Marketing Basics for Creatives
Kudos to You!

- Making a living as a creative can be hard work
- Marketing is not the fun part for most of us
- Dedication, discipline and belief in ourselves is required
- I want to help, so let’s get started!
Sound familiar?

- Should I take better pictures?
- Which is better, Facebook or Instagram?
- How do I make real money/more money/some money?
- My friend said I should...
- How do I get a bigger following?
- Do I need more social media posts?
- Should I create more products?
- Do I need a website?
Marketing Myths

Everyone is my customer!

I don’t really have any competitors

Do what you love and the money will follow…

It’s important to start selling right away!

Marketing is so much less personal now…

I need a logo and a brand!

No need for a plan, I just need to get out there!

If I just do what popular artists do, I’ll be fine…
No matter what you make or sell—you need a plan.
Marketing Plan—Write it Down

GOALS    TASKS    BUDGET    TIMELINE
Goals = WHAT you want to accomplish

WHAT'S THE DIFFERENCE?

- Increase my name recognition
- Get gallery representation
- Increase my productivity

Sell five paintings by May 1
Increase SM followers to 800 by September 1
Double revenue by end of this year
S.M.A.R.T. Goals

• Specific and Measurable
  • Specific targets that can be measured

• Attainable
  Is this goal too big? If so, break it down into smaller goals

• Relevant
  Does this goal make sense for me, my business and my customers?

• Timely
  Is this the right goal for my business right now? Am I planning far ahead enough?
Tasks = HOW you will accomplish goals

Investigate six local retail shows by June 1
Apply for one exhibition by July 31
Write my first email newsletter by May 1
Budget your time
Establish a deadline for accomplishing each task
Many creatives spend around half their time creating...

...and around half their time on business and marketing
Questions?
Marketing Basics-
Old School is still Cool
First things first

- Develop a consistent body of work—quality, skill, craftsmanship
- Multiple mediums can be tough to market—consider emphasizing one over the others
- Good manners and a positive cooperative approach are crucial
- Work on not taking things personally
- Price points should make sense in relation to each other
- Understand your place within the market—this requires research and investigation
Learn to Talk and Write About Your Work

(You May Need Help!)
Tips for Writing & Talking About Your Work

- Read lots of examples. Notice what you like and don’t like.
- Use plain, clear language and simple sentence structure.
- YES: Direct, down to earth, connect with the viewer.
- NO: Wordy, vague, pretentious or all of the above.
- Read it aloud.
- Read it to a colleague.
- Keep it positive, especially about yourself.
- Subject matter: Influential thought philosophy person place event Process Inspiration.
Get to Know Your Customer

Age
Income
Renter/Home-owner?
Kids?
Pets?
Hobbies
How do they like to be communicated with?
Use social media? Which channels?
How do my customers find me?
Know Your Colleagues & Collaborators

Get out of your studio--visit shows and exhibitions
Introduce yourself to artists and arts professionals
If you have an eye on a gallery, learn about their aesthetic
Extroverts and introverts can develop excellent relationships
If You’re Just Starting Out

Get your work seen
Evaluate opportunities, and view them as learning experiences

Why?

You’ll gain exposure for your work and your name
Greater understanding of where you fit into the larger picture
Increased self confidence
Selling Directly
Coffee Shops, Hair Salons, etc
Home/Studio Shows
Farmers Markets
Retail Fairs
### Alternative venues

<table>
<thead>
<tr>
<th>Exhibitions</th>
<th>Gallery representation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Research and understand</strong></td>
<td>Research and understand the opportunity and the venue</td>
</tr>
<tr>
<td><strong>Have</strong></td>
<td>Have excellent images of your work</td>
</tr>
<tr>
<td><strong>Develop</strong></td>
<td>Develop an artist statement, bio and resume</td>
</tr>
<tr>
<td><strong>Establish</strong></td>
<td>Establish consistent prices</td>
</tr>
<tr>
<td><strong>Build</strong></td>
<td>Build positive relationships</td>
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Branding

• If you are just starting out, don’t worry about your brand—it will take time to become clear and that’s ok

• Branding is not a logo, but may evolve to include a logo

• What is your identity: rebellious, whimsical, peaceful, technical, warm, aloof, smart, silly, humanistic, social justice, beauty, play

• Develop a visual and written "voice" that reflects your brand

• Apply your brand consistently
Questions?
Digital Marketing

Website
Ecommerce
Social Media
Email Marketing
Blogging
Podcasting
Online Advertising
......any marketing that exists online
Good News for Creatives

People are tired of being marketed to…they smell a “sales job” a mile away

They seek authentic experiences, relationships and content

Story telling is central to marketing for creatives
Your Website
....For Selling, Engaging and Educating

Visually appealing
Organized
Offers information about you and your process
If work is for sale, offer a seamless check out, through your site or link to another site
Optimized for mobile

Build your own with Wix, GoDaddy, Square, Shopify, Grow with Google, Wordpress and many more
If you need help, plan to hire someone or check out courses through SCORE, GoDaddy, BIN
Google and other Search Engines are evolving & becoming more intelligent

Search Engines can now identify complex relationships between entities

Establishing expertise in a particular topic or having visitors stay on your site has a positive effect on your search rankings

The Takeaway

Concentrate on a memorable site that provides useful content and satisfies users
Selling Direct to Customers Online

Shopify--more robust, costs more. Can expand items over time. Sell online and in person.

Squarespace/Square--more affordable, limited # of items (<15). Sell online and in person.

Etsy—Widely used, good seller guide
Selling Images Online through Intermediary

2-D Artists can have their art produced and sold by vendors like
Fineart America—set your own price, get help with marketing
Saatchi Art—Artists receive 65%
Ugallery—curated, 50/50 split
Turning Art
Society 6
Sell Wholesale Online to Retail Stores

Faire

Shopify

Your own site

Square
Email Marketing

One of the oldest and most effective digital marketing tools
Use email to share news, tell a story or sell products
Emails sent by artists, writers, and performers have the highest open rate at 34.4%

- Considered the most personal channel to receive communications by:
  - 60% of Gen Z (10-25 YO)
  - 64% of Millennials (25-41 YO)
  - 72% of Gen X (42-57)
  - 74% of Baby Boomers (58-76)

You have been invited in. Be a good guest. Provide good value and sharable content

Hubspot and Beresford Research
Grow Your Email List

- At in-person events use a signup sheet
- Have a signup form on your website
- Share your signup form on your social channels
- Provide an incentive to sign up—Offer an e-book, host a contest or offer a discount
- Create beautiful, compelling emails, full of valuable information so people want to share them
Content Marketing

Share content through email, blog, guest blog or social media

Create valuable, relevant, engaging content to attract a targeted audience and encourage them to buy

The more value you offer customers in the form of expert knowledge, or engaging information and images, the more likely they are to purchase
Social Media Marketing

1/3 of the world is using SM

PROS
Reach a wider market more easily and cheaply
Results are measurable
Essentially word of mouth so be prepared for both positive and negative feedback

CONS
Your market must be online in channels you select
Social media can be time consuming if not planned and scheduled
Social Media Tips

• Experts advise using SM to increase awareness, share advice and obtain feedback, not to sell
• Determine how your target market uses social media and which channels they use
• Determine how social media fits into your overall marketing goals
• Decide how much time you will use on SM and schedule it into your day/week
• Share your stories and images and listen to others---create an open, helping, sharing identity
• Good SM = good storytelling
• Create and share content that is helpful and engaging
• Give your efforts at least 2-3 months
10 Commandments of Content Creation & Social Media

1. Give a reason to engage.
2. Think positive!
3. Keep it simple!
4. Have a conversation.
5. Ask yourself... is it shareable?
6. Know how to properly curate.
7. Use the 4-1-1 rule.
8. Keep it timely.
9. Use visuals.
10. Tell a story.

(Source: GoDaddy GoCommunities Facilitator’s Guide: The Power of Social Media.)
Social Media and Content Marketing
4-1-1 Rule

• For every six posts you create
  • Four should be from a third party site
  • One should be a piece you have created
  • One should be a sales generator
Promotions

- Promotions can be flash sales, one of a kind deals, price reductions, BOGO
- Contests, giveaways, prizes and discounts work
- Network with other artists and cross-promote each other’s sales, discounts, freebies etc
- Make a plan, stick to it, measure results and don’t overdo
The Fortune is in the Follow Up

80% of sales occur between the 5\textsuperscript{th} and 12\textsuperscript{th} point of contact between a business and a customer.
Evaluate Your Efforts and Set New Goals Every Year
Share your plan, set goals and support each other in a group of creatives
The Power of the Many

Network with other creatives & professionals
Develop alliances
Share promotional strategies
Co-market
Cross-refer
Select Resources

- Spencer Crandall--Ecomspence
- pnw-online-retailers@googlegroups.com
- https://www.artsy.net/series/working-artists-guide
- Chelsea Lang on You Tube—free tutorials, pay for coaching
- PXpcontemporary.com—on Instagram
- Etsy Seller Handbook
Opportunities

• TacomaArt Listserve: cityoftacoma.org

• Your own city and other city art programs

• King County 4Culture

• Artist Trust

• Arts.wa.gov

• Colleges and community centers
SCORE.org---Website is full of resources. FREE business mentoring

https://seattle.score.org

Recent classes have included:

• Becoming a Facebook Master: The Latest Tips and Tricks for Facebook
• Marketing 1 and II: Developing and Promoting Your Product or Service to Sell
• Comparing E-Commerce Platforms- The Criteria that Matters to Your Online Store
INCUBATOR

Spaceworks' Incubator program cultivates innovative, creative businesses through training, workshops, one-to-one coaching, and peer-to-peer support.

BUSINESS FOUNDATIONS

business idea phase

4 WEEK COHORT

BUSINESS LAUNCH

existing product or service

12 WEEK COHORT

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Questions?