



DELAWARE
ARTS
ALLIANCE

Organization Discoverability Guide

Image © Greater Wilmington Convention & Visitors Bureau, Moonloop Photography
Clifford Brown Jazz Festival by Cityfest, Inc.

Why This Matters to You

Delaware is home to a unique arts and culture scene, driven by artists, performers, makers, and cultural organizations that consistently produce work of the highest caliber. You are already doing the hardest part: creating original experiences that define the character of our state. But too often, Delaware's creative community is hiding in plain sight. While millions of visitors come here every year for our beaches and restaurants, many simply do not realize that a phenomenal performance, an award-winning gallery, or a talented artisan's studio is sitting right down the street.

This guide is about closing that gap and making sure you get the visibility and the revenue you deserve. The goal isn't to change your brand or add more administrative burdens to your day. It's to give you a few simple tools to ensure that when people are looking for something incredible to do, you can easily be found. When we make it easy for the world to find Delaware's creators, we build an audience that buys more and keeps our creative economy thriving.

The Shared Positioning

Delaware's tourism offices are coming together under a single, unified message to give our creative community the spotlight it has earned. For too long, our region has been viewed as a pass-through state. We are changing that by showing the world that Delaware has a high-quality and diverse arts scene.

The story we are telling is that **Delaware is genuinely original**. It highlights that our state has been shaping American culture since before the country even existed, and that the artists, performers, and makers working here today have a voice that cannot be replicated anywhere else.

You don't have to change your marketing or use these words exactly. When you share what makes your work one-of-a-kind, you're already part of that core message and are reinforcing the same story that tourism offices are telling to visitors. The more of us telling it, the harder Delaware is to ignore.

Discoverability Checklist

This is the most important part of this guide. These actions ensure that when visitors are looking for something to do, they have a better chance of actually finding you. Many of these steps cost nothing but a little bit of your time.

? Are you listed on DelawareScene?

This is the single highest-leverage action you can take. Every county tourism group pulls their event calendars from this site. If you aren't here, you are invisible to the state's primary travel networks, no matter how great your work is.

- ☐ Listed on [DelawareScene.com](https://delawarescene.com) with current events and accurate information.
 - [Register your organization](#)
 - [Submit an event](#)
 - [Submit a call for artist](#)
 - [Submit a job in the arts](#)
 - [Register for the Artist Roster](#)
- ☐ Checked and updated at least once a month.

? Is your location correct on Google and Apple Maps?

Visitors rely entirely on their phones to find what is nearby. Search your organization right now: Is the address accurate? Are your hours current? Is your website linked?

- ☐ Google Maps listing is claimed, accurate, and has at least one current photo.
- ☐ Apple Maps listing is accurate.

? Is your website easy to use?

Your website functions as your digital front door, whether you are inviting visitors into a physical venue or welcoming them to browse your work online. If you manage a physical space like a theater or museum, your homepage must clearly state what you do, where you are, and when you are open. For independent makers without a storefront, the priority is showing what you create, how to buy it online, and where your next pop-up market will be.

- ☐ Physical location and hours are prominent, **OR** online purchasing options and upcoming pop-up dates are easy to find.
- ☐ Links to buy tickets, register for workshops, or purchase products are live and functional.



Image © Chris Flood, The Cape Gazette | Westside Creative Market

? Do you have an active social media presence?

You don't need to be on every platform. You just need one or two spaces where a potential visitor can scroll your feed and see that your space or studio is active. While digital flyers and designed graphics are great for sharing dates and times, raw photos of actual people, work-in-progress, and live events are what truly capture a traveler's attention. The value is in the authenticity, and as arts organizations, you have that in spades. Sharing a quick, unedited snapshot of your process or a bustling room is also often easier to post.

- ☐ At least one active social account with posts from the last 30 days.
- ☐ Recent content shows artwork, people, and/or behind the scenes.

? Are you listed with your county CVB?

Each county tourism office actively recommends experiences to visitors. Being visible on their website is one way to get in front of travelers who are already looking for something to do.

- ☐ Contact your county CVB and ask about opportunities for promotion and visibility.
 - [Greater Wilmington Convention & Visitors Bureau](#)
 - membership@visitwilmingtonde.com
 - [Kent County Tourism](#)
 - [Southern Delaware Tourism](#)

? Do you have an easy way to collect emails?

A visitor who bought a ticket or stood at your market booth won't stay connected unless you have a way to reach them again. A simple email signup is how a one-time tourist becomes a lifelong fan. User-friendly email marketing platforms like Mailchimp or MailerLite let you create digital signup forms and send updates to small audiences at no cost.

- ☐ Email signup exists clearly on your website.
- ☐ A simple way to collect emails in person at your venue or event table (like a clipboard or a QR code that links to your email signup page).



Image © Shannon Woodloe | Delaware Art Museum

Creating Content That People Actually Want to Watch

One of the most consistent findings in Delaware's cultural tourism research is a perception gap: visitors, and even Delawareans themselves, often underestimate the quality and scale of what is built here. The work you are producing is incredible, but the snapshots online don't always do it justice.

Tourism partners across the state want to share more Delaware arts and culture, but they struggle to find content that is usable. They want to amplify you, but they need photos and videos that look as vibrant and professional as your work does in real life.

Fixing this doesn't require a big production budget or a professional photographer. If you're using a smartphone from the past few years, you already carry a powerful digital camera capable of making social-grade photo and video content.

1 Framing the Studio (Artwork & Products)

Whether you're capturing a ceramic mug, a painting, or a piece of jewelry, your camera needs a clean, well-lit environment to make your work look great online.

- **Chase Natural Light:** Overhead indoor lighting creates muddy yellow tints, and built-in phone flashes create blinding glares on shiny surfaces like glaze or glass. Set your work near a window so the light falls directly on it. Overcast days are ideal because clouds act as a natural light diffuser. If you are stuck in a windowless room, consider purchasing a \$25 ring light to solve the problem.
- **Declutter the Background:** A busy tablecloth or studio mess competes with your art. Use a clean, neutral background like a sheet of white foam board or a plain wall so the viewer's eye goes exactly where you want it to.
- **Show It in Action:** A photo of an object floating against a sterile background can feel flat. Give your work context. Show a hand reaching for that ceramic mug, someone wearing the jewelry, or a quick 5-second video of your hands painting or sculpting.



Image © Chris Flood, The Cape Gazette | Craft by Allie Weitzman | Westside Creative Market

2 Capturing the Stage (Events & People)

The content that performs best for arts organizations isn't polished promotional material. Whether someone is deciding to buy your product online or buy a ticket to your show, they want to see what it *actually* feels like to be there. Aim to show the human process and momentum behind the work.

- **Prioritize the Process Over the Promotion:** Buyers and travelers want to imagine themselves inside the experience. Show them what happens before the curtain rises or the shop opens. A quick video of a rehearsal, someone mid-process in the studio, or a performer warming up backstage is compelling because it captures the authentic moments the audience doesn't always get to see.
- **Capture the Crowd, Not the Empty Room:** Take your photos and videos when the room is at its absolute busiest. A wide shot of a line at the ticket booth, a busy merchandise table, or a packed audience at a performance shows people that your event is the place to be.
- **Prioritize Action Over Posing:** Don't just capture the lineup of people standing flat against a wall smiling. Snap real, unposed moments like a musician completely tuned into a performance, an instructor hands-on with a student, or a visitor leaning in close to inspect a detail on an artwork.
- **Get a Point-of-View Shot:** Hold your phone steady at eye level and slowly walk through your space while recording video vertically (9:16 format). This continuous, steady movement gives a scrolling traveler a front-row seat, showing them the exact experience of what it's like to walk through your doors.



Image © Emir Lake Photography | Delaware Arts Alliance

3 Getting Your Audio and Video Right

If a viewer stops scrolling because of your visuals, bad audio or clunky editing will make them leave immediately.

- **Secure the Audio First:** Phone mics pick up everything—AC vents, crowd noise, wind, music playing in the background. A \$20 clip-on lavalier microphone that plugs directly into your phone captures the speaker’s voice clearly even in a noisy room. If you don’t have one, get physically close to the person speaking and avoid obvious noise sources like speakers.
- **Pull Testimonials on the Fly:** Nothing sells an experience better than someone who just had it. If you have a clip-on mic, use it here. It lets you keep the energy of the room in the background without losing the speaker’s voice. Keep the art, the stage, or the crowd visible in the shot so the viewer feels the environment. Instead of asking dead-end questions like “Did you like it?”, ask open questions:
 - *“What was the most surprising thing you saw today?”*
 - *“How would you describe this experience to a friend?”*
- **Keep It Punchy and Captioned:** Aim for short-form videos between 15 and 60 seconds. Put your most exciting visual or big statement in the first 3 seconds to “hook” the viewer. Edit your video using a free app like CapCut to add auto-captions. Many people scroll social media with their volume muted, so you don’t want your message to be lost.



Image © Tish Williams | Cityfest, Inc. Wilmington



Image © Joe Lamberti | Freeman Arts Pavilion

Ways to Make the Most of Visitor Data

If you sell tickets or merchandise online, you are likely already sitting on more useful information than you realize. Knowing where your buyers come from allows you to make smarter choices with your own marketing budget. For instance, discovering that half of your ticket buyers live near Philadelphia tells you exactly where your next promotion should target, protecting you from spending money on a broad campaign that might not convert.

This information also gives you leverage in funding conversations. When you can show that visitors are traveling to Delaware specifically for your work, you present your organization as an active economic driver. That is a strong position to be in when applying for grants or negotiating for sponsorships.

What You're Likely Already Capturing

Most digital platforms like Eventbrite, TicketLeap, or Squarespace collect zip codes at checkout and organize them into automated sales reports. Exporting this data once a quarter takes less than ten minutes and gives you an instant map of your audience. If you use an email signup sheet on your website or at a market booth, adding a simple zip code field is a one-time adjustment that builds this valuable asset automatically.

Other Ways to Track Your Reach

While zip codes show where someone lives, a quick follow-up can tell you if they built a trip around your work. A brief, two-question email sent the day after an event can capture this info: “Where did you travel from?” and “Did you stay overnight in Delaware?” Even a small response rate gives you clear evidence to use on your next funding application. For free or non-ticketed events, placing a QR code near your exit that links to a short Google Form captures the same insights on the fly.

For organizations with a larger marketing budget, location analytics platforms like Placer.ai can offer a deeper picture of visitor reach, including foot traffic patterns and where people are traveling from.

The CREATE Plan

This guide was developed by the Delaware Arts Alliance as part of the CREATE Plan, Delaware’s first comprehensive plan for the creative economy and cultural tourism sector. The CREATE Plan includes 25 recommendations for advancing Delaware’s creative economy at the state, county, and local level.

Learn more and find additional resources at
delawareartsalliance.org/creativeeconomy