

MARKETING SERVICES OVERVIEW

COCA plays a vital role in promoting the arts of all kinds in Tallahassee and Leon County as well as the surrounding areas. We serve a dual role: to reach patrons of the arts and help artists and cultural organizations better market themselves. Here are some of the marketing services provided by COCA:

COCA staff writes weekly **“COCA Spotlight”** feature articles about local individuals to appear in the Sunday *Tallahassee Democrat*. These articles run in conjunction with current cultural happenings, giving recognition to both the featured individual as well as the event. COCA researches and selects local artists of all disciplines, interviews them, and writes the articles. COCA also posts these articles on our blog and social media sites so that community members who are not *Democrat* subscribers can access them in their homes or at the public library.

COCA’s **Tallahassee Arts Guide** (TAG) website (tallahasseearts.org) is the community’s cultural hub. With hundreds of arts, culture, and heritage events and classes listed on this site, it is the central resource for promoting cultural events in our service area. COCA exports a digital feed of events to Visit Tallahassee for use in their calendar which creates more awareness for local events and artists. This also enables users to submit their data to one location, COCA’s central site. TAG allows users to enter and edit their own events and search by date, type of event, location, and keyword. tallahasseearts.org was created in collaboration with Artsopolis, a national non-profit designer of events calendars and the Tallahassee Arts Guide is part of an international network of arts calendars and tourism bureaus.

Every Monday, COCA publishes its **Tallahassee Arts Guide “This Week” email**, an exciting summary of the arts, cultural, and heritage events in our area. Listings are taken from submissions made to TAG’s online calendar, and there are typically 100 events listed every week. This email has 13,600 weekly subscribers and is also shared on COCA’s social media sites. This weekly email is also shared on the Leon County Schools websites.

COCA’s Thursday **“Classifieds” email** provides weekly listings for artists and arts and cultural organizations. Listings are taken from submissions made to TAG’s “Classifieds” section and include funding, job, volunteer, and professional development opportunities as well as calls to artists of all disciplines. This email has 10,000 weekly subscribers and is also shared on COCA’s social media sites.

The COCA section of our website (coca.tallahasseearts.org) provides information on the agency’s programs and services, and contains individual sections of interest to tourists, the public, arts organizations and businesses, artists of all disciplines, educators, social service agencies and other businesses and associations. It’s a sub-domain of our Tallahassee Arts Guide.

COCA has a robust **social media presence** with specialized content we produce. We have more than 9,100 likes and 9,900 follows and we follow approximately 500 organizations and local artists on our newsfeed. COCA has more than 3,200 followers on Twitter and has an average of 10 weekly comments, re-tweets, and direct messages. COCA follows and re-tweets more than 500 organizations and local artists. COCA’s Instagram account has more than 4,500 followers.

Our **“Behind the Scenes” features** on social media remains some of our most popular content. These

albums showcase the artistic process of our many individual artists and cultural organizations as they highlight their creative process. Additionally, COCA produces a variety of **social media campaigns** each year. Some examples include the #Vax4Live campaign and #AShotInTheArmForTheArts to promote COVID vaccination and our "Artists Inspire" campaign. Each of these features showcase images of the artist and their artwork, and the interview includes answers to fun and friendly questions.

For artists and cultural organizations that need marketing assistance, COCA offers **marketing consultations** to help them promote effectively and make the most of COCA resources. Individuals needing help writing press releases, figuring out social media, creating email newsletters, finding partners, or anything else having to do with promoting events can contact COCA for an appointment with our staff. COCA also frequently holds marketing workshops covering many topics.

COCA's online **Media Guide** is a central resource for effectively communicating with the media with listings for more than 50 of the region's print, radio, and television media outlets, including up-to-date contact information and tips for reaching residents and visitors. Although this resource is designed with the artists and cultural organizations in mind, it's a great tool for anyone needing to communicate with the media.

COCA offers a variety of **advertising opportunities** that reach thousands of culturally aware and active individuals. We make it easy for advertisers to make an impact with a presence in our targeted weekly e-mails and websites. The revenue generated from ad sales helps boost our operating budget.