

# EASTERN EUROPEAN ART

*Victory Art*

BREAKING STEREOTYPES, BUILDING NEW PERCEPTIONS

# WELCOME

*Before we begin*

- Please be mindful of others when speaking
- Keep your microphone off until the Q&A
- Be respectful
- Have a good time!

In cooperation with:



# SEMINAR SCHEDULE

*Add to your calendar*

- 30.09.2021: The art industry and market part 1
- 07.10.2021: What do the art industry and tech have in common
- 14.10.2021: Art industry from a business perspective
- 21.10.2021: How to stay consistent and build your brand
- 28.10.2021: How to build a kick-ass portfolio
- 04.10.2021: Advice and recommendations for artists, working across borders, and how diversity can be a key to success
- 11.11.2021: How to reach your audience
- 18.11.2021: SOCIAL MEDIA STRATEGIES
- 25.11.2021: Building partnerships with galleries
- 02.12.2021: Building partnerships with galleries for collections
- 09.12.2021: How to build and maintain relationships with your clients
- 16.12.2021: Career and experiences, mistakes to avoid, and how to deal with negative feedback

# SEMINAR CONTENT

*What we will discuss*

## How to reach your audience 2

- How to get noticed as an artist
- 9 social media marketing tips for artists selling art online
- Tips for using Instagram to grow your art practice



# KNOW YOURSELF

*What do you need to know?*

## Offline Art Promotion: Throw your own art shows

- Online promotion is effective, don't forget the power of art promotion in real life
- People who interact with your art physically are more likely to remember it



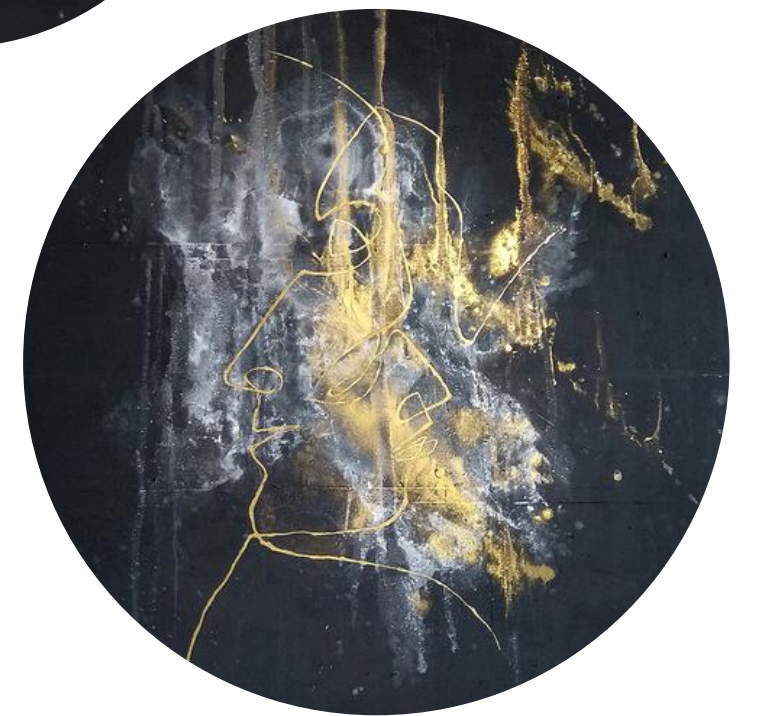


# KNOW YOURSELF

*What do you need to know?*

## Organizing your own art show:

- Think of a theme to tie the whole show together (gives a sense of focus on art)
- Consider making it a group show (more artists mean more art marketing for the show)
- Don't stick to traditional options for venues (renting a gallery is great but any open and accessible could work)
- A great show poster



# KNOW YOURSELF

*What do you need to know?*

Marketing your art by networking

Attend Art exhibitions and fairs

- Meet art lovers, professional artists, gallery owners, and agents
- People can keep you informed about new opportunities
- Help market your art by sharing
- Don't forget to bring business cards and hand them out

Join artist organizations

- Offers networking opportunities
- Provide workshops, artist promotion, and advocacy





# KNOW YOURSELF

*What do you need to know?*

Community-minded artist marketing: get involved in local initiatives

- Good way to get your art out there and do a little good for your fellow artists at the same time
- Providing artwork for charity auctions
- Participating in community art projects like murals
- Volunteering to teach at community centers



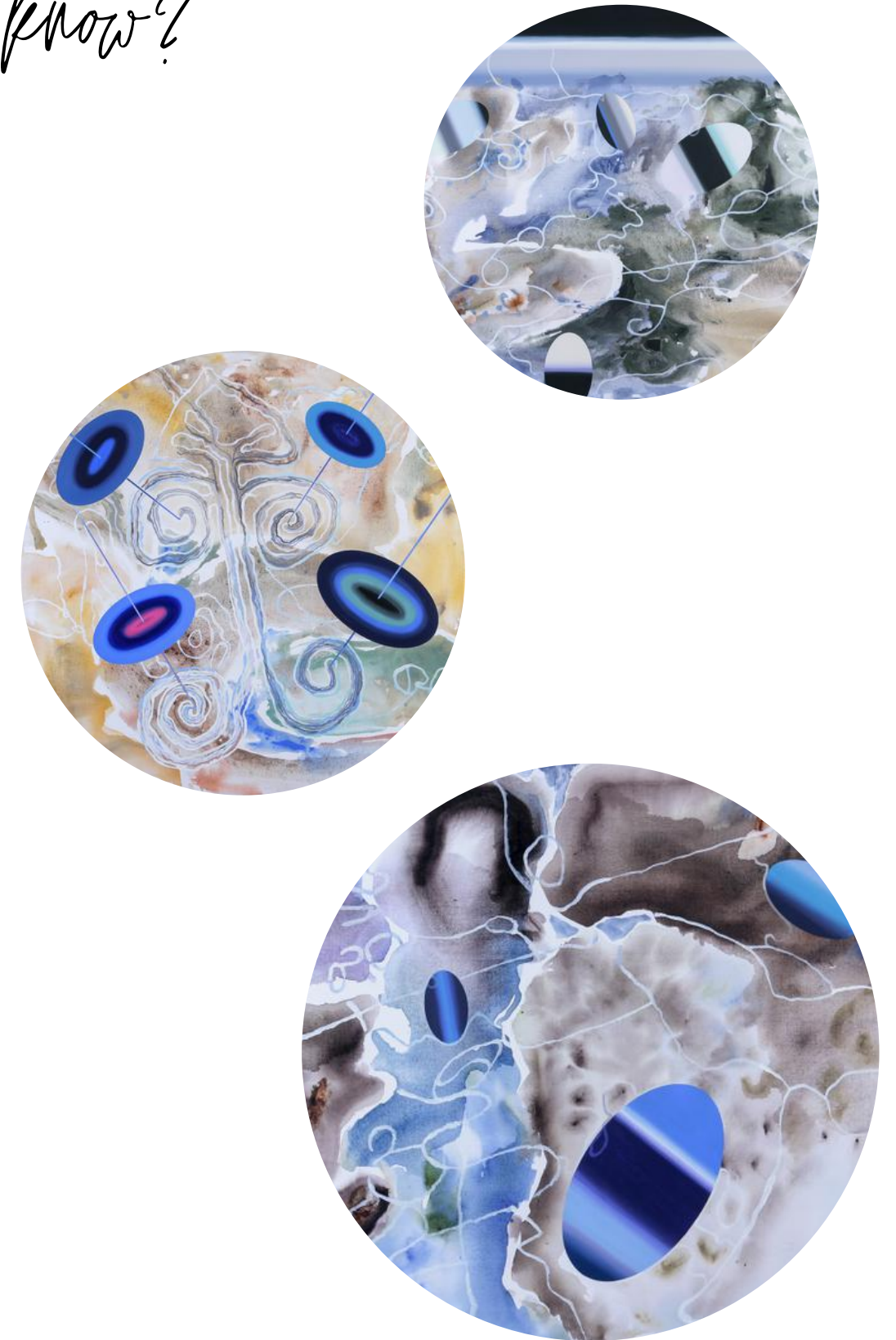


# KNOW YOURSELF

*What do you need to know?*

How to get art noticed when you're new: Collaborate on an art project

- Finding other artists to collaborate with is a great artist promotion strategy for new artists
- Another artist means more people will be aware of your collaborative work
- You don't have to navigate the art world completely alone
- Think outside of the box (Ex: Find a band that needs cover art for their next album)



# KNOW YOURSELF

*What do you need to know?*

## Apply for grants

- Help gain recognition as an artist
- Some like to promote the great work they've supported, which results in some media coverage

## Place your art in film and TV projects

- Range from a painting that will be hanging in the background to a business logo or storefront
- Result in a lot of eyes on your work and your name in the project's credits



# KNOW YOURSELF

*What do you need to know?*

Submit your work to Art posting websites

- Submit your work to art websites
- Even when there aren't any active competitions, it can expose you to a new audience
- Before submitting, make sure to check if they're looking for any special themes or types of art





# KNOW YOURSELF

*What do you need to know?*

How to get your art noticed on social media

- To get the most out of your social media presence, you need a solid social media strategy
- Need an understanding of your account analytics
- Learn techniques to regularly reach a wider audience



# KNOW YOURSELF

*What do you need to know?*

Create a strategy for marketing Art online

- Before you start marketing, make sure to first create a strategy
- Without concrete goals in mind, it's harder to progress

Social media strategy should include:

- What you want to get out of your campaign
- What type of audience do you want to target
- Which platforms you're going to use



# KNOW YOURSELF

*What do you need to know?*

Set up business accounts on Facebook and Instagram

- Use business pages on Facebook and Instagram instead of personal social media pages to promote your art online
- Artist promotion will look more professional
- More access to more analytics tools to improve your social media marketing
- With data, you are able to see what content was the most effective in the past



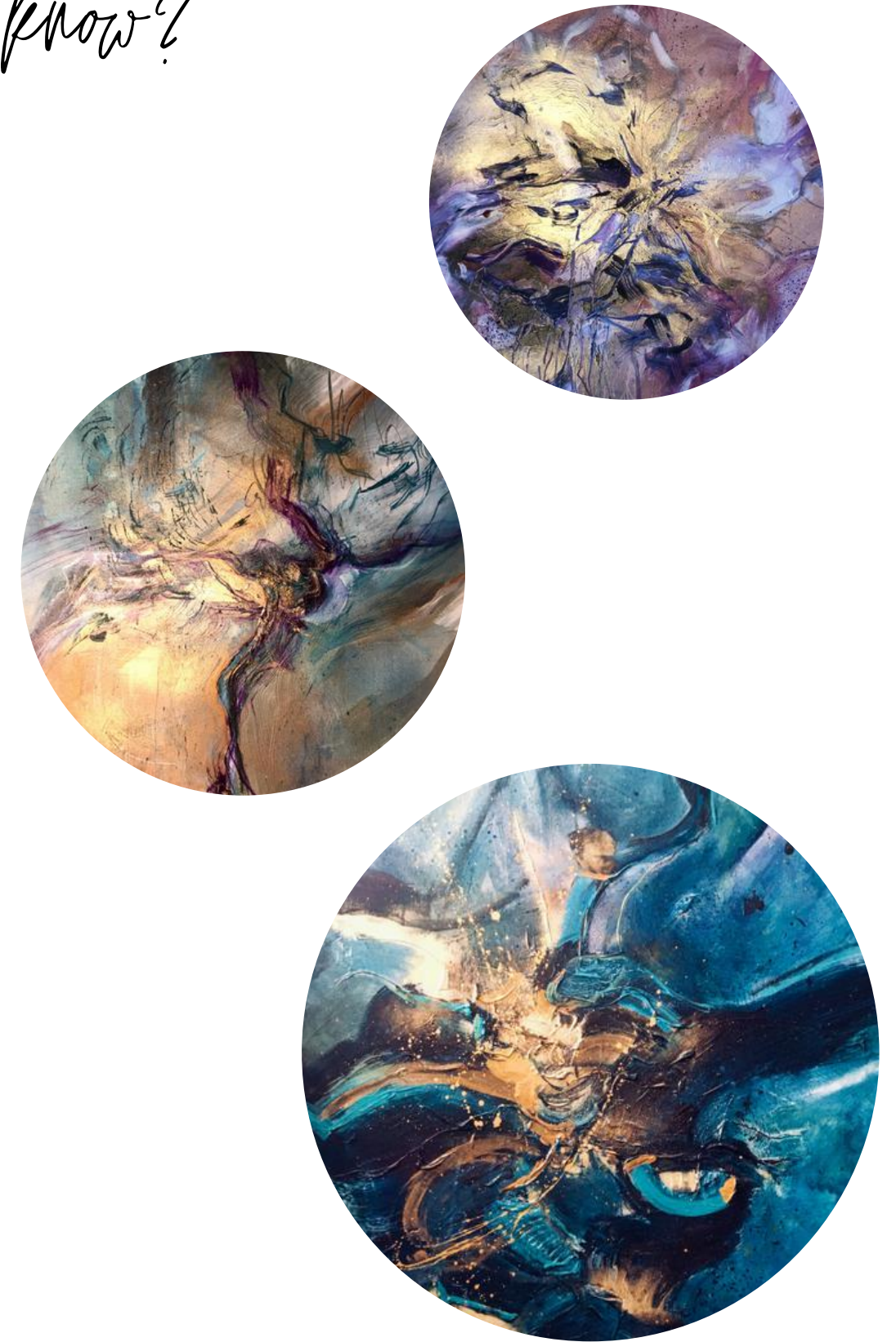


# KNOW YOURSELF

*What do you need to know?*

Get your followers to promote for you

- Peer-to-peer promotion is one of the cornerstones of social media strategy
- Get your followers to promote you on your behalf
- One way to do that is through contests (as an artist there are ways you can entice people to participate)
- Ex: Task participants with creating a post about their favorite piece from your portfolio, and offer one of your artworks as a prize



# KNOW YOURSELF

*What do you need to know?*

## Cross-promote with other artists

- There are many artists with the same position as you (looking to promote their work)
- An easy way is to cross-promote with another artist
- As simple as highlighting the artist's work and displaying what you like about it (vice versa)
- You'll both get more eyes on your work
- Everyone's taste in art is different, so you can promote without worrying about sending potential clients to a competitor



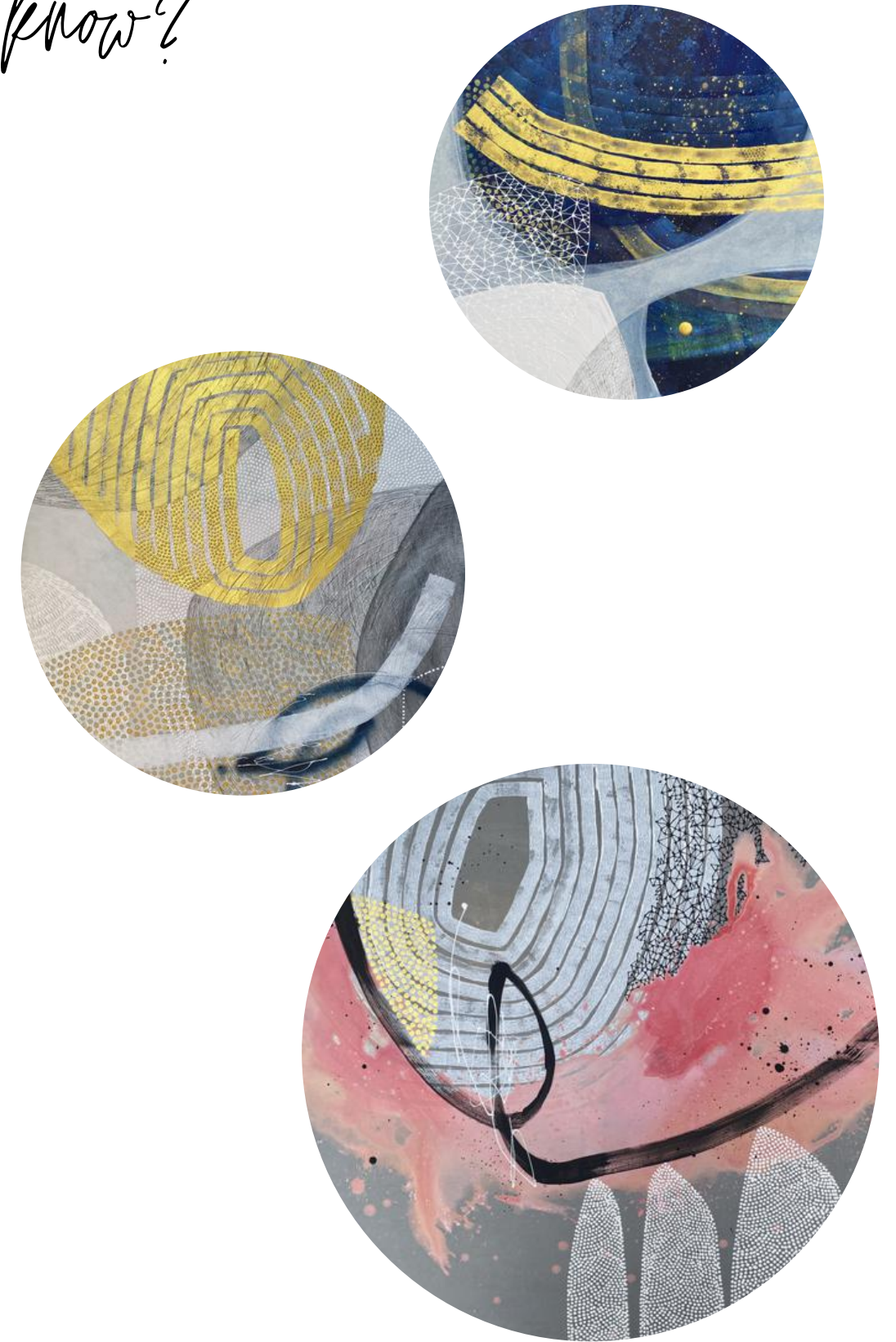


# KNOW YOURSELF

*What do you need to know?*

Track your progress with analytics tools

- Tools such as Facebook insights and Instagram analytics can help you see how well your social media promotions are working
- By comparing performance of your various posts and social media strategies, you can get a better sense of which art marketing efforts work and which don't



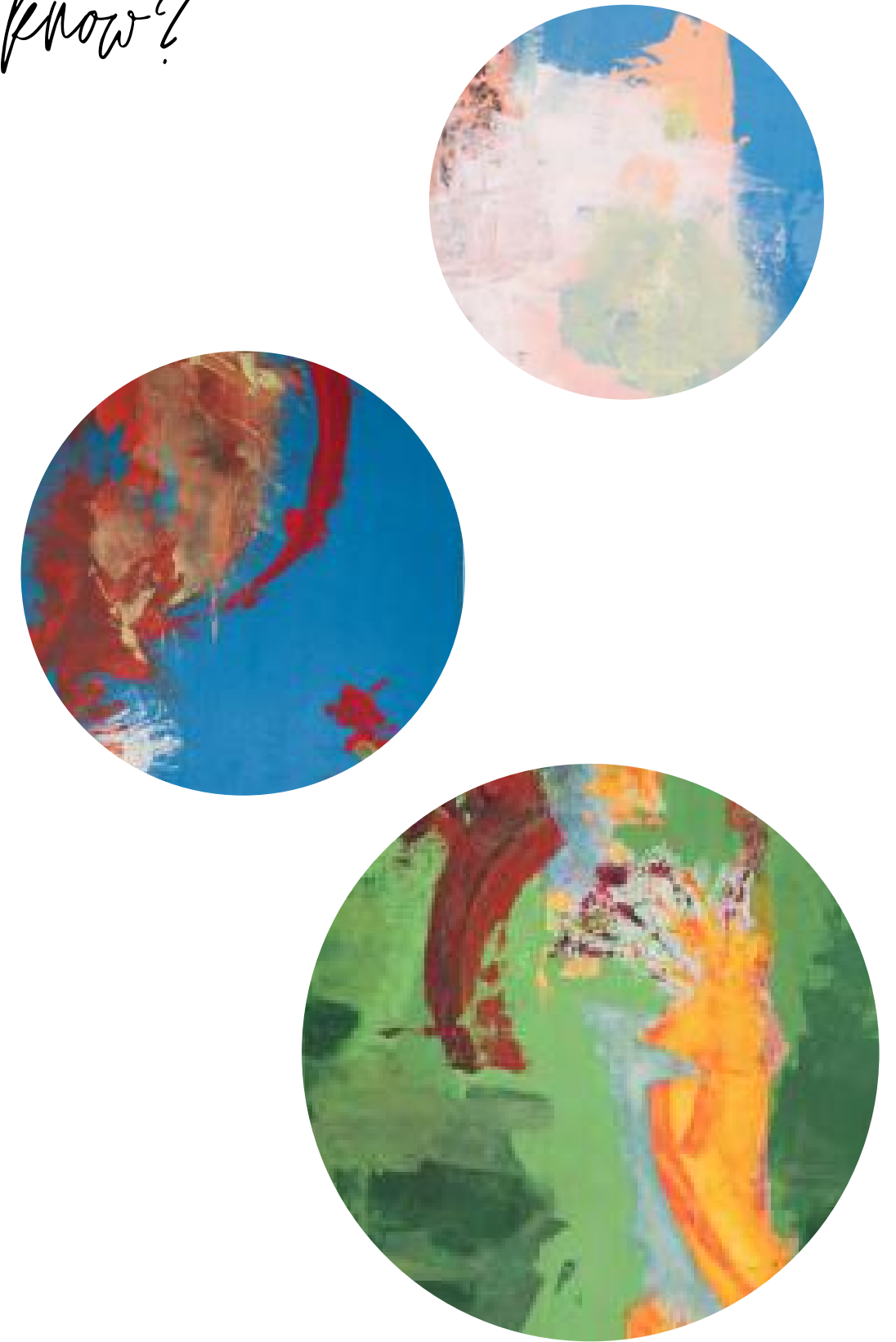


# KNOW YOURSELF

*What do you need to know?*

Be inspired by your fellow artists online

- Study social media accounts of artists you look up to or any artist that mastered self-promotion
- Examine everything about them from the types of images they post to their posting schedule
- By learning from them, you'll get some insight into what you can do better



# KNOW YOURSELF

*What do you need to know?*

## Use post-scheduling tools

- Consistently posting fresh content is important
- A great way to keep your followers engaged and attract new ones
- It can be a pain to stay on top of it day after day
- There are a variety of scheduling tools to make it easy to post
- Analytics will show you what time is the best to post (which is a determining factor if you want to be seen by your audience)



# KNOW YOURSELF

*What do you need to know?*

## Start a Facebook Ad campaign

- Advertising on Facebook is not as expensive as you might think
- You can start by spending as little as \$1
- Facebook ads offer a lot of flexibility
- You can start small and scale-up
- You can also test different art promotion formats, such as photo and video ads to see which ones pique your audience's interest





# KNOW YOURSELF

*What do you need to know?*

## 9 social media marketing tips for artists selling art online

- Keep in mind that there are many variables that affect the outcome
- The best way to succeed is to try ideas, assess the outcome, and develop a strategy based on what is working



# KNOW YOURSELF

*What do you need to know?*

## 1. Create content

- To succeed, you need to create content that engages and excites your audience
- The content you write should be shared on all your social media platforms
- Make a teaser post for your social media sites that include a link to your blog (catch their attention)
- Content has to be valuable and entertaining
- At the end of a blog post, add a clear call-to-action (clearly redirect your audience to where you want)



# KNOW YOURSELF

*What do you need to know?*

## 2. Develop a plan

- After you know what you would like to accomplish, take time to learn about the platforms you will be using
- Each platform is unique (ways of engaging are all different, you cannot use the same strategy for all)
- Learn when the best times to post are



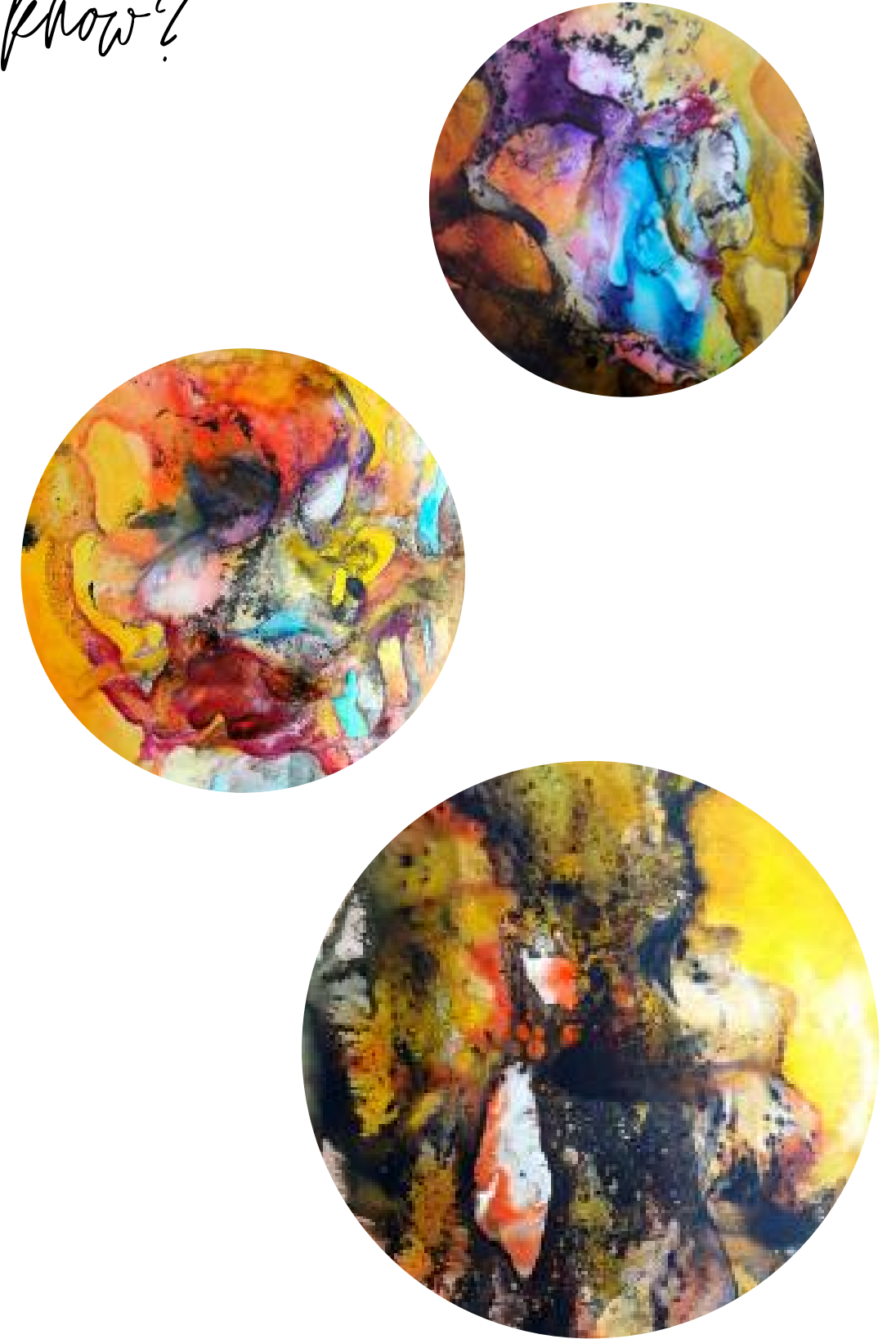


# KNOW YOURSELF

*What do you need to know?*

## 2. Develop a plan

- Learn how other artists market their platform
- Learn what other artists are posting on each site (become aware what's working for them)
- Learn how to be social on each site
- Once you figure out these elements, you can start developing a unique plan for each platform



# KNOW YOURSELF

*What do you need to know?*

## 3. Publish consistently

- The only way to see results is by being consistent
- Doesn't matter how many times you post, it matters to stay consistent with your schedule
- Followers notice your pattern and start looking forward to new content
- If you're inconsistent, they will forget about you
- They could assume you're not selling art anymore
- It's better to start slow (ex: once a day)



# KNOW YOURSELF

*What do you need to know?*

Questions to help you set up a social media calendar:

- How often will you publish?
- What social media platforms will you be posting on?
- What type of content will you be providing for each platform?
- How often will you reach out to your followers and influencers?





# KNOW YOURSELF

*What do you need to know?*

## 4. Publish quality content

- Quality will beat quantity
- Respect your reader's time and only provide your best content
- You have to decide on how long it takes you to produce top-quality content
- If you want people to stop what they're doing to read your content, you need to make sure it's good



# KNOW YOURSELF

*What do you need to know?*

## 5. Use images

- People are attracted to images because they can process the message quicker rather than text
- You are an artist, create visual stories
- When you are sharing text, include an image
- Include a link to where the reader can read more about the subject you're sharing
- You can create beautiful images for social media by using Canva or Pic Monkey



# KNOW YOURSELF

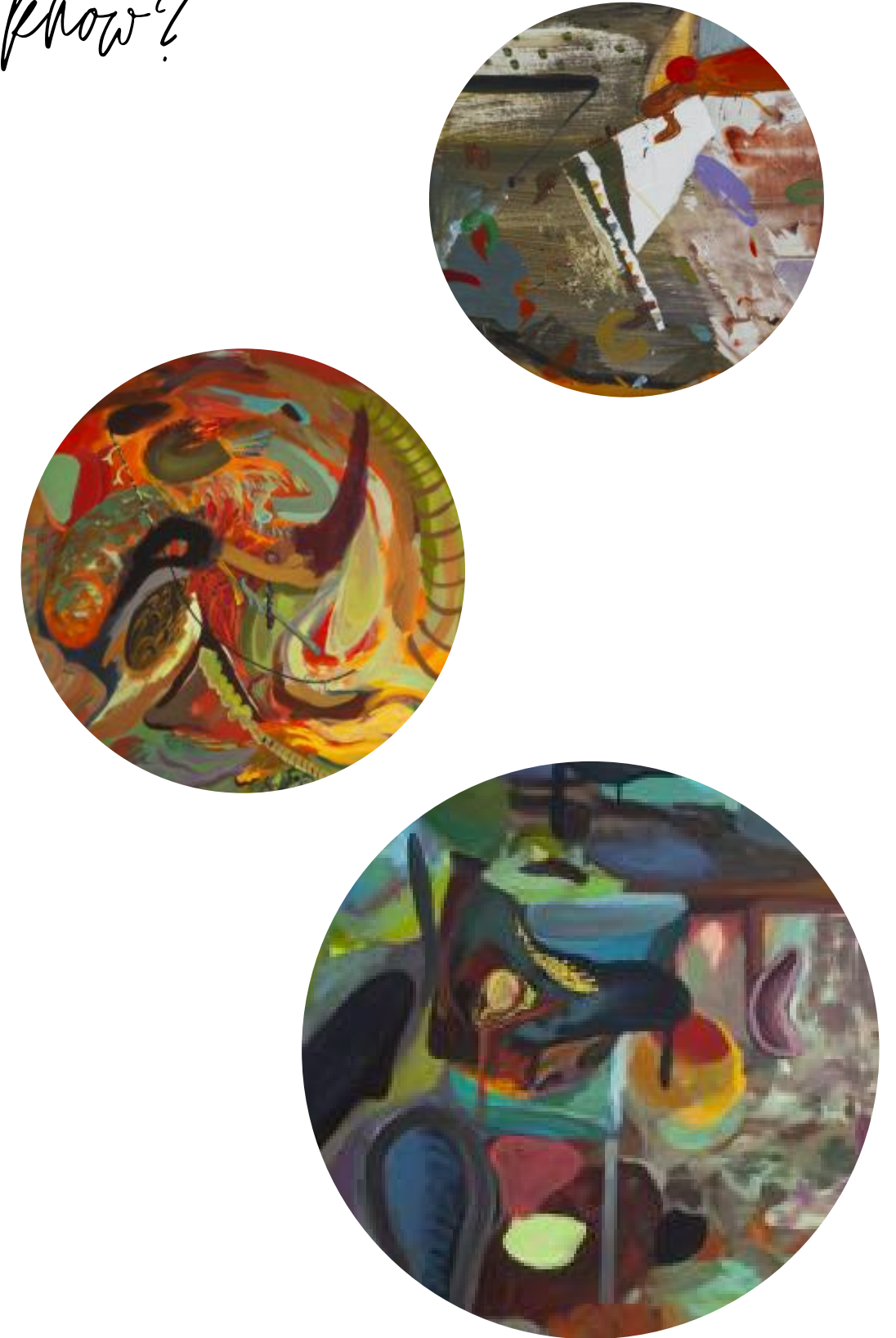
*What do you need to know?*

## 6. A/B Testing

- Only 2 out of 10 people will read your content after reading the headline
- Main reason to create content is to build an online presence
- If you are putting in the time to write content, you want people to read it, which is why you need to take time to write great headlines

## Tips for writing better headlines:

- Use between 6 and 9 words per title
- Numbers in the headline tend to convert well
- "How to" attracts the reader's attention





# KNOW YOURSELF

*What do you need to know?*

## 6. A/B Testing

- Even if you use all the tips for writing a good headline, you won't know unless you publish it
- This is where A/B testing gives you an upper hand
- A/B testing is when you use the same content but have 2 different headlines to see which convert better

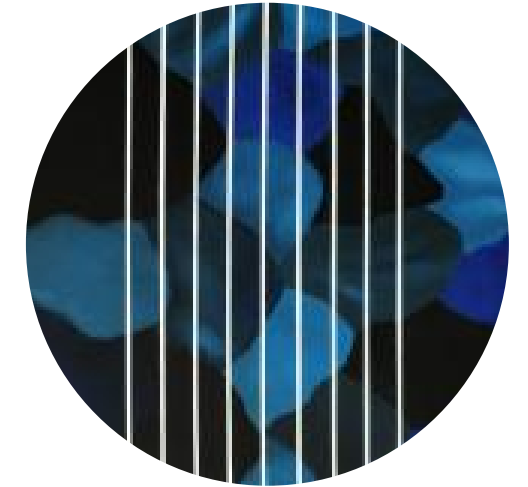


# KNOW YOURSELF

*What do you need to know?*

## 6. A/B Testing

- Strategy is mostly used for blog posts and landing pages but can also be used for social media posts
- Instead of posting your blog post once on your social media platforms, post it throughout the day or week with different headlines
- A different title might cause an unusual reaction and have your post go viral



# KNOW YOURSELF

*What do you need to know?*

## 7. Analyze

- Essential to analyze the results of your posts to build your art business online
- You have to know what's working and what is wasting your time
- Most platforms have an analytics section for business
- Use the information to get to know your audience and establish trust
- In most cases, art sells after gaining the buyer's trust





# KNOW YOURSELF

*What do you need to know?*

## 8. Join groups

- Search for Facebook and Twitter art groups
- Join the ones that relate to your artistic style and goals
- After joining, spend some time observing how people communicate in the group
- Do not start just plugging your art or you can get blocked
- Use the groups to share your knowledge to help people
- This helps establish yourself as an artist

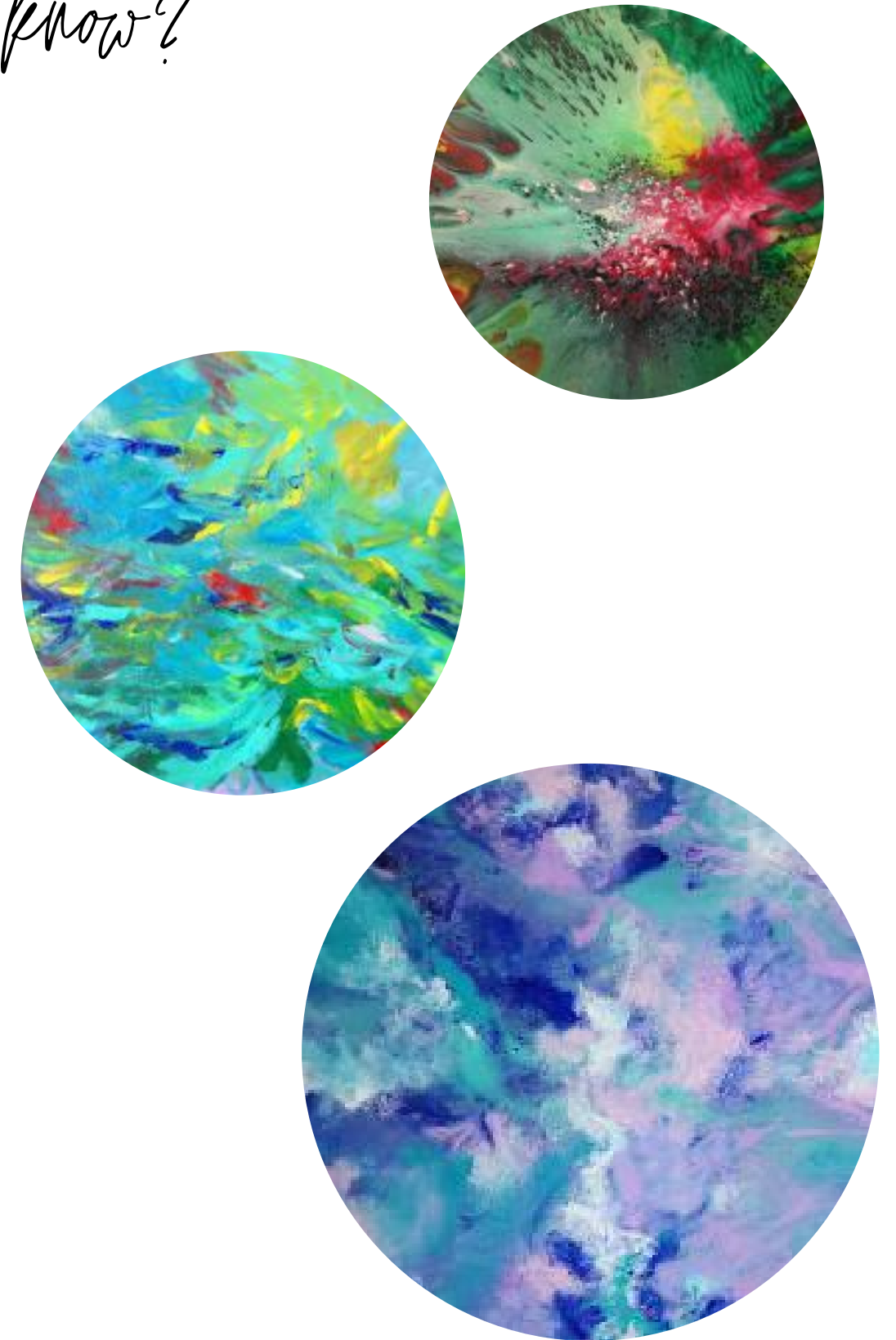


# KNOW YOURSELF

*What do you need to know?*

## 9. Be social

- Might sound obvious, but still important
- Social media was created for people to be social and meet new people
- You will only do well if you understand and develop a marketing plan accordingly
- Provide valuable content that helps and entertains your following
- In between those posts, add information on your products



# KNOW YOURSELF

*What do you need to know?*

Tips for using Instagram to grow your art practice

1. Use Instagram for more than just posting images

- For artists, Instagram is a visual playground for publishing images
- Connecting with other artists
- Create an inspirational board for art





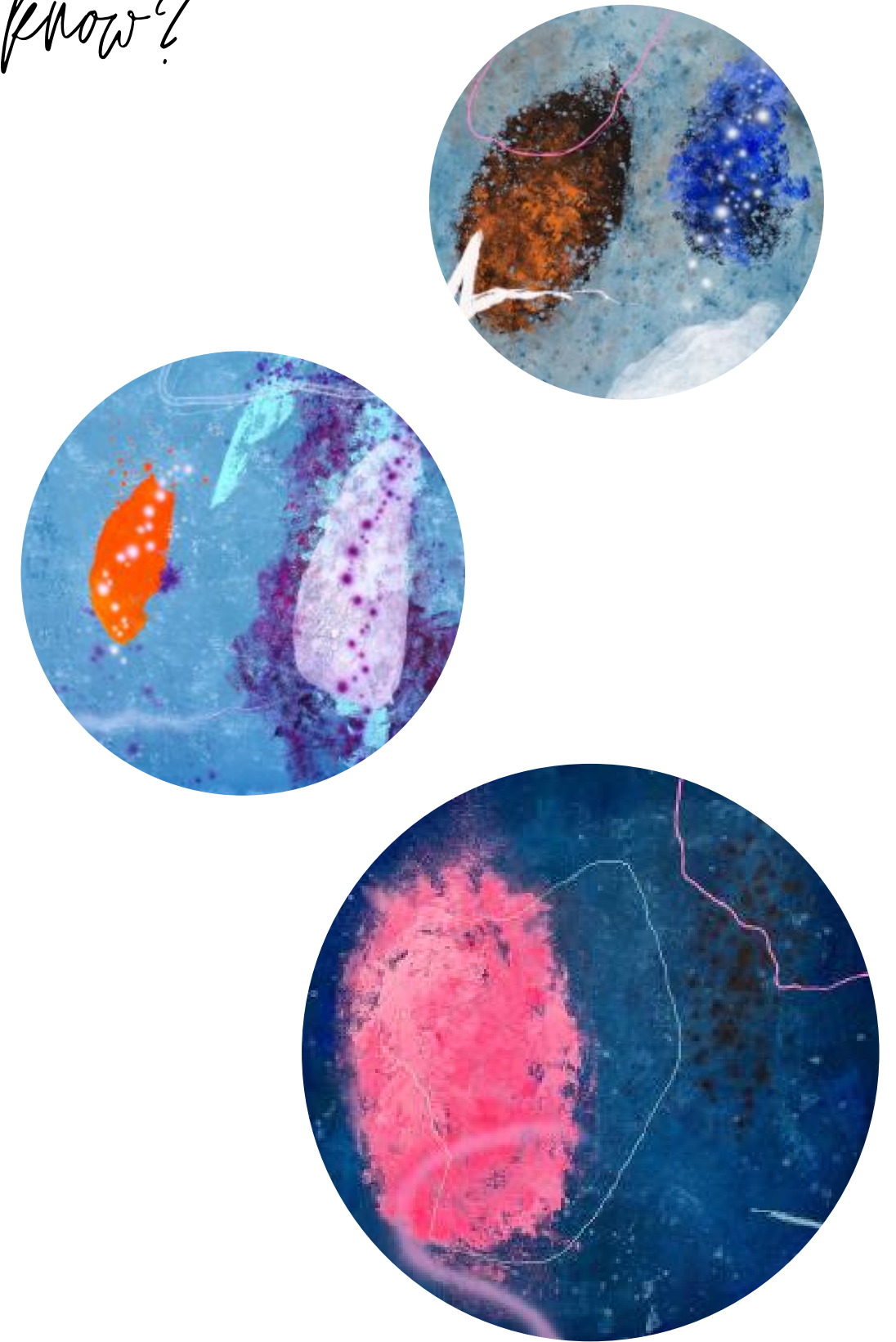
# KNOW YOURSELF

*What do you need to know?*

Tips for using Instagram to grow your art practice

## 2. Focus on engagement, not your follower count

- For some artists, likes, followers, and comments can be a source of validation
- Using these interactions as qualifiers for your artwork is a path leading to self-destruction
- Sharing artwork you feel strongly about personally, is more important than reaching any set number of followers
- Engage genuinely with your audience



# KNOW YOURSELF

*What do you need to know?*

Tips for using Instagram to grow your art practice

## 3. Be honest

- Try not to take yourself too seriously on social media
- Giving your audience a true look into your life is the best way to connect
- Be honest where and how you're making your work
- Post-in-progress shots alongside images of finished projects



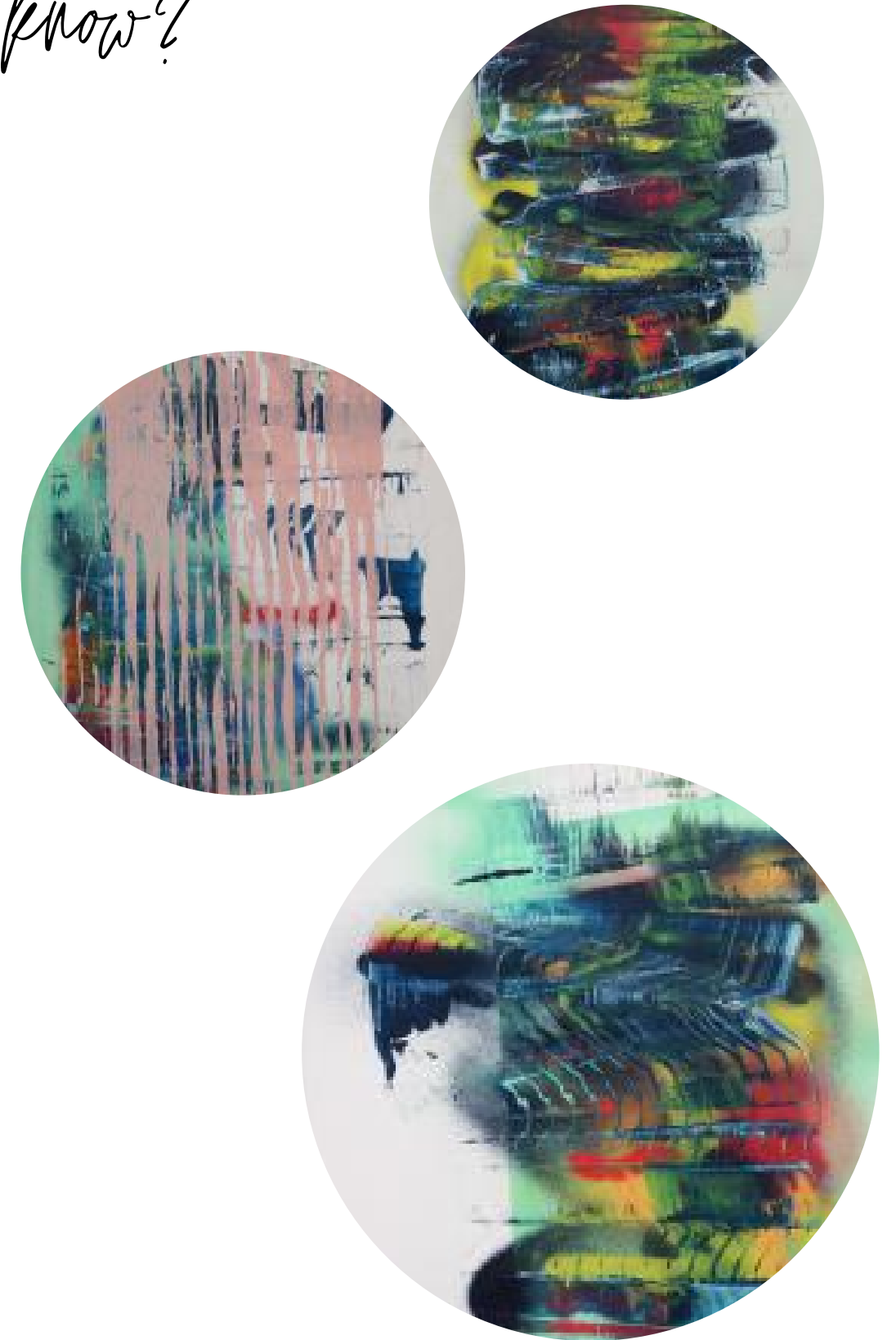
# KNOW YOURSELF

*What do you need to know?*

Tips for using Instagram to grow your art practice

## 4. Consider the details of your posts

- Use a strategic approach based on your goals for your posts
- Ex: if you want people to see your work, pay attention to when people are most active on your page
- Pay attention to the quality of your image
- Avoid posting in the style of an "influencer", as it can distract from an artist's practice
- Use social media to foster community, instead of simply blind self-promotion





# NEXT WEEK'S TOPICS

*What will we discuss?*

## How to reach your audience 2

- Storytelling on social media
- Gallery do's and don'ts
- How to find a gallery that suits you



# ASK US ANYTHING!

---

## Q&A

**DON'T FORGET TO SIGN UP  
FOR OUR FREE  
CONSULTANCY SESSIONS!**

---

**STARTING NEXT YEAR**

**CONTACT US FOR MORE INFORMATION**



# THANK YOU FOR JOINING US!

Follow us at:



@victoryart.eu



Victory Art



Victory Art



@victoryart1

