

EASTERN EUROPEAN ART

Victory Art

BREAKING STEREOTYPES, BUILDING NEW PERCEPTIONS

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 1

- Who is your target audience
- 3 ways to identify the best target audience for your art
- How to promote your art



KNOW YOURSELF

What do you need to know?

What is a target audience?

- Demographic of people most likely to be interested in a company's product or service
- Target audiences share similar demographic traits including, but not limited to:
 1. Age
 2. Gender
 3. Location
 4. Education
 5. Socioeconomic status
- Identifying your target audience can help craft marketing strategies and define core customers

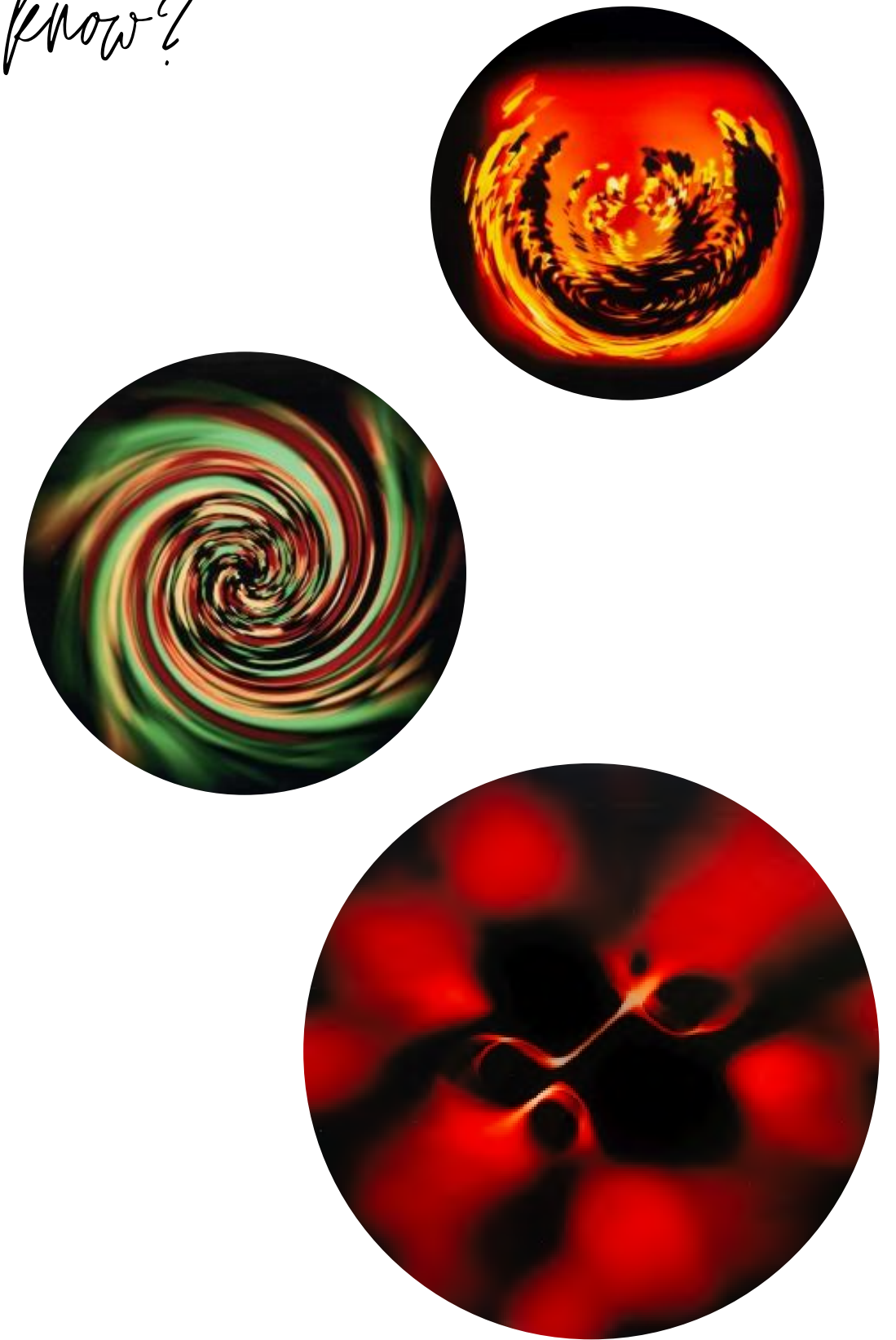


KNOW YOURSELF

What do you need to know?

Who is your target audience

- After learning about the current art market, you need to be able to reach your audience.
- Before reaching out, consider some demographic elements (Ex: within Europe or worldwide)
- Position yourself within the market (which part of the market are you in)
- Having the right audience who can build a connection with you, will make things much easier



KNOW YOURSELF

What do you need to know?

How target audiences work

- Best way to find your target audience is by first thinking about the specific needs your products or service fulfills.
- You can identify your target audience's demographic, the more effective you can advertise to them
- It's important to gather data about your target audience (ex: offer a special price or coupon if they fill out a survey that captures the information you need)



KNOW YOURSELF

What do you need to know?

Benefits of target audiences

- Help you advertise more efficiently
- While it's important to reach as many people as possible, you need to reach potential consumers directly
- Before delivering your message, you need to understand who will be receiving it
- People need to relate to the message's tone and content
- By making a personal connection, trust is established.

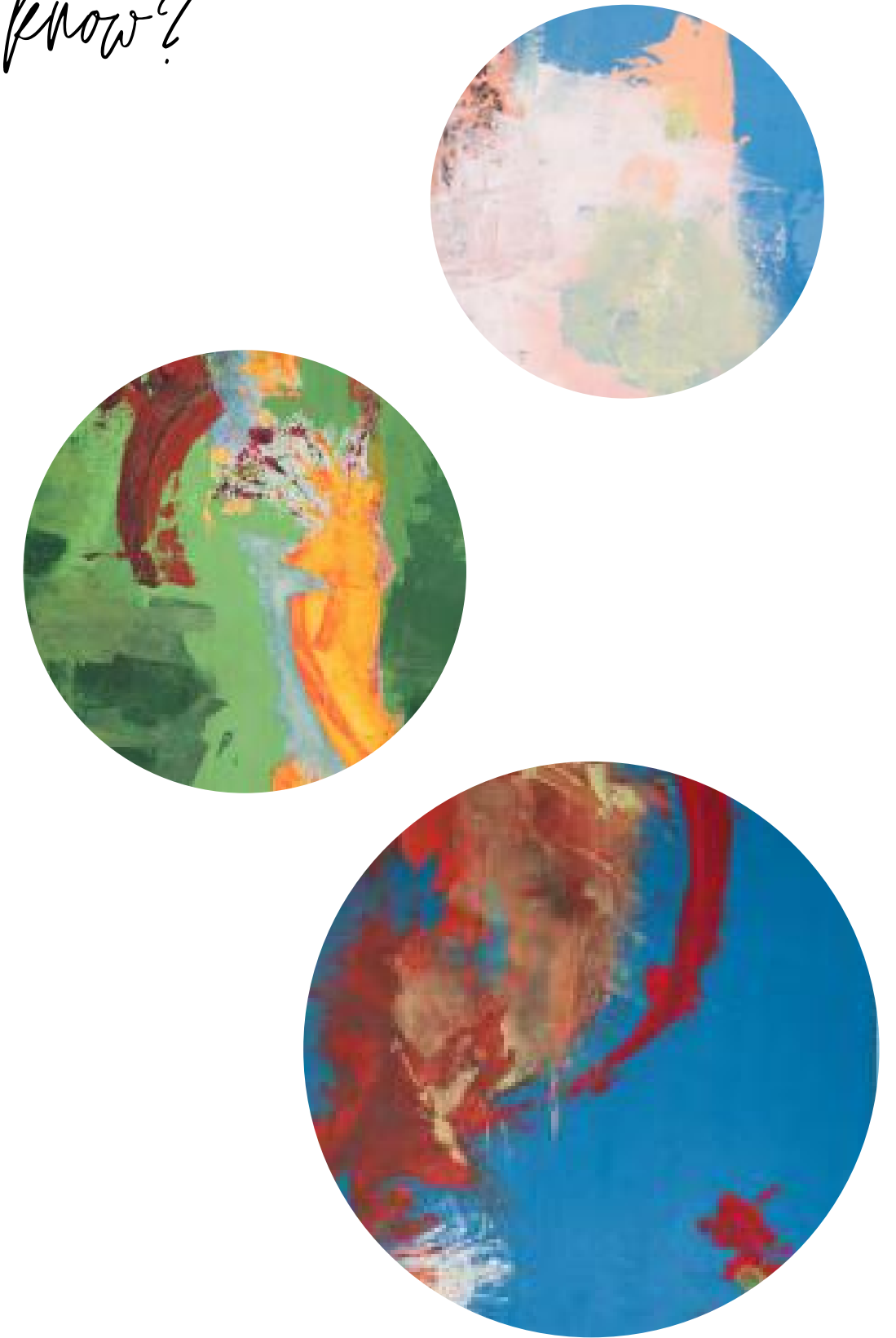


KNOW YOURSELF

What do you need to know?

Criticism of target audiences

- You can become too narrow-focused on your target audience and overlook or disregard other potential consumers.
- Even well-researched target audiences may mistakenly exclude people who are interested in your art
- Important to use target audiences as baselines, not the end-all
- As your brand and experience expands, it's essential to continuously reevaluate your target audience



KNOW YOURSELF

What do you need to know?

3 ways to identify the best target audience for your art

1. Identify your niche interest

- Identifying your particular interests
- Easy step if you've known from early on what you wanted to focus on
- If interests are in a broader scope you may take longer to find a niche interest (and that's OK)
- engage in the artistic process long enough, and its likely your particular interest will find you



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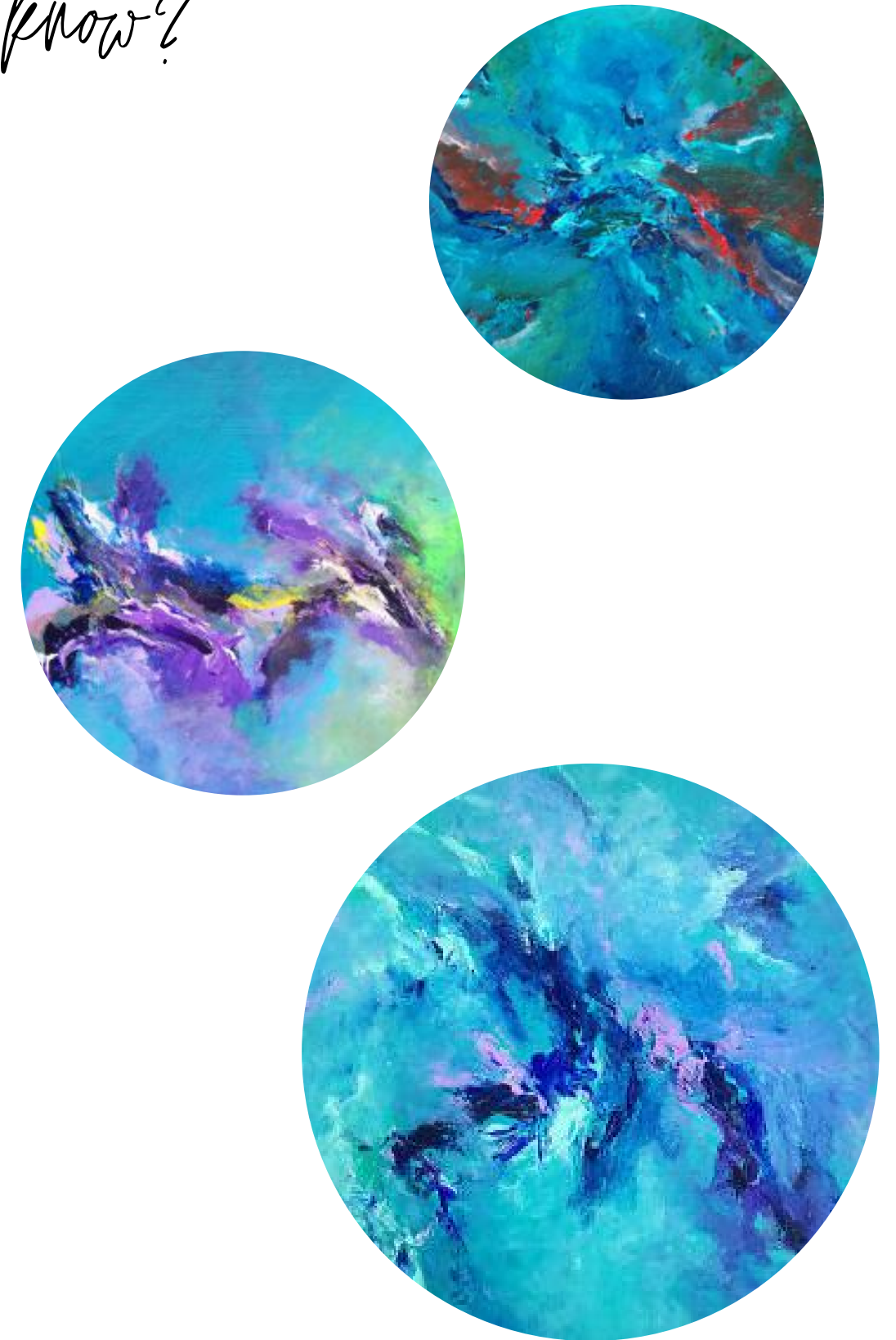
What do you need to know?

2. Identify your favorite subject

- For most artists, this step is simple. Just look at the paintings you've completed
- Just like you gravitate towards a specific medium, you will also do towards a subject
- Often your favorite subject is closely interwoven with your niche interest

But not always!

- Ex: Niche interest might be Old West and your favorite subject is the horses of the Old West
- Niche interest is a tad more difficult, but well worth the time to identify



KNOW YOURSELF

What do you need to know?

3. Identify your style

- Usually a matter of simply painting until your style emerges
- You can try to manufacture a style, but it's usually better to just paint your favorite subjects in your preferred method and let your style develop organically



KNOW YOURSELF

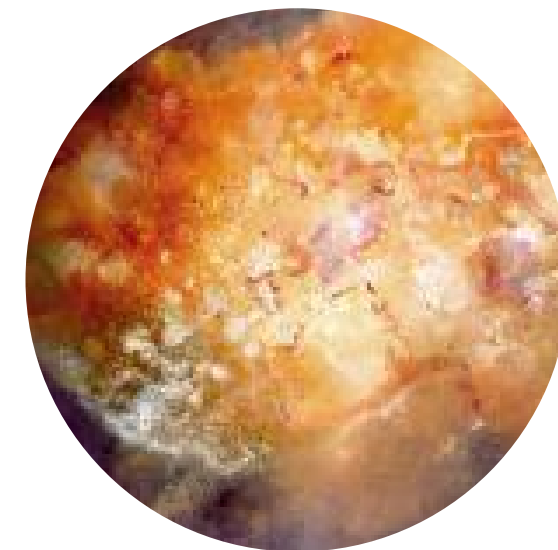
What do you need to know?

What is style? Your artistic style will be determined by:

- The colors you use most often, and the way you use them
- The tools you use (brushes, palette, knife, etc.)
- The way you paint (abstract, representational, impressionist, realist)
- The medium you prefer (oils, colored pencil, acrylic, etc.)
- The size of your work

All these decisions contribute to the creation of that particular piece

Making those same decisions over and over contributes to the development of your style.



KNOW YOURSELF

What do you need to know?

Managing your clients

2 skills that will help you maintain your relationships with your clients

Skill No. 1: choosing the right clients

- Start by accepting the fact that not every client who comes your way is a good fit
- Often it's easier to spot those prospects who aren't right for you than it's to identify those who arent
- These red flags seem obvious, but if you're feeling desperate or unsure about where the next job is coming from, you'll probably ignore them.

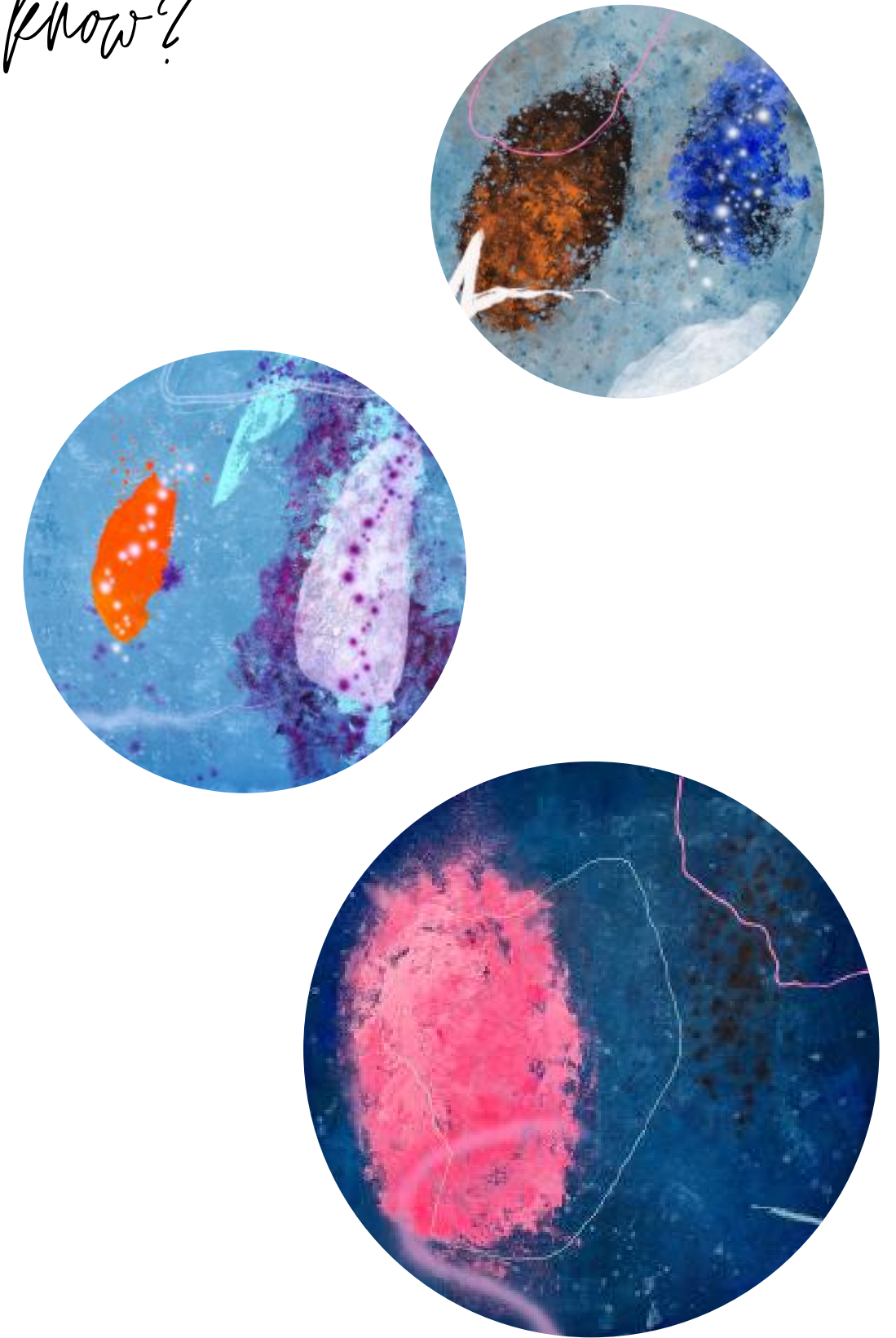


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What do you need to know?

Watch for these warning signs:

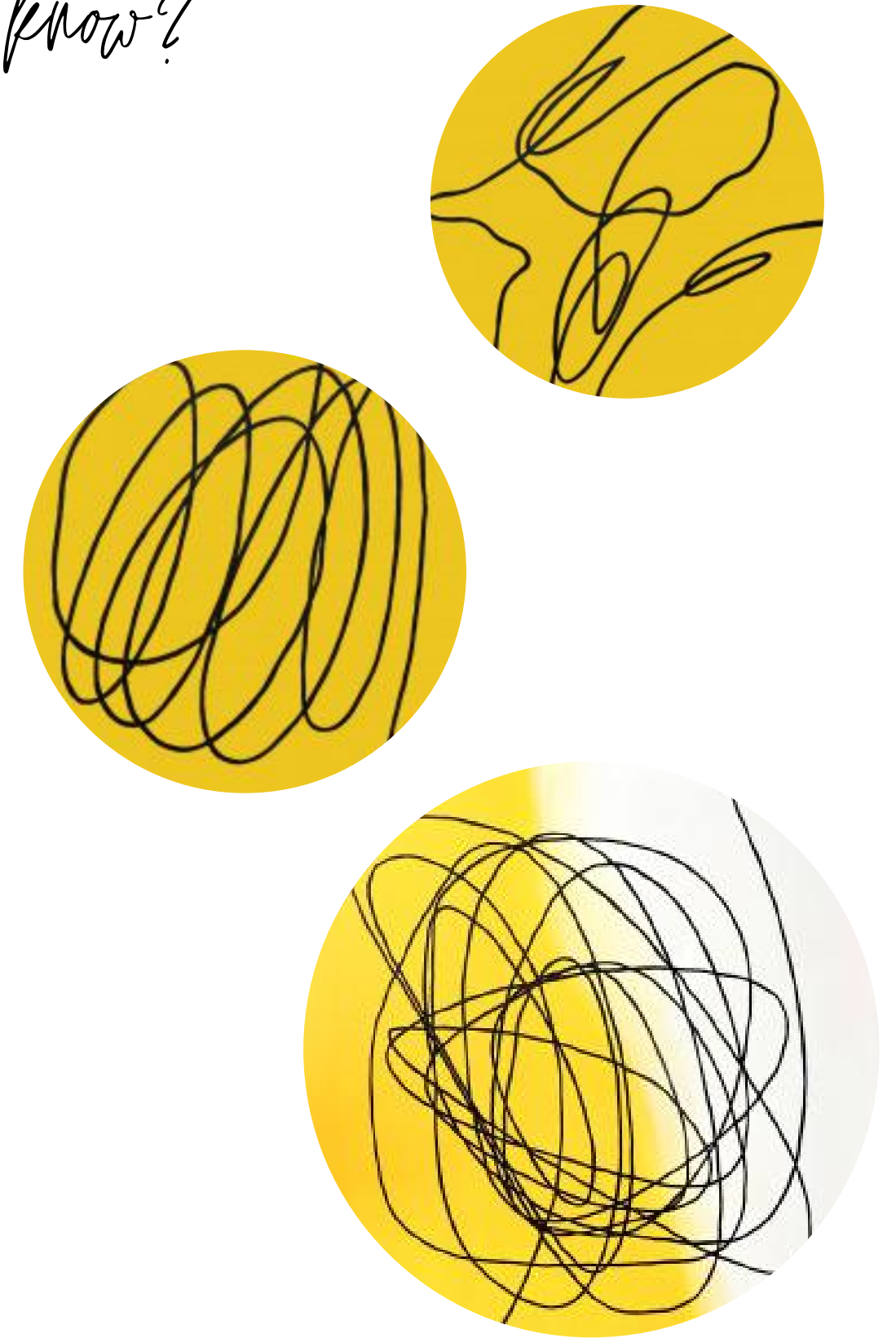
- The first question is "How much does it cost?"
- They want it yesterday
- They don't answer your questions completely or at all
- They don't know what they want or keep changing their mind
- They don't want to pay your rates, or they keep trying to renegotiate the project fee



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What do you need to know?

- Being the boss of yourself means you stop ignoring those ominous signals and politely decline the clients who don't fit
- So you can find clients who do and then get bust managing them



KNOW YOURSELF

What do you need to know?

Skill No. 2: Managing expectations

- You can't control your clients, but you can manage their expectations
- You have to first train them, which you are already doing without being aware
- With every action, you set precedents, which are very hard to change once they're in place
- Respond to the first e-mail right away, and your client will think that's normal for you and come to expect it
- Turn a project around in a day because you had time, it will be assumed that that's your style

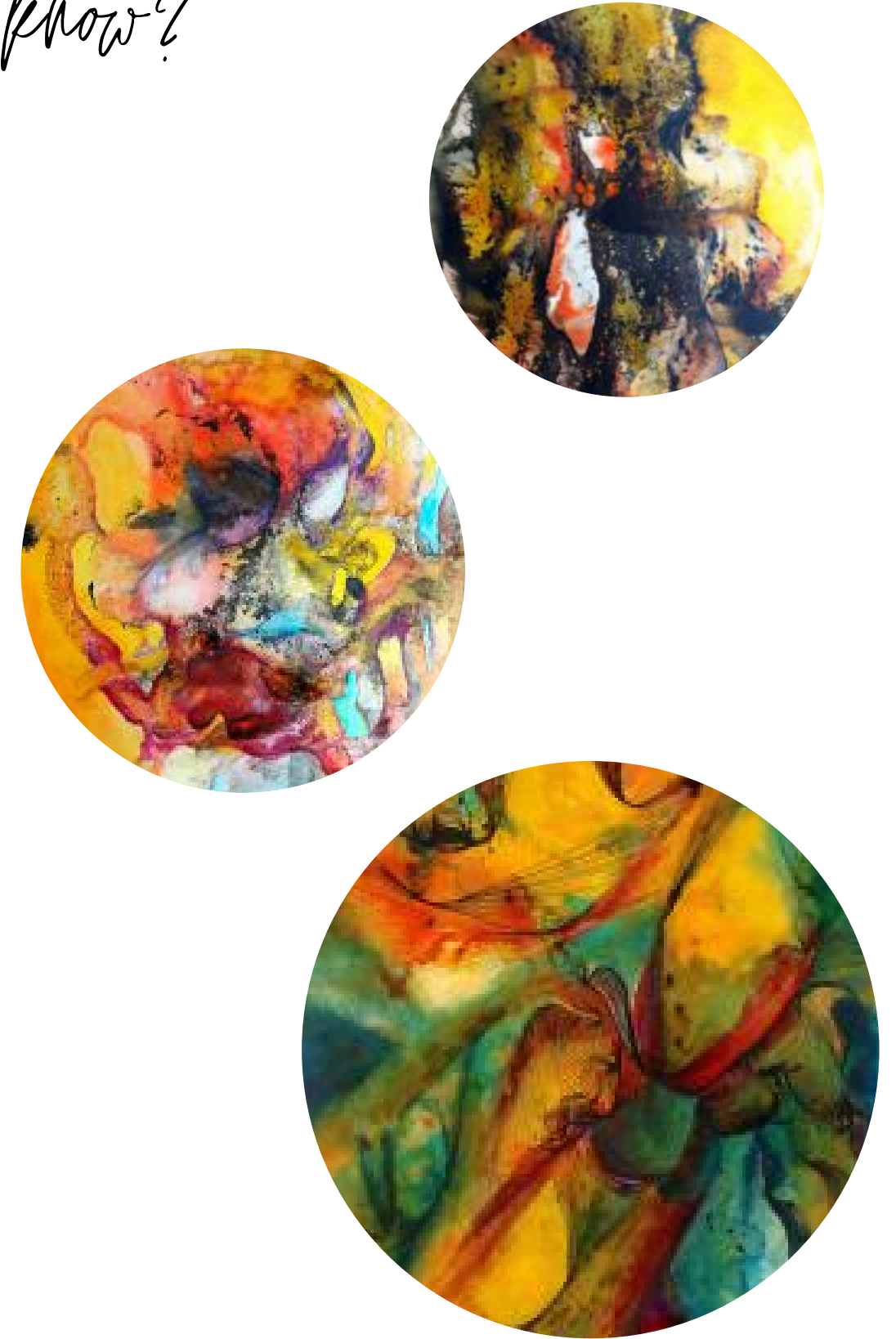


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What do you need to know?

Skill No. 2: Managing expectations

- It may seem impossible at first, but they will have to wait
- If you want more control over your time, you must train your clients to work on your schedule
- Solopreneur Luke Mysse suggests dedicating one day per week to focus on your business, with no client work or contact



KNOW YOURSELF

What do you need to know?

Skill No. 2: Managing expectations

- You can set aside one day a week or even one morning a week to start out
- Clients will eventually get used to your new schedule, especially if you give them some warning so they are able to prepare



KNOW YOURSELF

What do you need to know?

Several strategies to help manage your clients' expectations:

1. Put absolutely everything in writing in detail

- During the first meeting, outline the process so they know what to expect
- Once they sign off on an artwork or proposal, back up your verbal process with written phrases of the project and timeline



KNOW YOURSELF

What do you need to know?

1. Put absolutely everything in writing in detail

- Include what needs to happen at the end of each phase
- Adjust the level of communication to accommodate their style and schedule
- You're there for your clients, and in return, they're respectful of your time and schedule



KNOW YOURSELF

What do you need to know?

2. Recap key information verbally

- Explain what the process involves, what a typical timeline will look like, and the limitations
- Sometimes writing is not enough, because clients often don't read a detailed agreement
- Preempt potential problems by verbally highlighting certain details
- Learn to tell clients everything upfront



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What do you need to know?

2. Recap key information verbally

- Do 2 rounds of revisions to refine the content (including the price)
- Try to revise as completely as possible in those 2 rounds is best
- Address the questions your clients may not know to ask
- Outline the points in their contract that are most often misunderstood

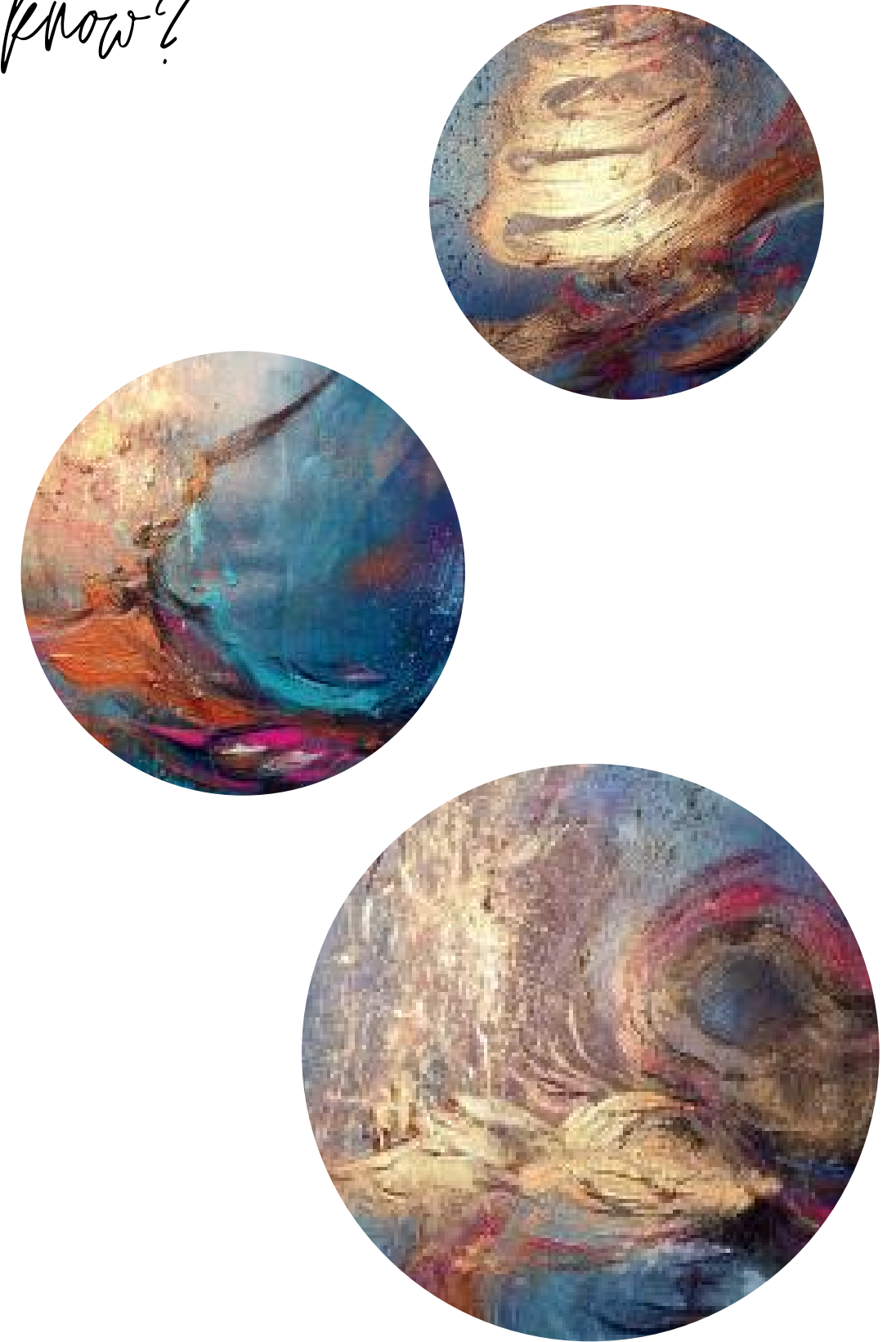


KNOW YOURSELF

What do you need to know?

3. Make sure their expectations are realistic

- Ask upfront about the client's results for the project (Ex: commission work)
- Often clients don't have a firm success metric they're looking for, so define what you think you can achieve
- Discussing these outcomes allows you to know if your client's expectations are putting too much pressure on the outcome of the project



KNOW YOURSELF

What do you need to know?

3. Make sure their expectations are realistic

- Determining the client's goals at the outset
- If they start out with unrealistic expectations or ones you are incapable of meeting, then they will be impossible to manage
- Start by talking frankly about their goals
- Make sure you're equipped to give them what they want
- If clients expect magic, don't work with them (unless you can make magic for them)



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What do you need to know?

4. Keep them in the loop

- Constant communication is a key to managing expectations
- You can't read your clients' minds and they can't read yours
- Keeping clients in the loop is worth the extra effort and attention
- Sometimes all it takes is a quick phone call or an e-mail update



KNOW YOURSELF

What do you need to know?

4. Keep them in the loop

- Also send little reminders or check-ins about a project's progress, especially if a problem crops up, as often happens
- Contact as soon as there are changes, such as rescheduling
- Shows you care about the work and don't leave room for unpleasant surprises
- A professional knows when he's a bad match and when to bow out



KNOW YOURSELF

What do you need to know?

How to promote your art

- Art marketing is a key part of being an artist
- Getting out there can be a be challenging

Start marketing with an amazing online portfolio

- Crucial first step in art marketing
- Must have a place where you redirect people to see your best work
- If you want your work seen, an online portfolio is a MUST



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What do you need to know?

Some key features that will make your portfolio shine

Use a Time-saving website builder

- Save time and money and use an online portfolio platform that allows you to build your site in minutes
- Choose one that gives you a free trial, so you can see if it's the right fit for you
- Choose a layout and template that are attractive and easy to navigate (something that reflects your brand)
- Maintaining consistent use of fonts, colors, and other brand assets



KNOW YOURSELF

What do you need to know?

Curate that content

- Although it may be tempting to show off all your work, you should be a little picky when choosing what to include
- Visitors are less likely to sift through a portfolio with too many examples (you can leave them overwhelmed)
- You can undermine our art promotion efforts by including pieces that don't represent your best work
- Plan to review your portfolio once or twice a year to keep it fresh



KNOW YOURSELF

What do you need to know?

Ace your artist statement and about me page

- Make sure to add your artist statement to your website
- Learning how to write an artist statement is essential
- Submit your work to art competitions, provide to any media outlets writing about your art
- The about me section on your portfolio is a good place to put it



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What do you need to know?

Start blogging.

- Adding a blog to online portfolio will increase your art marketing
- Creating unique content for your site regularly will help improve its search rankings
- Blog posts show off your artistry



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What do you need to know?

Sell Art Online

- Selling your pieces or prints in an excellent way to boost your revenue
- Once clients have your pieces on their walls, they can spark the interest in other buyers, effectively doing more art marketing for you



KNOW YOURSELF

What do you need to know?

Enter art competitions to get on art promotion websites

- Entering competitions is excellent for artist promotion
- Manage to win, will earn you some attention for your art
- Having an award under your belt can help start building a reputation as a great artist
- Even if you don't win the competition, entering can still help with marketing your art

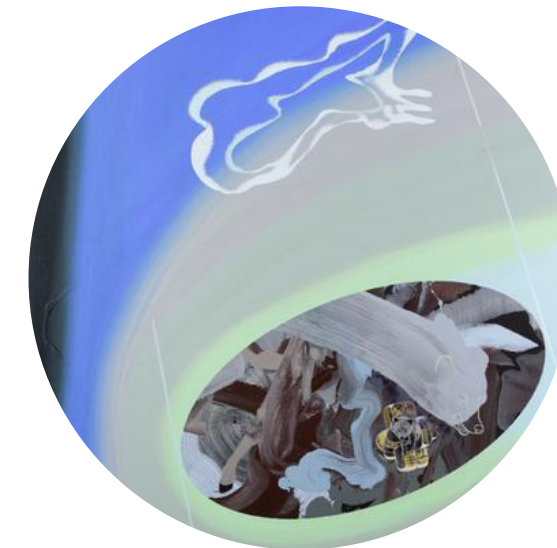


KNOW YOURSELF

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

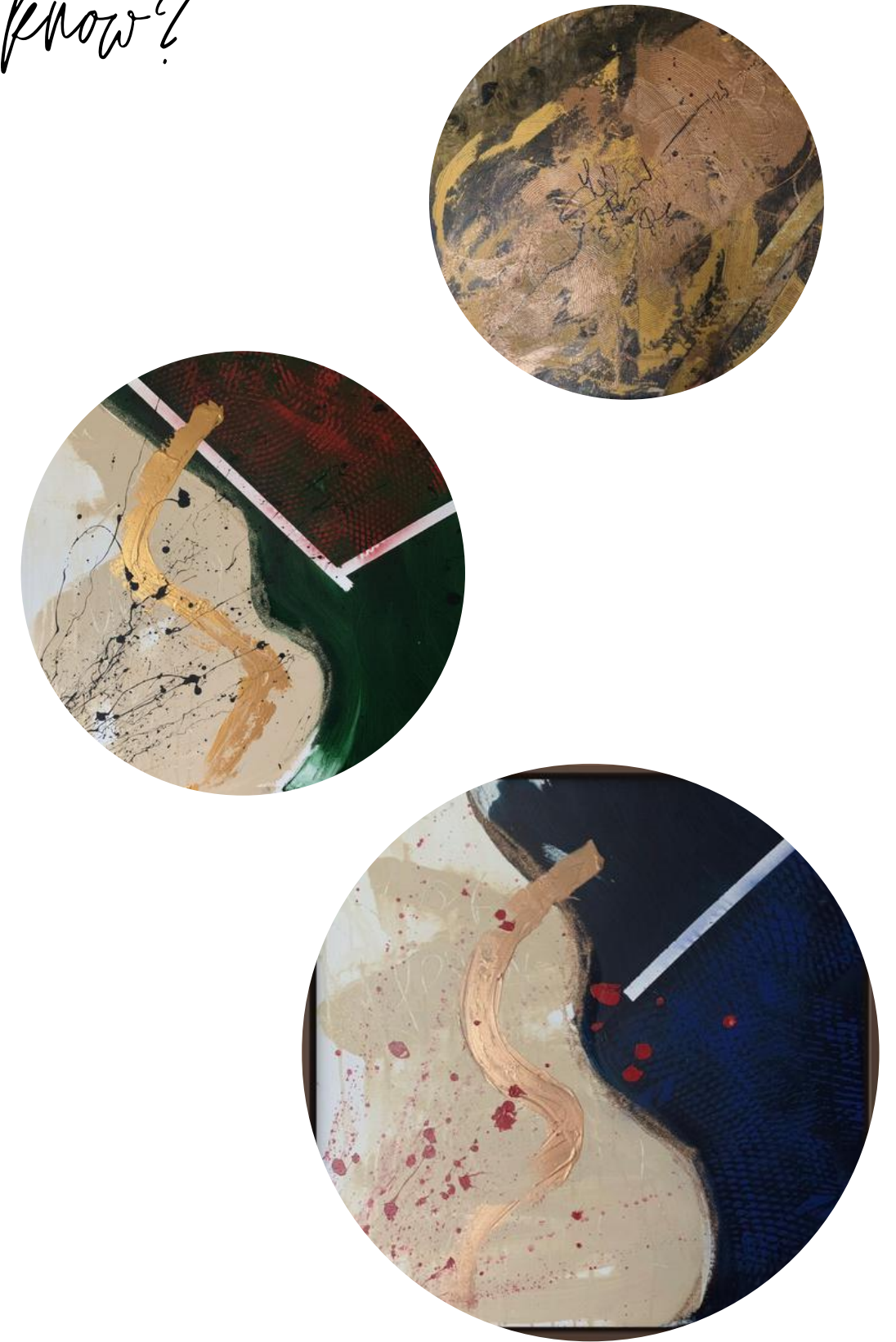


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What do you need to know?

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



NEXT WEEK'S TOPICS

What will we discuss?

How to reach your audience 2

- Social media strategies
- The basics
- Other tips
- Storytelling on social media



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!

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