



Purple Brush Art

Digital Marketing Plan

Michael Bowling, Ananya Kar, Xueer Liang, Cait Osei, Pip Paris

Digital Marketing - MARK 468 Fall 2024

Dr. Shabnam Azimi

Company Assessment

Name & Location:

Purple Brush Art, Naperville, IL.

Business History:

Founded in 2023 by Roya Karbakhsh; studio opened June 2024. Focuses on art classes for children and adults with a community-centered mission.

Business Model:

Traditional pipe model, offering direct value through art classes, camps, and workshops, with personalized instruction.

Core Offerings:

Classes for kids (various age groups), adults, seasonal camps, and parties.



Company Assessment



Target Customers:

Parents seeking enrichment for kids, adults interested in creative relaxation, and the local Naperville community.

Competitors:

Local: Naperville Art League, Kim Roth Fine Art Studio, Pinot's Palette

National: Online platforms like Outschool and Skillshare.

Industry Overview:

Art education is a growing niche within the children's enrichment sector, with seasonal demand peaks in summer and school breaks.

Company Assessment

Marketing Objectives:

Increase Awareness & Reach:

Grow Purple Brush Art's visibility within Naperville and surrounding communities, enhancing brand awareness through digital campaigns.

Boost Engagement & Retention:

Promote long-term engagement with customers through email marketing, loyalty programs, and seasonal promotions to encourage re-enrollment.

Drive Customer Acquisition:

Focus on acquiring new students through targeted digital campaigns, highlighting offerings like kids' classes, adult workshops, and seasonal camps.

Enhance Community Reputation:

Build Purple Brush Art's reputation as a trusted, community-centered art studio through local partnerships and word-of-mouth.



Company Assessment

Key Performance Indicators (KPIs):

Website Traffic:

Goal: Achieve a 20% increase in website visits over the next quarter.

Purpose: Measure the success of digital campaigns and SEO strategies in driving awareness and interest among new and existing customers.

Conversion Rate:

Goal: Lift the online sign-up conversion rate by 5%.

Purpose: Track the effectiveness of landing page improvements, ad campaigns, and CTAs in turning website visitors into paying students.

Class Utilization Rate:

Goal: Achieve 90% occupancy in all classes and workshops, particularly during peak times like summer and holiday breaks.

Purpose: Ensure class offerings meet demand and that marketing effectively drives maximum attendance.



Company Assessment

Key Performance Indicators (KPIs):

Customer Retention Rate:

Goal: Increase re-enrollment by 15% over the next six months.

Purpose: Assess loyalty program effectiveness and customer satisfaction, particularly with repeat students in kids' classes, adult workshops, and seasonal events.

Referral Rate:

Goal: Generate 20% of new enrollments from referrals.

Purpose: Measure customer satisfaction and community engagement, leveraging word-of-mouth to attract new students.

Email Open Rate:

Goal: Attain a 30% open rate for targeted email campaigns.

Purpose: Gauge engagement levels within the customer base, ensuring email content is relevant, engaging, and drives re-enrollment and referrals.



Website Marketing Plan

Key Actionable Recommendations

1. Consider changing URL name

- Current name is www.purplebrushart.com (accidental word)
- Suggested URL: www.purplebrushstudio.com
 - Still recognizable and close to business name
 - This URL is available for sale very cheap, just a couple dollars
 - Could keep ownership of old URL and link them so when people who have the old link type it in, they get brought to the new location



Website Marketing Plan

2. Optimize Mobile Site

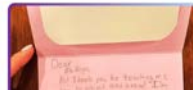
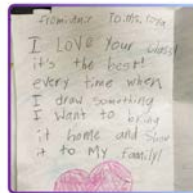
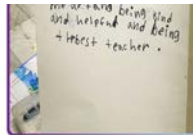
- Ensure that even middle-aged (which some parents are) eyes can see all text without reading glasses. Example 2.a. shows some text as being big enough, and some text being too small
- Look over mobile version of site and make sure order makes sense in the same way that it did in the full desktop site. Example 2.b. and 2.c. show that the order of images and descriptions for the Reviews section of front page got reordered differently than the desktop site



We provide a safe and inspiring environment where all minds can flourish.

We offer a wide range of activities catering to different interests and skill

2.b.



2.c.



"Dear Ms Royla, Thank you for teaching me art and being kind and helpful and being the best teacher."
-Lucas

"I love your class! It's the best! Every time when I draw something, I want to bring it home and show it to my family!"
-Amir

"Hi! Thank you for teaching me how to paint and draw! I'm finally able to draw things I couldn't draw before! Thank you Ms. Royal!"
-Josie

"I enjoy having art



Website Marketing Plan

Key Actionable Recommendations

3. Simplify top fold of website and add a clear call to action
 - The top fold is the section of the front page that we can see without scrolling
 - Currently it has a lot of important information, but could be simpler to drive the desired increase in registrations
 - Perhaps could use a simple dark purple to light purple gradient such as in this slideshow. Dark Purple: #634293. Light Purple: #a48cc0 (hex codes pulled from your existing site and logo)
 - Much of the information on the top fold could be reached by hyperlinks to other pages within the site, clearing up space
 - A clear call to action could be a button (linked) that says “Register”
 - Could include a gallery widget linked to Instagram that automatically updates anytime you update Instagram



Website Marketing Plan

Key Actionable Recommendations

4. Content recommendations

- Content created by you
 - Enhanced blog section (focusing on expertise, and research-based approach)
 - Video content
 - Interactive content
 - Continually update info for seasonal programming
 - More prominent newsletter sign-up
 - Clearer pricing information
 - Referral incentive program
- User-Generated Content
 - Customer reviews, testimonials, and ratings



Website Marketing Plan

Key Actionable Recommendations

5. Improve user experience by reducing website loading times

Following recommendations are the easiest options selected from GTmetrix.com

- Avoid enormous network payloads (large file sizes)
 - Reduce image file sizes, and number of elements in top fold
- Reduce JavaScript Execution Time
 - Reduce amount of JavaScript in use
- Serve static assets with an efficient cache policy
 - For WordPress: WP Rocket caching plugin

Use GTmetrix.com for more complex and intricate recommendations



Search Engine Marketing Plan

Objective: Increase online visibility for Purple Brush Art Studio and attract targeted traffic through optimized paid and search strategies.



Search Engine Marketing Plan

Key Actionable Recommendations

1. Organic Search (SEO)

- **Keyword Optimization:** Focus on high-potential keywords like "purple brush" and "roya korbakhsh" to improve brand visibility. Use long-tail terms (e.g., "art classes for kids") to capture niche audiences.
- **Meta Tags:** Update and add title, description, and alt tags across the site. Example for "Home" page: "Explore Creativity at Purple Brush Art Studio | Art Classes for All Ages."
 - **ADA Compliance:** Alt tags for images enhances accessibility, ensure links have discernible, users are not able freeze GIFs and other moving others
 - An additional benefit of adding alt tags to images is that google crawlers will then be able to recognize images, which boosts SEO rankings
- **Backlink Strategy:** Build authority by targeting local art directories, collaborating with community influencers, and leveraging local press for backlinks.



Search Engine Marketing Plan

Key Actionable Recommendations

2. Paid Search (Google Ads)

- **Ad Group Refinement:**
 - **Kids Classes:** Add keywords like "children's art classes near me" and test ad variations.
 - **Adult Classes:** Improve ad relevance by highlighting benefits (e.g., "sip and paint for adults").
 - **Parties:** Emphasize unique party offerings and revamp landing pages.
- **Keyword Strategy:** Expand high-CTR keywords; remove low performers (e.g., "kids after school programs").
- **Ad Assets:** Integrate image and video ads to enhance engagement and add call/location extensions for easy contact.



Search Engine Marketing Plan

Key Actionable Recommendations

3. Additional Campaign Tactics

- **Remarketing:** Re-target users with reminders about upcoming events and promotions.
- **Call-Only Ads:** Enable easy access for mobile users, especially for time-sensitive events like parties.



Search Engine Marketing Plan

Expected Impact: Increased online traffic and conversions through targeted SEO, enhanced ad performance, and optimized landing pages that align with user intent. This approach aims to fill more class spots, maximize ad spend, and improve overall brand visibility.

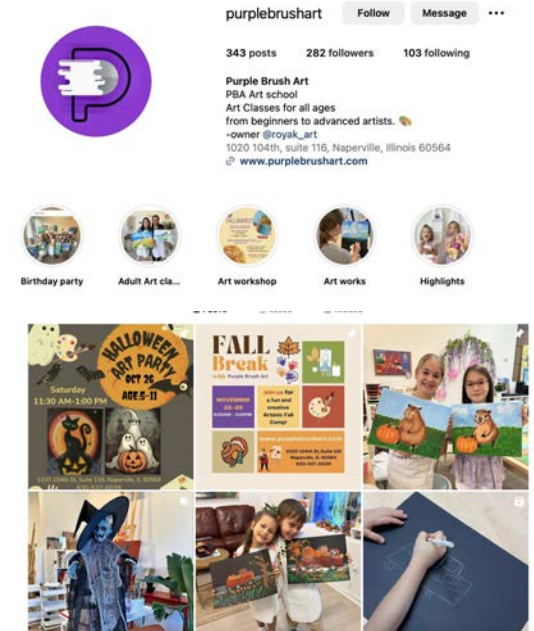


Social Media Plan

Profile Overview:

Instagram and Facebook are the 2 main platforms at current state.

Purple Brush Art Social Media Usage			
	Platform		
	Instagram	LinkedIn	Facebook
Profile Name	@purplebrushart	Purple Brush Art	Purple brush art
Number of Followers	282	1	235
Average Weekly Activity	~25 posts/wk	0	~22 posts/wk
Average Engagement Rate (4-day sample)	112.41%	0	9.79%



Social Media Plan

Objectives:

Increase Brand Awareness:

- 5% increase in Instagram and Facebook followers each month.
- Reach and impressions for posts that include local and niche hashtags (#ChicagoArt, #ChicagoKidsArt), aiming for a 10% increase in visibility per quarter.

Build Community Engagement:

- Monitor the number of user-generated posts using branded hashtags (e.g., #CreateWithPurpleBrush), with a goal of generating at least 20 UGC posts per month.
- Engagement rate of 15% on Instagram and 10% on Facebook. (Polls, Q&A sessions, and student artwork, etc.)

Drive Event Participation and Class Enrollment:

- 10% monthly increase in event-related traffic.
- Converting 5% of engaged users into attendees.

Social Media Plan - Strategies

Paid Social

- **Sponsored Content:** Targeted Facebook, Instagram, and Tik Tok ads promoting kids' classes, adult workshops, and seasonal events to attract new sign-ups.
- **Boosted Posts:** Boost high-performing organic posts to reach a larger audience, particularly promoting upcoming events or special promotions.

Owned Social

- **Content Calendar:** Consistent posting schedule to engage the existing audience.
- **Stories and Live Sessions:** Live snippets of classes, workshops, or Q&A sessions with instructors.

Earned Social

- **Influencer Partnerships:** Partner with local parenting bloggers or art influencers to promote the studio's offerings.
- **User-Generated Content (UGC):** Encourage students to post their artwork with a branded hashtag. Feature the best content on the stud.



Social Media Recommendations

Pinterest:

- **Purpose:** Showcase student artwork, class projects, and DIY art tutorials.
- **Rationale:** Pinterest's visual format and popularity in DIY and art niches align well with Purple's offerings, making it an ideal platform to drive interest in classes and tutorials.

YouTube:

- **Purpose:** Host art tutorials, class previews, and instructor spotlights.
- **Rationale:** Video content can attract a broad audience and help establish Purple Brush Art as an authority in art education, building visibility and interest in long-form instructional content.

TikTok:

- **Purpose:** Share short, engaging videos of art techniques, time-lapse projects, and student work.



Conclusion

Limitations:

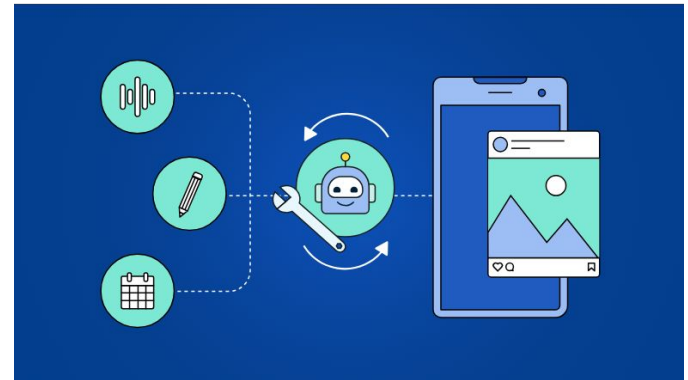
- **Brand Awareness Challenge:** Saturated Naperville market; new art studios take 18-24 months to build visibility.
- **Seasonal Demand Drops:** Enrollments decrease by 35% outside summer and school breaks, impacting revenue stability.
- **Content Resource Constraints:** Limited staffing affects consistent content production, reducing engagement potential.
- **Budget Limits for Paid Ads:** Naperville's high CPC rates (\$1.60–\$3.50) make sustained ad visibility challenging on a smaller budget.



Conclusion

Opportunities:

- **Influencer Partnerships:** Micro-influencers (1K–10K followers) achieve **60% higher engagement rates** than larger influencers and can significantly boost local awareness for about \$100–\$500 per campaign.
- **AI and Automation:** AI-driven content scheduling and customer segmentation can improve efficiency by **30–40%**, allowing Purple Brush Art to maintain consistent engagement.
- **Community Integration:** Co-branded events with schools or local businesses can build brand loyalty, as **70% of consumers** say they prefer brands associated with community activities.



Conclusion

Future Growth Strategies

- **Augmented Reality (AR) Class Previews:** AR experiences boost engagement by **30%** compared to static content, creating an interactive “try-before-you-buy” feel.
- **Community Events and Co-Branding:** Art workshops or family art days with schools or small businesses; **65% of consumers** are more likely to purchase from businesses that collaborate locally.
- **Expanded Platforms – Pinterest & TikTok:** Pinterest’s DIY and art niche engagement rate is 90% higher than Facebook’s, making it ideal for sharing student projects. TikTok’s user base spends **over 60 minutes daily** on the app, ideal for engaging short-form content.





Purple Brush Art

Thank You