



Buzz Marketing for Arts Organizations Abstract  
Worker Bees

**Buzz Marketing for Arts Organizations: A Half-Day Seminar**  
Featuring 5 Simple Tools to Cost-effectively, Creatively Grow Your Audience

**Introduction:**

Most of the standard rules for promotion no longer apply, especially if one of your target markets is the younger generation. And if your subscriber base is aging, then you should be targeting the younger generation. This presentation focuses on ways arts organizations can leverage the Internet to spread their message and build a following. Even books that are one year old are already out-dated, due to the rapid evolution of ideas in the Internet universe. This presentation will get people on top of the very latest trends. Best of all, the techniques described are extremely cost-effective and easy to execute for even the most technically-challenged. This presentation will not only present an online strategy, but a practical how-to on the 5 Simple Tools.

**Outline:**

- I. The Declining Influence of Traditional Marketing Methods**
  - a. What markets you're missing, and why
- II. The "Conventional" Internet Marketing Tools**
  - a. Why these tools are already heading towards obsolescence
- III. 5 Simple Buzz Marketing Tools you can Implement Today**
  - a. You, your cast and your crew are online: how to use it
  - b. Search engine marketing: the advantages & pitfalls
  - c. Online communities: finding, joining and creating them
  - d. Blogging for business: what are blogs, and how can they help you?
  - e. Cross-pollination: how to amplify the buzz
- IV. You've pulled folks to your web site: now what?**
- V. Your First Steps**

**Take Away:**

Every attendee will walk away with practical ideas and instructions about how to start a buzz marketing campaign. The presentation will expose why this kind of marketing is important to small organizations and how to take the first steps, cost effectively and creatively, to get there.