

# Marketing Tips

## Art at the Source

### 2017 Marketing Seminar, Dennis Bolt

#### Social Media tips and tricks

##### **Facebook (according to a 2017 stats from Facebook)**

- Over 1.87 Billion users worldwide! (US population is more than 300 million)
- 67% of Internet users in the U.S. are on Facebook.
- Age: Facebook skews young, However, the 45- to 54-year-old age bracket has seen 46% growth since year-end 2012. 79 percent of 30 to 49-year-olds online use Facebook 56 percent of online users ages 65 and up use Facebook
- Income: Among U.S. Internet users, 73% with incomes above \$75,000 are on Facebook (compared to 17% who are on Twitter, and 13% who are on Pinterest).
- Mobile: Facebook is the most popular social media app on smartphones and accounts for 66% of total social media sharing on iPhones.
- Gender: Facebook skews slightly toward women. 76 percent of all female-identified U.S internet users use Facebook
- Education: Nearly 75% of U.S. Internet users who have had at least some education in college use Facebook, according to Pew Research.

So to summarize, Facebook is all over, reaches a wide swath of people including a pretty art-friendly crowd! It's "free" and relatively easy to use by anybody with an internet browser or phone. An average user has 130 "friends" on FB, and half of users view it every day.

The slumping traditional media like TV, newspaper and radio advertising is not free, and unpaid coverage is usually not targeted to one studio, OR very easy to get.

##### ***If you are new to Facebook, what do you do?***

1. Go to [www.facebook.com](http://www.facebook.com) (from main screen you enter some info)
2. Choose between a Personal Profile or a Business Page. If you want to use FB as a way to connect with family/friends as well as art marketing, you may want both. As a "person" you approve all "friends", while as a "business", people can "like" you without your permission.
3. Don't go crazy putting all kinds of personal info in at this point-you can add it later.

##### ***You now have a Facebook page...what next?***

- Your "wall" or "timeline" as its often called is the main page of your FB profile and is where you see anything that you post or things that others post about you. Think of this as a bulletin board of your FB life.

- Upload photos of your art, you at work, your studio, events etc. The more content on your page the more interesting you look
- Post “status updates” This feature is the most important way you get your brand out there in your friends/fans’ brain. When you post something it will show up in the ever changing “news feed” that your friends/fans see when they look at FB. For max eyeballs, try to post something or upload photos every day or couple days, and at different times of day.
- Encourage all your real friends/family to like/friend you.
- Comment on other people's updates, photos or content.
- Add events. Like your open studio, show openings, holiday sales, etc!

### ***How Facebook is used by big companies (and maybe you too?)***

- Companies large and small have a FB page. They can talk more “personably” to customers and often offer exclusive updates and discounts
- Use FB as a way to offer exclusive things to people on FB. Tell them that if they come to your open studio and mention your FB page that they will get a free card or discount, etc. Don't go crazy though;-)
- Connect with other FB users. The more people and pages you like, the more likely they will reciprocate. They will share your info to their network.
- As a Business Page, you can send out blanket announcements to your fans, which you can't do as a Personal Profile.

### ***General Facebook tips and other thoughts!***

- Facebook makes frequent changes to its layout, button location, preference choices, so get used to it. That's life in the Social Media world!
- Try to use a profile picture that is interesting, but also able to be seen as a thumbnail image. The larger version is best made at 200 pixels wide, but can be tall, so you might use a logo, headshot at the top and an image of art below it?
- Photos Photos Photos, and video too if you can. Whet people's appetites for your work. If they see past events as well, they will want to come and see what they missed.
- Try to plan out content uploads and status updates so that you space them out over the next couple months, and then ramp up activity in May.
- Vary the time of day you post since some people use FB at night, some on their lunch break, and some before work.
- The more often a person hears from you in SLIGHTLY DIFFERENT, BUT CONSISTENT ways it will make them realize that they cannot avoid coming to your show or open studio. We live in such busy times that a single postcard sent 6 weeks beforehand may just get recycled, but if they see your name on their iPhone every three days, they will remember.
- Don't forget to become a fan of the Art at the Source FB page!
- You can connect Twitter to Facebook, so any FB post will also go out automatically as a Tweet. This saves some time.

<http://www.agora-gallery.com/advice/blog/2014/10/31/promoting-your-art-on-facebook/>  
<http://www.artpromotivate.com/2012/08/artists-promoting-art-facebook.html>  
<http://www.fidelisartprints.com/?p=554>

## **Twitter, Instagram, Pinterest and all the others**

I mentioned Facebook first, since it is the main player in the social media world that OUR audience currently uses, but that may change. If you do no other social media, do Facebook first and forget the rest.

Twitter is great for sending and communicating with people in small bursts. It is not as comprehensive as Facebook. But you can broadcast or “tweet” pictures and small announcements. Here is a good link to some tips for artists:

<http://mashable.com/2009/02/23/twitter-artists/>  
<http://www.diyartcareer.com/blog/how-to-properly-promote-your-art-on-twitter>  
<https://www.lightspacetime.com/advantages-for-artists-using-twitter-art-hashtags/>

Instagram is a way to take cool photos and share them with others. Here are some tips:

<http://www.agora-gallery.com/advice/blog/2016/04/05/promote-art-instagram/>  
<http://www.artbusiness.com/artists-how-to-use-post-sell-art-on-instagram.html>  
<https://news.artnet.com/art-world/10-ways-promote-yourself-instagram-283599>

Pinterest is a way to collect and share “boards” that act like old fashioned bulletin boards with pics, clippings and ideas. Think of it as the way to visually organize web links instead of “bookmarking” them. As an artist, this is very appealing, and can be a good way to visually display your work for people.

<http://www.hypebot.com/hypebot/2012/05/using-pinterest-for-artist-marketing.html>  
<http://www.agora-gallery.com/advice/blog/2015/08/18/use-pinterest-promote-artwork/>

## **Using the web for marketing and helping to build your business**

Google is your best friend. If you have a technical question, want to find a postcard printer, or need new supplies, just type in your need. I cannot list every great web resource but you can find any number by searching in google.

### ***Selling your work***

**Etsy:** An online marketplace, like ebay, but made for artists to sell handmade, vintage and supplies. Many artists have items on here as well as in their physical studio. <http://www.etsy.com>

**Ebay:** you can sell here too, but is not as art-community-friendly as Etsy. <http://www.ebay.com/>

## ***Email marketing***

There are many great companies that you can easily import an email list, you design and you send marketing emails. Some are free and some have a fee. The benefits of this over just plugging in 100 emails into your gmail or yahoo account:

- Good looking and able to show images of your art well
- You can track their success and be alerted to bad emails and bounces
- Less likely to get caught in spam filter or make your email company ban you!
- You schedule email for best time of day. Morning or evening are best.

Most work the same way. Here is a review of many of them:

<http://email-marketing-service-review.toptenreviews.com/?cmpid=ttr-bnd>

**Mailchimp:** Free for most things us artists would use it for. Very design friendly.

**Vertical Response & Constant Contact:** Industry leaders, but can be a bit corporate feeling. They started the trend, but many other smaller companies are out there.

If you plan to email clients, schedule out what you want to say and when. In March or April send them a “save the date” email. In early May send a more detailed email with photos etc. In late May send them a “coming this week” type email. Maybe between weekends you might send a “in case you missed it” email. BUT don’t send emails every week for 3 months otherwise they will get tired of it. Try to give them some original content like links or photos.

## ***Simple web design***

Long gone are the days when you HAD to know html or Dreamweaver to build a website. Nowadays you can make some very nicely done sites with only your own text, some photos of your work and access to a web browser. Yes, you can spend thousands of dollars and hundreds of hours on learning or hiring it done to your most detailed standards, but several companies offer very affordable or even free ways to build a website. Most work the same way and offer these benefits:

- You use any web browser enabled computer to add/edit content on your site.
- Pay a small monthly fee to register your own URL and host stuff on their site
- Edit stuff like you might in a Word processing program, with little design skill.
- Add photos, video, paypal links etc.
- Slideshows and gallery options
- Don't need special software except a photo editing program

Some of the main companies:

<http://www.websitebuilderexpert.com/website-builders-comparison-chart/>

**Weebly:** Free for most uses. Offers many different templates. Some are kinda hokey, but many to choose from, and lots of very user-friendly tools. <https://www.weebly.com/>

**Wix:** Similar to Weebly, but a small fee. <http://www.wix.com/>

**Square Space:** A small fee, and fewer templates, but very elegant and minimalistic look. Also has good integrated blogging platform. <https://www.squarespace.com/>

Wordpress: The engine for a LOT of websites out there. Free for some uses. Not quite as user friendly than the above sites, but more flexible and lots of templates available. <https://wordpress.com/>

## ***Print marketing***

As artists, we are all about the visual and the tactile, and nothing adds to that like print marketing. A good postcard, flyer or business card is often the first contact you have with a client. There are many good designers in AATS, so if you need help designing a postcard or other material, let us know. Here are some good online printers if you have files ready. Most printers need very specific files, but some like Vistaprint or Modern can walk you thru the template process.

Postcard tips:

- Larger than 4.25x6 is first class postage. But if you have three artists, this may be fine.
- Think about designing card that can be used for other things besides AATS. Do you also participate in other shows, galleries? Add them on their too.
- Plan on sending your postcard at least a month before open studios, but not much earlier. Supplement with emails before and after.

**Some good online printers:** Gotprint, PsPrint, Vistaprint, Overnight Prints, Modern Postcard.

## ***Blogging***

If you are on Facebook, have a website, sell on Etsy etc, you may already have expended your digital online time, but just in case you have not, you might try blogging. Start a blog only if you have things to say and interesting posts. If not, then stick to Facebook. Write about your process, upcoming events, etc. Show lots of pictures. A blog allows for more text than a Tweet or Facebook update. If you put up a post, alert people via Twitter, Facebook and email.

Some people use a blog as their main website, which is fine, but can be a tad limiting, design-wise. <http://onlinebusiness.about.com/od/blogging/a/The-10-Best-Blogging-Platforms.htm>

**Some good blog platforms:** Wordpress, Blogger, Tumblr, Typepad, SquareSpace

## ***Group marketing***

If your studio is geographically near others or you are friendly with the other artist in your medium, you might think about joining “the gang” and make single postcard, email campaign etc. This also works in your favor as to advertising and possible story ideas for media marketing. Dan Taylor at the

PD is more likely to write about several artist than a single artist, and if they have a compelling story, even better.

### ***Best tip of all***

No matter HOW you market, the key is WHO you market too. If you are a first timer, than you have many friends, family, coworkers etc who may have never seen your work before and are “hungry” to see and buy! Whether or not you use Facebook or email marketing, you have a built-in base of dozens or hundreds of folks who are more likely to enjoy your art and buy it than the random stranger out there who might read an article in the newspaper. YOUR NETWORK is more important than any marketing that AATS can do.