National Arts & Culture Campaign/ Budget

1. Paid Social Media Campaign: Meta Ads Manager

Precise targeting by interest (arts, caregiving, aging, palliative care, DEI), demographics (age 40+, caregivers, cultural communities), and geography.

Tactics:

- Run ads 7–10 days ahead of each webinar
- A/B test 2 creative formats: video snippet from a past speaker or testimonial graphic vs. still image with quote
- Include direct call-to-action: “Register for free,” “Join us for a moving conversation,” etc.

2. Promoted Posts in Niche Communities

- Strategic sharing in high-engagement Facebook groups, Instagram collabs, or Reddit threads (e.g. artists in grief, caregiving, BIPOC storytelling) can generate RSVPs
- Partner with speakers to cross-promote using their networks. Provide them with easy-to-use promo graphics, sample captions, and a registration link.

3. Miscellaneous

- Prioritize one event first: Use the first webinar as a pilot to test messaging, creative, and targeting—then adjust for the next ones.
- Use urgency in promotion: Phrases like “limited space,” “free registration required,” or “one-time conversation” can boost clicks.
- Include the emotional hook: These aren’t just art events—they’re about connection, legacy, voice, and the human side of life’s final chapter.