



Art Star
Art Marketing | Management | Visual Art Services



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BRANDING AS AN ARTIST.

Brands exist as a means of communicating what to expect from a product or service. They always mean something. If you don't define what the brand means, your competitors will.

WHY BRAND YOURSELF AS A VISUAL ARTIST:

Your art or product is one thing, but the foundation, and the business, and possibly the person behind it needs to be defined, exposed, and promoted. Branding is what differentiates businesses in the marketplace. It's meant to make you distinctive amongst your competitors, and attractive to your buyers. Two main elements of a great brand are the visual and verbal, communication from you to the consumer. Your brand make up your business' look, feel & personality – people buy from brands they know. They know you via the visual and verbal cues that are consistent across every platform. Your websites, logos, tweets, posts, how you display your work, where you display, the partnerships you make, the collateral material you provide with every purchase, your prices all contribute to your brand identity. Having a strong brand is similar translates to having a strong presence in your industry and being a company that conveys trust and a great product.

REASONS TO ESTABLISH OR REDEFINE YOUR BRAND:

- When you don't get enough business.
- When you don't know where/how to sell.
- When you don't know where, what you want to do.
- Are you attracting the type of people you want to attract.
- Do some goalsetting.

BRANDING REQUIRES YOU TO ANSWER THE FOLLOING QUESTIONS:

What is your mission?

What are the benefits and features of your art & services?

What do your customers and prospects already think of your company?

What qualities do you want them to associate with your company?

Which direction do you want to go?

THE TWO MAIN ASPECTS OF ANY BRAND:

THE VERBAL: How your brand communicates with the public.

- Your name. If your biz name doesn't express what you do, make sure your tagline does.
- Use a tagline "Keep creating, we'll manage"
- Use language conducive to your brand on social media, websites, etc.
- Brand Promise (what you do) Keep it succinct, 7-8 words, to the point, and to your target. Who you are, what you do.
- The way you talk about your art business.

THE VISUAL: Public perception of your brand.

- Create a brand name, or use your own.
- Logo or your name? How is your name displayed? Is it consistent?
- Use consistent typefaces.
- Use a timeless approach.
- Colors: Use what's common in your art's pallet or what makes sense.
- Visual hierarchy – Don't make site design compete with your art.
- Use a consistent graphic style in all of your media.

Rob Frankel, the author of "The Revenge of Brand X," who has been called the best branding expert on the planet, says that branding is the most misunderstood concept in marketing today. He says, "It is not advertising and it's not marketing or PR. Branding happens before all of those: First you create the brand, than you raise awareness of it."

ESTABLISHING YOUR BRAND:

- Place it everywhere that is appropriate for your market. If you paint sailboats, sailing magazines, boat shows, etc may be where you need to concentrate as opposed to random exhibits.
- Use social media to your advantage.
- Integrate your brand. Branding extends to every aspect of your business--how you answer your phones, what you do or say on social media, your e-mail signature, everything.
- Create a "voice" for your company that reflects your brand. This voice should be applied to all written communication and incorporated in the visual imagery of all materials, online and off. Is your brand friendly? Is it humorous? Is it political?
- Develop a tagline. Write a memorable, meaningful and concise statement that captures the essence of your brand.
- Design templates and create brand standards for your marketing materials. Use the same color scheme, logo placement, look and feel throughout. You don't need to be fancy, just consistent.
- Be true to your brand. Your art is the product, you are the creator, therefore all three are inseparable.
- Be consistent.

MANAGING YOUR BRAND:

- Register your domain name and every variation. Protect & insure your brand.
- Use Google Alerts, SocialMention.com to see what others are saying.
- Use apps like "Pages" for iPhone which allows you to post as your business page.

AVOID THESE COMMON BRANDING MISTAKES:

- Inconsistency with verbal & visual messages.
- Not showing discretion about where, or how you display your brand.
(Market smarter, not harder)
- Disorganization on your sites.
- Trendy colors, fonts, themes.

"It sounds so simple, but if something works, I keep doing it, and when it doesn't work, I stop. We've taken domains and websites, which is about as exciting as a cup of sawdust, and made people pay attention." -Bob Parsons, Go Daddy's founder and CEO, and the brains behind the brand strategy.