

Earlyarts



Press and Media Pack 2017

For press and media or educational organisations



We want to work with organisations who share Earlyarts values

Earlyarts can help you connect with thousands of arts and culture, and early years professionals both in the UK and across the globe. If you share [our vision](#) and our audience, we'd love to do everything we can to help you extend your messages to our network, and invite you to do the same for us.

We offer a variety of joint marketing opportunities through our extensive marketing channels which include online, events, sponsorship, research, social media and mailing campaigns. We are also open to any new and innovative ideas for bespoke campaigns.

Marketing with Earlyarts can expose your creative opportunities to thousands of relevant contacts in a trusted and powerful way.

Demand for Earlyarts services is increasing monthly, evidenced through its recent achievements:

- Earlyarts web site received **90,242 unique page views** in 2015-16, a 41% increase on the previous year. Of this, **16,630 were to our creative research and resource bank.**
- Our social media was also significantly boosted with **4,897 twitter** followers in 2015-16 (15% up); **839 Facebook** likes (29% up); **5,229 Linked In Connections** (81% up); **10,031 Linked In Contacts** (195% up); and **420 in Earlyarts Linked In Group** Followers (468% up).
- Facebook, Linked In and Twitter provided the **vast majority of referrals** to Earlyarts website, reflecting the success of our campaigns to increase interaction through these channels.
- Earlyarts has recruited **6,704 subscribers** – a 37% increase on the previous year - made up of early education, arts and cultural professionals.
- Earlyarts subscriber e-mailings enjoy a high **open rate of 19.8%** (just above the industry average of 18.5%) and a click rate of 3.41% showing our high levels of customer engagement.
- Earlyarts has served **1,033 customers** in the 15-16 year with Creative Teaching and Training.
- The Earlyarts 2013 [national consultation](#) found that professionals engaging with Earlyarts services work on a daily basis with up to **20,000 children and families.**
- **Earlyarts International UnConferences** attract high calibre speakers including Sir Ken Robinson (Earlyarts Patron), Baroness Estelle Morris of Yardley (Earlyarts Patron) and other thought leaders in the sector.



Marketing data

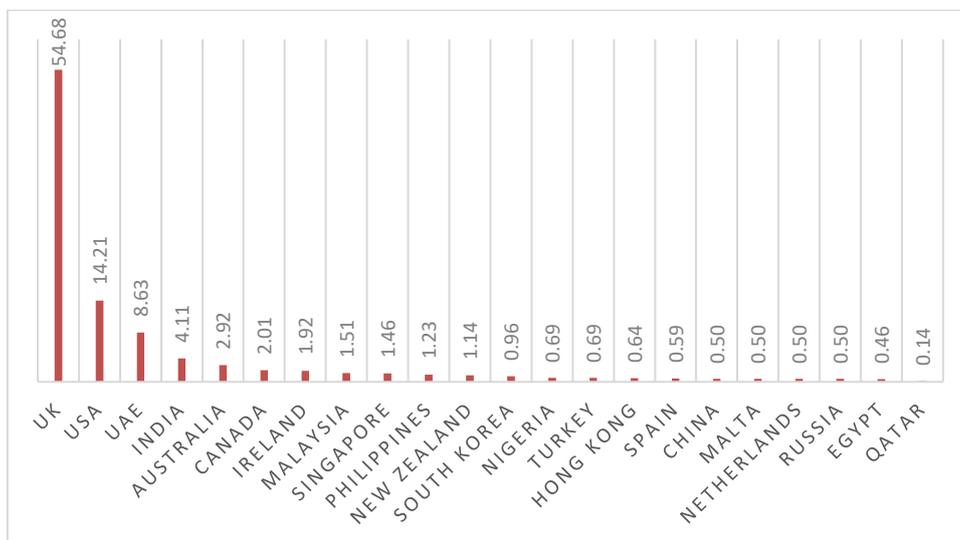
Our reach

Our audience includes the private and public education sectors, mainly in the UK and the UAE.

Sector profile

- Children's centres
- Private nurseries
- Nursery schools
- Primary Schools with foundation stage and reception classes
- Cultural Education organisations supporting early years
- Arts venues providing family learning programmes (including theatres, dance, music, libraries, museums, galleries, arts, crafts or design companies)
- Early years or childcare students and lecturers

Geographic profile (by %)



Social media overview

- Earlyarts monthly E-bulletin is distributed to **6,704** readers
- **4,897** Twitter followers
- **839** Facebook likes
- **5,649** Linked In connections or followers
- **10,031** Linked In contacts
- **100+** Flickr and Vimeo followers



Help Promote Earlyarts

It couldn't be easier to send out a positive message about what gives children the best start in life! Please feel free to promote any of the following to your members, subscribers and followers:

1. [Sign up for Earlyarts E-bulletins](#) to get the latest opportunities for creative early years practice, or **join the network as a member** to benefit from the whole range of creative EYFS training and resources.
2. [Follow us on Twitter](#) - share your news with us and feel free to retweet any useful information we give to your followers, Please use our tag **@earlyartsuk**.
3. [Like us on Facebook](#) - share our stories with your friends, as we will yours with ours.
4. [Follow us on Linked In](#) – join our forum on ***Nurturing Children's Creativity*** or share our updates.
5. [Link to Earlyarts on your website](#) - using the following brief description: ***Earlyarts is an award-winning training company improving early learning through creativity.***
6. [Become an Earlyarts Ambassador](#) - help promote the values of creative early learning to all your networks.



Co-Promotions with Earlyarts

We recognise that there are many organisations who share our values and beliefs in early childhood education. We are keen to explore **mutually beneficial collaborations with a select group of trusted partners**, whose values, offer and track record reflect the range and quality of our own.

In considering potential **co-promotion opportunities that will support each other's work**, we will focus on what might be of greatest benefit to both partners in terms of profile raising amongst new audiences and helping to increase the strength and reach of each other's business.

Co-promotional opportunities

Once we have identified the most common and **important issue that would interest and benefit our respective audiences**, then we can design a jointly-branded message around this to be used in mailings or social media communications that will **engage our audiences first and build their trust** and relationship. Then we decide on the **best 'call to action'**, i.e. how we would like our audiences to respond, and how to monitor and encourage their responses over time.

Co-pros might include:

- Joint campaign for a particular cause such as the impact of singing on reading skills
- Joint promotion of a particular event or product of benefit to each other's audiences
- Jointly published review of a specific current issue such as curriculum or policy changes
- Writing a blog for each other's websites to bring a fresh perspective to a relevant issue
- Publishing a video of the 'issue' having an impact in real life, for instance a clay play session in a nursery designed to help support disabled children's fine motor development

We set a deadline around each part of the process, including creating, editing, sending and monitoring impact of the mailings. We can also offer **coupon codes for discounts on our products or events** to benefit your subscribers as part of the campaign.

Next steps

To discuss a co-promotion with Earlyarts, please contact **Susan Hirst** on susan@earlyarts.co.uk or **+44 (0)1484 685869**. All enquiries will be treated in confidence.

