

March



Generic Press Release – Framing Your Children's Art

Children are constantly bringing home their latest creative masterpiece, and while they may not be much to look at, they have huge sentimental value.

Instead of just attaching pictures to the fridge or notice board where they will get damaged and eventually destroyed, this release offers tips and advice for framing and displaying children's artwork. This is a generic release that can be used at any time and can be targeted at home/ lifestyle sections or family/ parenting pages.

Supporting documents

- [Template press release](#)



Ad-hoc Event - Sport clubs

Targeting sports clubs is another excellent way of ensuring repeat business. As with most people, once they have found a framer they are happy with, they are likely to go to them for all their framing needs.

Approach local clubs to offer your services for framing photographs, medals, certificates, etc. Many of them wouldn't have given much thought about how to effectively display their accolades and will welcome some expert advice. Offer discounts for club members as an added incentive.

Details of local groups can often be found on the web, through your local council, the yellow pages or advertised in places such as community centres and libraries.

Supporting documents

- [Template introduction letter](#)



In Store Event - Interior Design Demonstrations

Forge links with a local interior designer and run demonstrations in store on how people can use art within their home décor.

Take the interior design theme addressed in the template press release one step further by running demonstrations in store on how people can use art within their home décor.

If you feel confident about talking on this subject you can host these yourself, alternatively join forces with an interior designer to offer the expert advice needed. It's important to discuss in advance the exact contents of the demonstrations, particularly what trends are going to be identified so that you can ensure you have products and examples to back up the advice and tips given.

Invite people to bring their own examples to the demonstrations to be given advice and ideas on what to do, and offer drinks and light refreshments to give a more relaxed atmosphere.

Linking with an interior designer will also give you an added revenue for new business as once you have formed that relationship, they are likely to come to you for help on other projects they are working on. Details of designers in your area can be found via the web, the yellow pages, business directories or through any local design colleges or courses.

Supporting documents

- [Template press release](#)
- [Template introduction letter for approaching interior designers](#)
- [Template invitation letter for customers](#)
- [Template diary note for local media](#)



Competition - My Town

Set up a competition for locals to enter photographs of the area that epitomises the local town and display framed entries in your shop window.

Supporting documents

- [Template competition copy](#)