Almost Real Things®

2026 AUSTIN STUDIO TOUR

Marketing Guide & Checklist

GENERAL REFERENCE INFO

- **INFO & RSVP:** atxstudiotour.com
- The 24th Annual Austin Studio Tour returns this fall with a fresh, citywide format and new energy under the direction of Almost Real Things (ART).
- It is a free, self-guided art event taking place on two consecutive weekends: Saturday & Sunday, Nov 14–15 & Nov 21–22 from 11–5pm daily. Some locations will be open at different or extended hours as well.
- The Austin Studio Tour gives Austinites and tourists two full weekends to discover hundreds of artists, galleries and creative experiences in their neighborhoods and across the city.
- Each participant will be listed in the brand new Austin Studio Tour Guidebook and website, with curated tours to make it easy to plan your route!
- Shop and experience art from a variety of artists across tons of mediums including: painting, drawing, metalworking, glass, ceramic, mosaic, jewelry, mixed media, video, printmaking, textiles, installations, digital art, performance and more!
- All ages are welcome.

STEP 1

ACTIVATE YOUR NETWORK

Make a list of people and organizations within your personal and extended network who will help you get the word out about your participation in the Tour. This includes:

- [ ] Artists involved in your event/at your studio
- [ ] Artists participating in the Tour with a similar audience
- [ ] Neighboring artists near your location
- [ ] People with a solid social media presence and credible people involved in the art scene
- [ ] Your most social friends who go to every event

- [ ] Facebook & Meetup groups in the creative sector that promote events
- [ ] Food, beverage and product sponsors you are including in your event

STEP 2

CRAFT YOUR MESSAGE

Write out content that you and others can easily share—what makes your location, setup and art unique and exciting?

- [ ] 2–3 sentences: what guests can expect to experience at your stop?
    - You already answered this in your application—be concise, fun and include specifics that make you stand out
- [ ] Select several key images that visually depict your participation
    - We suggest posting a main Tour photo + photos of your own art, space and setup (including your face in a photo usually improves traction)
    - Use official graphics and photos from the Austin Studio Tour Graphics Package (*coming soon!*) (please credit the photographer if applicable)
- [ ] Include #austinstudiotour in your description to help categorize your post, but using a lot of hashtags is no longer useful for discovery on Instagram
- [ ] Add a link to your Austin Studio Tour Profile in your social media bios to make it easy for attendees to favorite you and your location
- [ ] Post on social media, email newsletters and share your pitch personally with your network so that they can amplify your message by sharing their excitement

STEP 3

COORDINATE

Coordinate posts with all of the artists in your group/location/neighborhood to create a folder of assets that you can all share.

- [ ] Take individual and group photos to add to the folder that shows work in progress and a behind-the-scenes look at your process
- [ ] Take photos together!
- [ ] Share photos to promote your fellow artists
- [ ] Physical flyers (*coming soon!*) will be available for pick up at Almost Real Things Studio & Gallery: 2324 E Cesar Chavez St (in the Kwik Ice cooler in the back courtyard by the parking lot)

PROMOTION TIMELINE

Prior to the Tour

WEB

- [ ] Make an event page where people can RSVP: Facebook, Eventbrite, Partiful, etc. and add it to your website and social profiles
- [ ] Post in your event to get people involved: try a conversation starter, e.g. "What would you be most excited to see?"

EMAIL

- [ ] Send out an announcement email and link to your Austin Studio Tour Profile and event link

SOCIAL MEDIA

- [ ] Post about your event—show process work & progress
- [ ] Post progress shots of your work to use as teasers
- [ ] Try a personal appeal—explain why you're excited about sharing your art/space at this event! Are you showing new work?
- [ ] @ mention people to invite them (5 per comment on Instagram)
- [ ] Add your link in your bio/linktree
- [ ] Follow and tag @almostrealthings + @austinstudiotour in Instagram posts/stories (we'll reshare)

TIPS

- [ ] Personal invites via text, email or in-person:
  - [ ] Family & friends
  - [ ] Your network & influential contacts
  - [ ] People who have purchased your artwork in the past

During the Tour weekends & the week between

EMAIL

- [ ] Send 'thank you' notes via email including a photo of attendees to tease into the next weekend
- [ ] Follow up with new contacts to start conversations while the connection is still fresh

SOCIAL MEDIA

- [ ] Post live video, photos and stories in real-time (get people excited!)
    - [ ] Include photos of people who interact or buy work—great social proof that people love your work!
- [ ] Post: "One more chance to visit me during the Austin Studio Tour—don't miss out on XYZ!"

After the Tour

EMAIL

- [ ] Add new contacts to your email list
- [ ] Send a newsletter with a 'thank you' recap
    - [ ] Include photos
    - [ ] Mention special moments—new friends, sold art, # of visitors, unique interactions

SOCIAL MEDIA

- [ ] Post a 'thank you' with a few recap photos and encourage people to follow your art journey year-round
    - [ ] Link to your Austin Studio Tour Profile so people can find you year-round

OTHER

- [ ] Send personalized 'thank you' notes to partners, volunteers, fellow artists and special visitors
- [ ] Follow up with new contacts while the connection is still fresh