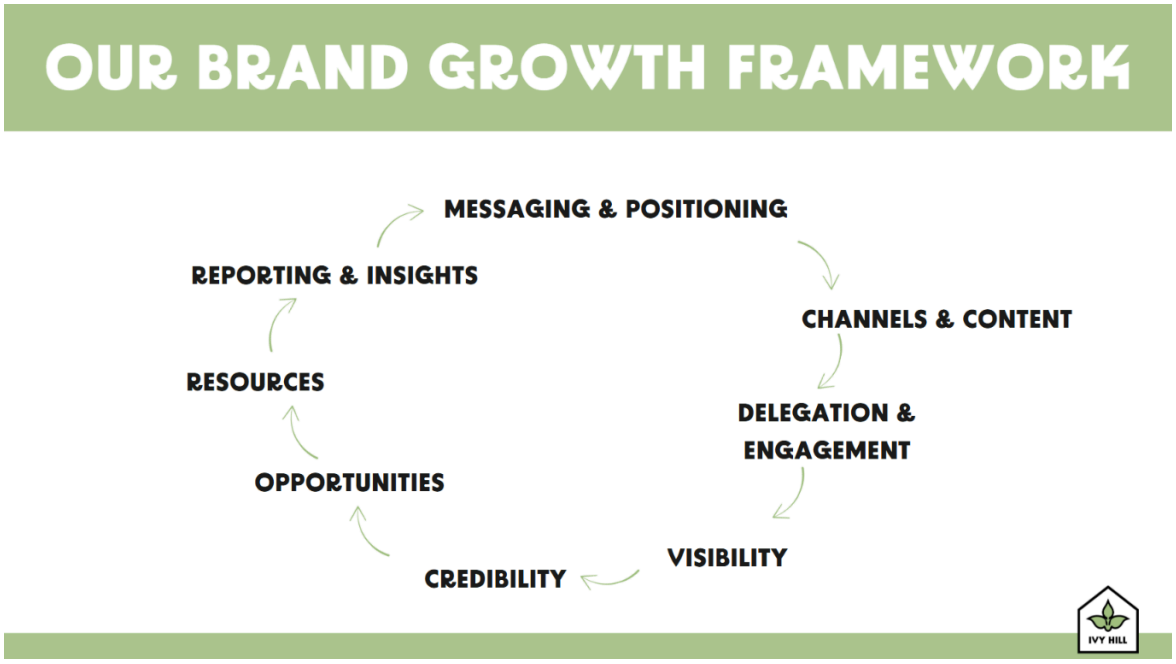
Overview

IVYHILL STRATEGIES | COMMUNICATIONS BLUEPRINT

An alignment tool for consistent, scalable storytelling, brand communications, and visibility.



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1. OVERVIEW + WHY NOW

Purpose:
This plan outlines how we'll grow your visibility, strengthen your messaging, and sustain communications in ways that support AMA's shift into premium creative services, institutional consulting, and long-term IP development.

Main Business Goals	*(1) Position AMA as a premium creative studio with tiered pricing and high-value corporate and institutional offerings.* *(2) Redesign website, streamline to support consulting, corporate clients, and future media (TV show) aspirations.*

Communications Goals	*(1) Publish two high-quality narrative blog posts per month that document the process of Biomed, MFA, MIT Open Space, and the "Everybody Who's Anybody" exhibition to reposition AMA as a premium creative studio, establish Alex's voice as a storyteller, and create case-studies for PR and consulting pitches and the website relaunch.* *(2) Produce weekly videos (Alex-only or Alex+Christian) that show behind-the-scenes craft methods, while simultaneously demonstrating the value of AMA's work(what makes it unique/why it's desirable), and begin seeding the long-term Culture of Craft storyline.*
Why Now / Context	*AMA is entering a new phase due to its Biomed partnership, moving it into six-figure corporate territory. Additionally, the MFA and MIT Open Space are asking Alex to consult for them. Therefore, the website needs to be streamlined and feature clear messaging. As the site stands, AMA risks being perceived as a community arts program rather than the premium creative studio it has become. The major exhibition ahead and AMA's long-term media goals of launching a TV show make this the perfect moment to build the communications foundation that supports high-value partnerships, establishes Alex as a consultant, and sets AMA on the path toward its Culture of Craft media goals.*

Metrics Snapshot

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2. METRICS SNAPSHOT

How We'll Measure Progress:
These are the indicators we'll use to track visibility, engagement, and leads, so every effort connects back to results.

Category	KPI	Owner	Review	Learning Question
Visibility	Reach / mentions	Both	Monthly	*Are we reaching the people who hire for corporate activations, consulting, and institutional partnerships?*
Engagement	Comments / saves / DMs / replies to blog	IvyHill	Weekly	*What ideas/themes spark the most interest? Who is responding?*
Credibility	Press hits / backlinks	IvyHill	Quarterly	*Which stories position AMA as a premium service and tells the story she wants to tell?*
Leads / Conversions	Inquiries / booked calls	LionsPride	Monthly	*Are inquiries high-value? Aligned with goals? Which topics generate the most leads?*

Brand Story & Voice

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3. BRAND STORY & VOICE

Core Message	*Alex Makes Art is special because it is a creative studio using storytelling, imagemaking, and community-centered craft to document the social landscape through hands-on creative experiences. AMA began as a community practice and has evolved into a premium creative service for corporate partners, institutions, and cities, all while maintaining its mission: empowering people through making. AMA uses its sustainable, high-quality creative production, consulting expertise, and storytelling content to demonstrate the value of craft and community.*
Voice & Tone	*Warm, streamlined, narrative, passionate about craft, people, and your story.*
Do:	Use sensory language that shows process, transformation, and the human experience behind the work. Use plain verbs, short sentences, clear calls to action. Be willing to educate, reveal what goes on behind the scenes, and redefine how people see creative work. Always tie back to a project you are working on. Be human and show your passion! But do so in a clear, brief way.
Don't:	Avoid jargon, buzzwords, or corporate filler. Retain your core values. Don't flatten storytelling voice or use generic language.

Audience Snapshot

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4. AUDIENCE SNAPSHOT

Who We're Talking To & How We'll Reach Them

Audience	Characteristics	What They Care About	Action Trigger	Best Way to Reach Them
Corporate partners *seeking high-quality creative work to improve company culture.*	*Busy corporate professionals looking to boost morale in a way that aligns with their company values. Results-driven, care about past projects and proof.*	*High-quality experiences that improve culture and reflect well on leadership. They'll value clear pricing and value proposition, anything that makes it easy and reliable.*	*They see AMA's case studies or website storytelling and realize the work solves a morale or company culture problem they've been trying to solve.*	*Narrative blog posts, case studies, behind-the-scenes videos.* *A website redesign will help make clarify the offering and position it for these high-level clients.* *Also advertise on LinkedIn and other social media channels.*
Institutions: museums, cultural organizations, libraries, schools, and municipal partners	*Community-oriented organizations focused on certain values. Usually under-resourced and looking for*	*Curriculum support, community engagement, storytelling.*	*Learn about AMA consulting see that her work aligns with their values. Trust Alex's credibility and creative vision.*	*Blog, consulting proof, referrals, speaking with Alex directly, and past projects. Clear depiction of offering on website*

	accessible and approachable.			

Message Pillars

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5. MESSAGE PILLARS

Purpose:
Define the 3–4 storylines we'll repeat across your channels to build recognition and authority.

Pillar	Why It Matters	Example Message	Proof / Story
Storytelling through craft	Alex Makes Art is built on the belief that making is a form of storytelling. Every project documents people, places, and the social landscape in a way that typical creative studios do not offer. Clients are not just buying an activity. They are buying a narrative and value alignment. This matters because stories create connection and make people. When people know the story behind the work, they	"Each AMA project starts with a story and ends with a community fortified and memories built." "Craft helps us connect, to see place more clearly, and to interact with our environment in a different way." "Here is the story behind this week's project, and this is why it matters."	Project narratives that show how a session had a meaningful revelation for a community, company, or space. Client stories/testimonials describing the emotional value of AMA, such as connection, belonging, and nostalgia. Visual documentation that tells a story about the process of craft, from the people involved to the materials chosen to the final result. Documentation of Alex's background as

	understand why AMA is special and thus worth investing in.		an artist and educator, and her own values and goals to create community and encourage creativity.
Community as a Creative Practice	AMA is a community-building engine. Each workshop and project is designed to bring people together through creativity to foster connection and belonging. This pillar is an important value for AMA because it shows that at it's core, building community is the work, it isn't just a byproduct of the work. When people invest in AMA, they are looking for something more profound- a sense of belonging.	"We don't just make art together. We build community together." "Every AMA workshop is designed to foster connection; to create conversation, laughter, and a sense of belonging to something important." "Here's what happened when this group got creative together for the first time."	Stories and testimonials from participants who met at AMA workshops and continued their connection after the event. Groups that discovered a shared identity or sense of belonging through a creative project. Testimonials describing AMA as warm, inclusive, collaborative, and relationship-building. Alex's background in building creative community spaces that are safe, open, and foster beautiful connections.
Creative Courage	Most people are taught that creativity is something you are or are not born with. AMA dismantles that belief by giving people permission to try new things,	"Everyone is creative. Sometimes you just need the right environment for that creativity to come out."	Stories about rediscovering creativity after years of feeling disconnected from one's creative self. Examplesof projects where people tried new tools and tequnieues

	make mistakes, and explore their creative potential. When people feel safe to make freely, they rediscover their inner confidence and curiosity. Therefore, it is a facilitator of personal growth.	“Making is a practice in courage. Every material, decision, or experience builds confidence.” “Celebrating the messy, not the perfect.”	and left with a new sense of inspiration and self confidence. Alex’s teaching philosophy on lowering the stakes of creativity and making it accessible to everyone and “process over perfection” documentation.

Channel Snapshot

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6. CHANNEL SNAPSHOT

How We'll Show Up Consistently:

Channel	Role	Goal Frequency	Owner	CTA Destination
Website	Build credibility and showcase AMA's story-driven approach	Monthly	Client / IvyHill	Refresh copy to highlight storytelling, community building, and workshops; ensure a clear CTA for booking events, joining a program, or inquiring about collaborations.
Social (IG / TikTok)	Create consistent content that demonstrates AMA's pillars: storytelling through craft, community practice, and creative courage. Use behind-the-scenes process, workshop recaps, participant stories, and Alex's personal voice.	2-3x weekly	IvyHill (content strategy)/Client (execution)	Booking page for workshops, newsletter sign-up, and partnerships inquiry form.

Email Newsletter	Relationship nurture through storytelling, project highlights, community features, and upcoming events.	Monthly	IvyHill	Workshop registration, seasonal offerings, or special project announcements.
PR	Authority, reach, and brand storytelling in external media.	Quarterly	PR Lead	Website news page or direct feature link. Ideas: 1.) Maker culture as community-building 2.) The role of creative courage in public life 3.) Storytelling through craft as a cultural practice Use extra pieces for social media and the newsletter.

Content Flow

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7. CONTENT FLOW: "1 → 3 → 1" RHYTHM

Purpose:
We'll focus on fewer, more intentional stories and get more value from each one.

Story Cycle	Description	Example
1 Anchor Story (Long Form)	The main story we'll tell each month, centered on AMA's pillars: storytelling through craft, community, and creative courage.	*"Why making together strengthens community in a disconnected world."*
3 Derivatives (Short Form)	Bite-sized social or email content built from the anchor	Tip carousel on how to use craft to spark conversation→ 30s clip quote of Alex explaining the story behind a workshop → A behind-the-scenes post showing a moment of creative courage in a session
1 Visibility Moment	Extend reach through PR, partner sharing, events, or collaborations.	- Pitch to a local arts or community publication. - Partner with a community center, library, or local business. - Short, fun, creative demo with an organization aligned with AMA values.

Engagement Plan

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8. ENGAGEMENT PLAN

How We'll Interact With Your Audience

Type	What It Looks Like	Frequency	Owner
Direct / Personal	Reply to DMs and comments	Within 48 hrs	Client / IvyHill
Public	Comment or reshare partner content, local community posts, and creative initiatives.	Weekly	IvyHill
Collaborative	Co-post, joint features, or behind-the-scenes moments with partners, venues, or community groups in AMA workshops.	Monthly	IvyHill
Community Pulse	Gather quotes, questions, testimonials, and feedback from workshops and events.	Monthly	Client

Visibility and PR Plan

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9. VISIBILITY & PR PLAN

Area	Specific Target	Why Them	Owner
Media	Local arts, culture, and community publications (e.g., *Boston Globe Arts*, *WBUR Arts & Culture*, *ArtsBoston*)	Their audiences care about local makers, storytelling, and community-building. AMA's work aligns with existing editorial interests in creative culture and arts education.	IvyHill
Partnership	Partner with museums, libraries, community centers, or local businesses to host collaborative workshops.	Shared audience, community reach, and institutional credibility. Partners help expand AMA's visibility and reinforce the brand's mission of creativity as community practice.	IvyHill
Speaking / Event / Thought Leadership Piece	Approach schools, arts programs, creative nonprofits, and community development groups for workshops, panels, or talks on making as storytelling and creative courage.	Positions Alex as an authority in the creative community-building space and expands awareness beyond existing audiences.	Client / Ivy Hill

Examples of Target Outlets

Outlet / Publication	Category	Relevance	Pitch Angle
Arts Boston	Local arts events, features, and community stories	Strong alignment with workshops, community making, and accessible art.	A behind-the-scenes look at Alex Makes Art and how craft becomes storytelling.

Priority Actions and Owners

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PRIORITY ACTIONS & OWNERS

Focus Area	Action / Deliverable	Owner	Status / Notes
Social Media	Publish anchor story and 3 derived posts	IvyHill	Based on "1 → 3 → 1" system
Website	Update the "About" page with new proof points and community-centered language	AMA / IvyHill	Simplify copy for conversions
Email	Send monthly newsletter highlighting the anchor story + upcoming workshops	IvyHill	Align CTA with workshop registrations and seasonal offerings
PR / Press	Pitch 2 targeted outlets	IvyHill	Connect to message pillars
Event / Partnership	Co-host or speak at relevant event	AMA / IvyHill	Capture visuals and stories for reuse

WORKFLOW & TOOLS

Shared Tools:

- Google Drive folder for content sharing and approvals
- Google Form for workshop reflections and participant testimonials
- Canva templates for branded posts and stories
- Shared content calendar for weekly/monthly planning

Weekly Workflow:

**Note: for reference, please consult the "Content Flow" tab.

Day	Task	Owner
Monday (AM)	AMA submits story inputs, project notes, and any visual assets via Google Form	AMA
Monday (PM)	vyHill drafts 3 weekly posts and the longer anchor story	IvyHill
Tuesday (AM)	AMA reviews and approves content for upcoming weeks.	AMA
Tues–Sun	IvyHill schedules and posts approved content	IvyHill
Daily	IvyHill engages with followers and responds to comments/messages, reposts partner content.	IvyHill
Friday (PM)	Review analytics, add story content to highlights, prep for next week	IvyHill
Biweekly	Strategic check-in Week 1, Content check-in Week 3	IvyHill & AMA

NEXT STEPS AS OF __

IvyHill to:

- Share Canva templates and initial content calendar recommendations by___ at the latest
- Content Google Form to AMA by ___
- Launch social media posts week of ___
- Begin outline of social media video plan and identify first topics (e.g., story-behind-the-project, community moments, creative courage themes)

AMA to:

- Provide details about any upcoming workshops, partnerships, or events for Q1 by __
- Share the content submission form internally by November 24
- Identify 2–3 stakeholders or participants open to brief interviews or audio-recorded testimonials (camera optional)

Initial Audit Notes

Analysis for Alex Makes Art conducted by IvyHill

Alex Makes Art has a distinctive story and a set of strengths that clearly differentiate it in both the Boston arts ecosystem and the national maker-space landscape. However, these strengths are not yet being communicated consistently across channels.

Visitors to your website or social media should be able to quickly articulate two to three reasons why AMA stands apart from typical craft studios. At the moment, those differentiators are present but not explicitly clear.

I would suggest identifying your strongest comparative advantages and using them as a content filter. Ask yourself in each post/website copy/public message: **Does this message reinforce at least one differentiator or content pillar?**

In terms of the potential comparative advantages, I would highlight three:

- Storytelling through craft: AMA treats making as narrative work.
- Community-centered creative practice: Workshops are community-building engines
- Creative courage: AMA helps adults reconnect to creativity by making crafting safe and joyful.

Although there is no exact count of how many craft or workshop studios exist in Boston, estimates suggest that there are roughly 20 to 50 similar offerings, including art centers, drop-in studios, and workshop programs. This means differentiation is important, as this space is already moderately crowded. However, many workshop-based studios in Boston are either family-focused, commercialized, or hobby-centric, which means AMA's deeper storytelling and community lens is actually quite rare. Still, because creative workshops are not confined to geography, AMA is competing not only with Boston studios but also with national workshop brands and online creative communities.

This is why it is important to show what makes AMA unique. For example, many studios focus on product. AMA focuses on meaning. Many studios focus on entertainment. AMA focuses on connection. You are at an advantage here because what you offer is not commonly emphasized by other community arts organizations. This is especially appealing to communities and companies seeking to build a sense of community and belonging.

If AMA's identity, values, and community commitments are organizational strengths (and they are), they could be emphasized more clearly on the website. Currently, a visitor only sees these commitments after digging through deeper pages or social posts. Adjusting the homepage and website copy will help AMA tell a much clearer story on first glance.

AMA's narrative-led workshop approach is another major differentiator. However, this information does not yet appear in an easy-to-find way on the website. Potential clients and partners would want to understand what makes an AMA workshop different. How does the

process unfold? What does it feel like? How does storytelling become part of the experience? This information should be provided proactively to make AMA appear as a premium service.

The website

Several questions and concerns about the existing website are highlighted above. In addition, we would suggest focusing on the following three areas:

1. **Testimonials and story-based proof**: In a business where emotion and community experience are of the utmost importance, testimonials are essential. The current testimonials are a bit generic and long-winded. It would be helpful to structure them as brief case studies that highlight a group's mindset before the workshop, what happened during the session, and how participants felt afterward.
2. **Personal story and team presence**: People are investing in Alex. Therefore, more of Alex's story, teaching philosophy, and creative background should be visible. Short video snippets, personal notes, or behind-the-scenes clips would help visitors feel understand Alex and feel connected to her work more quickly.
3. **Visual Identity**: The current visuals do not fully reflect AMA's brand strengths. Colors, community interactions, process shots, and materials should all be more cohesive and fall naturally into AMA's story. Right now, the imagery does not immediately communicate "creative courage and community". Also, the website copy is long and outdated, and a bit generic. This should be updated to be visually eye-catching and not too wordy. It should be simple, easy to read, and tell a story.

Social Media

Alex Makes Art has a significantly stronger social media foundation than many of its local competitors. With more than 4,000 followers on Instagram and a large library of posts, AMA already has a meaningful digital presence. The following is unusually strong for a Boston-based, independent creative business, especially in the adult workshop and community arts space. This shows that there is a great audience for this kind of storytelling and that many are interested in what AMA offers.

Many posts show great playful moments, beautiful artwork, and workshop recaps, but do not always clearly demonstrate AMA's core differentiators. A new visitor may enjoy the content but may not immediately understand why AMA workshops are different from other craft studios. Therefore, clearer messaging and always linking back to message pillars could be a great way to improve AMA's social media.

When looking at example competitors in the Boston craft ecosystem, AMA's content is already more abundant and more personality-driven than most. Many local studios post only sporadically or focus exclusively on final products. AMA does a great job of showing community, current workshops, and events happening now. Its advantages should be further emphasized through captions and video storytelling.

At the same time, some of AMA's posts use uplifting but vague language and long, laborious captions. Phrases about community or creativity may not tell a prospective participant what the experience will actually feel like or how it is different. Ensuring that posts answer the question "Why does this matter?" will help convert viewers into workshop attendees and long-term community members.

Posting consistency is another area where AMA can grow. There are great weekly posts now, but a more consistent cadence, with 2-3 weekly posts and daily story posts, will help grow the audience and tell the brand story.

Finally, AMA should consider platform differentiation. Instagram is great for community documentation and workshop processes, but TikTok could also be a great space for sharing video testimonials, stories, or behind-the-scenes experimentation. LinkedIn may also be great for finding corporate clients, community organizations, education partnerships, or general visibility.

With 4,000 followers and an existing engaged audience, AMA has a strong head start. The next step is ensuring that every post reinforces the pillars: storytelling through craft, community as creative practice, and creative courage.