

CORAL GABLES ARTS 2024 DIGITAL MARKETING CAMPAIGN



GET CREATIVE WITH
#CORALGABLESARTS

ACTIVATE ARTISTS/
PERFORMERS WITH
REELS

POST BEHIND THE
SCENES PHOTOS
FROM REHEARSALS &
PERFORMANCES

TAG PEOPLE IN EVENT
PHOTOS

SET UP SOCIAL
MEDIA HOT SPOTS
IN LOBBY

ONE MINUTE REEL
REVIEWS AT EVENTS

ACTIVATE AUDIENCES
WITH HASHTAGS FOR
EACH SHOW

COLLABORATE TO
LEVERAGE YOUR
DIGITAL MARKETING

USE THE HASHTAG
#CoralGablesArts



CORAL
GABLES
THE CITY BEAUTIFUL

Arts&Business
Council
OF MIAMI

Collaboration with Coral Gables
Cultural Development Board and
Arts & Business Council

PROMOTING #CoralGablesArts - #ArtsLiveHere

The Arts & Business Council partners with the City Beautiful to amplify visibility and build new audiences by cross promoting collectively on social media platforms.

#CoralGablesArts

Leveraging our digital marketing to cross promote all Coral Gables arts events, performances, museums, festivals, pop ups, and more. Collectively we increase visibility for Coral Gables as an arts hub and destination. We are joining our marketing forces to reach arts enthusiasts.

Arts Connection

We include some Coral Gables events and interactive arts in the monthly Arts Guide sent to 20,000+ arts enthusiasts with an impressive open rate of almost 50%. Special editions include Buy the Arts for the Holidays, Art Week Miami and Summer Art Camps.

MAKE SURE YOUR GROUP IS IN THE MIX!

EVERY MONDAY Email us performances, events, fun facts, and photos.

- ⇒ Photos: tell us who is in the photo and info about the artist/performer.
- ⇒ Performances/events: include time, date, location, one-line description.
- ⇒ Email: rezia@artsbizmiami.org Subject line: Coral Gables Arts

JOIN THE CONVERSATION!

Use #CoralGablesArts on your platforms and in your posts
Follow //ArtsBizMiami on social media and share #CoralGablesArts posts