

Hundred & Under - Upland Members Christmas Marketing Promotion

We are pleased to present a new online marketing initiative this festive season for Upland members to get involved in. Many of you will be selling work at this time of year so we wanted to help by creating one promotion that many members can get involved in.

This campaign takes inspiration from other initiatives like Fiver Fest, Shop Local, and other schemes aimed at supporting small independent businesses. As most of our membership run creative businesses, we hope that by joining together under one promotional banner, that we can encourage more sales on the lead up to Christmas. This scheme may also benefit from being part of the Dumfries & Galloway Council's new tourism and events marketing promotion which launches this year with a Christmas marketing promotion.

What is the campaign?

The campaign is called *Hundred & Under* and it will run from 23 Nov – 18 Dec 2020.

Hundred & Under will be ran by Upland and it is to promote sales of work priced at £100 and under during the period of the 23 November till the 18th December 2020. This is really quite soon but it will be important to launch before the end of November to take in the 'Black Friday Weekend' which is for many the last 'pay day' before Christmas. This promotion won't fit with all Upland members but those who don't have works in this price bracket could still get involved by selling vouchers or by offering discounts off products (suggestions below).

The promotion will go out across the Upland website and social media on the lead up to and during this period. All Members taking part in this promotion will be listed on the Upland website where links to the artists own website/social media will be listed. Customers will be pointed to your own websites where transactions can take place or be arranged.

The purpose of this marketing promotion is for Upland to find new ways to support members and during this difficult period, to think of new ways to increase members income. Upland will not take any commission but will need support from participants to help make this promotion a success. If it is successful, it may be something we can develop going forward.

What will the promotion involve?

If you are interested in taking part, see the submission information below.

There is not a huge amount involved for participants. Many of you will have work that easily fits with the promotion, thereafter, it will just involve some social media to say you are taking part. You will be sent graphics and information to put on your social media and website to promote that you are taking part in *Hundred & Under*. During the promotion, all participants will be expected to promote their offerings (as part of the scheme) and also the wider scheme itself. That way, everyone participating in the promotion will benefit.

Ways to get involved:

- Sell work that is priced at £100 or any amount under that
- Sell a voucher worth £100 or any amount under that
- Offer a discount that gives £100 or any amount under that OFF an item
 - E.g. spend £800 and get £100 off with code XX (insert code)
 - E.g. get 20% off (amount discounted has to equate to £100 or less)

How do I get involved?

Sign up to get involved by completing this online form: <https://form.jotform.com/203144768135960>

The deadline for submissions is: Wednesday 18th November at 12 noon

The promotion will then go live on Monday 23rd November – all members items for sale/promotions should be live on their websites from the 23rd November.

Contact Joanna Macaulay – joanna@weareupland.com if you have any questions.