



Monthly Marketing Initiatives

Updated: April 2026

The following initiatives will support your studio's individual marketing plan

January

- Find 1-3 local family-focused Social Media Influencers. Contact them to set up a set up a collaboration. (i.e. swap out an art camp for a series of posts/reels)
- Invite a women's group into the studio for a free PYOP event

February

- Find 2 Facebook Groups or online event calendars where you can post monthly about Cordovan events for community awareness
- Contact local elementary school PTA/PTOs for Spring Partnerships: Spirit Night Fundraisers, STEAM Nights, Spring Carnivals, Spring Art Shows, etc.

March

- Contact local elementary school PTA/PTOs about participation in Teacher Appreciation Month in May: Offer Free Pottery Painting cards to teachers
- Give free pottery coupons to the 4th or fifth graders at your local school

April

- Participate in 3 Elementary School Events (School Carnivals, STEAM fairs, etc.)
- Set up a Nextdoor Account and post consistently about all Cordovan Events

May

- Inquire at your local ISDs about after-school enrichment programs for next Fall: Could you teach a class at a local ISD?
- Invite a women's group into the studio to do a free PYOP event

June

- Post weekly photos & videos of Summer Camps on social media
- Use your creativity: Find a brand-new marketing opportunity in your community

July

- Look over your local school list within 5 miles of your studio. Find out contact information for Ways and Means, Fundraising, PTO/PTA President. Contact them about Fall Partnerships.
- Start following local PTA/PTOs on Facebook/Instagram. They will clue you into upcoming events all year long that you can support/be involved in and become a part of your school community.

August

- Contact local Elementary School PTA/PTOs about fundraising opportunities: Spirit Night Fundraisers / Fall Class Fundraisers / Summer Camp Fundraisers
- Use your creativity: Find a brand-new marketing opportunity in your community: Library, local business partnership, real estate, community events, etc.

September

- Contact local elementary school PTA/PTOs for partnerships (i.e. an agreement to send home promotional flyers with students, social media posts, school carnivals, etc.)
- Carry your business cards with you and look for 3 opportunities to give away free trial classes this month

October

- Send former weekly art class students a personal “We Miss You” email and invite them back to class!
- Offer to judge a “Reflections” Art Contest at a local school and give “free trial class” coupon to entrants

November

- Contact a local Girl Scout group and invite them to earn an art or pottery badge
- Begin a “Teacher Spotlight” promotion to highlight your teachers on a rotating basis on social media

December

- 1st week in Dec: Host a Teacher/Staff Appreciation Night (Invite teachers/ staff & their families/ friends for a FREE step-by-step art night or PYOP event/party. (Have food, make it a party for team bonding.)

See the Cordovan Art School Manual for a comprehensive list of marketing ideas