



Top 10 Tips to Have a Successful Open Studios

Somerville Open Studios does an amazing job promoting the myriad of happenings for the event. Since this is city-wide, artists should also individually promote both their work and where people can find them. Here are a few tips to help you get ready for the big weekend.

- 1) **Create an event on Facebook.** FB is a powerhouse for event driven activities. Publish your event and invite friends to participate. If you do not have a graphic for the event SOS has provided promotional graphics. Updating your personal FB cover page is an easy way to show you are participating.
<https://www.somervilleopenstudios.org/for-artists/promotional-materials/>
- 2) **SOS patrons go to studios that they feel connected to. Send a personalized email or send a newsletter inviting people to your studio.** Keep it friendly, but relevant– sharing updates and news as well as images of work that you will be showcasing. If people are coming from out of town, let them know that parking will be lifted city-wide and trolleys will be available throughout the day.
- 3) **Share social media teasers on the various social media outlets like FB and Instagram.** Engage your audience. Whether it is a slideshow, video reels, or stand-alone images, people enjoy being on the inside and looking behind the curtain prior to the event. Even if the work is incomplete, process related posts create engagement about what is happening at your studio.
- 4) **Update your website and/or store. Make sure your prices are consistent for both your studio and online.** Keep track of both platforms closely, ensuring that your work is available for purchase. If you are selling the same items, put the online sales on hold until after the SOS event.
- 5) **Create a sign-up sheet to build your mailing list.** There are hundreds of people that come to Open Studios. This is a wonderful opportunity to make new connections and build your network.
- 6) **Have fun free, low-cost take-aways.** From families to art collectors, as a community-driven event, SOS has a diverse participation which is why having a varied price range of work is helpful. If that is not an option, having free or low-cost items like postcards, business cards, stickers, or sketches give SOS go-ers a way of leaving with a little something which increases the chance they will remember you and come back to your studio. While sales are great, making a connection and building a continuing relationship is even better.
- 7) **Put your best self forward with good signage.** Whether you are in a studio building or in your home, letting people know that you are open for business is very important. SOS has provided balloons for participants as well as templates for lawn signs (see SOS link above). If you are in a studio, create good signage directing them to your studio. Make sure that you have good lighting at your location.
- 8) **If you provide services, promote them.** Whether it is photography sessions or art classes, this is a good way to spread the word about what you do.
- 9) **Send thank yous after the event.** Keep the connection going with expressions of gratitude. It goes a long way.
- 10) **It is a marathon not a race.** It is a long weekend, make sure you pace yourself. Get help with preparations and day-of. Hydrate, eat, and give yourself time to take breaks. You got this.

Good luck to all and have a wonderful and successful Open Studios. Cheers.

