

THIS BUSINESS OF ART

MARKETING TIPS FOR ARTISTS



HANNAHBLACKMORE.COM



MARKETING TIPS FOR ARTISTS

Marketing is helping people to make a decision that is ultimately going to benefit them.

Think of marketing as creating value, and then sharing that value. The art world is competitive. While marketing may not sound like fun, becoming your own marketing expert is necessary if you want to have a thriving art business. When a solid and well-researched effort is made towards promoting your work, you will see your audience widen and gain the ability to attract more customers and sales.

Start collaborating and building a community around your art.

Collaborating helps expand your community, as well as your opportunities for connecting with people who may be interested in your art. Collaborating can lead to lifetime friendships as well as profitable relationships. It also allows you to make a much more significant impact on the world than you would be able to on your own. Not only are you reaching your own audience, but also the audience(s) of the people you are collaborating with. So, that means more potential relationships, and more potential customers too.

Networking is more than standing around exchanging business cards. Business is all about relationships, and having a network of great people around is one of the keys to success. Most small business owners know they can't run a business on their own after they reach a certain point. They ask advice from other successful business people, and they reach out when they need help.

Make the most of email marketing.

If people sign up to your email list, it means they enjoy your content and want to see more of it. Just make sure that you have a specific subject and are sticking to it. Your email list is yours and yours alone. No one can take it from you. Unlike social media followings, which could close at any time for any reason, your email list belongs to you. An exciting email newsletter is an asset to your business, so make sure to consider this when deciding how to promote yourself.

Emails are a great way to implement a strategic and direct marketing strategy for your business. Combining quality content with careful planning can boost engagement and sales.



"The best marketing doesn't feel like marketing."


- Tom Fishburne

ARTIST'S INSIGHT

"Surround yourself with good people, strong mentors and individuals who are succeeding and want you to succeed too."

"It's great when I get to meet the people who buy my work. I think it influences whether or not a sale is made. When there is an emotional connection to the painting, it often seals the deal. I love it when customers send me photos of their newly purchased artwork hanging in their home. There's something special about that!"

"If you've got great testimonials, then you don't need to sell."



Make sure your website and portfolio are up to date.

Every time you create a new piece of art, make sure you add it to your portfolio, as long as it shows your skills and is something you are proud of. Don't include anything that is not your best work.

Ask for testimonials from past customers.

Having testimonials or reviews from past customers is a great way to gain more customers. Testimonials establish trust in you and your business, and will likely help a customer choose between you and another artist who doesn't have testimonials to share. When finishing a project with a customer, make sure to ask them if they are willing to write you a testimonial. Never underestimate the power of social proof.

If you've got great testimonials, then you don't need to sell.

Know your elevator pitch by heart.

Be clear about your vision, and what you want to achieve, so you can communicate this well with others.

Talk to local businesses in your area.

One of the best ways to get new customers is to reach out to local businesses in your area. If they don't know you exist, they may not realise that they could use your services. When you go and visit, make sure that your initial visit is without a plan to promote yourself. It is essential to build a relationship with that business first.

Think about upcoming events in the calendar.

Nearly every form of media features specific content around important holidays, and a newsletter is no exception. Be mindful of upcoming holidays and have unique content around these dates.

Start blogging.

Create exciting content for your community. Share the process of how you make your art, show behind the scenes and explain your story, including what inspires you.



Use social media.

Pick two or three platforms that appeal to you and start sharing your work consistently.

Start selling your art online.

Link your social media and website to any galleries or shops that sell your work, or provide a clear point of contact, such as an email address for sales enquiries.

Host workshops to teach others.

Do you have a technique people keep asking you about and want to learn themselves? This is a fantastic opportunity to create a group workshop. Workshops will help you develop relationships with people who admire your work and will likely recommend you to others.

Reach out to your network.

Share what you do with your friends and family. Since they are the people that know you best, if they enjoy your work, they will be happy to refer you to their friends and family.

Surround yourself with mentors and good people who are succeeding and want you to succeed too.

These people will help promote your business for you.

Make it easy for people to find you and buy your work!

Make sure your artworks are easily accessible when people visit your website. They shouldn't have to search to find out what you do and how they can buy your art. Consider adding a 'Shop' button and a 'Contact' button to your menu. You should include a contact form on each page, and also consider adding your direct email address there too. Some people prefer to email you directly rather than using a form.