Arvest: Marketing an Art Education App for the Modern Age

Diana Avram, Isabel Azevedo, Raymond Dolan, Elizabeth Walling
April 30th, 2019
Arvest: An Educational Art Board Game for All
Goals & Objectives
Objectives

1. App Branding
2. Marketing Strategies
3. App Design Feedback
The App Must Be Used For It To Be Effective:
A Well Branded App Is More Likely To Be Used
The App Will Be Downloaded More if Promoted Through the Appropriate Channels.
Testing Gives Feedback to Eiva, Helping Them Design a More Engaging Experience
Project Plan

CUSTOMER DEVELOPMENT
- Identify Test Participants
- Hold App Testing Sessions
- Compile Feedback
- Suggest App Refinements, Future Features, & Functions

MARKETING NEEDS
- Research Promotional Channels
- Select Promotional Channels to be Used
- Determine Best Practices for Promotional Channels

CONTENT CREATION
- Develop Content
  - App Download Page
  - Outline Social Media Posts
  - Outline Influencer Script
  - Outline Promo Video
  - Update Elva Website
  - Search Engine Optimization
  - Traditional

Repeat until Sponsor Satisfied with Message

Present Drafts to Elva & Receive Feedback
App Branding
A Well Developed Brand Captures the Essence of an Organization
A Mission Statement Is Necessary to Concisely Define the Purpose of the Organization

<table>
<thead>
<tr>
<th>Who We Are</th>
</tr>
</thead>
<tbody>
<tr>
<td>OUR MISSION</td>
</tr>
<tr>
<td>The Elva Arts Foundation aims to further the role of art education by creating innovative and socially engaged art projects that better communities both in Armenia and beyond.</td>
</tr>
</tbody>
</table>

| OUR GOALS |
| To fulfill their mission, the Elva Arts Foundation works to: |
| Promote Art Through Innovative Technologies |
| Educate Through Art and About Art |
| Engage the Community Through Art Projects |
| Showcase Armenian Art on a Global Scale |
| Present Social Issues Through Art |

| OUR STORY |
| Since its establishment in 2012, the Elva Arts Foundation has highlighted the value of art globally. The projects implemented by the Elva Arts Foundation are special due to their cultural and historical context as well as cognitive and educational content. |

Elva aims to educate both local and global audiences about the rich artistic history that Armenia holds, with the hope of giving Armenian art, new and old, the recognition that it deserves. Additionally, the Elva Arts Foundation aims to advocate for the upheaval of social norms, individual stigmas, and stereotypes through the implementation of socially engaging, community-based art projects.

The Elva Arts Foundation strives to promote art through innovative techniques. As technology becomes increasingly prevalent within society, it is important to evolve the ways through which art is taught and presented. Technology allows the Elva Arts Foundation to expand their impact to a global audience and further their mission.
An Icon is Necessary to Create a Visual Brand for the Application

Iteration 1

Iteration 2

Iteration 3

App Icon Responses

Overall score of each icon

Iteration 2
A Slogan Works to Further Define the Brand in a Catchy, Memorable Way

New Slogan Suggestions

- “Discover your love for art”
- “Find art in your heart”
- “Uncover your inner artist”
- “Discover your inner artist”
- “Fall in love with art”
- “art”
- “Learn & Love Art”

- “Part art, all heart.”
- “Put art back in heart”
- “Art. You love it.” /“Art, you love it!”
- “Learn. Love. Art.”
- “Learn to love art”
- “Make art part of your heart”
- “You love art, you just don’t know it yet”
Find Art in Your Heart
Marketing Strategies
Selecting Appropriate Promotional Channels Ensures Effective Marketing
Promotion Through Social Media is Free and Effective

Facebook

Instagram
| Art can be hard to understand | That's why we created Arvest, a game to teach you how to look at and understand pieces of art. |
| Arvest is for everyone, from teens to adults, and children to parents. | Arvest shows you different pieces of art and asks you questions. |
| The more art you look at, the more you will be able to understand art. | Arvest features art pieces from all around the world, each with its own history. |
| Everyone loves art, so use Arvest to find art in your heart. |
Influencers Promote Apps for More Downloads

Rankings:
- Low
- Medium
- High

Key:
- Educational
- Art & Art Education
- Parent & Lifestyle
- Armenian Diaspora
- College Armenian Diaspora
- Tech Based
- Other

- Follower Count
- Contact Name
- Contact Information
- Description
- Channel Name
- Likelihood to Accept
- Cost
App Design
Feedback
Holding In Person Testing Sessions Increases the Quality of the Results
Users Give Valuable Suggestions for Improvements to the App

Recommendations for Arvest Digital

<table>
<thead>
<tr>
<th>Comments</th>
<th>Number of Commenters</th>
<th>Cumulative %</th>
</tr>
</thead>
<tbody>
<tr>
<td>More time</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gallery content</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Multiple questions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Zoom in</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less counting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Separate by category</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Skip counting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Scaling difficulty</td>
<td></td>
<td></td>
</tr>
<tr>
<td>More questions at</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Focus on details</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Instructions</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Number of Occurrences

Cumulative %
There Are 3 Channels Through Which Most People Find Apps to Download

What gets people to download apps?

- Recommendation
- Website ads
- Store browsing
- TV ads
- Physical Ads
- Personal need
- Usability
- Link to other apps
- Appeal

Cumulative %

Number of Occurrences
Implementation Plan & Recommendations
Eiva Needs Materials to Continue Marketing the App

**February**
Contact influencers with a better established social media presence.

**March**
Create action plan for next year.

**April**
Select conferences and app competitions for the following year.

**May**
Launch: Set up social media and create video.

**June**
Push press release, create buzz on social media, and contact influencers.

**July**
Apply to app competitions and send out feedback surveys.

**August**
Attend conferences and continue applying to app competitions.

**September**
Compile feedback on the app and analyze social media activity.

**October**
Make content changes using analysis of social media for better outreach.

**November**
Recommend features for second version of the app.

**December**
Promote features of update on social media accounts.

**January**
Release update for the application.
A Social Media Calendar Outlines What Content to Post Ahead of Time

**May 11th**

*Salvador Dalí’s Birthday*

**Facebook:** Post a poll asking users to pick their favorite Dalí painting.

**Instagram:** Post a picture of a famous Dalí painting wishing him a happy birthday.

*Notes:*
Thank you to the Eiva Arts Foundation!
Questions?