

Marketing ideas

Any exposure is good exposure!

There are a multitude of marketing ideas that can promote your mural program and your community, as well as serve as a fund raising effort. All good public exposure is beneficial as each community develops a significant level of pride from their mural programs. The key to successful marketing is to let your imagination run free and be willing to explore all options.

- Make your mural program a part of your community celebration, include mural activities in everything that promotes your community.
- Involve your schools in your mural program by making field trips a part of their curriculum
- Involve museums, historical societies, beautification groups, garden clubs, service clubs and general citizenry.
- Show businesses in your community how they can benefit from the tourism generated by a mural program.
- Conduct fund raisers like dinners that are fun for the community as well as beneficial to the mural program.
- Celebrate new murals with a gala dedication party.
- Display maquettes of completed murals in various businesses within community.
- Ely, Nevada combines marketing and fund raising by conducting a Living Mural Dedication. Local mural society members actually put on a dinner and play that depicts the various elements of the historical mural being dedicated.
- Collaborate with other community organizations in larger promotions.
- Conduct bus and walking tours of your murals.
- Distribute tour booklets and maps of mural locations.
- Sell various items with murals on them such as coffee mugs, magnets, post cards, prints, and t-shirts.
- Distribute flyers and posters reflecting the benefits of a mural program and highlighting the murals themselves.
- Conduct Mural-in-a-Day events where the entire community involved.
- Sell water bottles and or wine bottles with murals depicted on them.
- Conduct golf tournaments.
- Hold a slave auction where local celebrities or VIPs donate their services for a day to bidders. Preparing a dinner for four, caddying a round of golf, hosting a child's birthday party, these are terrific events with endless options.