



ART VESSEL

GROWTH HACKING STRATEGY



ART VESSEL



Open Studio

Explore artists' concepts and works through a **multidimensional experience.**

Sell Art

They sell the artist's artworks with the aim of empowering them with the **recognition they deserve.**

Workshops

Connecting knowledge and emotion: **Understanding the artistic process** to connect with oneself through art.

Workshops

Product selected

Exploring art, philosophy, and techniques through engaging workshops and immersive art experiences.



Paper Technique

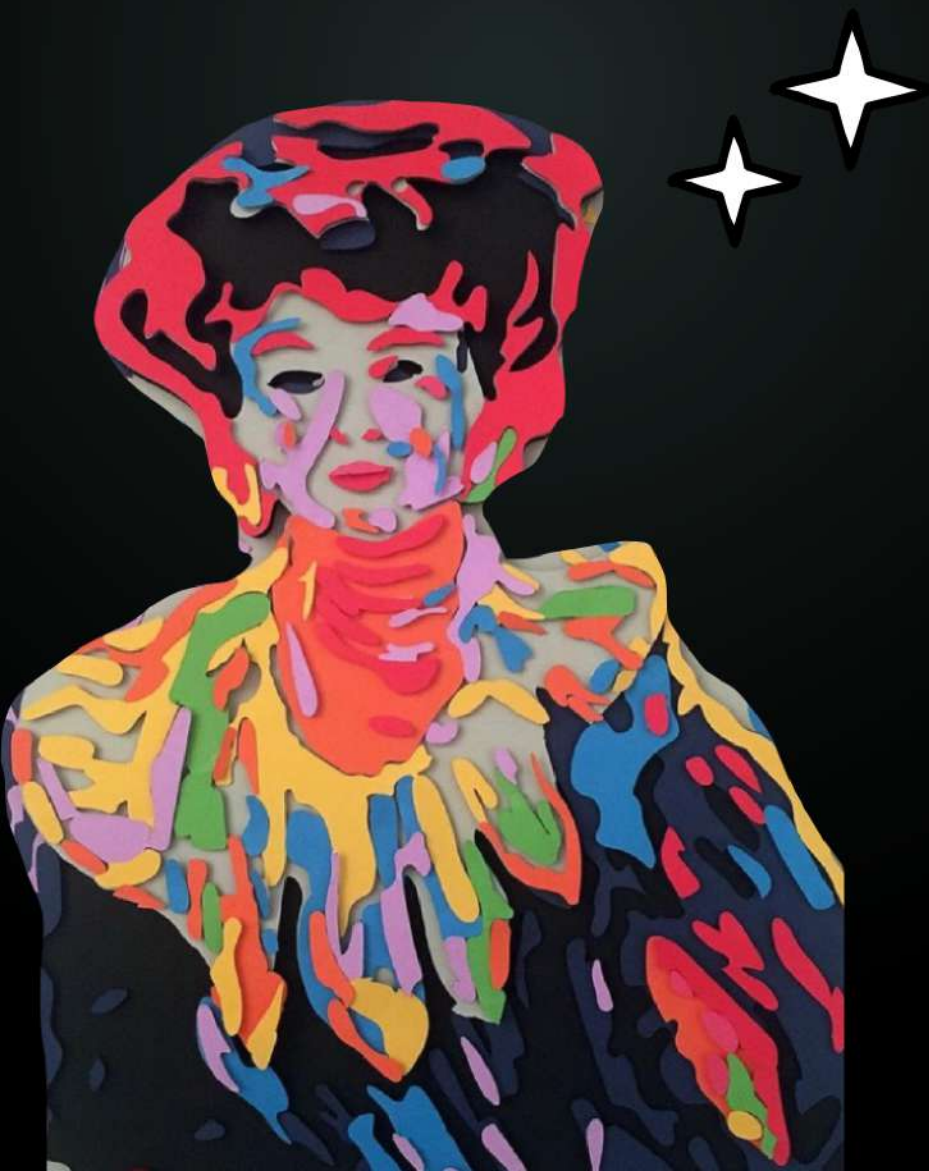
Workshops



Diving to the canvas of the art process!

**An exciting and enriching experience for anyone
interested in art and self-discovery!**

The combination of paper techniques, trends, and
the exploration of new concepts creates a unique
and dynamic learning environment.

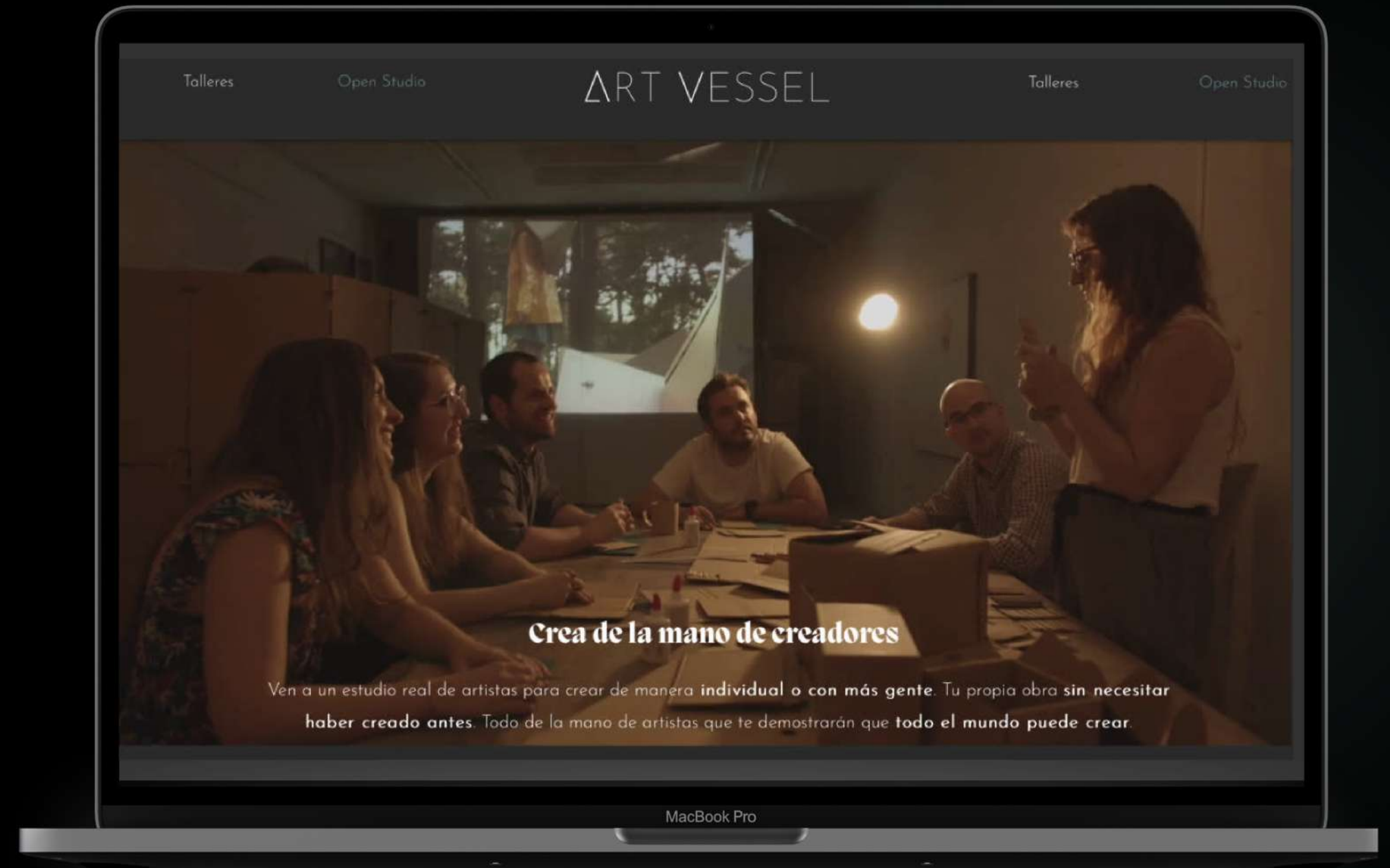


🎯 Target

Young individuals aged 24 to 45, interested in art, cultural and social activities.

✦ Differentiator

Art Vessel teaches specialized paper technique and expertise to clarify artistic curiosities.



✦ **North Star**

Number of workshops conducted.

! **Aha Moment**

Having knowledge of art as a common user level while socializing and making contacts.

Time to grow with art!

No BA required to embrace
the expertise within you.





ART VESSEL

Increasing the number of users who take the workshops

01

02

03

04

Acquisition

Activation

Retention

Monetization



Hacking

Acquisition

01



Idea 1

Educational Video

Paid IG Ads - Art Account Followers

Description

It shares **intriguing insights related to the workshop**, encouraging users to learn more about the art world and driving increased visits to the landing page.

Hypothesis

Diving deeper **becomes natural** when the content aligns with new users preferences and interests.

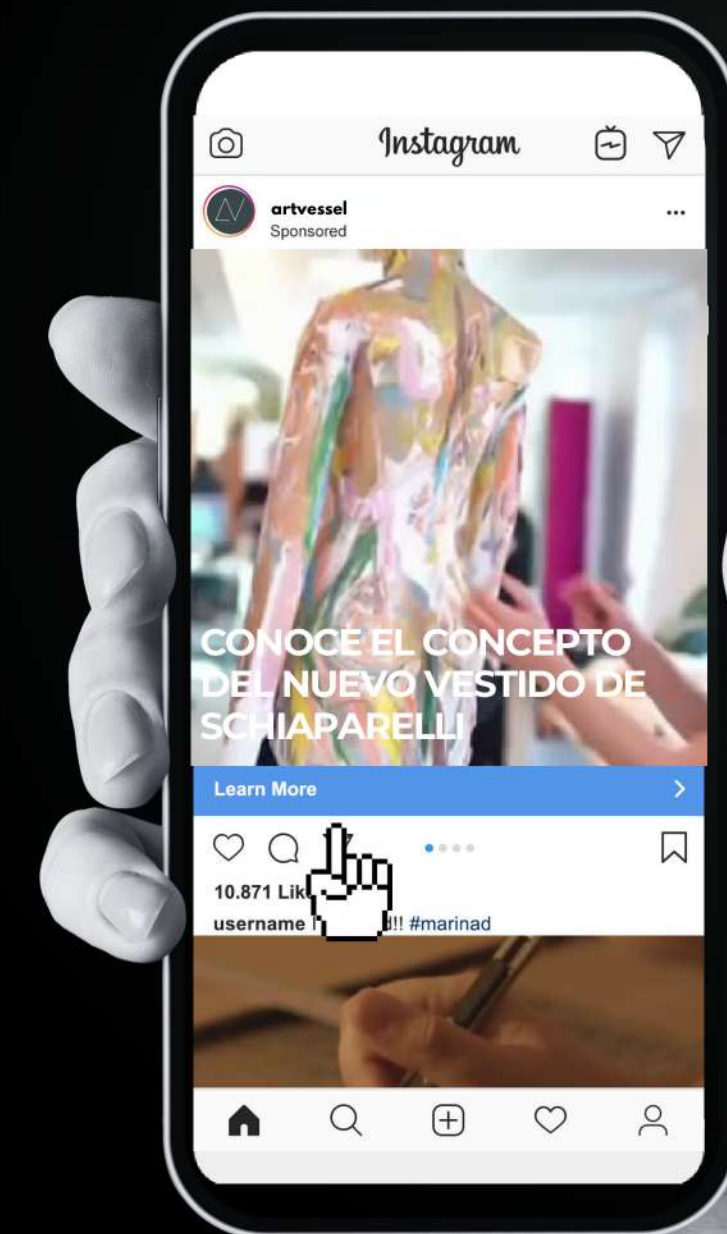
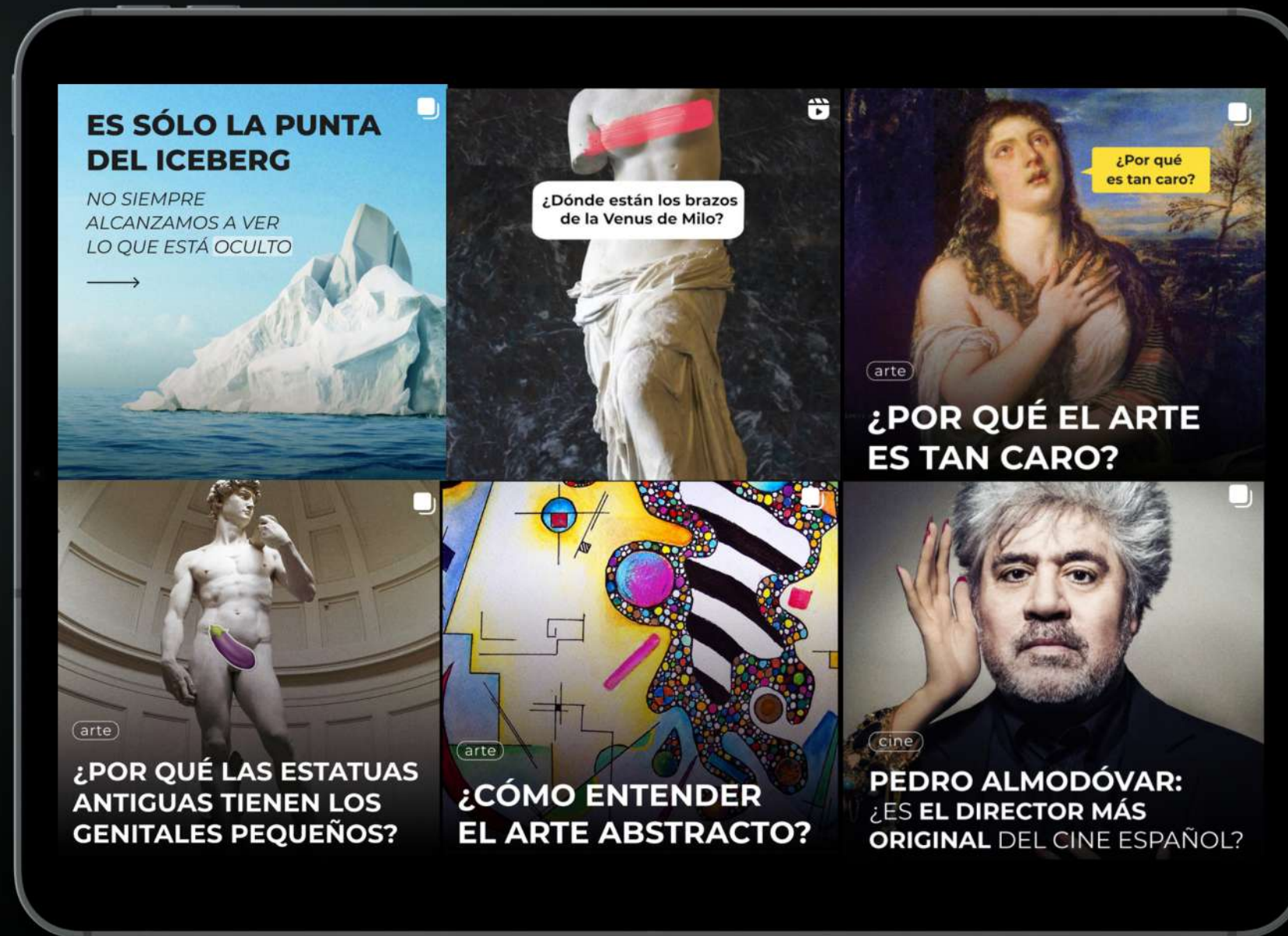
Metrics

Number of people clicking the ads.

1

Educational Video

Paid IG Ads - Art Account Followers



Idea2

Partnership with **LACAUSA** ART GALLERY

Partnership with an alternative gallery - La Causa users

Description

Feature AV art workshops through video content displayed on a wall, accompanied by a **QR code leading** to the AV landing page.

Hypothesis

Exposure to an engaged audience, visually engaging visitors, and providing a seamless pathway for **immediate information access and workshop scheduling.**

Metrics

Number of people visiting the landing page.

2

Partnership with **LACAUSA** ART GALLERY

Partnership with alternative gallery - La Causa users



Crea de la mano de creadores

Ven a un estudio real de artistas para crear de manera individual o con más gente. Tu propia obra sin necesitar haber creado antes. Todo de la mano de artistas que te demostrarán que todo el mundo puede crear.



Idea3

Selling to

Selling to Design Schools - Design Students

Description

Reach out to design schools in Madrid, particularly those with a to propose engaging **individual development** opportunities.

Hypothesis

Proposing art-infused team-building initiatives to **foster creativity, individual growth**, and positively influence organizational outcomes.

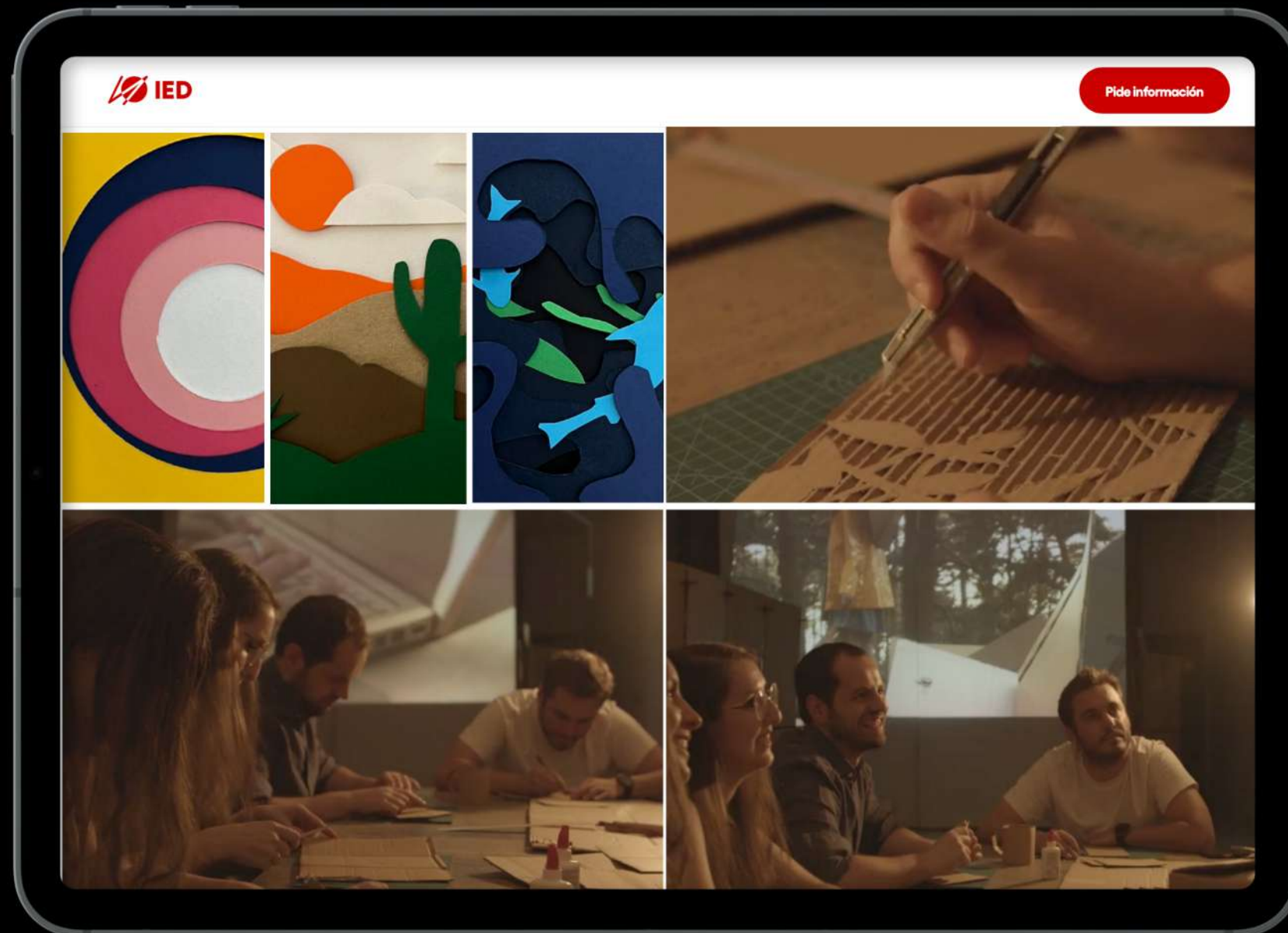
Metrics

Number of students participating in the workshop.

3

Selling to IED Madrid

Selling to Design Schools - Design Students



Ideas

Hacking Acquisition



**Educational Video-
Paid IG Ads - Art
Account Followers**

Impact	Confidence	Ease	Score
7	8	7.7	7.5

Cost	Targeting	Control	Input time	Output time	Scale
8	8	7	8	7	8

Partnership with La Causa

Impact	Confidence	Ease	Score
7	7	6	6.6

Cost	Targeting	Control	Input time	Output time	Scale
6	6	4	6	7	7

Selling to IED-
Design School

Impact	Confidence	Ease	Score
6	6	6.5	6.2

Cost	Targeting	Control	Input time	Output time	Scale
7	7	5	7	6	7

1

2

3

Educational Video

Paid IG Ads - Art Account Followers

Minimum

Objective	Traffic
Time	5 days
Daily budget	2€
Reach	1.4K - 4K / per day
Link Clicks	41-120 / per day
Lifetime budget	12€ / per week

Benchmark

Feed Ad	
Engagement Rate (%)	0.22%-0.88%
<hr/>	
0.22% / Engagement Rate	
2.7K / Impressions per day	
6 / clicks per day	

CTR



Hacking

Activation

02



Awareness

The users have detected that they have a need and are seeking information.

Customer Journey

The users click on the ad and take steps to identify what they want by evaluating AV options.

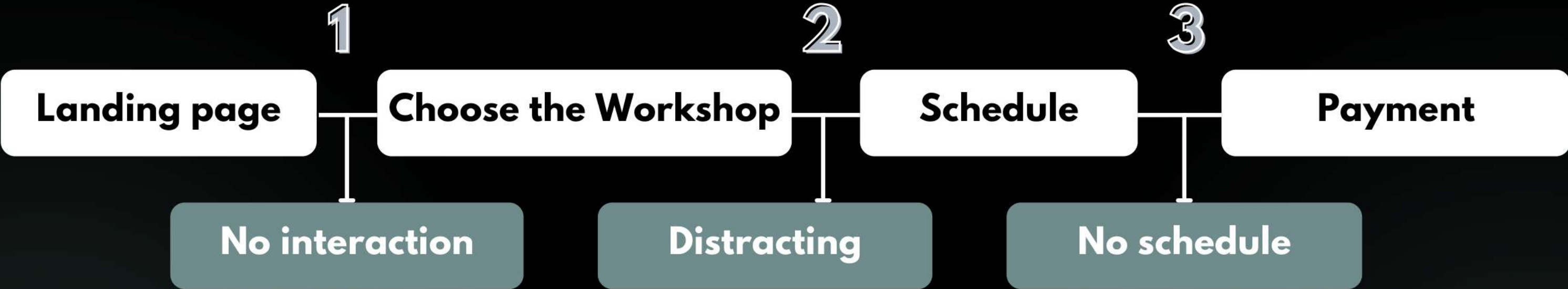
Conversion

The users are ready to act and just need the **final push**.

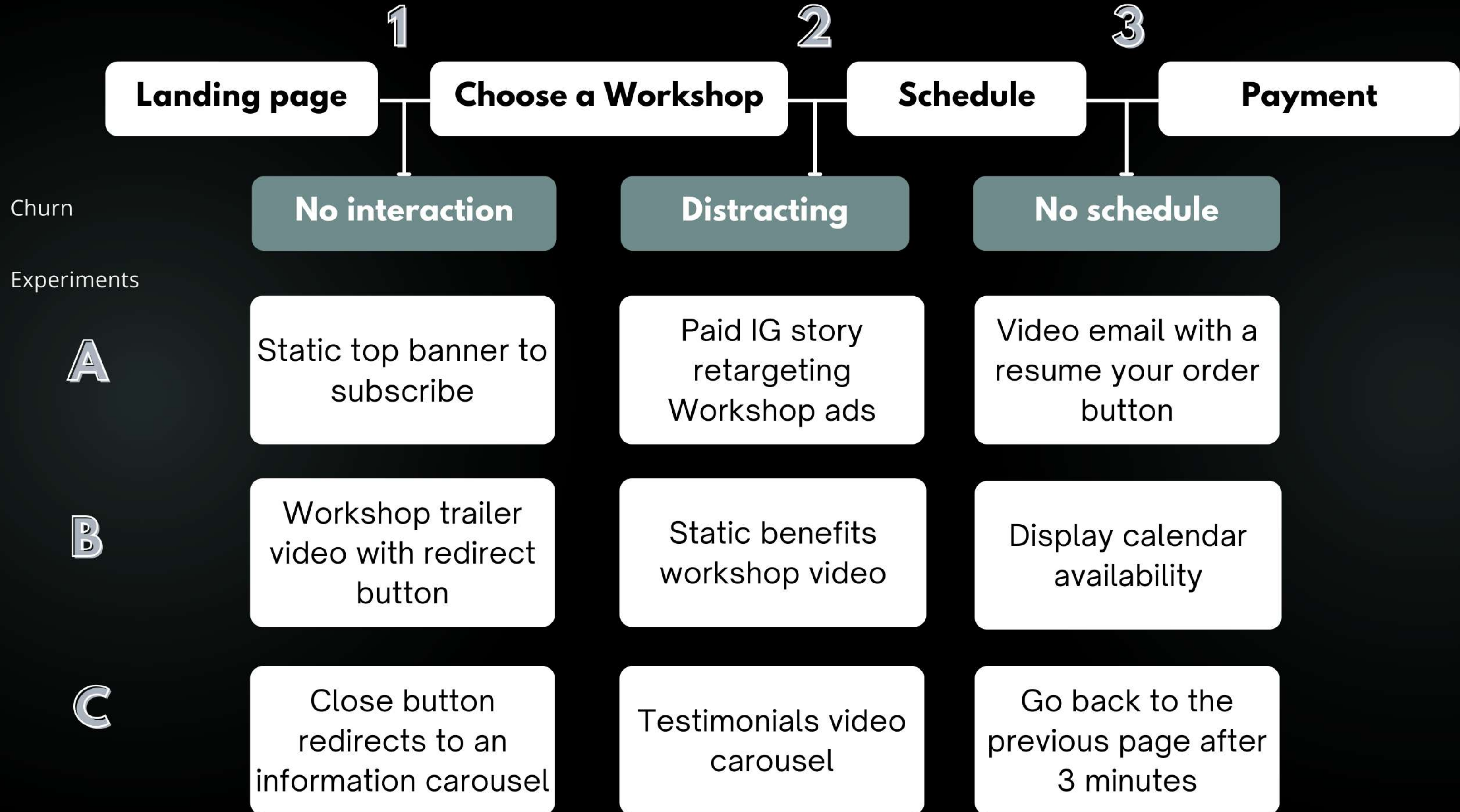
*Yes! It looks like a paper tree.
It's Christmas time!*



Every step the users take after clicking the IG Feed Ad and the events that may cause them to leave the journey.



Conversion Funnel





Churn

Experiments

A

Static top banner to subscribe

Impact	Confidence	Ease	Score
8	8	8	8

Cost	Targeting	Control	Input time	Output time	Scale
9	8	6	8	8	7

B

Workshop trailer video with redirect button

Impact	Confidence	Ease	Score
8	8	6.6	7.5

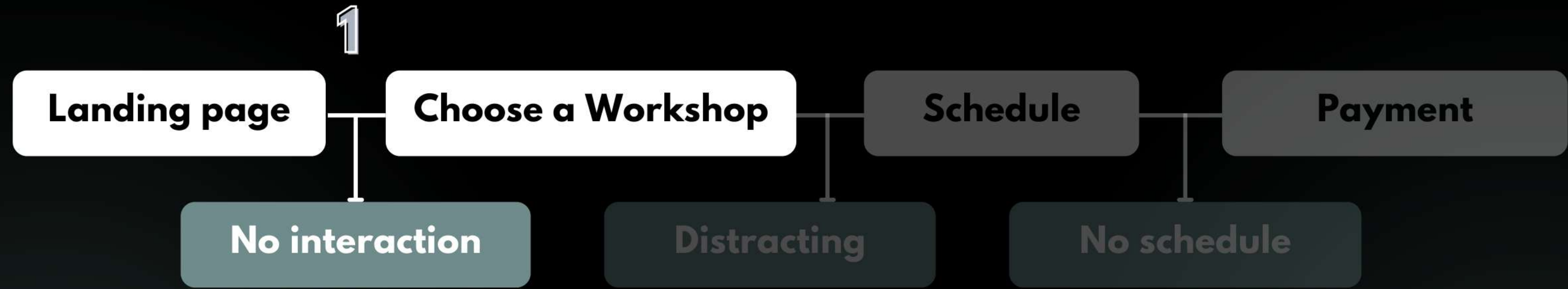
Cost	Targeting	Control	Input time	Output time	Scale
6	8	6	5	8	5

C

Close button redirects to an information carousel

Impact	Confidence	Ease	Score
5	8	6.6	5.7

Cost	Targeting	Control	Input time	Output time	Scale
7	4	6	8	8	6



Churn

Experiments

A

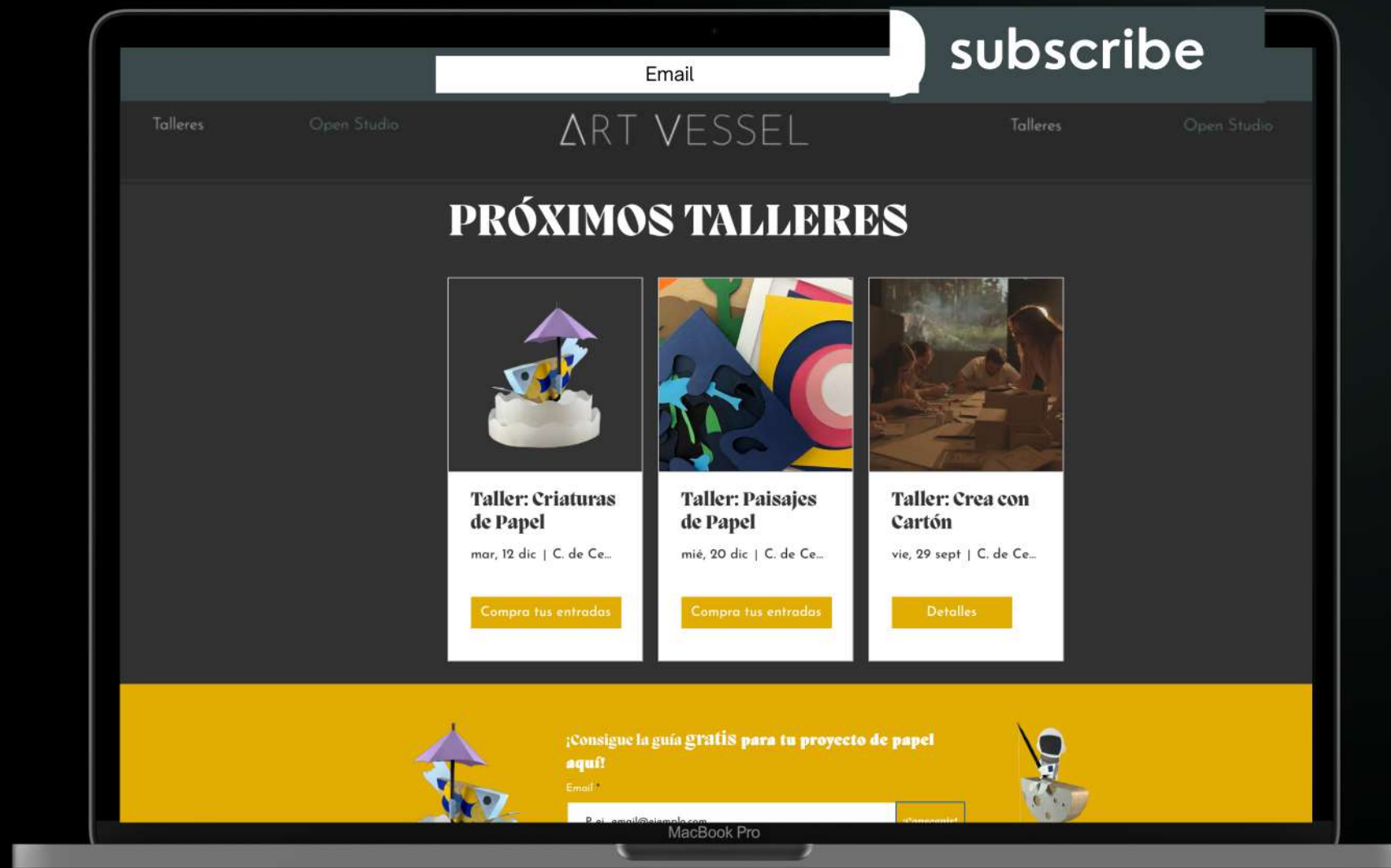
Static top banner to subscribe

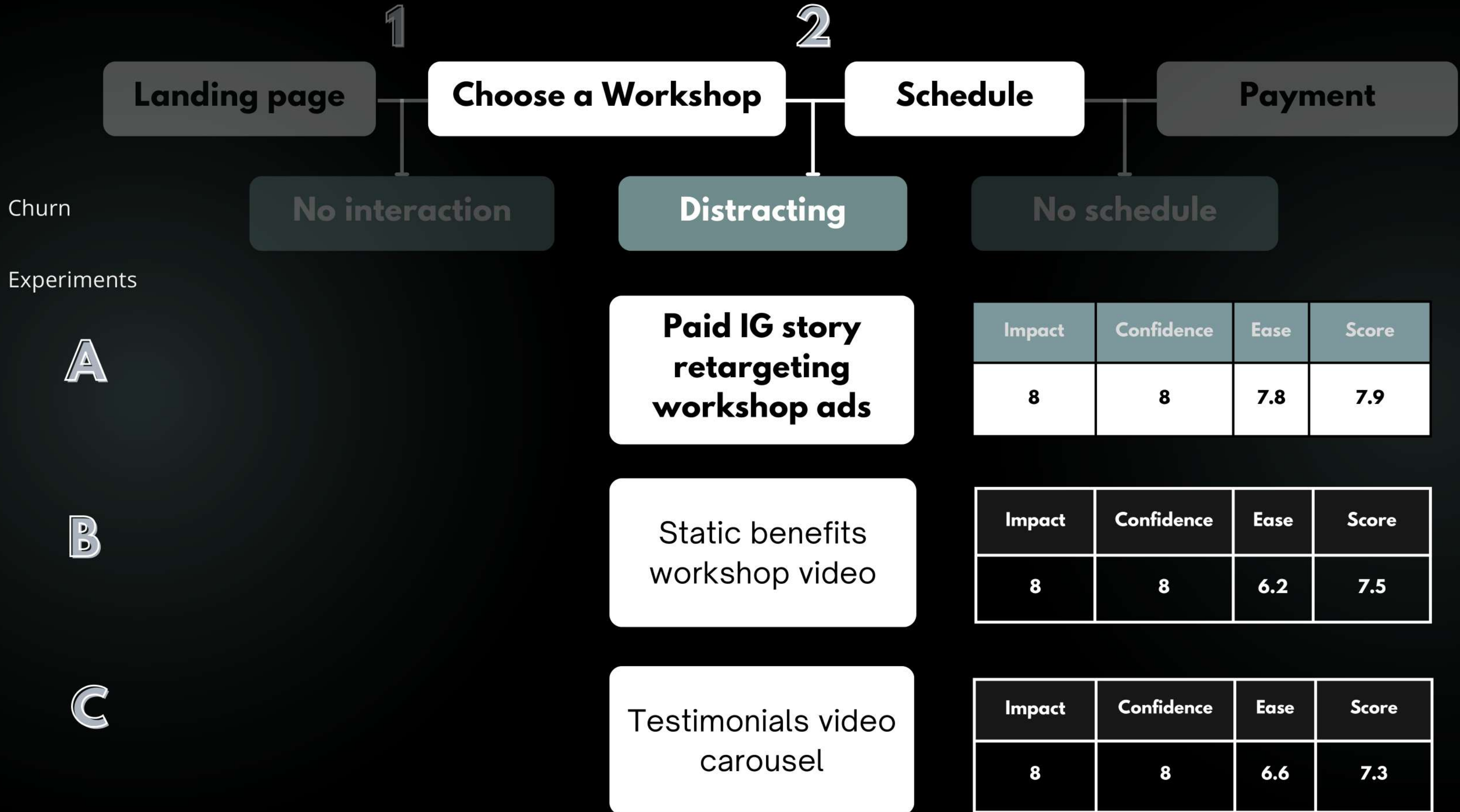
B

Workshop trailer video with redirect button

C

Close button redirects to an information carousel





Landing page

Choose a Workshop

Schedule

Payment

No interaction

Distracting

No schedule

Paid IG story retargeting workshop ads

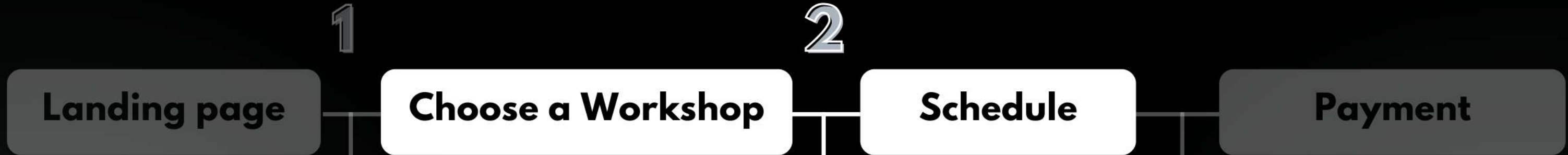
Static benefits workshop video

Testimonials video carousel

Impact	Confidence	Ease	Score
8	8	7.8	7.9

Impact	Confidence	Ease	Score
8	8	6.2	7.5

Impact	Confidence	Ease	Score
8	8	6.6	7.3



Churn

No interaction

Distracting

No schedule

Experiments

A

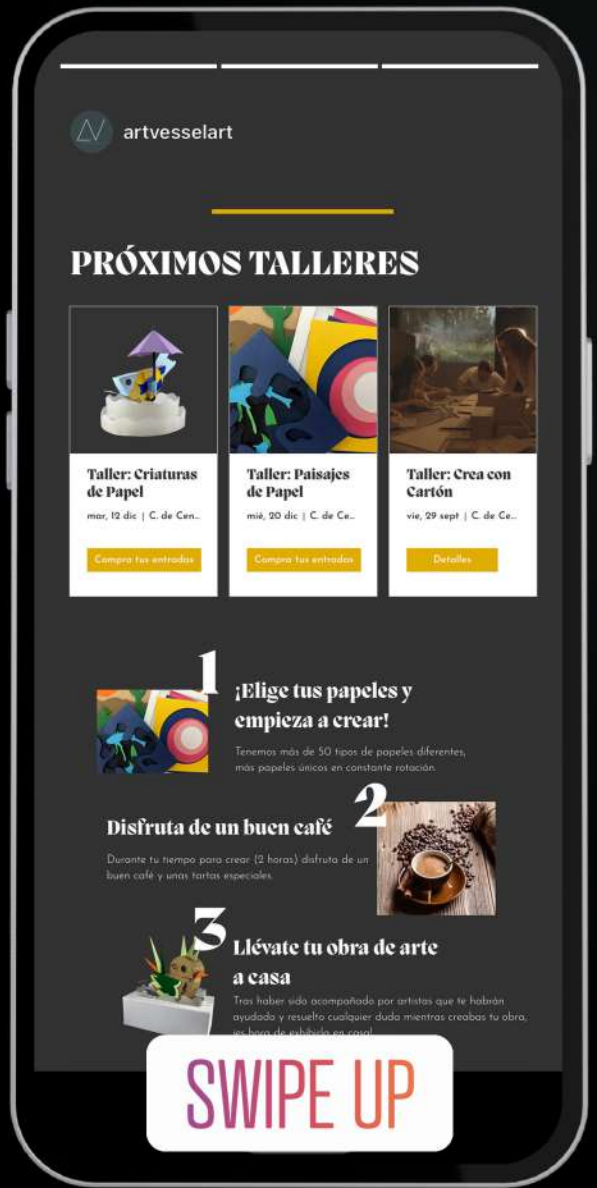
Paid IG story retargeting workshop ads

B

Static benefits workshop video

C

Testimonials video carousel





Churn

No interaction

Distracting

No schedule

Experiments

A

Impact	Confidence	Ease	Score
7	7	7.6	7.3

**Video email
resume your order
button**

B

Impact	Confidence	Ease	Score
6	7	6.4	7.2

Display calendar
availability

C

Impact	Confidence	Ease	Score
7	7	6.8	6.9

Go back to the
previous page after
3 minutes



Churn

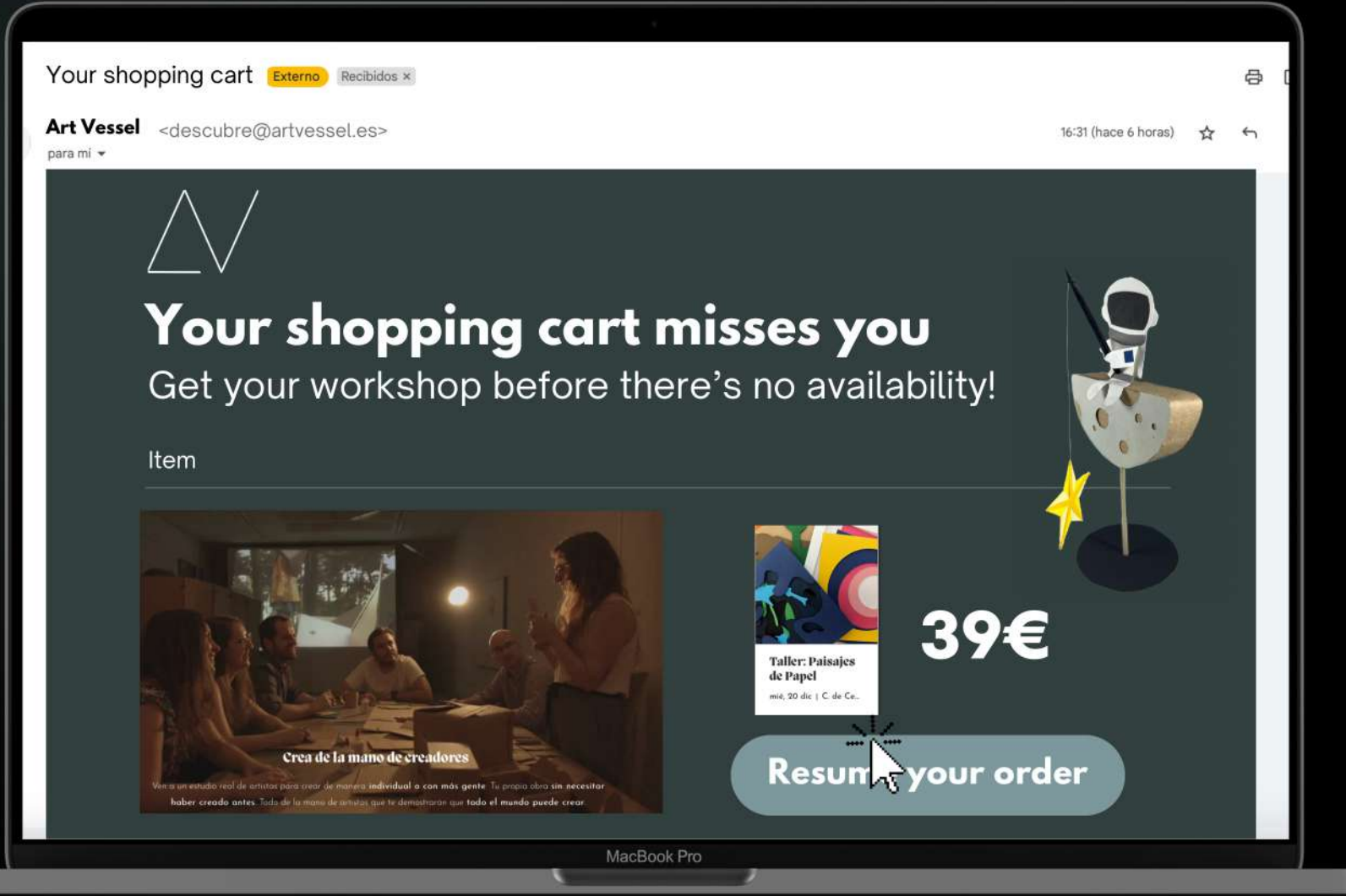
No interaction

Distracting

No schedule

Experiments

A



B

Video email with a resume your order button

Display calendar availability

C

Go back to the previous page after 3 minutes

Hacking

Retention

03



Short-term

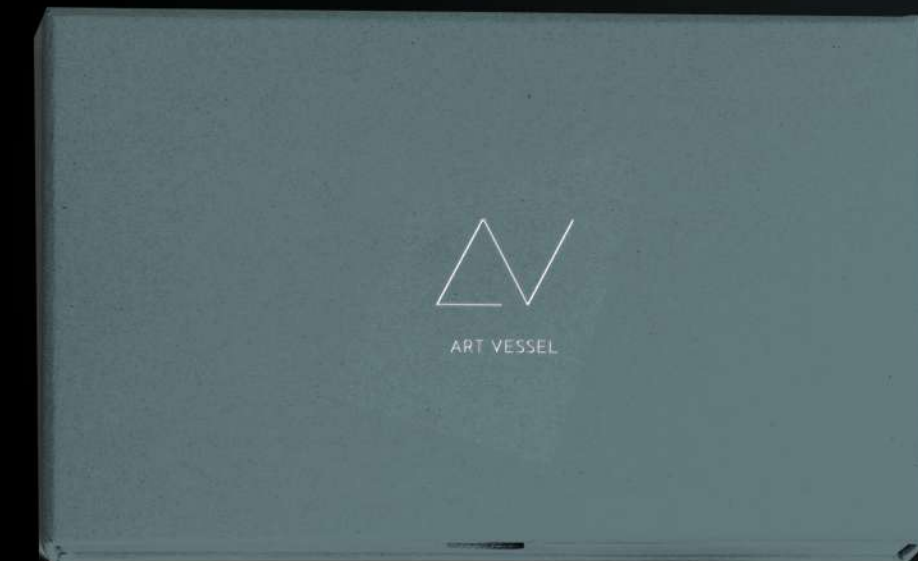
+ 1 Discount

After completing a workshop, bringing a new user entitles you to a **20% discount for both**

Loyalty Reward

Recurrence Personal Gift.
Personalized Cutter
x5: Silver
x10: Gold

Share



Mid-term

AV Kits

All the materials you need in a box to create your paper artwork and to share with your peers.

AV kit x1
AV kit x2

- ✓ Share
- ✓ Learn more with AV



AV Kits

Additional sales

AV kit x1

- ✓ 1 Artwork
- ✓ Paper materials
- ✓ Mini cutter
- ✓ PDF guide



AV kit x2

- ✓ 2 Artworks
- ✓ Paper and Cardstock
- ✓ Mini cutter
- ✓ PDF guide



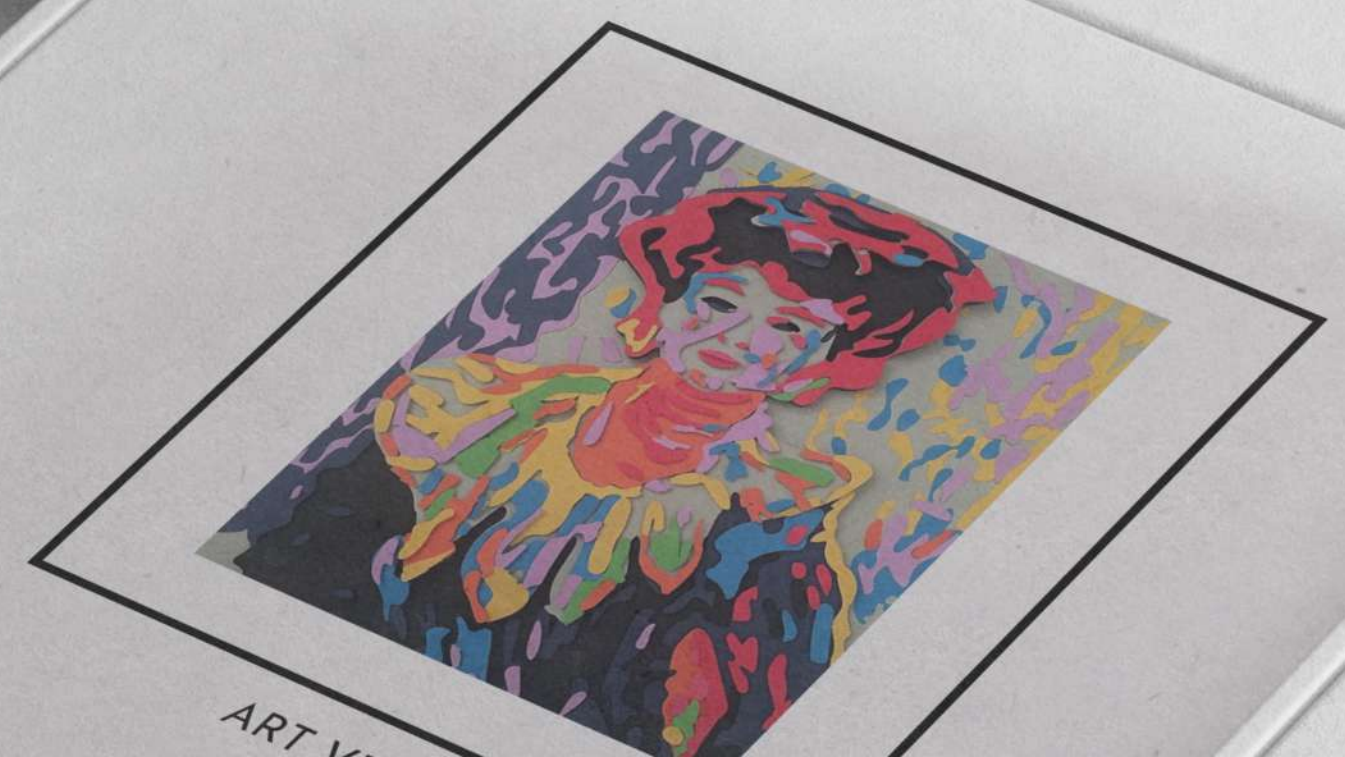


ART VESSEL
x 10

CARMEN



ART VESSEL
10 x 10



ART V



KIT x1
Sed non maximus urna. Maecenas porttitor, risus id pretium lacinia, sem massa porta justo, ac semper massa libero eget nisi. Aenean rutrum, ligula sed interdum efficitur, dui lorem fringilla augue, id dapibus ex lorem sed arcu. Proin vel pretium diam. Phasellus maximus tellus elit, eget consectetur ante vulputate eu. Vestibulum luctus tristique arcu non feugiat. Nunc felis turpis, aliquet ac ullamcorper et, aliquam quis tortor. Mauris commodo feugiat tincidunt. Nam pharetra ullamcorper massa tincidunt facilisis. Aenean rhoncus laoreet nibh, vel vehicula erat venenatis sit amet. Praesent et eros vitae velit vulputate viverra non sagittis mauris. Curabitur eget mi sit amet justo lacinia accumsan.

CARMEN
KIT x1



ART VESSEL



ART VESSEL

CARMEN
KIT x1
Sed non maximus urna. Maecenas porttitor, risus id pretium lacinia, sem massa porta justo, ac semper massa libero eget nisi. Aenean rutrum, ligula sed interdum efficitur, dui lorem fringilla augue, id dapibus ex lorem sed arcu. Proin vel pretium diam. Phasellus maximus tellus elit, eget consectetur ante vulputate eu. Vestibulum luctus tristique arcu non feugiat. Nunc felis turpis, aliquet ac ullamcorper et, aliquam quis tortor. Mauris commodo feugiat tincidunt. Nam pharetra ullamcorper massa tincidunt facilisis. Aenean rhoncus laoreet nibh, vel vehicula erat venenatis sit amet. Praesent et eros vitae velit vulputate viverra non sagittis mauris. Curabitur eget mi sit amet justo lacinia accumsan.

CARMEN
KIT x1
Sed non maximus urna. Maecenas porttitor, risus id pretium lacinia, sem massa porta justo, ac semper massa libero eget nisi. Aenean rutrum, ligula sed interdum efficitur, dui lorem fringilla augue, id dapibus ex lorem sed arcu. Proin vel pretium diam. Phasellus maximus tellus elit, eget consectetur ante vulputate eu. Vestibulum luctus tristique arcu non feugiat. Nunc felis turpis, aliquet ac ullamcorper et, aliquam quis tortor. Mauris commodo feugiat tincidunt. Nam pharetra ullamcorper massa tincidunt facilisis. Aenean rhoncus laoreet nibh, vel vehicula erat venenatis sit amet. Praesent et eros vitae velit vulputate viverra non sagittis mauris. Curabitur eget mi sit amet justo lacinia accumsan.

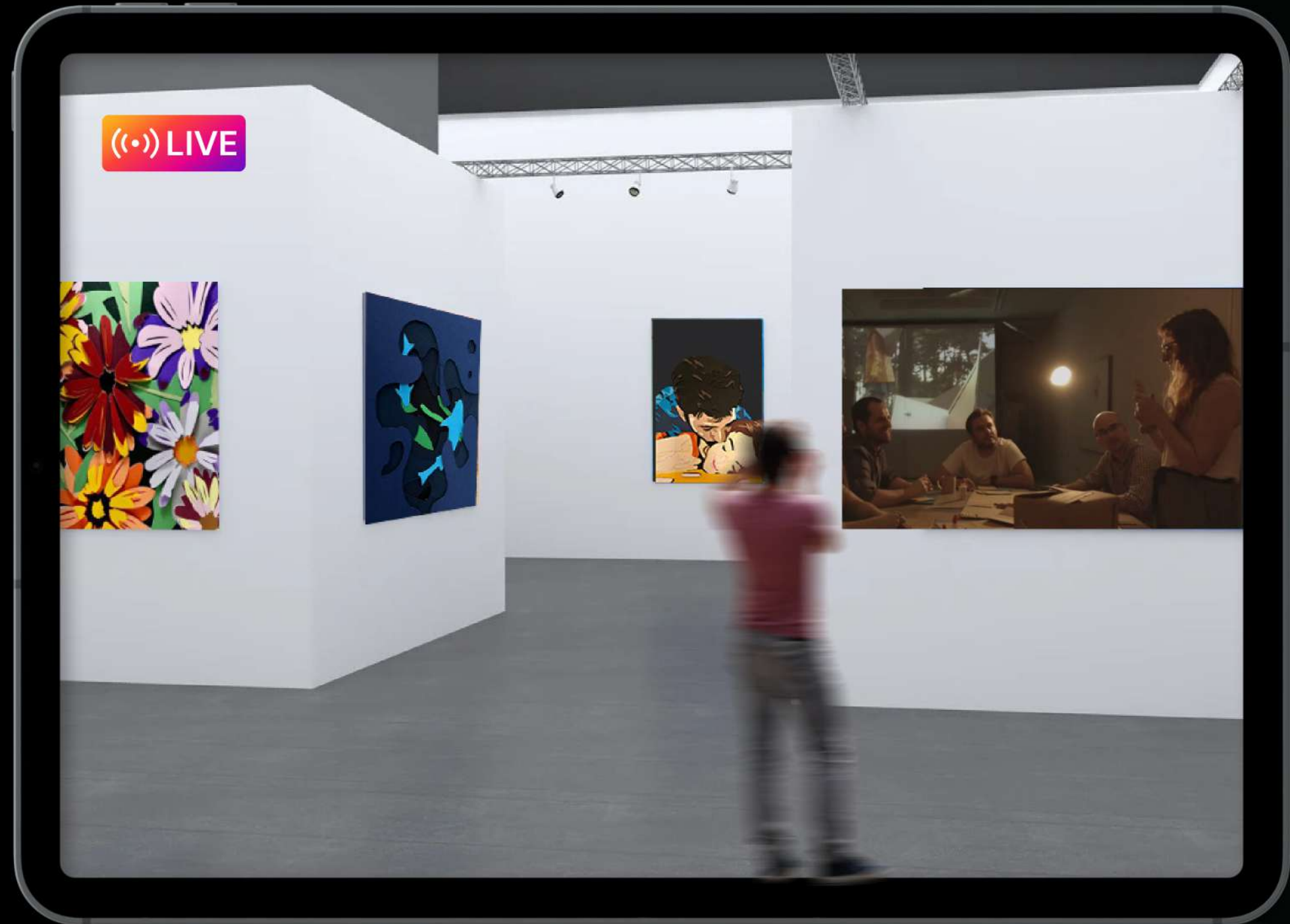
R MEN

Mid-term

Exclusive Exhibition

An open call to exhibit your work, you can bring a **guest** and your artwork can also be sold.

- ✓ Share
- ✓ Learn more with AV
- ✓ Bring a guest
- ✓ Sell your art



*As an #ArtVesseler you can
★ become the AV #bestseller*





Short-term

+ 1 Discount

After completing a workshop, bringing in a new user entitles you to a **20% discount for both.**

Loyalty Reward

Recurrence Personal Gift:
Personalized Cutter
x5: Silver
x10: Gold

Mid-term

AV Kits

All the materials you need in a box to create your paper artwork.

AV Kit x1 & AV Kit x2

Exclusive Exhibition

An open call to exhibit your work, you can bring a guest and your artwork can also be sold.

Long-term

Membership Plan

Special discount

Raffle AV Kit

**All the benefits are included*

- ✓ Share
- ✓ Learn more with AV
- ✓ Bring a guest
- ✓ Sell your art

Hacking

Monetization

04



Pricing Plan

Amateur

Explore your passion

19€ / per workshop

- ✓ Workshops Materials
- ✓ Coffee Break
- ✓ Guided by an artist

Pro

Learn a technique

Recommended

39€ / per workshop

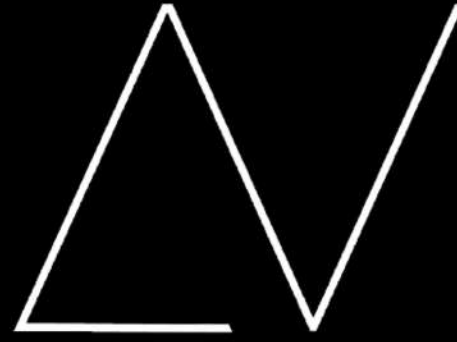
- ✓ AV Kit x1
- ✓ Coffee Break
- ✓ Guided by an artist
- ✓ Learn a technique
- ✓ PDF Guide

Advanced

Take it to the next level

180€ / per course

- ✓ AV Kit x5
- ✓ Coffee Break
- ✓ Guided by an artist
- ✓ Learn a technique
- ✓ PDF Guide
- ✓ Art Discussion
- ✓ Exclusive content



GROWTH HACKING STRATEGY



“thank
you.”





ART VESSEL

GROWTH HACKING STRATEGY

Sarah Tió

Block IV - Strategic Design

Professor: Eduardo Cardín

IED Madrid

Dec. 13, 2023



ART VESSEL

GROWTH HACKING STRATEGY