



Art Star
Art Marketing | Management | Visual Art Services



ART MARKETING BASICS

MARKETING YOURSELF:

Randomly selling your artwork and strategically thinking about how, where and when to market it can mean a big difference in sales. Thinking efficiently and strategically will help you outline a marketing strategy, and what to include on your website, social media outlets, marketing materials and which marketing methods to employ.

Your online marketing mix may include:

- E-mail newsletters
- Pages on your site of relevance to your target audience
- Relevant Blog articles
- Discussions on forums of relevance to the target audience
- Posting your work on relevant showcase sites.
- Interaction through Social Media sites popular with your target audience

Your offline marketing mix may include:

- Contact with galleries, art fairs, exhibitions which is right for your work.
- Media coverage, press releases.
- Attendance at art and craft events in the relevant area.
- Professional presentation.
- Proactive vs reactive marketing.

YOUR TARGET MARKET:

The first step is to define who your buyers are. From there you can determine where they congregate online/offline, gender, age range, etc. There are several ways this can be done, but what's most important is the information you gather. Below is just one method of how:

Determine your customer persona by making a list of your 15 most recent or active buyers. Survey your collectors about themselves and their shopping habits. Do not include friends and family in your list of people to ask.

1. Is your customer male or female?
2. A professional or non-professional?
3. What is their approximate income?
4. What are their hobbies and interests?
5. Where do they like to buy art?
6. What type of art do they like to buy: limited/open editions or originals?
7. How did they find your art?
8. What price did they pay for your art?
9. If you print to more than one media, which media was used for the artwork they've purchased?
10. Did they bring a friend or ask a spouse for a second opinion?
11. Did they read about you online or in a printed publication?
12. Did they come to your exhibition or find your art elsewhere (if "yes", where)?
13. What is the number one thing they love about your art?

With these answers you will likely develop one to five buyer personas for your art. This is common especially if you are an emerging artist and testing out every art-selling opportunity. Ultimately, you will have some really valuable information that you can use to tweak your marketing strategies and better your focus. Information can also be gathered from site analytics, subscriptions to your blog, social media outlets, etc.

MARKETING TOOLS:

In this day and age, the internet have somewhat leveled the playing field for anyone in business. Along with it comes a plethora of tools to help any “artpreneur” Here’s a list of some helpful ones:

- Custom email signatures: Wisestamp
- Customer relationship Management: Xnobi, Rapportive
- Calendar reminders: Google Calendar, Cue
- Social Media Management: Hootsuite, Tweetdeck, Pages (app)
- Merchant carts: 3Dcart, Bigcartel, FBlisting
- Merchant sites: Amazon, Ebay, Etsy, Redbubble, Society 6, Zazzle
- Payment gateways: Paypal, Square
- Analytics: Google analytics, SocialDon, LinkDiagnosis, FB analytics
- Google: drive, alerts, voice, analytics, chat

SOCIAL MEDIA INTEGRATION:

Having connectivity to all of your social media sites, including your websites and blog is ideal. Always check the “developers” tab on your favorite sites for integration.

THINGS TO CONSIDER:

- Labeling your art properly. Title, size, medium, link to where it can be purchased.
- Maximizing your exhibits. Are you there or do you have a display set-up?
- Where you are exhibiting. Is it appropriate for your market, and for your art?
- How are you capturing leads? Subscriptions, proposals, face to face?
- What incentives do you provide for collectors?

The most important thing is finding your lane, and what works for you.

Market smarter, not harder, use the tools when and where needed.

Connect everything, twitter-FB-LinkedIn, blog, website, etc

Regardless of your choices and strategy, all of these techniques and tools should eventually point to wherever your work can be purchased.