

Vendor Marketing Checklist

Blueberry Art Festival Edition

BEFORE THE FESTIVAL

AS SOON AS POSSIBLE

- ☐ Create a Facebook account if you don't have one already.

You don't have to be an expert in social media or a social media influencer to utilize Facebook well for your social media marketing!

- ☐ Consider starting an email list and collecting emails during the festival for future updates.
- ☐ Announce through your channels that you're attending the Blueberry Art festival.

Build excitement about what you're bringing, how you're preparing, and memories from past Blueberry Art Festivals (if you're returning) or what you're looking forward to (if you're new). Don't forget to tag the Blueberry Art Festival in your posts on socials! A great engagement idea is to ask folks to choose between two items you're bringing: "Which are you hoping to snag?" If you have a newsletter or email list, let folks know you're attending through there. If able, add a note on your website.

- ☐ Reach out to other vendors you know.

If you have friends that are also vendors, reach out to see if they will post on your behalf. If they're also attending the Blueberry Art Festival, you could promote their booth as well. You could also consider carpooling to the festival grounds together due to limited parking. Networking is important!

WEEK OF JULY 12

- ☐ Post a specific reminder about the Festival coming up.

What's something helpful for folks to know about you or what you'll bring? Are there limited items you'll have available that patrons should know so they get to your booth early? Let folks know they can get their People's Choice ballot's/button for \$5 starting July 13 at the Chamber of Commerce.

- ☐ Share the Blueberry Art Festival's social media posts.

Share some (posts if available) by the Festival itself to help spread the word about and build excitement for it.

DURING THE FESTIVAL

THU, JUL 23 | SETUP DAY

- ☐ Introduce yourself to your booth neighbors!

Getting to know your neighbors before the crowds show up can not only make your Festival time more enjoyable, but you could also meet a person with whom you can build each other up during the weekend.

- ☐ Make sure your socials, email, or website are visible in your booth.

You could have a small sign, a card, or anything that will help patrons remember where they got their goodies from and how to connect with you later. QR codes could work well with a written out link as well for those who don't find QR codes to be accessible to them.

FRI, JUL 24 | OPENING DAY

- ☐ Show off your booth setup.

Post a photo of your booth on your socials. Tell folks where you are and what your booth number is. Remind folks to come see you and participate in the People's Choice voting. Voting ends at 5pm tomorrow (Jul 25). Consider including your booth neighbors for better pinpointing and cross-marketing, tagging them in your post if able.

SAT, JUL 25 | DAY 2

- ☐ Post an Opening Day update/recap post.

Let folks know what went well for Opening Day! Here are some questions to get ideas flowing:

- Was there a Patron interaction that stuck out to you?
- Did you sell out or have an extremely popular item you want to make sure folks get before it's gone?
- Was there a challenge you overcame during the day?
- Did you see something in Ely that you want to highlight (a beautiful sunrise or sunset, a business that had excellent customer service, great food, lodging that was a nice place to "come home" to etc.)?

Also one last poke for folks to vote for you in the People's Choice voting.

SUN, JUL 26 | CLOSING DAY

- ☐ Post a Day 2 recap that doubles as a Closing Day reminder.

Similar to the previous day, recap Day 2. Make sure to mention that it's the last day of the Festival, and folks should try to come out if they haven't had a chance to yet.

AFTER THE FESTIVAL

BEFORE JULY IS OVER

- ☐ After you've rested, debrief the week.

Note what went well, what didn't, and what you want to do differently for the next event.

- ☐ Create a "Thank You" post.

Post about the things that went well and that you're grateful for. Thank those that came by to talk, look, or buy from your booth and let folks know where they can find you. If applicable, let them know when and where your next festival or market event is.

- ☐ Reach out to those who left their contact information with you.

Follow up is important. If you have folks who want to hear from you post-festival or who are interested in what you make, get in touch with them.

BEFORE YOUR NEXT EVENT

- ☐ Update your marketing channels.

Make sure your social media pages are up to date and post regularly. It doesn't have to be daily posts! Do what works for you, just aim for consistency. Update your newsletter mailing list, or create one if relevant to you and you don't have one.

- ☐ Plan your strategy.

Look back on your debrief notes from the Blueberry Art Festival and plan for the changes you'd make to have your next event be even more successful. **If you're planning on returning to the Blueberry Art Festival next year**, connect with friendly vendors you met to share expenses for next year (e.g. be lodging buddies or plan ahead to carpool). Check for pre-booking at your lodging of choice.

Brought to you by Stonecatcher Marketing in collaboration with the Ely Area Chamber of Commerce Foundation and the Blueberry Art Festival. Download the Checklist at
www.stonecatchermarketing.com/vendorchecklist

Need more help than a checklist can give? Book a free discovery call with me at www.stonecatchermarketing.com.

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Ely Area Chamber
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