

ARTBEAT

SANTA FE

Thank you so much for becoming one of our valued clients! We want you to get the most out of your investment with us. Here are some suggestions we've gathered together after a year in business.

Here's what you need to do as soon as we agree to conduct business together to make the most of our social-media campaign:

- Give us a title for the event, e.g. "The Great Santini's One-Person Exhibition at XYZ Gallery."
- Send at least six images for us to post. (Research has shown that people don't read text-heavy posts. They also tend to skip a post with an image they've already seen.) Pictures of artists in their studios are always popular with the public.
- Suggest links and other background material for us to research pre-interview.
- Let us know which #hashtags and tag words we should use from our marketing end. (Hint: you'll probably want to tag the artist, your gallery's social media accounts, the event itself)
- Like and follow us on [Facebook \(@ArtBeatPresents\)](#), [Instagram \(@artbeatsantafe\)](#), and [Twitter \(@ArtBeatSantaFe\)](#) so we can start tagging each other (see "cross marketing" below).
- Like and subscribe to us on [YouTube](#).
- Sign up for our mailing list from our [website](#).

Here's what we'll do for you:

- Start a social-media campaign about your event in advance of its calendar date.
- Depending on the package you've chosen, e'll conduct professional yet highly accessible interviews with your artists/curators/gallery staff. (This means we'll do our homework!)
- Automatically add our own proven hashtags, e.g. #art, #SantaFe, #SimplySantaFe, #ArtBeatSantaFe, #RailyardArtDistrict, #CanyonRoad, #DowntownSantaFe, #SilerDistrict
- Like and follow you on your **Facebook, Instagram, and Twitter** accounts so we can start tagging each other (see "cross marketing")
- Like and subscribe to your website and **YouTube channel**.

Why do cross marketing?

Google likes it when we cross market—that is, share our online resources. The reason for that is that it creates **backlinks**. Here's what Google says about backlinks:

"The more backlinks you have pointing back to your site, the more popular it will be"

And isn't that what we're all after? Because more hits, likes, reposts, replies, emails, traffic, buzz = more money for all of us!

Any information we may gather from you is, of course, confidential.