

# BC's Guide to Arts & Culture



## LETTER *from the publisher*

Greetings from BC's Guide to Arts + Culture and all of us at Van Dop + Associates.

As a bonafide cultural enthusiast, I collect art, visit heritage sites, attend performances, peruse galleries and explore studios; I'm always in search of new arts experiences in my community, province and country.

I'm the first one to pack my suitcase and hit the road headed to a unique destination spot I read about in an article or caught in a newsletter from one of the many arts and cultural organizations I follow closely. With the prevalence of online and e-communications, I find my inbox is always bursting at the seams with arts and cultural content and I can't possibly find the time to discover it all. That is why we strive to make Art-BC.com a one-stop cultural hub.

If I am visiting the Sunshine Coast, I want to know what heritage sites I can't miss and whose art studio I have to visit or whether there are any local festivals happening during my stay. If these entities don't appear on my radar, I'll miss my opportunity to experience the real cultural essence of that community.

That's where marketing comes in. Canadians love arts and culture. Read our article about the Hills Strategies report that reveals that nine out of ten Canadians are seeking arts and cultural experiences. That is a massive market and at the present time, arts and cultural entities are marketed less than your average real estate agent.

I've always been driven to see a shift in the marketing strategies available to those of us working and producing in the cultural sector. At the Guide we want those unforgettable, unique experiences to be less of a secret whisper and more of a bright beacon and we're always striving to find new avenues to make that happen.

On that note, we are so proud to announce our relationship with [Jelly Marketing](#) a local, grassroots marketing organization with industry specialization and a loyal following.



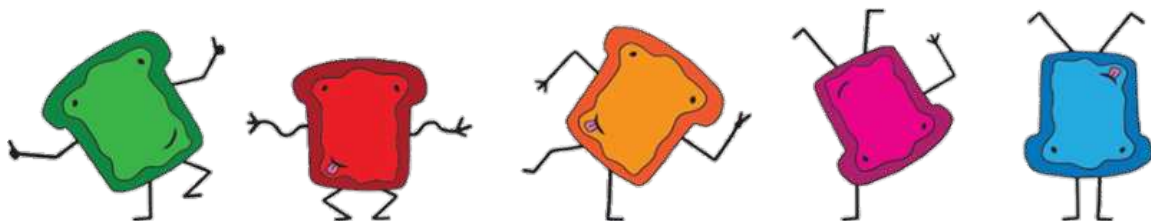
MEET OUR  
NEW PARTNER

**JELLY**  
DIGITAL MARKETING+PR



## MARKETING WITH VALUES

AN INTERVIEW WITH DARIAN KOVACS OF JELLY MARKETING + PR



February 20th, 2017  
Interview by Kahla Yzerman

**VDA:** You've recently been named one of Canada's top marketing agencies by Clutch but you're still committed to being a local, in touch company. Tell us a bit about yourself and your journey.

*DK: I have been in the marketing, communications, and public relations field for over 15 years. I have been a founder and board member of various foundations and charitable organizations and have spent time directing a range of entrepreneurial ventures. Some of these ventures included, a publishing company and a national newspaper for Christian youth workers. As far as schooling and my*



upbringing, I graduated from UVIC where I studied Visual Arts and I grew up in Tsawwassen, so my roots are both local and founded in art.

My experience, schooling, and background all led me to start Jelly Digital Marketing & PR. We turn 5 in May and I can attribute our success to us being an in touch local company. We recognized early on that having an in house team that does everything from public relations, PR, to search engine optimization, SEO, was our unique value proposition and that is why we are so successful. As a small company we also love supporting local ventures in both the arts and charity world, which also keeps our roots local.



**VDA: We love your core values: Humility, Prudence, Temperance, Fairness, and Courage. How do these values interact with the outcomes your clients experience?**

*DK: When our clients come to Jelly they know that we don't take ourselves too seriously and this comes through in our core values. Our values interact with our clients everyday and below is an example of this:*

**Courage.** We pride ourselves on being unique. We will experience and try new things all the time no matter how scary or outrageous it may be. We also have the courage to speak up for our clients and fight for what is best for both them and their brand. Finally, we don't have a minimum retainer so big or small we want to work with you.

**VDA: Artists and small business owners are often intimidated by marketing while trying to create work or manage the business. What are some basic marketing tips to get started?**

*DK: My top five tips for artists and business owners who are intimidated by marketing are:*

1. Check out Google My Business. It is great for teaching you how to create and update your online presence so you can stand out from your competition.
2. Blog. Write about what your company is up to, topical news stories, or trends that are relevant to your business.
3. Work with local press. Start creating organic relationships with local press in order to discuss your brand and always link back to your website.
4. Learn Google AdWords and Facebook Ads. This could be your biggest return on investment and there are plenty of tools online that can give you more insight on this.
5. Check out Jelly Academy, we can train you! Whether you are an individual or a team we provide a understanding of the most successful elements to a digital marketing strategy, including, the 'What', 'Where', 'Who', 'When', 'Why' and 'How' of a winning campaign and the departments within them.



**VDA: In the arts and cultural sector, financial limitations can often inhibit cultural producers from allocating resources to marketing strategies. How would you challenge even the smallest businesses to take a leap of faith and commit to marketing?**

*DK: This is exactly why I do what I do. Having a background in startups and charities I learned quickly that social media , PR, and SEO can all be done for free and if done correctly any company can have a bigger presence than larger corporations. I love the idea of artists and small businesses learning this themselves as often as possible, as having little or no budgets often create the best furnaces for creativity. Often times a good furnace helps to nurture creativity that will cause amazing outcomes, such as great content for your audience to engage with.*

**VDA: We believe that intentional marketing partnerships both online and earthside are the key to increasing awareness and maximizing resources. Can you share your thoughts on this and partnering with BC's Guide to Arts + Culture?**

*DK: One of the best and most crucial pieces of PR these days is experiential PR. Print more than ever and high quality guide books, like the BC's Guide to Arts & Culture, are crucial to be in because people are innately tactical, we love to feel and touch things. As an arts and culture group in order to wow and win both the press and community over we need to do experiential marketing, which means trying things and putting on events that grab people's attention.*

*We cannot exclusively rely on a digital marketing experience when print is so crucial. Society is addicted to technology and with something to touch, like a magazine, people will view that as a breath of fresh air. I believe 2018 will be the year of high quality print pieces as people are going to want a break from digital.*



**VDA: How can you help us and help our partners in continuing to develop community centred, authentic experiences of cultural destinations in communities across BC?**

*DK: Jelly will do two things:*

1. *We will invest our time and energy into boosting Art BC's social media presence. Look for new things coming down the pipeline soon!*
2. *We are available to meet with and support any Art BC clientele to provide any strategy, brainstorming, or ideation sessions. Art BC clientele will also get \$500 off if they want to go through Jelly Academy.*

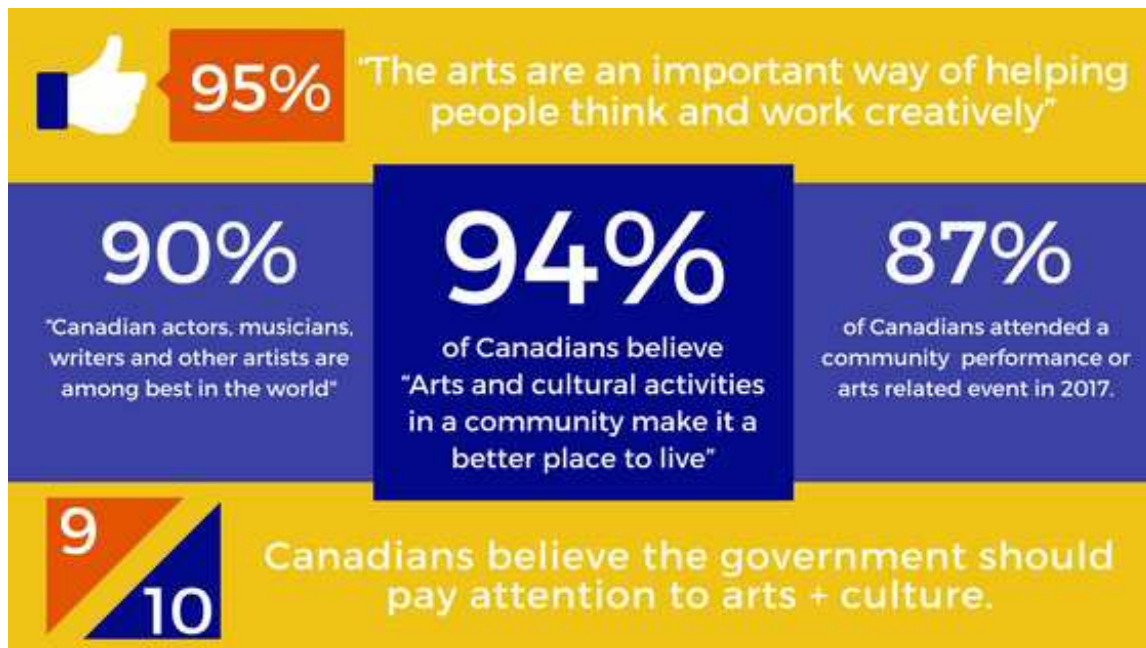
**VDA: What is your personal relationship to Arts + Culture in BC?**

*DK: As mentioned earlier, I graduated from UVIC and studied visual arts. In my spare time I also love to go to the local Fort Langley art galleries, the Vancouver Art Gallery, I dabble in watercolour and ink, and I am currently working on a private mural project that will be going up in Fort Langley.*



**In our industry, we know that civic arts and cultural experiences is crucial to the sustainability and viability of the sector. A recent study commissioned by the Department of Canadian Heritage reveals that Canadians believe arts and culture is an essential part of their lives and our nation.**

The full report can be found [here](#)



**JOIN THE GUIDE**  
17TH EDITION PRINT GUIDE  
ONLINE [ART-BC.COM](http://ART-BC.COM)



Ensure you are listed as a must-see or must-do arts and cultural experience in the definitive guide to arts and culture in British Columbia.

**RESERVE  
NOW**

**IMPORTANT NOTE FOR OUR MEMBERS:**

*If you were a part of the 16th Edition print guide, now is time to renew your annual listing on Art-BC.com and also reserve your space in the coming 17th Edition.*



**BC's Guide to Arts & Culture is the definitive guide to  
local, authentic experiences  
in the province.**

Founded in 1999, Inspired by a supercultural province, back-dropped by unmatched beauty, BC's Guide to Arts and Culture exists to promote the rich cultural uniqueness of British Columbia.

**RECOMMENDED**

Through vibrant partnerships with over 1,000 community-based arts and cultural destinations, we aim to maximize the economic impact of cultural tourism throughout British Columbia by inspiring residents and drawing tourists from around the world.

To Participate or for more information please call  
**1.888.981.9886** or email [publisher@art-bc.com](mailto:publisher@art-bc.com)

**Are you enjoying The Curated Community newsletter?**

If so, please forward this email to a friend and suggest they sign up for monthly dose! As always, please let us know your requests and suggestions on Twitter. Which bullet above is your favourite? What do you want more or less of? Let us know!

**Send a tweet to @Art\_BC.**

**Want to be featured?** Send your stories, photos, events and creative projects to [christina@art-bc.com](mailto:christina@art-bc.com).  
**We want to hear about them!**

Thanks for reading and have an inspiring week.

**Join over 35K cultural enthusiasts and follow**



**#SuperCulturalBC**