECTION Norman Rockwell exhibition

Support > Community Outreach > ADD SUBSECTION Immokalee Foundation virtual exhibition partnership

Support > Community Outreach > ADD SUBSECTION STARability art crafting partnership

Art > ADD SECTION Weaving Narratives Festival

OUTDOOR ADVERTISING

Exterior Advertising on Naples Art Institute Building (local market) = \$4,000

Victor Vasarely exhibition (Nov. 3 - Jan 28th)

- 4 banners to be hung on the exterior of Naples Art Institute building
- 4 A-frame prints to be strategically placed outside of Naples Art Institute building
- 5th Ave signage

Norman Rockwell exhibition (Feb.9 - April 21)

STRATEGIC MARKETING PLAN

TOURIST DEVELOPMENT TAX GRANTS

- 4 banners to be hung on the exterior of Naples Art Institute building
- 4 A-frame prints to be strategically placed outside of Naples Art Institute building
- 5th Ave signage

Weaving Narratives Festival (March 2)

- 4 banners to be hung on the exterior of Naples Art Institute building
- 4 A-frame prints to be strategically placed outside of Naples Art Institute building
- 5th Ave signage

RECOGNITION PLAN

In efforts to recognize the Naples, Marco Island, Everglades CVB, Naples Art Institute will complete the following initiatives:

- Present the CVB logo on the title walls for the Victor Vasarely exhibition (Nov. 3 - Jan 28th) and Norman Rockwell exhibition (Feb.9 - April 21).
- Present the CVB logo on all outdoor advertising for Victor Vasarely exhibition (Nov. 3 - Jan 28th), Norman Rockwell exhibition (Feb.9 - April 21), and Weaving Narratives Festival (March 2).
- Invite John R. Melleky, Arts and Culture Manager for the Tourism Division, to speak at the Weaving Narratives Festival- Naples Art Institute's season opening event. The festival will provide visitors with multi-cultural, visual, and performing arts experiences and provide the CVB an opportunity to be recognized in front of the SWFL arts & culture community.
- Invite John R. Melleky, Arts and Culture Manager for the Tourism Division, to be interviewed as part of a promotional video for the Weaving Narratives Festival.
- Offer the Naples Art Institute space to the CVB for any promotional campaigns.
- Continue to support the CVB's digital promotional tools by regularly posting Naples Art Institute events on CVB Events page and utilizing other digital promotional tools offered.