



grassroots  
young entrepreneurs in eco-health tourism

## Marketing Campaign Street Art

Includes Digital Tools!



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# Street Art Marketing Campaign

Discover the stories painted on our streets – Urban Visions



By following this step-by-step plan, your eco-tourism campaign will effectively attract, engage, and inspire travelers while promoting urban culture and sustainability!



## Step 1 Set Campaign Objectives and Message

Tasks	Set Campaign Objectives and Message
Introduction	By following this step-by-step plan, your eco-tourism campaign will effectively attract, engage, and inspire travelers while promoting urban culture and sustainability!
Business Name	(Eco-tourism) Urban Visions
Objective	Attract art lovers and urban explorers by showcasing local street art, murals, and creative spaces while promoting sustainable tourism practices.
Message	"Discover the stories painted on our streets – Urban Visions."
Content Needed	<ul style="list-style-type: none"><li>• <b>High-quality visuals</b> of murals, graffiti, and public art installations.</li><li>• <b>Short videos</b> featuring artists sharing their creative process or the story behind their work.</li><li>• <b>Testimonials</b> from tourists and locals discussing the impact of street art on communities.</li><li>• <b>Informative posts</b> like "5 Iconic Street Art Spots You Can't Miss."</li></ul>

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## Step 2 Create Engaging Content

Tasks	Set Campaign Objectives and Message
<b>What to Create</b>	<ul style="list-style-type: none"><li>• <b>Photos:</b> Capture vivid street art and public sculptures.</li><li>• <b>Short Videos:</b> Record artists in action or guided street art tours.</li><li>• <b>Testimonials:</b> Showcase visitors sharing their favorite art pieces.</li><li>• <b>Informative Posts:</b> Create visual guides to local art districts.</li></ul>



### Tools Needed

<b>Mapillary</b>	Map and document street art locations with geotagged images. <b>Mapillary</b> <a href="https://www.mapillary.com">https://www.mapillary.com</a>
<b>Canva</b>	Design engaging posts highlighting art and artist stories. <b>Canva</b> <a href="https://www.canva.com/">https://www.canva.com/</a>
<b>Lightroom Mobile</b>	Edit photos for vibrant, professional visuals.



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## Step 3 Share and Promote



### Tools Needed

<b>Mapillary</b>	<p>This app allows users to map public art, such as murals and sculptures, with photos and geolocation. It helps create street art tours or track art installations, making it easier for tourists to navigate and appreciate local art. GRASSROOTS entrepreneurs can, for example, document public art, murals, and cultural landmarks. Through geotagged photos and user contributions, Mapillary can create interactive maps of local art installations, enhancing the visibility of community-driven projects.</p> <p><b>Mapillary</b> <a href="https://www.mapillary.com/">https://www.mapillary.com/</a></p>
<b>Instagram</b>	<p>Engage your audience with creative, short-form videos and behind-the-scenes content.</p> <p><b>Instagram</b> <a href="https://www.instagram.com">https://www.instagram.com</a></p>
<b>YouTube</b>	<p>Share impactful videos to educate, inspire, and connect with a global audience.</p> <p><b>YouTube</b> <a href="https://www.youtube.com">https://www.youtube.com</a></p>
<b>Patreon</b>	<p>Develop a page to fund eco-tourism initiatives, offering exclusive perks like virtual tours, monthly conservation updates, or online workshops. This model builds sustainable financial support for community-driven tourism efforts.</p> <p><b>Patreon</b> <a href="https://www.patreon.com">https://www.patreon.com</a></p>



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Tasks	Share and Promote
Mapillary	<ul style="list-style-type: none"><li>• <b>Create Interactive Maps:</b> Upload and geotag street art photos for tourists to explore.</li><li>• <b>Share Stories:</b> Add context about the art, artists, and cultural significance.</li><li>• <b>Collaborate:</b> Partner with local communities to expand the map's reach.</li></ul>
Instagram Reels & Posts	<ul style="list-style-type: none"><li>• <b>Share Highlights:</b> Showcase street art scenes and guided tours.</li><li>• <b>Behind-the-Scenes:</b> Share clips of artists working or restoring murals.</li><li>• <b>Use Hashtags:</b> Use tags like #UrbanVisions or #StreetArtExplorers to reach art enthusiasts.</li></ul>
YouTube Campaign	<ul style="list-style-type: none"><li>• <b>Mini Documentaries:</b> Feature local artists discussing their inspiration and community impact.</li><li>• <b>Street Art Tours:</b> Post guided walkthroughs of popular districts.</li><li>• <b>Art Conservation Tips:</b> Educate on preserving street art sustainably.</li></ul>
Patreon	<ul style="list-style-type: none"><li>• <b>Support Artists:</b> Offer exclusive content like artist interviews or virtual art tours to patrons.</li><li>• <b>Membership Perks:</b> Provide access to private street art events or early booking for tours.</li><li>• <b>Sustainable Contributions:</b> Use funds to promote eco-friendly art projects.</li></ul>



# Street Art Marketing Campaign

Discover the stories painted on our streets – Urban Visions



## Step 4 Check Performance & Manage Engagement

Tasks	Check Performance & Manage Engagement
<b>Check Performance</b>	<ul style="list-style-type: none"><li>• <b>Mapillary Insights:</b> Analyze views and user contributions to maps.</li><li>• <b>Instagram Analytics:</b> Monitor reach, shares, and engagement.</li><li>• <b>YouTube Stats:</b> Track video watch times and subscriber growth.</li></ul>
<b>Manage Engagement</b>	<ul style="list-style-type: none"><li>• <b>Engage on Social Media:</b> Reply to comments and feature user-submitted street art photos.</li><li>• <b>Collaborate Locally:</b> Partner with artists and art spaces for co-promotions.</li><li>• <b>Host Q&amp;A Sessions:</b> Engage followers with discussions about the stories behind the art.</li></ul>



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## Well Done!

Great job exploring these ideas! Now it's time to dive in, investigate the tools, and start putting them into action. Take the next step toward transforming your vision into a reality by making these tools work for you.

» See our Share and Promote Tools [here](#)

Don't Forget to Connect with Us...



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