



## **Marketing Tips**

**Create a customer profile or buyer persona** - As you identify your target market by knowing who is drawn to your work already, go further with both demographics and areas of interest. The way you market to audiences (20-year-old women compared to 50-year-old men) may be very different. One group may get most of their social media content on Tik-Tok and another Facebook. Knowing who your ideal collector is will help you create a more focused plan on how to promote yourself.

**Build your distribution list** - While social media is a great way to spread the word, your own distribution list is one of your most valuable assets. Your list is made up of people who have asked to be included when you send out information. They love your work and want to stay in the loop. And...your list won't be impacted by changes in Facebook algorithms or Instagram's recent focus on competing with Tik-Tok in the form of giving preference to video content. So, utilize all channels, but focus on the list of those most passionate about you and your work.

**Create a call to action** - It's important to tell your customer what you want them to do. Should they sign up for your list, attend your show, become a Collector+ member or purchase your artwork? Even if you are just updating them on what's happening in your world, it is helpful to create some sort of "call to action" where they can ask you a question, purchase something, or get involved in your story.

**Provide valuable content & be engaging** - Your customers and future customers want to hear from and about you and they will be more likely to engage if you have great content. Tell your story, show them what you are up to, inform them about how to engage with you, include some funny content (life is serious sometimes) and talk to with them about your art.

**Make videos** - Now more than ever video content is very important. The internet likes videos and short videos more specifically. (Tik-Tok or Reels) It doesn't need to be crazy unique. We saw a video of a guy cutting someone's lawn that got 5 million views. He knew how to do it well and told a story as he was cleaning up the yard. Many of the social media algorithms love video content so make it a priority when telling your story.

**Create even more short videos** - This isn't a typo. Videos sell content.

**Let your customers hear from you** - If someone has already purchased one of your creations, they want to hear from you. I know you might be thinking "they want more content" and the answer is "yes". In today's social driven environment, if the content is unique and interesting, there isn't too much.

**Tap into your personal networks** - The very first place to market is via the people you know already. As you make more art, have more customers, and make more connections, those might fall away, but don't feel bad about letting friends from high school, college, your fitness classes, community groups you attend, etc. know what you're doing. Many of them will be happy to spread the word. They want to support you, so don't be afraid to ask for help. At the same time, don't pressure or guilt people into purchasing your work. You want them cheering you on, not avoiding you.

**Focus on your existing content** - Any marketing you create can be used multiple times. The video can go on your blog, your social post, and your e-newsletter. The article you wrote about your most recent piece can be included in another blog post, as part of a news release and in a printed postcard you send out to your best customers. Since creating content takes time you want to use it as many times as possible.

**Prioritize authenticity & be real** - There's only one you and you might be surprised how many people will relate to you just as you are...your sense of humor, your unique creations. It is not required to be all sunshine and rainbows. Get real with potential customers. The more authentically you share the more connected people will be to your marketing efforts.

**Have fun** - Some people are nervous about marketing, newsletters, and social media content but it is important to have fun in the process. Some things will work better than others. Keep going and you are going to find the right mix for you. It is better to do ok work in the beginning than not do anything at all for fear it will be wrong.

**Audit and keep adjusting** - If you send out a newsletter and only 3 people out of 500 open it, your list might be old, your subject line might be stale, or the time you sent it out not be the best. Keep an eye on what is working and keep adjusting as you go. The more micro adjustments you make the more successful you will be with your marketing.