BLUE GOOSE

ART SUPPLY

Rock Hill's
Creative Nest

361 Oakland Ave, Rock Hill, SC 29730

MEET OUR TEAM

Lily Beirne
Scheduling
& Branding

Carley Diermeier
Social media

Madison Morales
Graphic Design
& Mockups

Abigail Tully
Innovations

Gabe Natividad
KPI's and SEO

BRAND MEANING

- COMMUNITY OVER CONVENIENCE
- PERSONALIZED CREATIVE GUIDANCE
- A WELCOMING, ARTISTIC ATMOSPHERE
- SUPPORTING LOCAL ARTISTS

More Than an Art Store -
A Creative Nest

BRAND GUIDE

HEADINGS
LE PETIT COCHON

SUBHEADINGS 1
DOKDO

SUBHEADINGS 2
LA LOU

Body
Livvic

TAGLINES

FOLLOW THE TRACKS TO CREATIVITY

WHERE CREATIVITY COMES HOME TO ROOST

A NEST FOR EVERY ARTIST

Blueberry	Sky	Brick	Teal	Mustard	Forest	Pumpkin	Charcoal
#2c3291	#ace4f8	#b83504	#21b7c6	#f6b937	#2f715c	#ea6c13	#4a4a4a

Buyer Persona - The Young Creative

MAYA THOMPSON

Winthrop University Student

AGE : 22

LOCATION : Rock Hill, SC

GENDER : Female

GOALS

Grow creatively through supportive learning

CHALLENGES

Feels intimidated & unsure of herself as an artist

I just want to feel supported in my art journey

TRAITS:

Price-sensitive | Curious | Intimidated

PURCHASING BEHAVIOR

Prefers affordable, in-person purchases guided by trusted recommendations.

CREATIVE HABITS

Creates casually for stress relief & experiments with new mediums

DISCOVERY CHANNELS

Social media, word of mouth, local events

BRAND VALUES

Inclusivity, authenticity, & creativity

BLUE GOOSE ART SUPPLY

Home | Classes + Workshops | POP Gallery | About the Store + Studio | eGift Cards!

STRONGER CALL TO ACTION

DIFFERENT URL LINKS

Hey there, you made it to our website!
It's so good to see you

We are a locally owned art supply store located near Winthrop University in beautiful Rock Hill, South Carolina.

Our goal is to encourage young artists and creatives of all walks by providing a space to create, build community, and make connections with other creatives throughout York County!

LARGER HERO IMAGE

SHORTER TITLES/DESCRIPTIONS

Over here at Blue Goose Art Supply, we are eager to help you find what you need for your next creative endeavor!

Come Visit us!

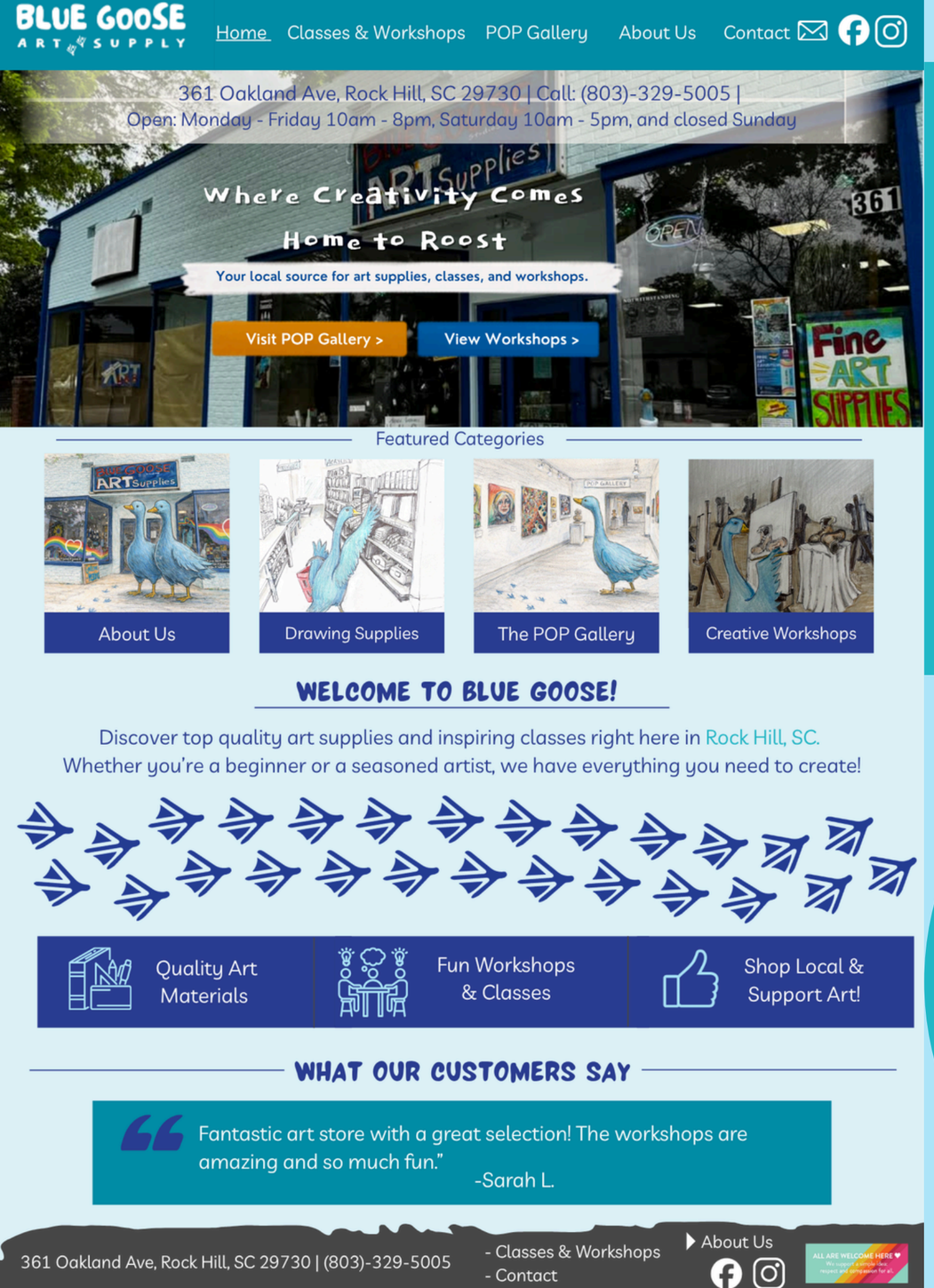
361 Oakland Ave,
Rock Hill, SC 29730

803-329-5005

BLUE GOOSE ART SUPPLY

Hours

Monday-Friday: **10am - 8pm**
Saturday: **10am - 5pm**
Sunday: **Closed**



WEBSITE MOCKUP

- Hours/address are accessible
- Shows everything that is offered
- Workshop schedule/signups
- Contact info/social media links
- Reviews

BLUE GOOSE
ART SUPPLY

Home Classes & Workshops POP Gallery About Us Contact

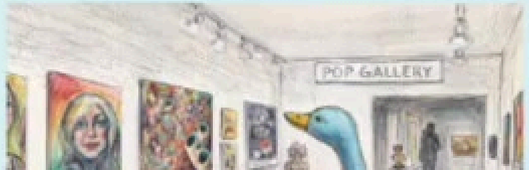
361 Oakland Ave, Rock Hill, SC 29730 | Call: (803)-329-5005 |
Open: Monday - Friday 10am - 8pm, Saturday 10am - 5pm, and closed Sunday

Where Creativity Comes Home to Roost

Your local source for art supplies, classes, and workshops.

Visit POP Gallery > View Workshops >

Featured Categories



KEYWORDS/SEO

Current

- Art
- Made
- Artists
- Website
- Brands

Proposed

- Rock Hill Art
- Artistic Materials
- Creative Supplies
- Gamblin Oils
- Windsor & Newton

SOCIAL MEDIA

PROMOTIONAL

Showcasing in-store products

EDUCATIONAL

Step-by-step sketch tutorials and beginner art techniques

COMMUNITY BUILDING

Goose hunt

User generated content

Monthly competition

SOCIAL MEDIA TEMPLATES

Product Video execution

Ad Execution

MARCH EXAMPLE

facebook/Instagram Execution

SOCIAL MEDIA CALENDARS

APRIL 2026

1 Instagram: Goose Hunt Launch Post	2	3 Instagram: Goose Hunt Hint #1	4	5 Instagram: Encourage Customer Posts
6	7 TikTok: Sketch Tutorial	8	9 Instagram: Repost Customer Content	10
11 Instagram: Goose Hunt Hint #2	12	13 TikTok: Product Highlight	14	15 Instagram: Encourage Customer Posts
16	17 TikTok: Sketch Tutorial	18	19 Instagram: Goose Hunt Hint #3	20
21 TikTok: Product Highlight	22	23 Instagram: Encourage Customer Posts	24	25 Instagram: Final Goose Hunt Hint
26	27 TikTok: Sketch tutorial	28	29 Tiktok: Product Highlight	30

MONTH	SAMPLE CONTENT	THEME
JANUARY	"🎨TRY A NEW ART MATERIAL YOU'VE NEVER USED BEFORE! POST YOUR PIECE, TAG US, & EARN POINTS TOWARD EXCLUSIVE BLUE GOOSE REWARDS"	NEW YEAR, NEW MEDIUM
FEBRUARY	"CREATE A VALENTINE'S-THEMED PIECE AND TAG US TO ENTER OUR MONTHLY CONTEST ❤️WINNER GETS A SPECIAL IN-STORE REWARD #LOVEYOURART"	LOVE YOUR ART
MARCH	"🍀FEELING LUCKY, ARTISTS? THIS MONTH'S CHALLENGE: CREATE A ST. PATRICK'S DAY INSPIRED PIECE USING SHADES OF GREEN 💚"	LUCKY CREATIONS
APRIL	"🥚THE GOOSE IS ON THE LOOSE 🪿FIND HIDDEN GOOSE PRINTS AROUND ROCK HILL TO ENTER FOR A FREE DRAWING CLASS! STAY TUNED FOR CLUES!"	GOOSE EGG HUNT
MAY	"🎓STUDENTS, SHOW US WHAT YOU'VE CREATED THIS SEMESTER USING BLUE GOOSE SUPPLIES 🖍️TAG US TO BE FEATURED + EARN REWARD POINTS"	STUDENT SPOTLIGHT
JUNE	"✏️60-SECOND SKETCH TUTORIAL! LEARN HOW TO DRAW A SIMPLE SUMMER SCENE ☀️SAVE THIS & TRY IT YOURSELF!"	SUMMER SKETCH SERIES
JULY	"YOU'RE SLEEPING ON THIS SUPPLY... WATCH WHAT WE MADE USING ONE OF OUR MOST UNDERRATED TOOLS 🔥 AVAILABLE IN-STORE NOW!"	HIDDEN GEMS
AUGUST	"📚🎨STOCK UP ON YOUR ESSENTIALS AT BLUE GOOSE AND START THE SEMESTER STRONG 💪TAG US IN YOUR FIRST PROJECT OF THE YEAR!"	BACK TO SCHOOL, BACK TO ART
SEPTEMBER	"🪿 THE GOOSE IS BACK ON THE LOOSE... 👀🍂FIND THE GOOSE PRINTS IN ROCK HILL AND ENTER FOR A CHANCE TO WIN A FREE DRAWING CLASS 🎨"	FALL GOOSE HUNT
OCTOBER	"IT'S GETTING SPOOKY IN THE NEST... SUBMIT YOUR HALLOWEEN-THEMED ARTWORK FOR THIS MONTH'S CONTEST 🎃WINNER GETS A SPECIAL BLUE GOOSE REWARD 🏆"	SPOOKY CREATIONS
NOVEMBER	"🧡WE'RE THANKFUL FOR OUR CREATIVE COMMUNITY SHARE A PIECE YOU'RE PROUD OF THIS YEAR & TAG US FOR POINTS + A FEATURE!"	THANKFUL FOR THE FLOCK
DECEMBER	"🎁HANDMADE > STORE-BOUGHT ... CREATE A HOLIDAY-THEMED PIECE OR GIFT USING BLUE GOOSE SUPPLIES 🎨 TAG US TO ENTER THIS MONTH'S CHALLENGE!"	HOLIDAY CREATIONS

EMAIL MARKETING PLATFORM

CONSTANT CONTACT

Price: $35 / month

- Up to 500 active contacts for targeted outreach
- Ability to schedule and automate email campaigns
- Built-in analytics to track opens, clicks, and engagement
- Pre-designed templates with AI-assisted content creation

Live support + scalable plans

TARGET AUDIENCE & EMAIL CONTENT

STUDENTS (.EDU)	EDUCATORS	REPEAT CUSTOMERS

PROMOTIONS & SALES

- Weekly spotlight + subscriber discounts
- Seasonal campaigns + product launches

EVENTS & COMMUNITY

- Workshops + artist features
- Local events + contests

EDUCATION & TUTORIALS

- DIY projects + technique tips
- Product usage + in-store demos

ENGAGEMENT & TRENDS

- Polls, surveys, and feedback
- New arrivals + creative inspiration

EMAIL MOCKUPS

BLUE GOOSE
ART SUPPLY

YOUR WEEKLY ART INSPIRATION

Try This Week's Project

Beginner Acrylic Sunset Painting

Learn how to create a vibrant sunset using simple blending techniques.

Reserve Your Spot

FEATURED SUPPLIES

Acrylic Paint Set

$24.99

FOLLOW US:

361 Oakland Ave, Rock Hill, SC 29730 | (803)-329-5005

BLUE GOOSE
ART SUPPLY

MARCH CREATIVE WORKSHOPS ARE HERE!

Discover new skills and get inspired! Join us for this month's exciting art workshops.

Reserve Your Spot

STAFF PICK OF THE MONTH

NEW! Watercolor Set

Perfect for your next masterpiece!

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EMAIL MOCKUPS

BLUE GOOSE
ART SUPPLY

FEATURED ARTIST SPOTLIGHT!

Local watercolor painter works with the Adult Enrichment Center!

Read Her Story

UPCOMING EVENTS & CLASSES

Watercolor Basics - April 10
Reserve Now →

Figure Drawing (18+) - April 23
Learn More →

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BLUE GOOSE
ART SUPPLY

SPRING SALE!

20% OFF ART SUPPLIES!

Shop & Save

UPCOMING WORKSHOP:

Acrylic Painting Techniques

Saturday, April 12

Limited Spots Available

FOLLOW US:

361 Oakland Ave, Rock Hill, SC 29730 | (803)-329-5005

PROPOSED INNOVATIONS

The Living Gallery

Goose Tracks Rewards

The Nest App

THE LIVING GALLERY

- Encourage community to create shared art
- House a canvas and something to add to the art
- Bring people into the gallery to make a growing piece
- Provide social media updates with a final reveal after 4 weeks

GOOSE TRACKS REWARDS

- Rework rewards to foster engagement
- Earn ‘tracks’ through social media engagement and in store
- Use social media to engage and promote tracks
- Have QR codes available for sign up

THE NEST APP

- Use an app as a home base for Blue Goose
  - Workshop Signups
  - Calendar Updates
  - Track Rewards
  - New Product Alerts
- Look to integrate in the next 2 years

Thank you!

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Any Questions?

BLUE GOOSE
ART SUPPLY