

MARKETING

IN THE NEW NORMAL

WE MAY NOT GET EVERY JOB WE ASK FOR

By the end of this webinar, participants should be able to:

- Define Social Media Marketing

Discuss the “New Normal vs How We Did it before the Pandemic and prepare multiple outreach strategies

- create a media marketing plan
- Identify new ways to meet new buyers and reconnect with past clients.
- measure outreach results based on increased bookings.

SO WE HAVE TO ASK FOR MORE THAN WE DON'T GET!

ACCOLADES

NATIONAL TOURING ARTIST
ILLINOIS ARTS COUNCIL FELLOWSHIP RECIPIENT
PUBLISHED POET/AUTHOR
TEACHING ARTIST
WORKSHOP PRESENTER
ALL AGES & CULTURES

MASTER STORYTELLER • HANDS ON STANZAS, TORCH BEARER, AND LITERALLY SUPPORTING LITERACY AWARD RECIPIENT

VIDEO SAMPLE • VOICE & INTRO



VIRTUAL STORYTELLING

FEATURING YOU, YOUR FLAVA, YOUR SKILL SET, YOUR STYLE



SCHEDULING

BOOKING REQUEST AVAILABLE @ WWW.OBAWILLIAMKING.COM

Affordable Prices (TCA Touring roster Oba King)

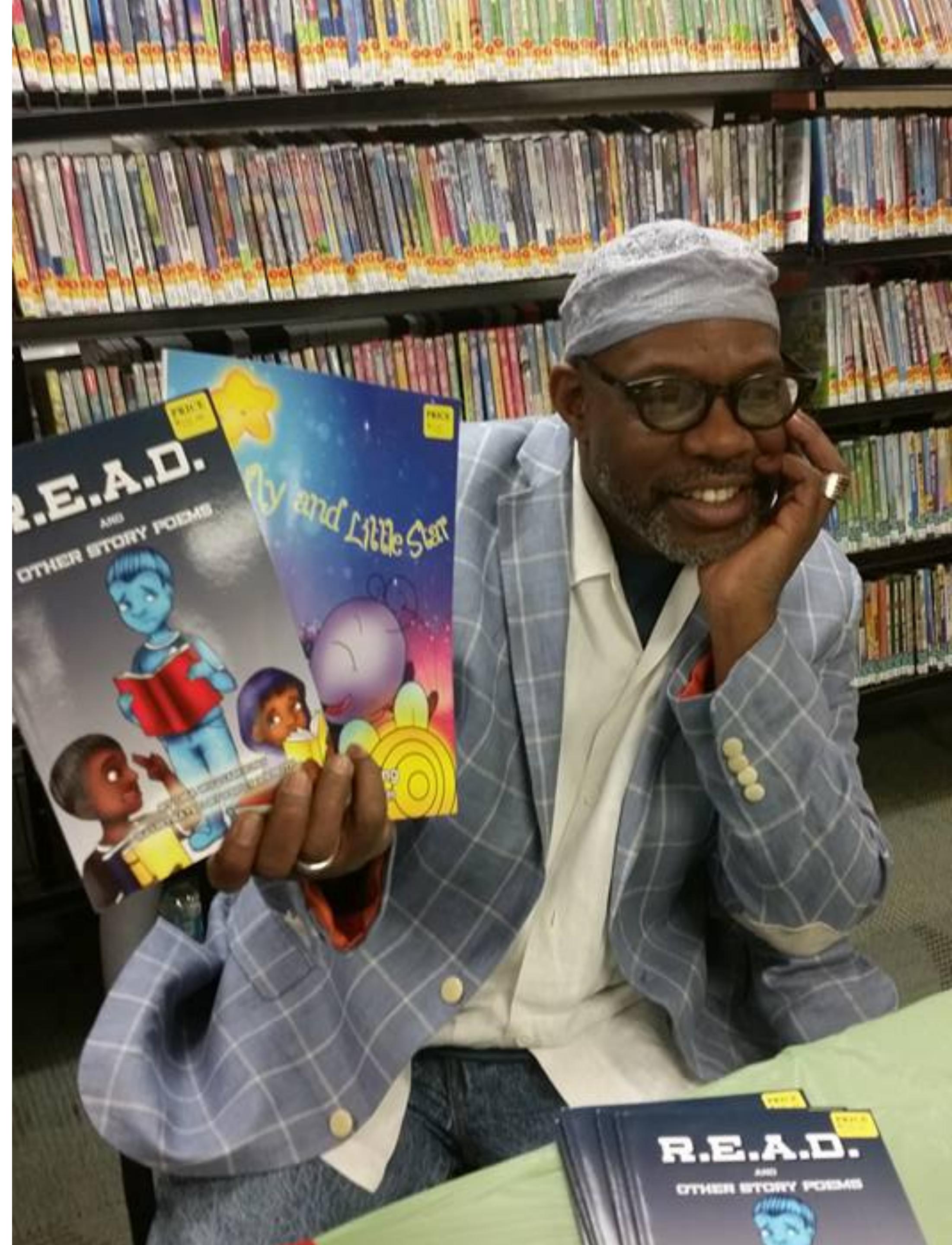
Arts Council Funding Support (Illinois & Texas)

Pre & Post program Study guides available

Early and Block Booking Discounts

Theme based programming to fit your needs

Additional resources include: Books, Audio, Video, and access to iCloud channel

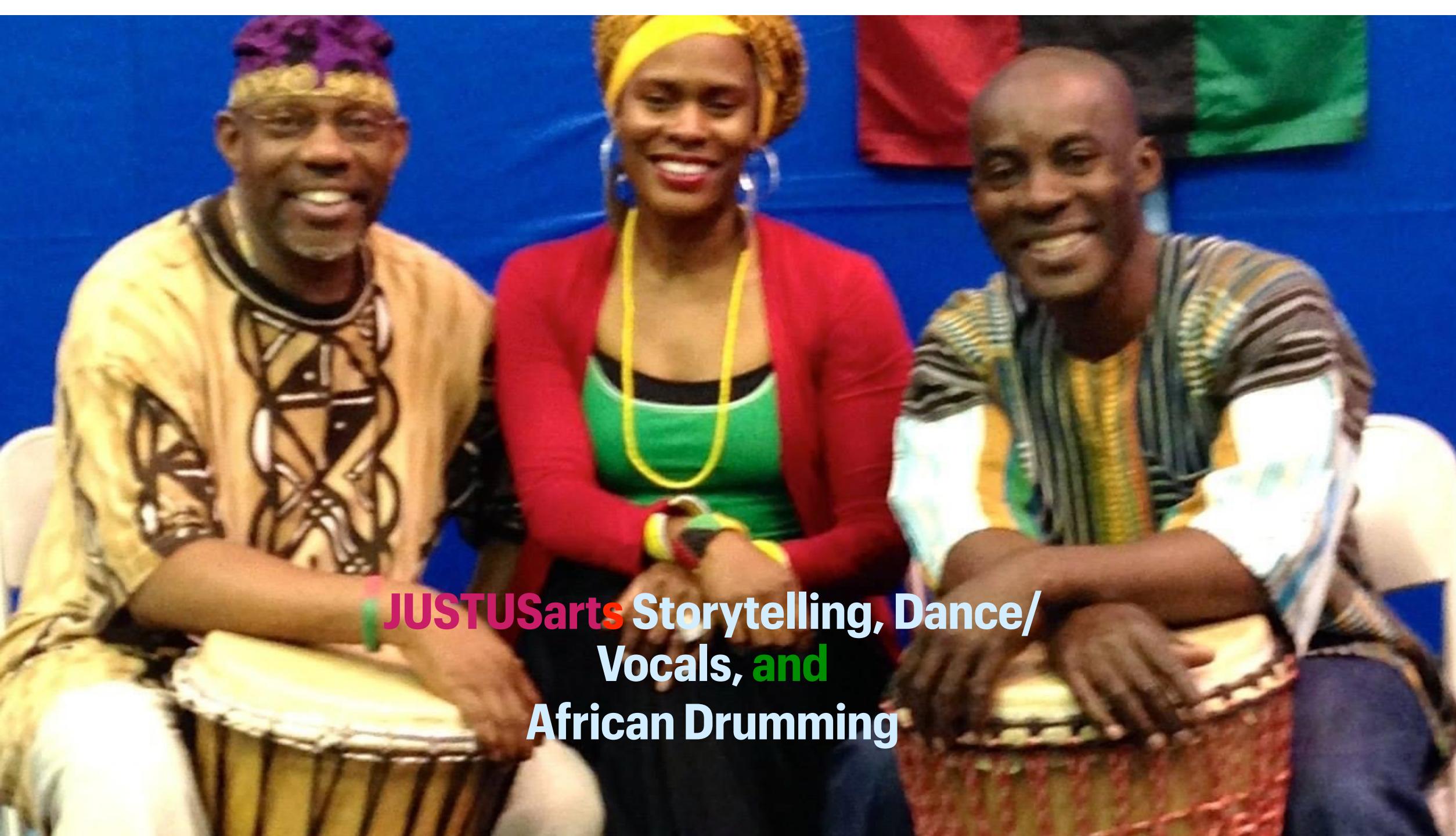


RESOURCES

marketing strategy social media template

Public Health & Healthy Communities • <https://ednote.ecs.org/arts-education-policy-trends-to-look-for-in-2021/> • free clip art literacy • social media marketing for storytellers • google search your name • get photos of you at live performances • prepare your Bio (short form and long form) • prepare your general outreach letter • Download free versions of social media apps - Facebook (join Storytelling groups & groups of interest, Twitter, Linkedin, Instagram, Tic Toc (beware), Take time to search and find what appeals to you • follow up thank you notes • send out “touching base” emails (well in advance of potential booking dates • create your own cultural (events) calendar example- Kwanzaa, King Day, AAHM, National Reading Month, National Poetry Month, Dr Suess Day, Womens History Month, Mother’s Day, Father’s Day, Juneteenth,, Graduation, Summer Reading Program, Back To School -start over again.

Who's Telling
Your Story?



JUSTUSarts Storytelling, Dance/
Vocals, and
African Drumming

Stories for All Ages and Cultures To
Inspire and Unite
Hire Oba William King for Your Students

