BEYOND SOCIAL MEDIA

MARKETING & OUTREACH FOR RURAL ARTS ORGANIZATIONS

Arizona Commission on the Arts
May 21, 2026

MOUNTAIN MOJO GROUP

Presenters:

Rand Jenkins


HOW DO YOU EAT AN
ELEPHANT?


ONE BITE AT A TIME!

QUICK INTRODUCTION

MOUNTAIN
MOJO GROUP

OUR **TEAM**

About Mountain Mojo

BIG ENOUGH TO BRING RESULTS, **SMALL ENOUGH TO CARE**

Who is Mojo?

Vision: A world where small businesses and local economies are thriving

Mission: *To build community*

Values: *Family, Adventurous, Passionate, Curious*

Non negotiables: *Kind, Collaborative, Community Minded*



YOUR **TEAM**
For Today

RAND JENKINS **Director of Strategy, Co-Founder, Serial Entrepreneur, and Revenue Planning**

Our Co-Founder Rand Jenkins has an eclectic background of small business ownership in the service industry, event production (going back to his days in MTV Production) and festival space (Creator & Founder of Hullabaloo), and digital marketing which has taught him the major do's and don'ts in marketing to grow and be successful.



MOUNTAIN MOJO GROUP

A FEW OF OUR *Clients*

























































CLICK HERE TO BOOK A MEETING WITH RAND

TODAY'S **ROADMAP**

Rural audience journey

Community outreach strategies

The 5 Hour Marketing Work Week

RURAL **AUDIENCE JOURNEY**

How people discover arts programming in rural communities.



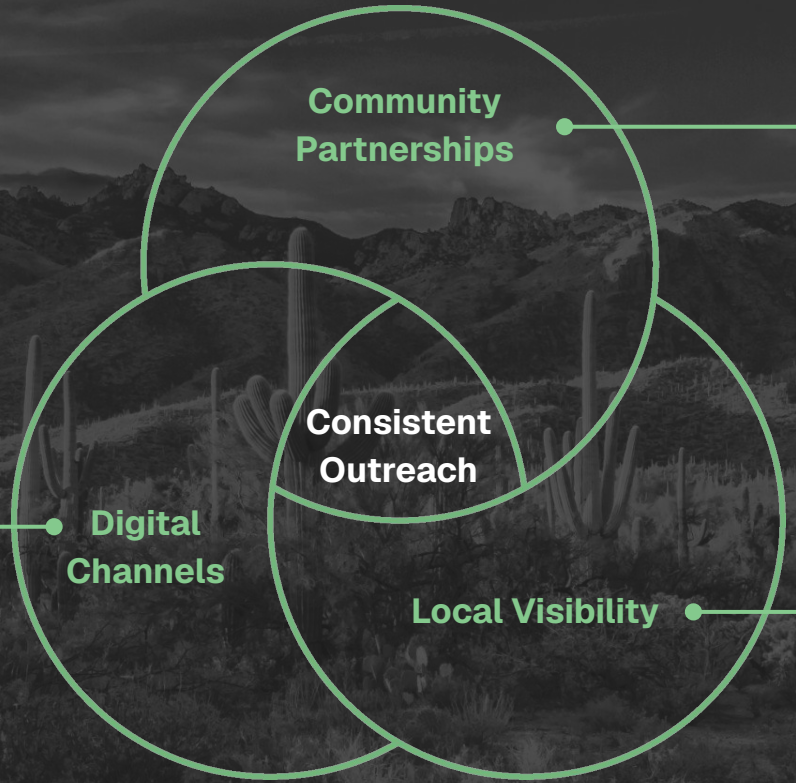
COMMUNITY **TOUCHPOINTS**

Where rural audiences hear about events:

- Libraries
- Coffee shops
- Schools
- Church bulletins
- Farmers markets
- Community bulletin boards
- Tourism offices
- Local newspapers



THE RURAL **MARKETING ECOSYSTEM**



- social media
- website event pages
- email newsletters
- online calendars
- Google search

- schools
- libraries
- chambers
- tourism offices
- local businesses

- posters and flyers
- bulletin boards
- farmers markets
- church announcements
- local newspapers


Please share your big challenge in the chat!
MountainMojoGroup.com
info@MountainMojoGroup.com

MARKETING REALITY **FOR RURAL ORGANIZATIONS**

Common challenges:

- Small staff
- Volunteer-run organizations
- Limited marketing budgets
- Marketing often happens last


Please share your a recent WIN in the chat!
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MARKETING **ASSETS**

What Resources Do You Currently Have Available?

Small Business Marketing Average:

This varies by industry and company, but most small businesses tend to spend anywhere from 2% to 5%.

Non-Profit Marketing Average:

Nonprofits should spend somewhere between 5% and 15% of their overall budget on marketing.

Want to figure out your marketing budget? Check out this resource!

MARKETING **TEAM**

What is the investment you're making in your team?

Most rural organizations do not have full marketing teams.

Marketing is often handled by:

- Executive directors
- Volunteers
- Artists
- Interns



Marketing Foundation

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Step 2

MARKETING **ASSETS**

What Assets are on the Table for Me?

Before we get started, we want to ensure you have these assets for your organization!

Marketing assets (in order):

1. Marketing plan/strategy
2. Strong referral network
3. Brand guide (logo at minimum)
4. Website
5. Physical collateral (posters and fliers)
6. Social media platforms
   a. LinkedIn, FB, IG
   b. Nextdoor, X, TikTok
7. Photography
8. Videography
9. Email newsletters



Omnichannel Marketing

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DIGITAL **MARKETING**

Stats



Omnichannel Marketing:

Omnichannel marketing for nonprofits is the strategy of integrating all communication channels; email, direct mail, social media, SMS, and website, into a single, cohesive experience. It ensures that supporters receive **consistent messaging** regardless of how they engage, creating a seamless, donor-centric journey that fosters trust, increases retention, and enhances fundraising/attendance/participation.

DIGITAL **MARKETING**

Stats

Omnichannel Marketing: How to Apply Omnichannel Philosophy (The "One Piece" Strategy)

Instead of just posting this to YouTube, you adapt the format for each channel while keeping the message, branding, and call-to-action (CTA) consistent.

- Website & Email (The Hub):
  - Host the full 3-minute video on a specific landing page with an "Exhibit Tickets" button.
  - Send a curated email to subscribers featuring a 30-second teaser and a "Watch Full Story" link that leads to the landing page.
- Instagram/TikTok (Visual Teaser):
  - Cut the video into a 15-second, high-energy Reel/TikTok featuring the most dramatic artistic moment.
  - Use a consistent, catchy caption linking to the website.
- Facebook/LinkedIn (Storytelling & Discussion):
  - Post a 60-second version with subtitles, focusing on the story of the artist's mission.
  - Ask followers to share their own artistic inspirations in the comments to drive engagement.
- Physical Exhibit/Direct Mail (Offline Integration):
  - Print postcards sent to major donors featuring a still image from the video with a QR code linking directly to the "Behind the Scenes" video page.
  - Place a tablet at the gallery entrance showing the video on a loop, linking the digital content to the physical experience.
- Digital Ads (Retargeting):
  - Run Instagram or Google ads targeted specifically at users who watched at least 50% of the Instagram Reel, prompting them to "Buy Tickets Now.".

DIGITAL **MARKETING**

To-do's



Omnichannel content creation

(2 hrs / wk)

1. Create content
2. Engage on Mon and Wed



Organic Social Media

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DIGITAL **MARKETING**

Stats



Strength of Social Media:

74% of consumers rely on social media to help guide their purchasing decisions. The average return on investment (ROI) for social media ad campaigns is 250%

DIGITAL **MARKETING**

Channels

Number of Users for Social Media

Facebook has 3.065 billion monthly active users

X has 611 million active users

Instagram 2 billion monthly active users

YouTube has 2.504 billion active users

TikTok has 1.582 billion (over the age of 18)

LinkedIn has 922.3 million active users

DIGITAL **MARKETING**

To-do's

Organic social media

(.5 hrs / wk)

1. Post on Sat and Thurs
2. Engage on Mon and Wed



Website

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DIGITAL **MARKETING**

Stats



Is Your Website Working?

An online business never closes, and businesses with websites grow between 15-50% more relative to similar enterprises that aren't online.

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Focus



Website

Engaging, up to date, and speedy

DIGITAL **MARKETING**

To-do's

Website

(.5 hours / wk)

1. Run basic maintenance tests in week 1
2. Make any updates needed in week 2
3. Post blog content in weeks 3 and 4



Traditional Advertising

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TRADITIONAL MARKETING



Traditional Marketing (Non prof style)

Radio and TV PSA's

Bulletin Boards

Flyers (checkouts and big events)

Outdoor

DIGITAL **MARKETING**

To-do's

Traditional Ads

(.5 hours / wk)

1. Make a phone call to a local advertiser in week 1 (ask if they have free non profit placements)
2. Using your creative template, curate an ad for them in week 2
3. Follow up to see if it was placed in week 3
4. Track their audience size and reader/listenership for annual reporting in week 4



Paid Digital Advertising

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DIGITAL **MARKETING**
Stats

***Paid ads may be optional depending on nonprofit budgets.**

Paid Ads Increase Brand Awareness & Customer Acquisition

Search ads can increase brand awareness by 80%. When exposed to display ads, customers are 155% more likely to search for brand-specific terms.

50% of visitors who find a site via a paid ad are more likely to make a purchase.

DIGITAL **MARKETING**
Channels

***Paid ads may be optional depending on nonprofit budgets.**



Paid digital advertising

Paid social media

Paid search engine marketing

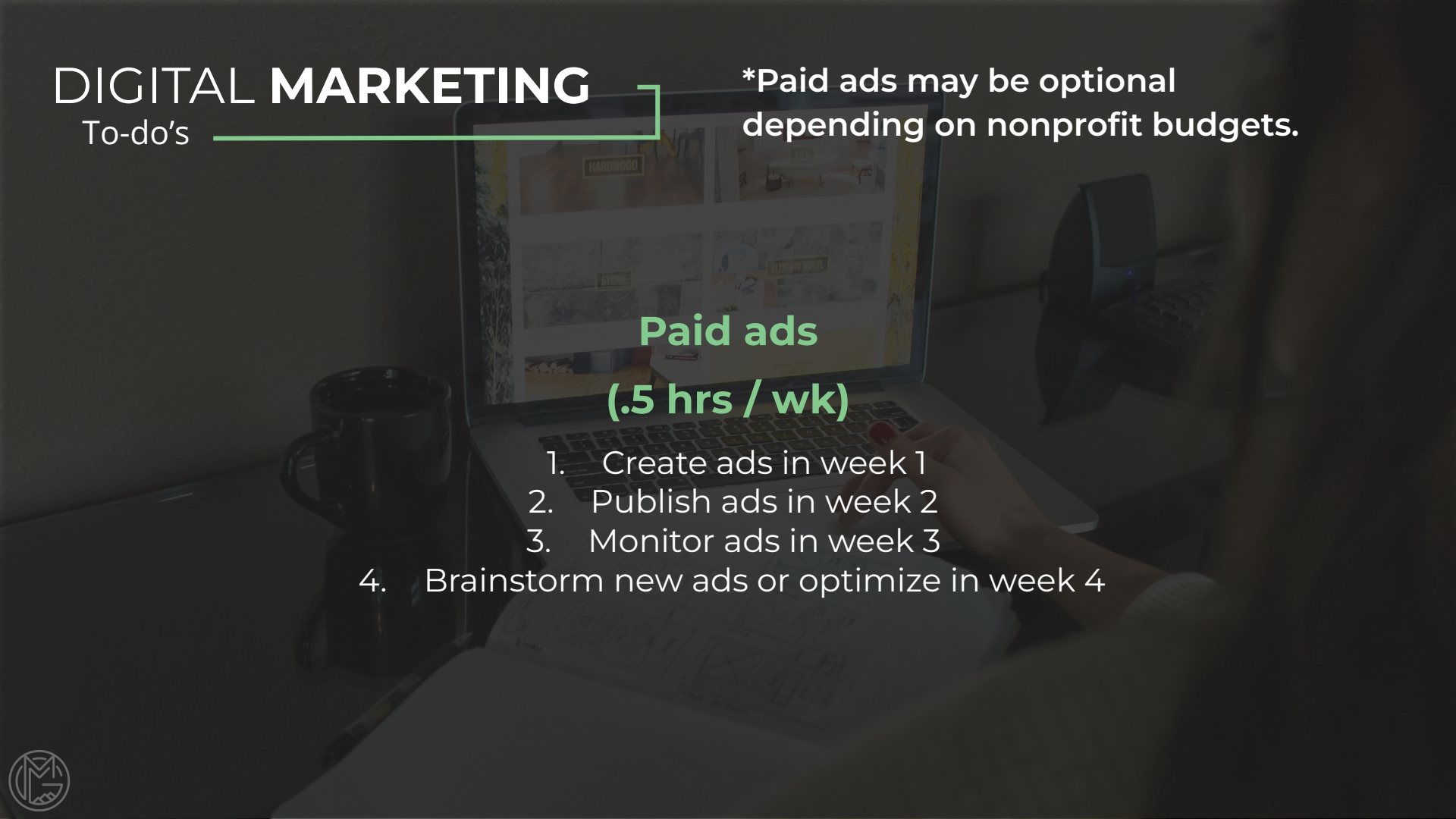
(Click Here for Google Ads Grant Applications Instructions)

OTT/Connected TV

DIGITAL **MARKETING**

To-do's

***Paid ads may be optional depending on nonprofit budgets.**



Paid ads

(.5 hrs / wk)

1. Create ads in week 1
2. Publish ads in week 2
3. Monitor ads in week 3
4. Brainstorm new ads or optimize in week 4



Email Marketing

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DIGITAL **MARKETING**

Stats



Average ROI on Newsletters:

Small to Medium Newsletters: These often earn a few hundred to several thousand dollars per month. For instance, a newsletter with a modest subscriber base might make $500 to $5,000 monthly through a combination of advertising, sponsorships and affiliate marketing.

DIGITAL **MARKETING**

Options



Email marketing/automation

MailChimp, Constant Contact, InfusionSoft, HubSpot

DIGITAL **MARKETING**

To-do's

Email Marketing

(.5 hrs / wk)

1. Create email in week 1
2. Publish email in week 2
3. Monitor email in week 3
4. Brainstorm new email or optimize in week 4



Reputation Management

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DIGITAL **MARKETING**

Stats



Why is Reputation Management so Important?

Up to 75% of consumers have more trust in brands with positive online reviews. As many as 60% of customers will not consider buying a brand with negative online comments.

DIGITAL **MARKETING**

Options



Reputation management

Google My Business, Yelp, Facebook, TripAdvisor

DIGITAL **MARKETING**

To-do's

Reputation Management in Rural

(.5 hrs / wk)

1. Check all reviews, respond as needed on Wednesdays

DIGITAL **MARKETING**

To-do's

Recap

(asset building to-do's)

1. Create a logo, website, social channels, and newsletter
2. Create a template in Canva for all content creation to include some text and an image
3. Create a content calendar and work schedule (time blocks!)
4. Set up a reporting system

DIGITAL **MARKETING**

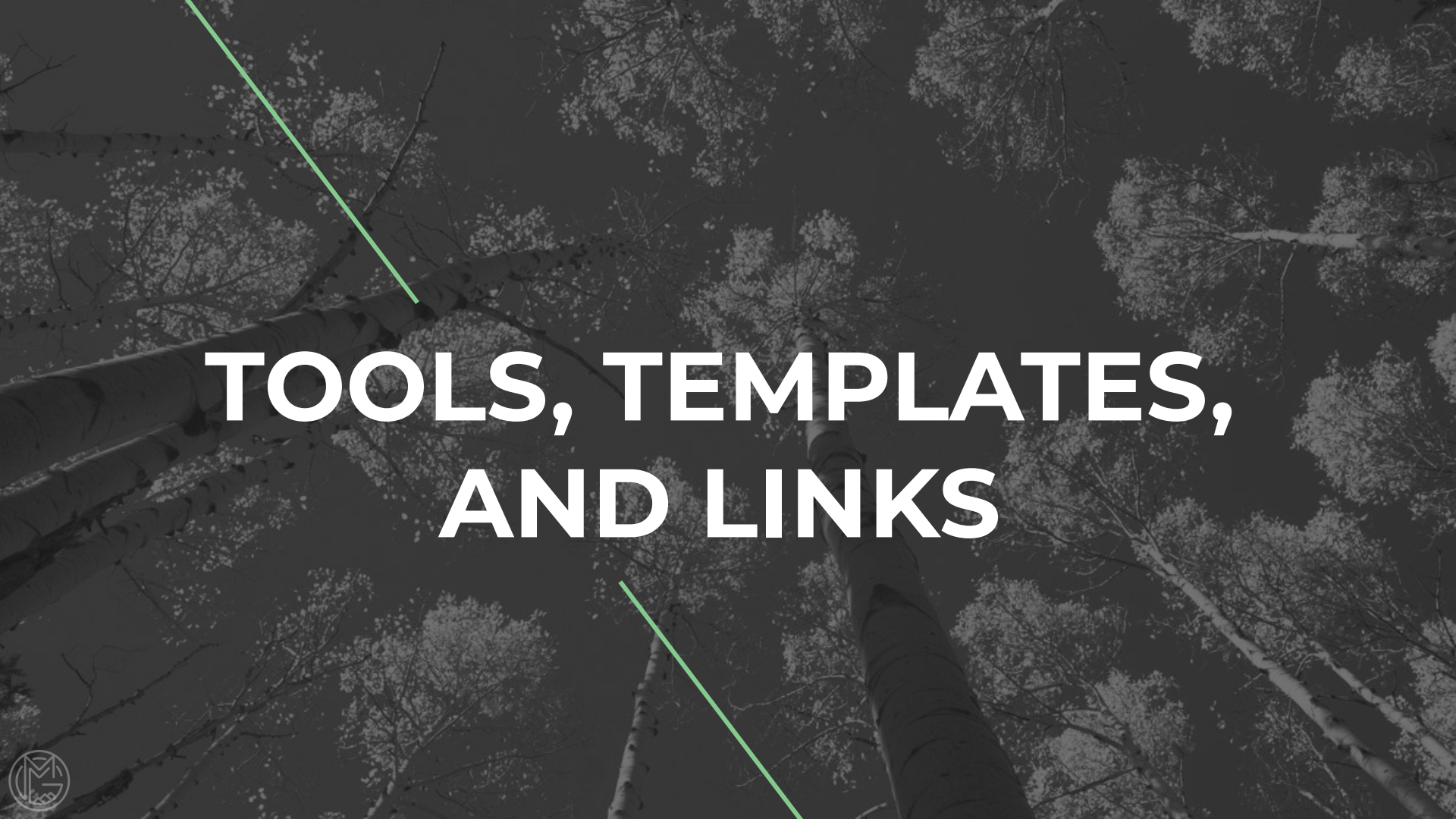
To-do's

Recap

(5 hrs/wk)

1. Create omnichannel content (1 focus)
2. Distribute that content in your newsletter, on your socials, website, and ads
3. Engage with your audience
4. Measure your efforts, revisit your plan and optimize
5. Repeat steps 1-4


5 CONSISTENT HRS
PER WEEK
TO MAKE SERIOUS TRACTION!


TOOLS, TEMPLATES,
AND LINKS

PRE-CAMPAIGN **PROCESS**

Research Time!

Tools

Website Grader

UberSuggest

SimilarWeb

BuiltWith

Fanpage Karma

Likealyzer

Templates

US Government's open data

US Census Bureau

Amazon Web Services

Google Trends

Answer the Public

PRE-CAMPAIGN **PROCESS**

Research Time!

Links

Use this tool to figure out your marketing budget

Quickbooks

Canva

Unsplash

Pexels

Mailchimp

Links

Yoast SEO

Google Analytics

Google My Business

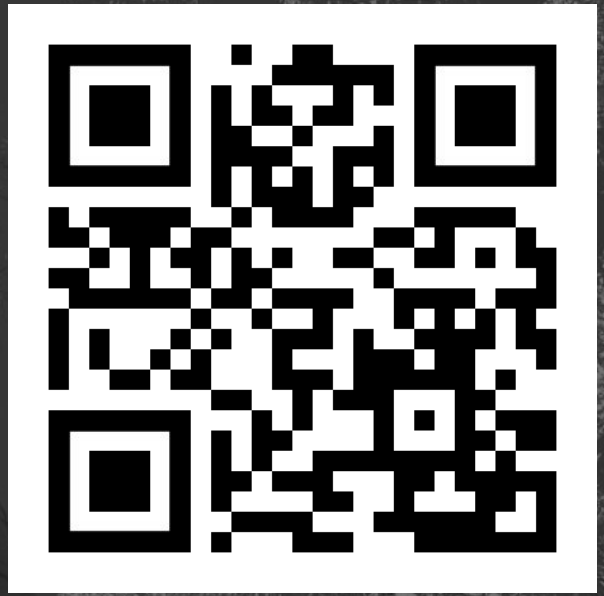
Average CPC Per Industry

Chat GPT

Grammarly

Free 15 Minute Marketing Strategy Call

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QUESTIONS?



THANK YOU!