



# Indy Arts Marketers Meetup

**JUNE 11, 2026**  
10 East Arts HUB



# Agenda

- 01 MINGLING & REFRESHMENTS
- 02 WELCOME & INDY ARTS COUNCIL UPDATES
- 03 WHAT'S WORKING WHERE: PLATFORMS, STRATEGY, ROI
- 04 Q & A
- 05 ADJOURN





# Welcome

Photo courtesy of Indianapolis Women's Chorus



## Arts org advertising partnerships

### WHAT

---

Pool resources across several small arts organizations to run spots on WFYI.

### HOW

---

To meet FCC requirements, the underwriting spots will always begin with the funding organization, followed by rotating mentions of participating arts organizations. Each organization contributes the same amount to the buy, ensuring equal investment and fair exposure.

### WHY

---

Cost efficiency through shared investment.





# WFYI

## **Sample Copy**

Programming on 90.1 is brought to you with support from: Indy Movement Arts Collective. Celebrating the summer season including performances and events from ABC Dance Co, XYZ Theatre, and ACME Gallery. Learn more at [Indy-Movement-Arts-dot-org](http://Indy-Movement-Arts-dot-org).

## **Contact**

Suzanne Georg | [sgeorg@wfyi.org](mailto:sgeorg@wfyi.org)

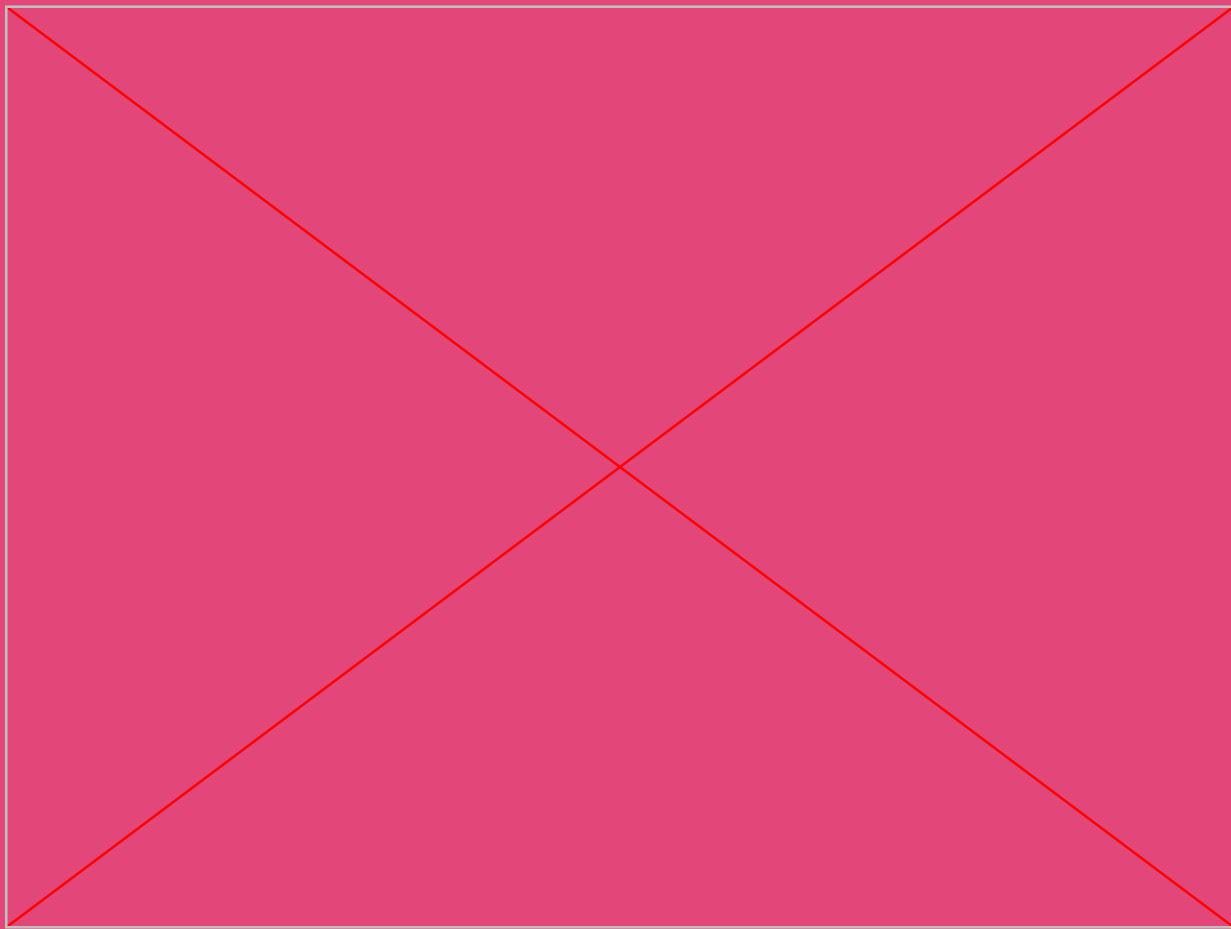
Photo courtesy of WFYI





# Indy Arts Council Updates

Photo: Jes Nijjer



# New Arts Marketers Email Design



## ARTS MARKETING RESOURCE

### Marketing Trends to Watch in 2026

We're only two months into 2026 and the marketing landscape continues to feel like it's changing every day. If you're still working on laying the groundwork for your marketing strategy, you're not alone! [Meltwater](#) has created a handy guide of how to set your organization up for success with their [2026 Marketing Trends eBook](#).

[Download the Trends](#)

## EVENTS

EXPLORE WHAT IS HAPPENING IN AND AROUND INDIANAPOLIS



## Promote your organization

Events submitted to the Indy Arts Council [event calendar](#) are curated for...

Explore Indy Arts E-news | Social Media | Paid Media  
Earned Media Pitches | Visit Indy Arts & Culture Calendar

# EVENTS

EXPLORE WHAT IS HAPPENING IN AND AROUND INDIANAPOLIS

What are you looking for?

Search

FILTER:

All Categories



By Date(s)



Submit an Event

Explore Events

FEATURED

BLACK HISTORY MONTH

More Events

Real Love Baby  
- Reception










# SUMMER ARTS EVENTS



FILTER: Summer Arts Events

By Date(s)

- |   |  |  |
|---|--|--|
| <b>JUN 11</b><br>5PM - 8PM<br><a href="#">Add to Calendar</a>   |   | <b>WALKING WITH HISTORY: MOVING FORWARD WITH PRIDE</b><br>Join the Indiana Historical Society to commemorate and celebrate Pride with this tour.                   |
| <b>JUN 12</b><br>5-8PM<br><a href="#">Add to Calendar</a>       |   | <b>PROPYLAEUM SUMMER PORCH CONCERTS: GRUPO BEMBÉ</b><br>2024 Porch Concert Series  |
| <b>JUN 13</b><br>4-8PM<br><a href="#">Add to Calendar</a>       |   | <b>6TH ANNUAL JUNETEENTH JUBILEE</b><br>Juneteenth celebration at Arts for Lawrence!   |
| <b>JUN 13</b><br>1PM<br><a href="#">Add to Calendar</a>         |   | <b>CBLC BOOK FEST AND JUNETEENTH CELEBRATION</b><br>Honoring history and the enduring spirit of freedom.   |
| <b>JUN 13 - 14</b><br>12-4PM<br><a href="#">Add to Calendar</a> |   | <b>INDY GAY MARKET @ INDY PRIDE FESTIVAL</b><br>The Indy Gay Market is coming home. A featured highlight of the Indy Pride Festival, the Market returns June 13... |
| <b>JUN 19</b><br>11AM-3PM<br><a href="#">Add to Calendar</a>    |   | <b>ANNUAL JUNETEENTH CELEBRATION AT UJAMAA</b><br>Celebrate 5 years of Ujamaa!   |
| <b>JUN 19</b>   |  | <b>JUNETEENTH JUBILEE</b>  |

# SUMMER SOUNDS LIKE INDY

EXPLORE EVENTS



PHOTO BY DRUM CORPS INTERNATIONAL

06.09.2026



Subscribe

## Community

☀️ Soak up summer fun, Indy style

Presented by Indy Arts Council



The CBLC Book Fest and Juneteenth Celebration, Indy Gay Market, and Indy Parks Alliance Summer Concert Series are just a few of the exciting events happening this summer. | Photos courtesy of Indy Arts Council



# SUMMER SOUNDS LIKE INDY

M ELIZABETH PHOTOGRAPHY

# SUMMER SOUNDS LIKE INDY

EXPLORE EVENTS



INDIANAPOLIS CHAMBER ORCHESTRA

# Arts Marketers Meetup Schedule

## Dates

---

### **September 10 | Heartland Film**

Analytics Without Overwhelm: Tools, Tracking, and Systems

### **November 12 | Phoenix Cultural Centre**

Indy's Big Picture Marketing & Collective Impact





# What's Working Where: Platforms, Strategy, ROI

**Amelia Lynas**

Senior Marketing Manager, Green Loop Marketing



**INDY ARTS MARKETERS**

# What's Working Where in 2026?

PLATFORMS, STRATEGY, ROI



**IT'S GREAT TO MEET YOU!**



## **AMELIA LYNAS**

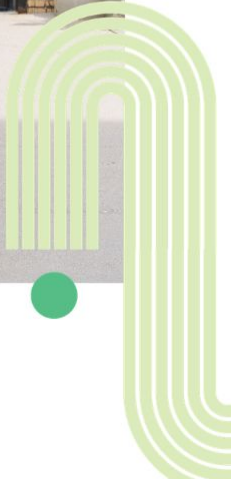
SENIOR MARKETING MANAGER AT GREEN LOOP MARKETING

- 7 years of marketing experience in B2C and B2B
- Specializes in project management, social media management, email marketing, media relations, and community & arts orgs
- IndyHub 1828 Leadership Project Class XIV, 2026 MFF Committee Member for Indiana Sports Corp
- Indy native and fanatic

## OUTLINE

# What We'll Review Today

- Marketing platforms
  - Social media
  - Email + newsletters
  - PR
- Best practices, tips, examples
- Measuring your efforts
- Q&A



## REALITY CHECK

# If you had five extra hours a week to work on marketing efforts, how would you spend them?

WOULD YOU USE THAT TIME FOR...

- Social media
- Email marketing
- PR or influencer campaigns
- Website updates
- Etc.

**THE POINT IS...**

Today's marketing landscape offers more channels than ever before.

*The question is:* where should your organization invest its time and energy?



## A MARKETING MYTH

# More Channels $\neq$ Better Results

**Many organizations feel pressure to:**

- Be on every platform
- Post every day
- Chase every trend

**But successful organizations typically:**

- Focus on a few channels
- Show up consistently
- Know their audience

## THE FRAMEWORK

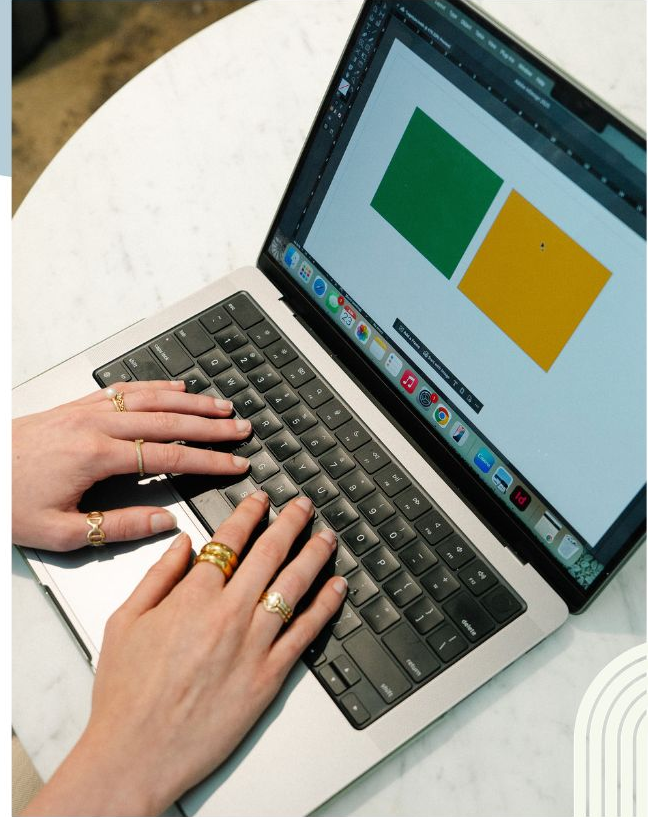
### Before Choosing a Channel, Ask:

1. What are we trying to achieve?
2. Where is our audience?
3. What can we realistically sustain?



TO START

# Owned Media Channels



## GET IN THAT INBOX

# Email Still Matters!

### Why email continues to be an essential platform:

- You own the audience
- No fighting the algorithm
- Direct communication with your audience
- It's a strong conversion tool

### Best for:

- Event announcements
- Ticket sales/event registrations
- Spotlighting team members or artists
- Know before you go content



## THE NEW WAVE

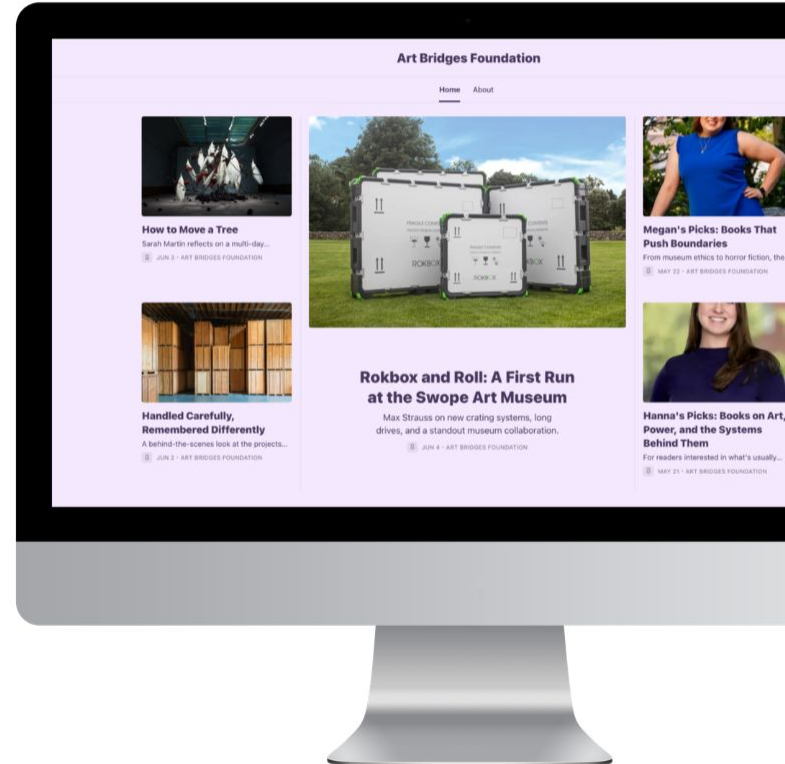
# New Ways to Newsletter

Platforms like Substack and LinkedIn Newsletter are growing. This is a chance for arts marketers to dive into more storytelling.

### Focus on these areas, rather than promotions:

- Artist stories
- Behind-the-scenes content
- Executive insights and thought leadership
- Community impact stories

*\*Prioritize an email newsetter over these platforms if you only have time for one*



**WHAT'S WORKING**

# Social Media Channels



WHAT WHERE WHY

# Navigating Social Media Channels

## A few things before we dig into individual platforms:

- The best social platforms are the ones you can sustain
- You don't need to be on all the platforms
- Social platforms are serving as mini websites now, so keep your profiles up to date
- Every platform serves a different purpose and audience

*Keep in mind: People don't want marketing content. They want interesting content.*

## VISUALS FIRST

# Instagram

### Best for:

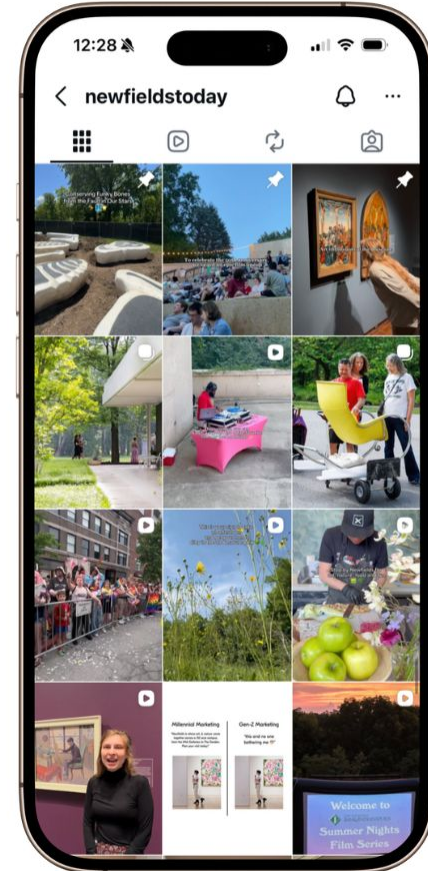
- Community building
- Visual storytelling
- Highlighting events and announcements
- Artist features

### Top posting formats:

- Reels - best place for discovery
- Carousels - preferred for feed
- Stories - community building + quick updates

### Avoid:

- Text-heavy content
- Overuse of flyers and graphics
- Horizontal content, if possible



NOT DEAD. JUST DIFFERENT.

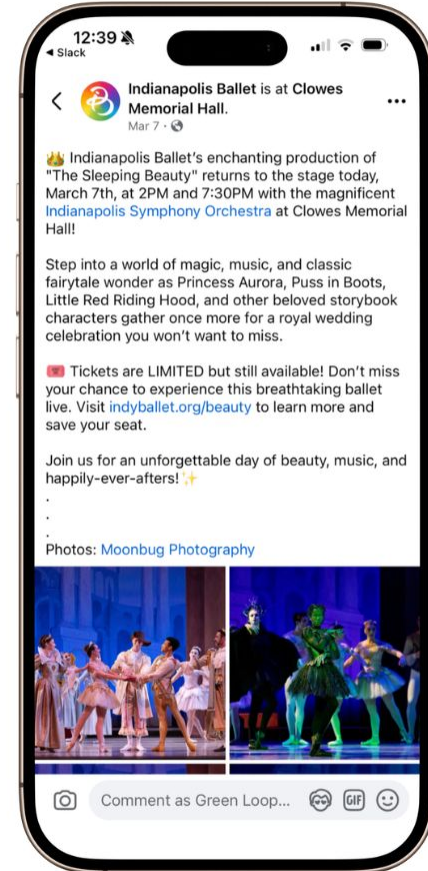
# Facebook

## Best for:

- Event promotion
- Older audiences
- Reaching existing supporters
- Community groups
- Local engagement

## Things to note:

- Likely to see lower engagement
- Lean on highlighting your people



## OFTEN OVERLOOKED

# LinkedIn

### Best for:

- Sponsors
- Donors
- Board members
- Community leaders
- Professional credibility

### Key content:

- Organizational wins
- Impact stories
- Partnership updates
- Thought leadership



NOW RECORDING

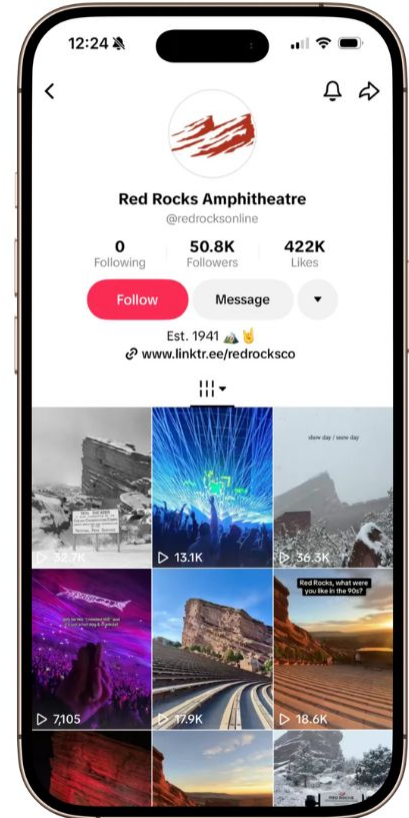
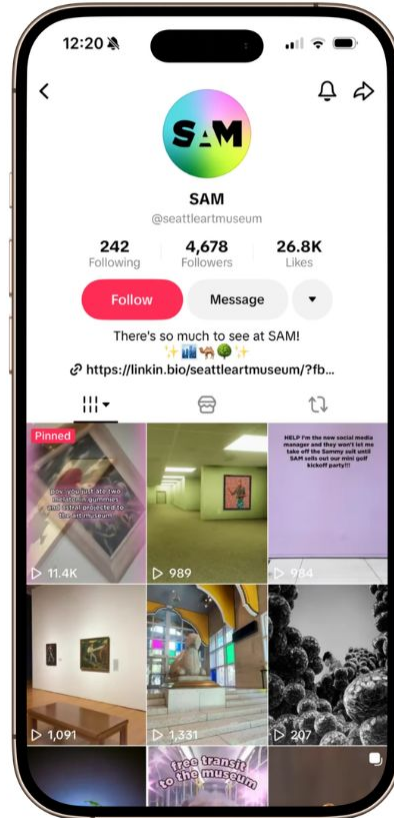
# TikTok

## Best for:

- Discoverability
- Reaching younger audiences
- Joining in on trends

## Key content:

- Behind-the-scenes
- Staff/artist features
- Day-in-the-life
- Educational content

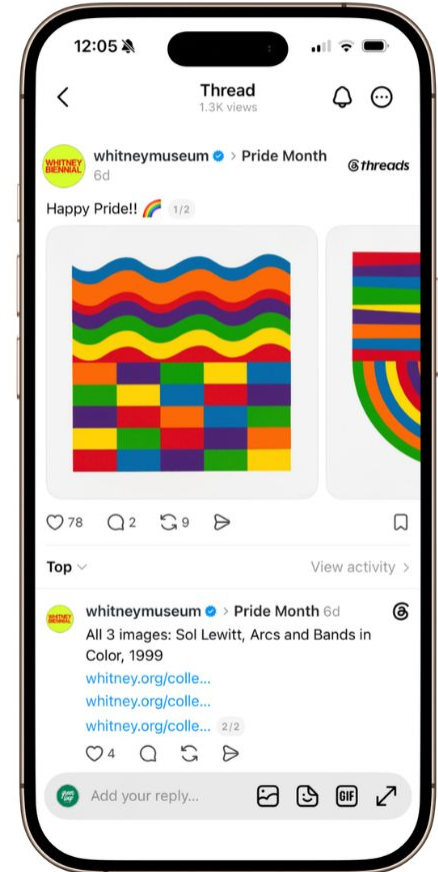


## IS IT WORTH IT

# Threads & X

Text-based social apps like Threads and X shouldn't be your primary social platforms. They are more of a nice-to-have sometimes, but not essential.

Threads is steadily growing and becoming a place to show off brand personality; avoid any hard sells. As for X, people continue to exit the platform. If your audience is there, stay. If not, don't force it.



**BEYOND SOCIALS**

# Media & Influencer Partnerships



## EARNED MEDIA

# Public Relations

PR helps amplify your organization's stories, impact, and mission. It can expand awareness, build trust, and create meaningful connections with audiences both new and existing.

### **Traditional PR:**

- TV segments
- Radio interviews
- Newspaper or magazine features
- Press releases

### **Nontraditional PR:**

- Podcast appearances
- Digital newsletter features
- Community partnerships
- Influencer partnerships

## COLLABORATION IS KEY

# Influencer Partnerships

Influencers can help introduce your organization to new audiences through trusted, authentic recommendations.

### What to look for:

- An audience that aligns with your goals
- Strong engagement, not just follower count
- Local creators with community connections
- A genuine interest in arts and culture

### Ideas for arts organizations:

- Invite creators to performances or exhibits
- Offer behind-the-scenes access
- Partner on event promotion



**RETURN ON INVESTMENT**

# Measuring Success



## BEYOND THE NUMBERS

# It's not all about the likes

Success isn't measured by likes and impressions alone. Consider how your marketing is building awareness, deepening relationships, and driving meaningful actions from your audience.

### Instead, ask:

- Did people see it?
- Did people engage with it?
- Did people take action?

### Better metrics to focus on:

- Ticket sales
- Donations
- Registrations
- Email signups
- Volunteer inquiries
- Sponsor interest

## TO WRAP THINGS UP

- Focus on the right channels for you, not all channels
- Prioritize consistency and quality over volume
- Lead with storytelling, not just promotion
- Measure impact through awareness and action



**WHAT QUESTIONS DO YOU HAVE?**

# Q&A





# That's a wrap!

## WANT MORE RESOURCES?

Check out [greenloopmktg.com/resources](https://greenloopmktg.com/resources)

## WANT TO CONNECT?

- Reach out at [amelia@greenloopmktg.com](mailto:amelia@greenloopmktg.com)
- Connect on LinkedIn
- Follow Green Loop on socials [@greenloopmktg](https://www.instagram.com/greenloopmktg)



**Thank you!**

