



# Maximizing Online Visibility: Marketing & Social Media Strategies

YOU are an Information Booth!

Organic marketing is BEST!

Watch out for spam, phishing, “tickets”



# Festival Website 2023

Total Users: 45,506  
Page Views: 122,367

## Festival Site Visits 2023

Sept. 11-21: approx 1000/day

Sept. 22: 4196

Sept 23: 9512

Sept. 24: 7615

## Operating System

iOS: 27,291

Windows: 6590

Mac: 5227

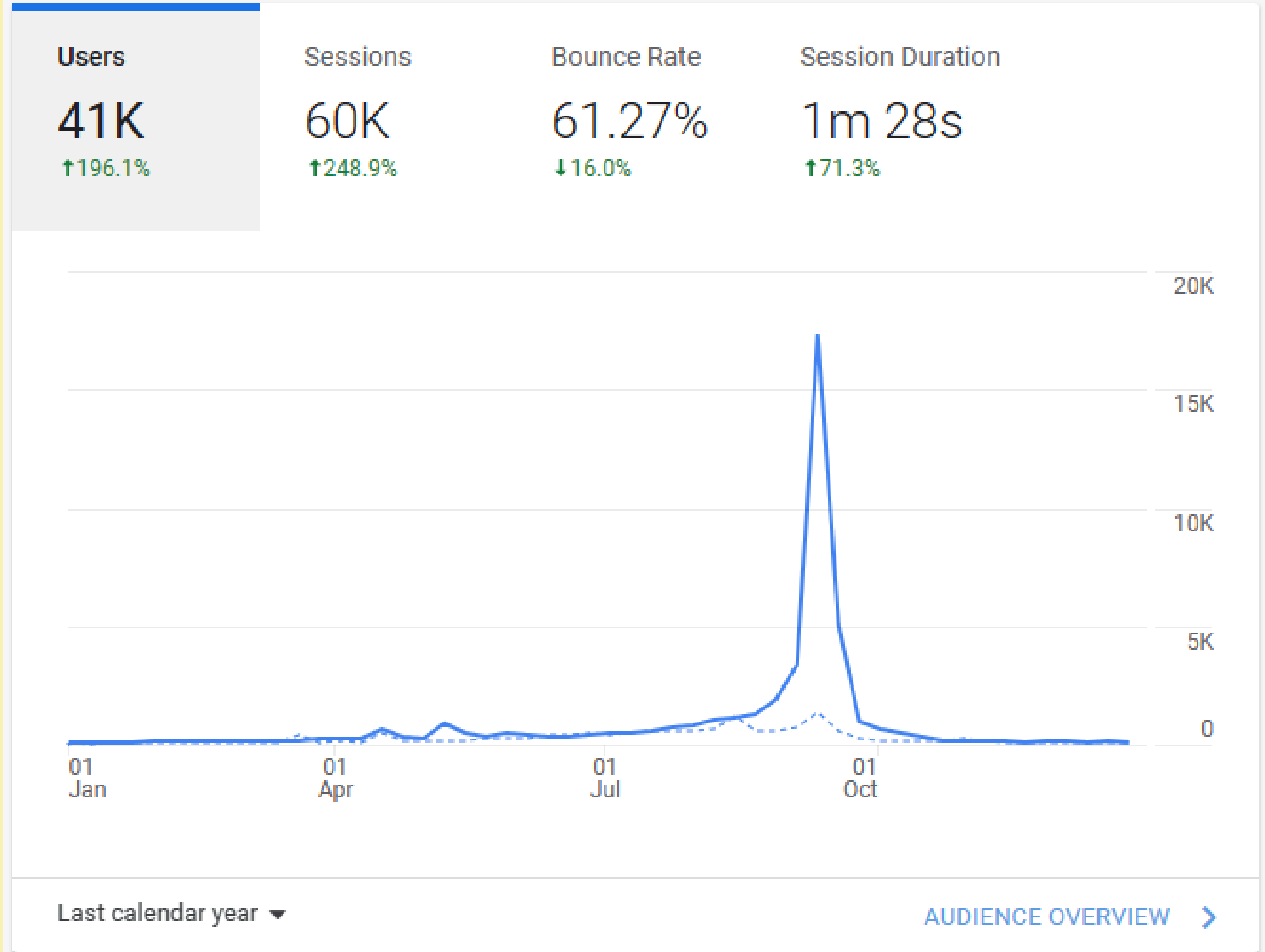


# Festival Website 2022

Solid Line: 2022  
Dotted line: 2021



## Google Analytics Home



**Lafayette Art & Wine Festival**  
DOWNTOWN LAFAYETTE, CALIFORNIA  
Saturday & Sunday  
September 21 & 22, 2024  
LEARN MORE

→ Visitor's Guide

→ Music Schedule

### About the Lafayette Art & Wine Festival

Saturday, Sept 21, 2024 (10am–7pm) & Sunday, Sept 22, 2024 (10am–6pm)

The Lafayette Art & Wine Festival is perhaps the largest annual festival in Contra Costa County. In 2023, over 85,000 people strolled among the booths of art and

# YOU are an Information Booth!

## Be the expert – Gain their trust



# LafayetteFestival.com



# Visitor's Guide = Maps + Parking

Subject to Change!

2023 INTERACTIVE MAP

2024 FESTIVAL MAP

2024 PARKING MAP

## Getting to the Festival

**Lafayette BART Station, Vehicle Parking, Shuttle Bus Stops, Bike Valet**

Take BART or park your car in the free Festival BART parking lots. Walk or take the free shuttle buses to the Festival. Bike Valet is located at 81 Lafayette Circle.

Shuttle Bus Route:  
 Saturday, 9:30am - 7:30pm  
 Sunday, 9:30am - 6:30pm

Walking Path to Festival

Festival Footprint

\*Map not to scale

Thank you to our Shuttle Bus Sponsors:  
**F&M BANK**  
**County Connection**  
**Lamorinda SPRT**

**bartable**  
 bart.gov/bartable

Take BART... and you're here!

Take **BART** to the **Lafayette Station** – the Festival is just one block from the South Exit. Follow the path (and the signs!)

**FREE** continuous shuttle service runs between BART and the Festival entrance at Mt. Diablo Blvd. & Oak Hill Rd. starting at 9:30am and running until 30 minutes after the Festival ends (7:30pm on Saturday and 6:30pm on Sunday). We will also have **Lamorinda Spirit Van** continuous shuttle service which has wheelchair accessibility from 10am to 7:30pm on Saturday and 10am to 6:30pm on Sunday.

lafayettefestival.com





Lafayette Art and Wine Festival  
Sep 21-22, 2024

- VENDORS
- MAP
- CATEGORIES
- WEBSITE



# Interactive Map

Lafayette Art and Wine Festival | Sep 21-22, 2024

+

-

Re-center

search ...

- Abio Properties**  
**Space: 162**  
*Wine Host, Realtors, Beverages*
- Acalanes Cheer Parents**  
**Space: 940**  
*Ticket Booths, Non-profit Organizations, Educational*
- Acalanes Cheerleaders**  
**Space: Tutus-4**
- Acalanes Class Parents**  
**Space: 30**  
*Ticket Booths, Non-profit Organizations, Educational*
- Alex's Family Bee Farm Inc**  
**Space: 938**  
*Local Artist*
- All Ages Recreation Downtown**  
**Space: 935**  
*Non-profit Organizations*
- All Business Class Travel**  
**Space: 390**  
*Commercial, Travel*
- Amarin Thai**  
**Space: 2105**  
*Food Vendors*
- Amber DeSilva Art**  
**Space: 905**  
*Local Artist*
- Andersen Renewal**  
**Space: 259**  
*Commercial, Home Improvement*





How does it work?

Ticket Booths

Wristband Check for 21+  
Buy Glasses (Beer/Wine) + Tickets  
Visit Beer/Wine Hosts  
Premier Pavilion

Family Zones/Kid's Rides

Tickets at Red Striped Tents



# Water Stations, Stages, Food, etc.



### Festival Map Legend

- TICKET/GLASS BOOTHS - BLUE SIGNS
- WINE BOOTHS - RED SIGNS
- BEER BOOTHS - YELLOW SIGNS
- FOOD BOOTHS & TRUCKS
- WATER STATIONS
- ENTERTAINMENT STAGES
- PORT-A-POTTIES
- FIRST AID
- ATM MACHINE
- BART SHUTTLE STOP
- INFORMATION/LOST & FOUND



LafayetteFestival.com

Map originally created by Map not to scale. Subject to change.



# Organic marketing is BEST!

## Tell everyone about the Festival!

24AW-30s  
MP4 • 2024 Laf... Wine Festival

2024 Lafayette...o-whitext  
PNG • 2024 Laf... Wine Festival

2024-Lafayet...go-onwhite  
PNG • 2024 Laf... Wine Festival

Parking-map-AW2024  
PNG • 2024 Laf... Wine Festival

MAP\_ARTWI...024-071624  
PNG • 2024 Laf... Wine Festival

Color Festiva...dule.2024\_a  
PNG • 2024 Laf... Wine Festival

All files / Lafayette Festival

### 2024 Lafayette Art & Wine Festival

Recents Starred

Who can access: HS, Share folder

Name	Who can access	Modified
2024 Festival Social-QR.pdf	Only you	7/30/2024 11:30 am
Color FestivalMusicSchedule.2024_a.png	Only you	7/23/2024 12:26 pm
Color FestivalMusicSchedule.2024_a.pdf	Only you	7/23/2024 12:19 pm
Parking-map-AW2024.png	Only you	7/23/2024 11:13 am
Parking-map-AW2024.pdf	Only you	7/23/2024 10:33 am
LafAW2024-horizontal ad-DiabloMag Best Of.pdf	Only you	7/22/2024 9:55 am
AW24-Greet-Ad-FullPage.pdf	Only you	7/22/2024 9:43 am
AW24-DiabloMag-Ad-FullPg-Bleed.pdf	Only you	7/22/2024 9:41 am
2024 Lafayette AWM Festival logo-whitext.png	Only you	7/18/2024 4:02 pm



### Media Assets:

- Photos
- Videos
- PR
- Logo
- Poster

Organic marketing refers to the strategies used to gain customers naturally over time, rather than through paid advertising. It's about building lasting business relationships through various methods that leverage your brand's presence in a way that feels more authentic and less intrusive.

# LAFAYETTE ART & WINE FESTIVAL

CONNECT WITH US!

#lafayettefestival #lafayettechamber\_ca #experiencelafayetteca #lovelafayetteca



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"Festival News"  
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[@ExperienceLafayetteCA](https://www.facebook.com/ExperienceLafayetteCA)  
[@LafayetteChamber](https://www.facebook.com/LafayetteChamber)

INSTAGRAM  
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[@lafayettechamber\\_ca](https://www.instagram.com/lafayettechamber_ca)

YELP  
[Lafayette Art & Wine Festival](https://www.yelp.com/biz/lafayette-art-wine-festival)  
[Lafayette Chamber of Commerce](https://www.yelp.com/biz/lafayette-chamber-of-commerce)

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[Lafayette Chamber of Commerce](https://www.lafayettechamber.com)

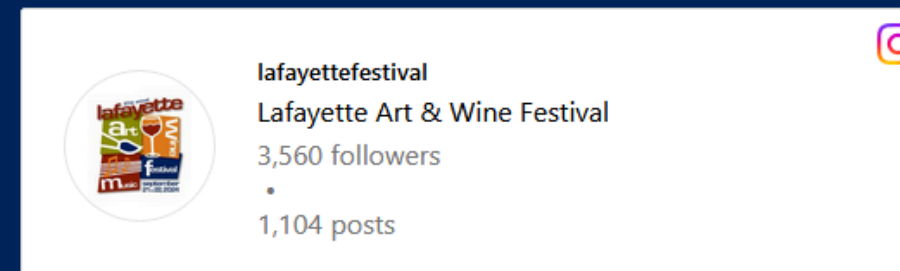
[LAFAYETTEFESTIVAL.COM](http://LAFAYETTEFESTIVAL.COM)

251 LAFAYETTE CIRCLE, STE 150, LAFAYETTE, CA 94549  
(925) 284-7404 | [INFO@LAFAYETTEFESTIVAL.COM](mailto:INFO@LAFAYETTEFESTIVAL.COM)

# Connect with the Festival!

## Follow us on Instagram

@lafayettefestival



[View full profile on Instagram](#)

FOLLOW US ON TikTok

## Like us on Facebook



## Join our Email List for Festival News

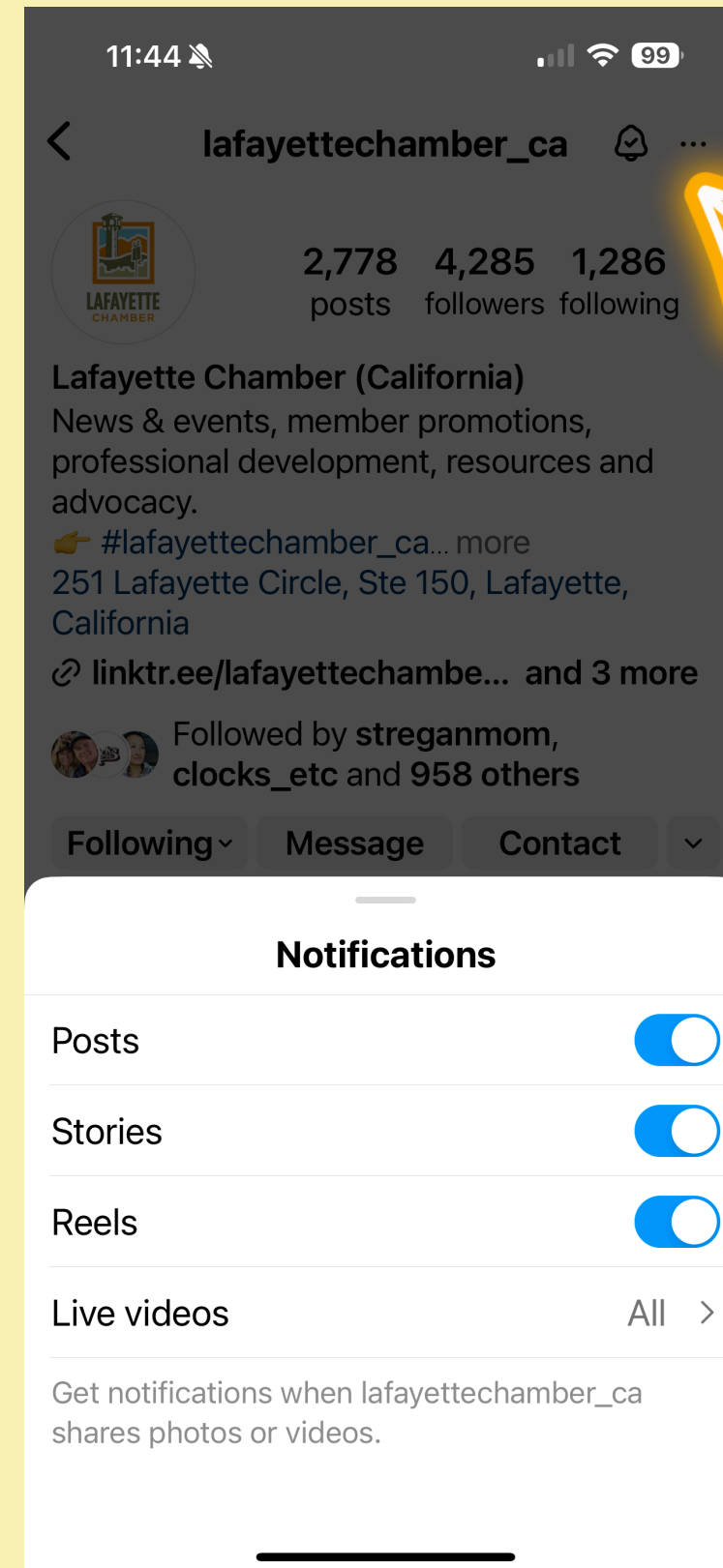
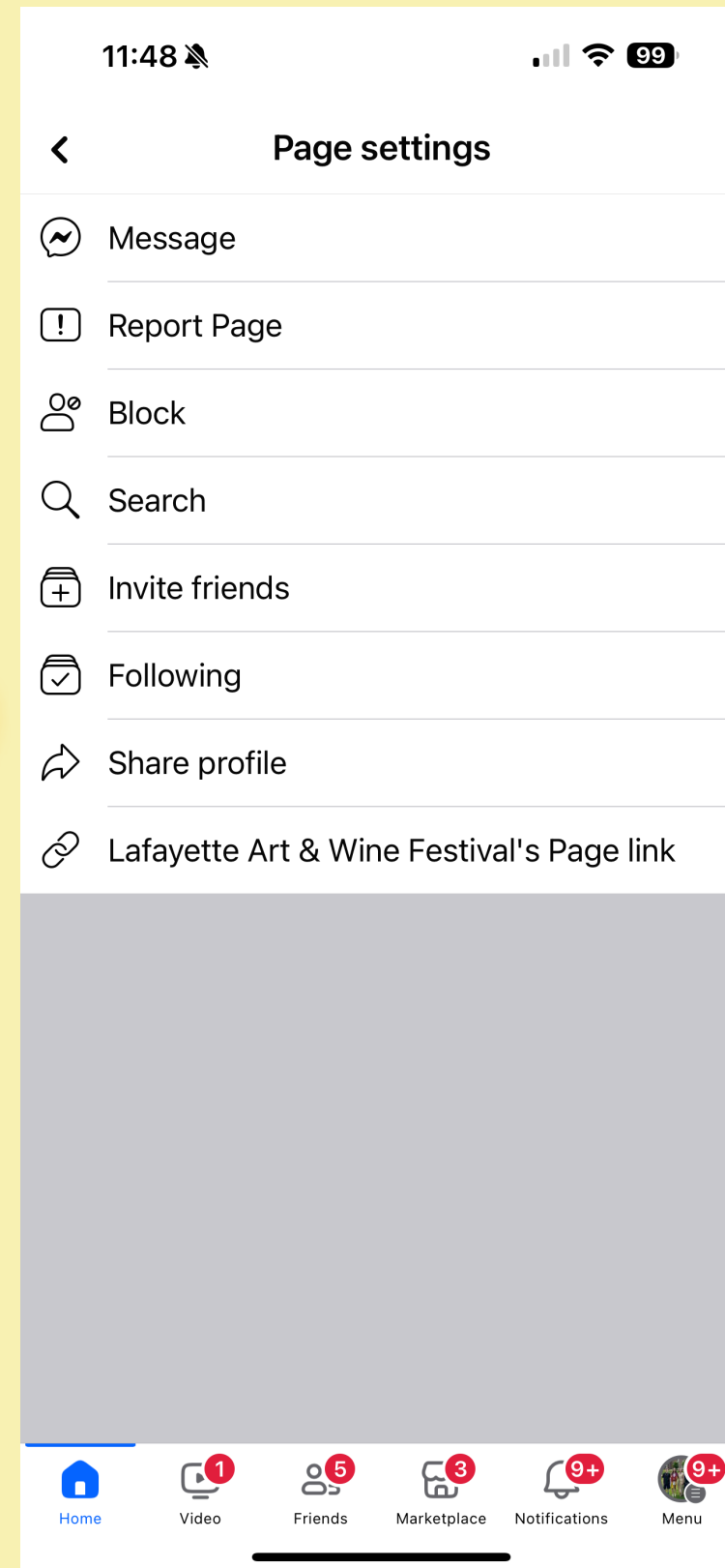
Constant Contact: Email marketing you can trust.

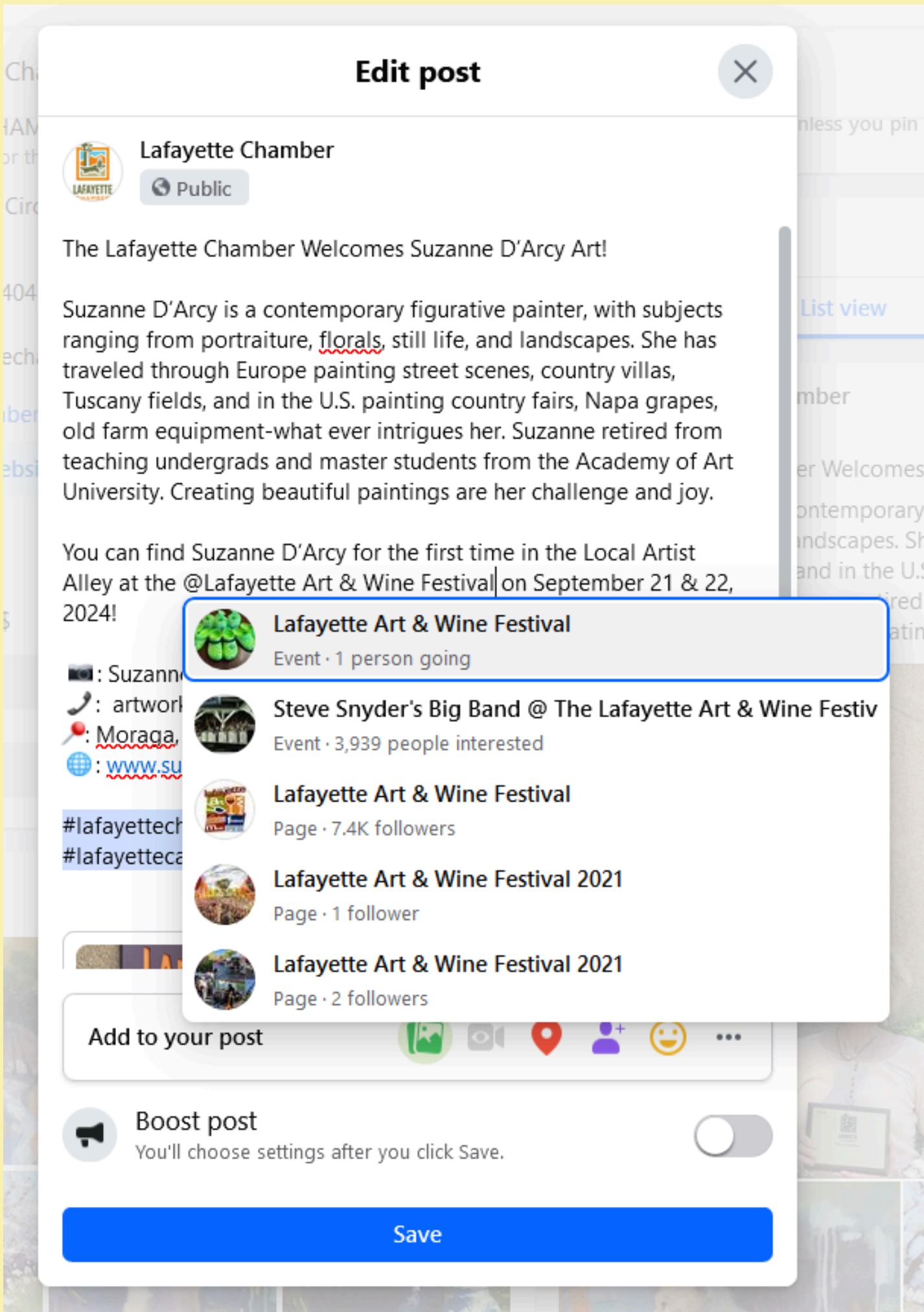
## Questions?

We'd love to hear from you! [Contact us >](#)



# Turn on Notifications





# Posting Suggestions

Other “Lafayettes”

Other “Art & Wine Festivals

Add Date, YEAR, and website to all posts

Interact/post/comment/tag

Tag BOTH Festival & Lafayette Chamber

Collaborative posts: 3rd person

\*Name your event correctly

Use all the tools!

Share and follow other vendors



# Great Content

Share your “insider tips”!

- Where to park
- When to come
- The cleanest bathrooms
- Your unique offerings, reason to stop by, specials, teasers, behind the scenes
- Favorite food/beverage, vendor, nonprofit, business
- Favorite band, performances
- Cool happenings like California Repercussions &
- Girls Crushing It booths
- Tell your clients to support a nonprofit ticket booth. The main beneficiary of this event is LPIE. Promote if you are a supporter of LPIE as well (parent, business partner, donor).



## Watch out for spam, phishing, “tickets”

- We do not sell or even have an attendee list. The only listing of vendors is the interactive map. BUT you may get spam/phishing emails asking if you want an attendees list. Delete it, note as spam, block them. Do not engage.
- We also have noticed that if you include the word “tickets” in your social media posts, especially Facebook, spammers post saying they can sell you tickets. Report/delete the posts.
- There have also been reports of social posts that say we have booths available/become a vendor and ask you to pay them via Paypal/Venmo. DO NOT ENGAGE, delete; block; etc.

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