



BC's GUIDE TO ARTS + CULTURE

BC's Cultural Marketing Experts

TOGETHER WE CAN.

OUR PURPOSE: GENERATING AUTHENTIC ENGAGEMENT WITH STRATEGIC, COMMUNITY CENTRED CULTURAL MARKETING.

CUSTOMERS NOT CLICKS

Connected, authentic client relationships.

Top marketing firm [Marketo](#)'s Phil Fernandez writes "Marketing was never meant to be "dick it and forget it" and today's marketer needs to realize that marketing is really about creating revenue and relationships." In today's dickcentric marketing world, customers are deterred from authentically engaging and developing lasting relationships with a brand by intrusive pop-up dick bait.

Clicks do not mean audience engagement. 60.66% of clicks from clickbait campaigns to not result in authentic engagement.

BC's Guide to Arts + Culture is a recognizable and trusted brand, offering our participants the opportunity to come under our umbrella and create deeper, authentic relationships with a curated audience base through multiple platforms (print, online, social media).

PARTNERSHIP MARKETING + STRATEGIC ALLIANCES

Collaborative, community centred marketing.

Partnership marketing is a strategy for successful use of marketing dollars and optimal connectedness to your audience.

Cooperative and collaborative marketing endeavours within a community strengthen customer loyalty, maximize marketing investments and guarantee cross promotion.

When you form a strategic alliance with key stakeholders in your community, you are not only accessing an augmented audience, you are creating brand trust for your customers and the customers of partners in your community. People trust in community, so finding your marketing community is key to long-term and sustainable success.

BC's Guide to Arts + Culture emphasizes strategic alliances - we connect with cultural stakeholders in the province, like tourism and industry leaders, and curate content in communities to ensure that each community is a cultural destination. Once you and your community are on the map, it makes it that much easier for your audience to engage with you as a must-see part of the cultural experience in your community.



ONLINE COMMUNITY BUILDING

Social Media, Conversation, and personal connections.

We can't stress enough that one of the most integral elements to any marketing strategy is having a connected, daily social media engagement strategy.

BC's Guide to Arts + Culture generates authentic, daily posts through all of our social media platforms

including facebook, instagram and twitter. We engage with an audience of over **35K** cultural enthusiasts and share out our participants events and happenings, projects and more.

“You can never go wrong by investing in communities and the human beings within them.” – Pam Moore





The Curated Community is an initiative created to enhance readership and provide monthly, editorial centred communications with our **10K subscribers**. The professionally authored newsletter features key community contributors, cultural producers, artists and unique cultural experiences.

We want to showcase the **unique cultural footprint** of communities across the province and ensure that our audience has access to the full scope of the local experience. In order to provide this, **BC's Guide to Arts + Culture** and Art-BC.com need to feature a full inventory of the must-see and do in every creative community in British Columbia.

If you know someone that should be listed as a cultural entity in your community, contact us today at artguide@art-bc.com



WHAT IS BC'S GUIDE TO ARTS + CULTURE?

BC's Guide to Arts + Culture is a recognized brand and the only curated directory to unique, authentic and must-see cultural experiences in British Columbia.

For over 20 years, Van Dop + Associates has developed an industry leading relationship with cultural entities in the province. BC's Guide to Arts + Culture has worked within the tourism and cultural sectors to highlight authentic cultural experiences and curate creative communities across BC.

Countless users of the Arts + Cultural Guide have toured BC's historic sites, galleries and museums and have discovered off the beaten path wineries, studios and more. Our aim is to connect our partners with other cultural entities in their community to ensure that the best cultural experiences are showcased and the community's unique cultural footprint is on the map.

Our ongoing aim is to create integrated, relationship-based marketing strategies and platforms for cultural producers to *join forces under one brand* in promoting arts and culture in the province of British Columbia.

Art-BC.com

BC's Online Guide to Arts + Culture

BC's Guide to Arts & Culture

A directory of [cultural events](#), [galleries](#), [studios](#), [workshops](#), festivals, [museums](#), heritage sites, [aboriginal culture](#), [artful getaways](#), [wineries](#) and off-the-beaten-path cultural experiences in every corner of BC.

Make sure you are on your community's interactive map on [Art-BC.com](#) and visible to the culturally curious explorer.



BECOME A MEMBER