

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:



MEET YOUR LECTURER

Who am I

VIKTÓRIA PIKOVSKÁ

- CEO and founder of Victory Art
- Passionate photographer
- Devoted to shedding more light on emerging Central and Eastern European (CEE)



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

Partnerships part 1

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



STORYTELLING

What do you need to know?

Storytelling on social media

- Storytelling makes your content seem different and exclusive
- Approach method that is sure to promote your personal brand as an artist
- Creates engaging stories that make people, attentive listeners



STORYTELLING

What do you need to know?

Storytelling.

- Creates a connection with people through honest and genuine storytelling
- Encourages the listener's active imagination and involves an interaction between a storyteller and listeners
- Allows listeners to envision the story based on your performance

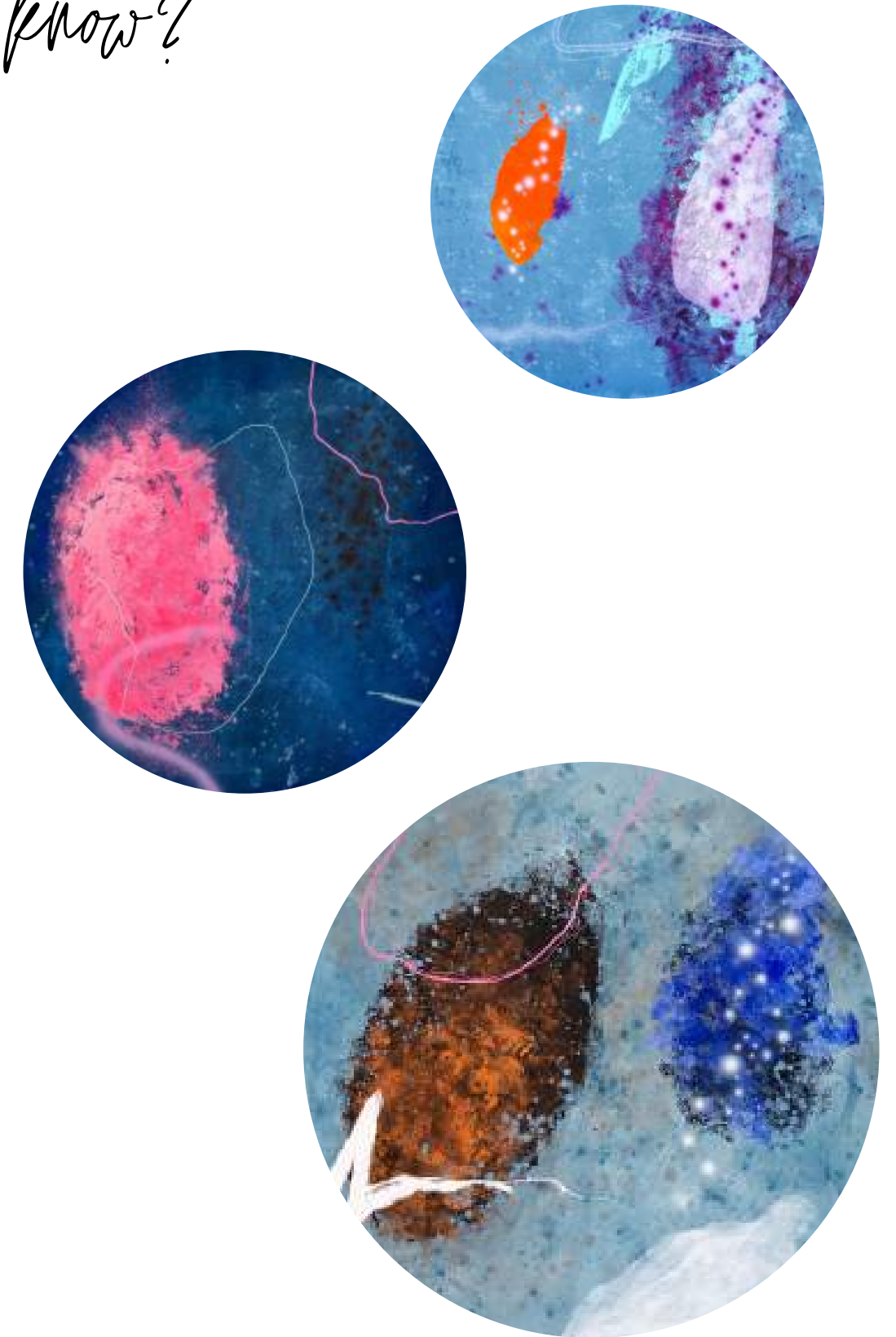


STORYTELLING

What do you need to know?

Social media storytelling

- It's not just another marketing campaign to sell products/services
- allows you to display your brand to your audience and informs them what it's all about
- Tell your stories with passion, otherwise they will be seen as pushy promotions and slick sales messages

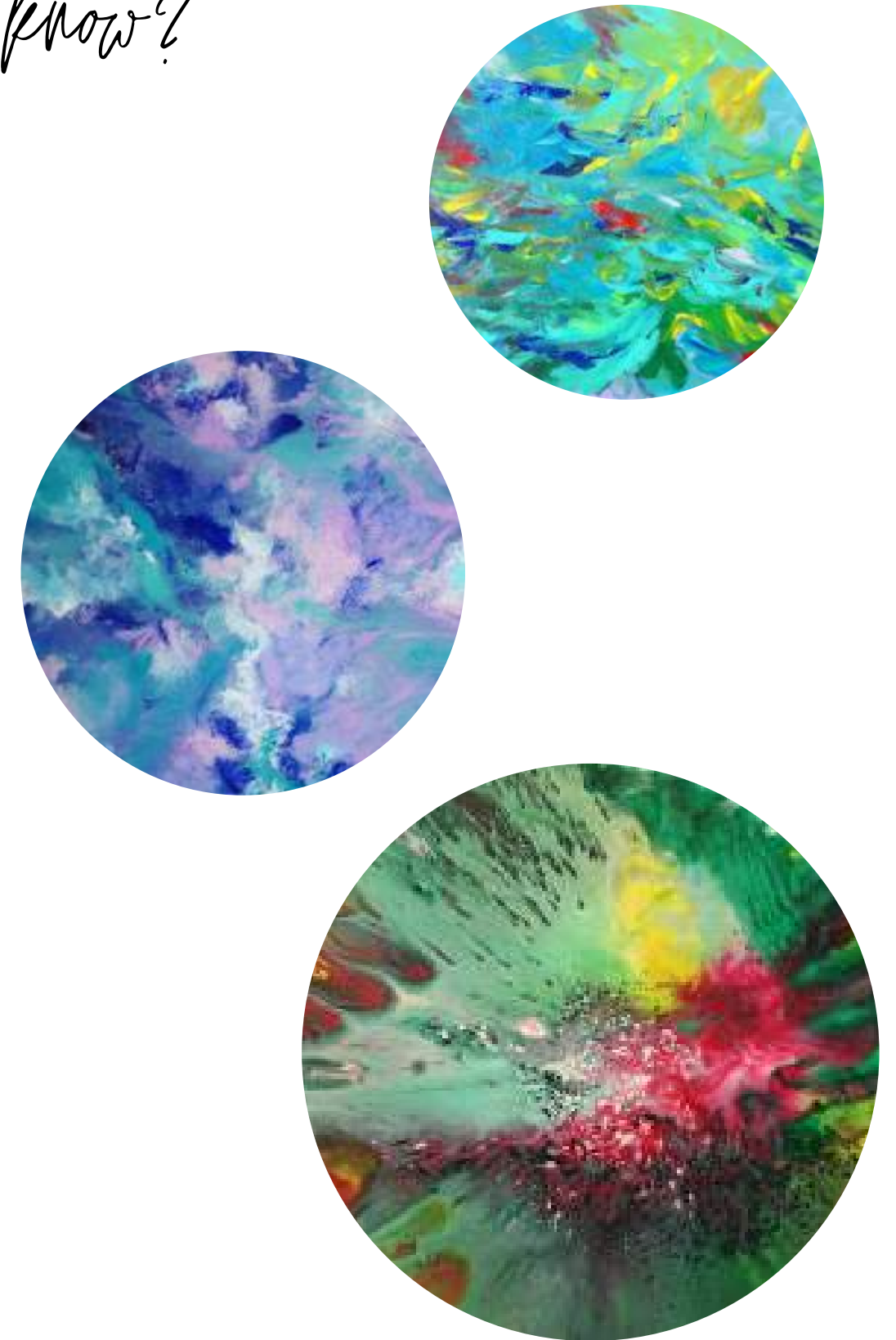


STORYTELLING

What do you need to know?

Why is social media storytelling important?

- Storytelling opens up the possibility of communication
- **Emotion:** When you feel a personal connection to the stories, it can create deep emotional attachments
- **Action:** The connection and emotions that stories can influence our behavior considerably
- **Value:** Stories have a great influence on our view of the value of something
- **Memory:** Storytelling is intertwined with our memory and allows us to memorize things more clearly



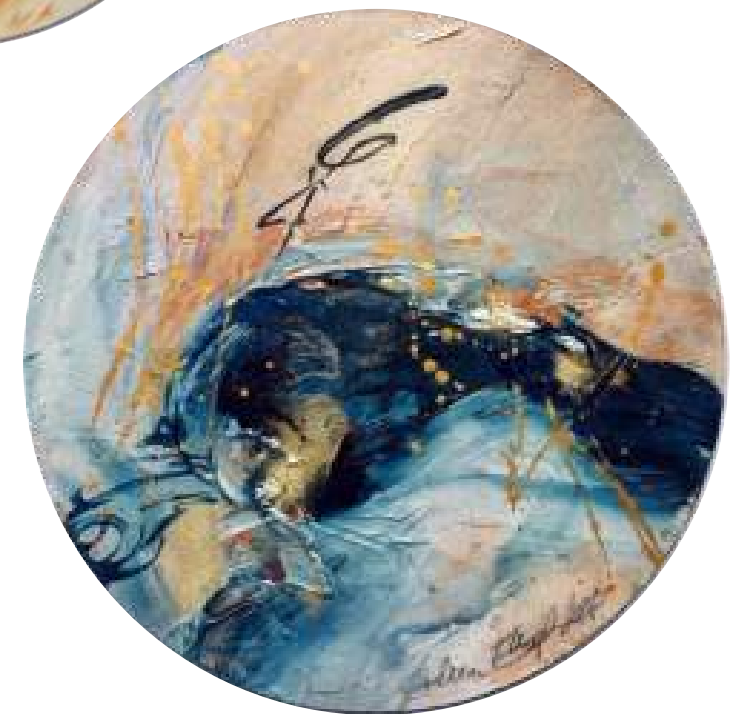
STORYTELLING

What do you need to know?

How to do storytelling on social media platforms?

Facebook storytelling.

- Doesn't have a limit on the word count on a post
- You can write a highly detailed story
- Works well to captivate your audiences with interesting stories rather than just promoting a new product or being redirected to another site



STORYTELLING

What do you need to know?

How to do storytelling on social media platforms?

Instagram storytelling.

- Be a visual storyteller by making a visually appealing Instagram profile and showcasing an interesting story at the same time
- Refer to the "rule of thirds" to make sure that your photo composition is correct
- Use 3, 6, 9 separated images or videos to create a completed huge one
- Creative way to give your Instagram profile a stunning look



STORYTELLING

What do you need to know?

How to do storytelling on social media platforms?

Twitter storytelling.

- Have your own hashtag that broadens your brand's story (allows you to collect other people's stories in your community)
- As long as your followers understand your purpose through the hashtag use in your tweets, your hashtag doesn't have to always be trending



STORYTELLING

What do you need to know?

How to do storytelling on social media platforms?

YouTube storytelling.

- 85% of internet users in the US watched video content monthly
- Videos don't need to be too long, keep them short but high-quality
- Keep your audience engaged and up-to-date on your content



STORYTELLING

What do you need to know?

6 tips and practices to optimize your social media storytelling campaign

1. Know your audience

- Who are your listeners? who will engage with it the most?
- The best way to understand your audience is to create and identify customer personas
- Review your analytics tools for each social media platform to view progress and identify your audience



STORYTELLING

What do you need to know?

6 tips and practices to optimize your social media storytelling campaign

2. Develop a "long" story

- Important to look at business goals from a short-term perspective before creating your stories on social media
- Create a whole story of your art, individual stories should be shown in every format, also including clips, social media posts, or images
- Once you realize that every piece of content adds to your brand, you want to get your followers involved in the long run



STORYTELLING

What do you need to know?

6 tips and practices to optimize your social media storytelling campaign

3. Write as a writer

- Even if don't have much experience in writing, you can still create stories that everyone would love to read
- Write a creative, unique, and engaging story to spark curiosity in your audience



STORYTELLING

What do you need to know?

6 tips and practices to optimize your social media storytelling campaign

4. Make your story meaningful

- The interesting story might be enough for your followers to tap a "like", but what makes them more willing to engage and take action is a meaningful story

5. Use social tools

- Many practical tools for you to use (Stories on Instagram, Snapchat, and Facebook)
- Use social media scheduling tools to manage a consistent flow of storytelling content on all your social media platforms



STORYTELLING

What do you need to know?

6 tips and practices to optimize your social media storytelling campaign

6. Leverage archetypes of social media storytelling

- **Synecdoche:** Use of a part to represent the whole of something or vice versa (ex: use experiences and stories to tell your brand story)
- **Origins:** Classic way of telling brand stories. You include your audience in your story from the beginning and actively interact with them to find what they are interested in reading before writing your story
- **Spoilers;** Quick summary of the exciting element or the climax of the story to spark interest in the audience for a complete read

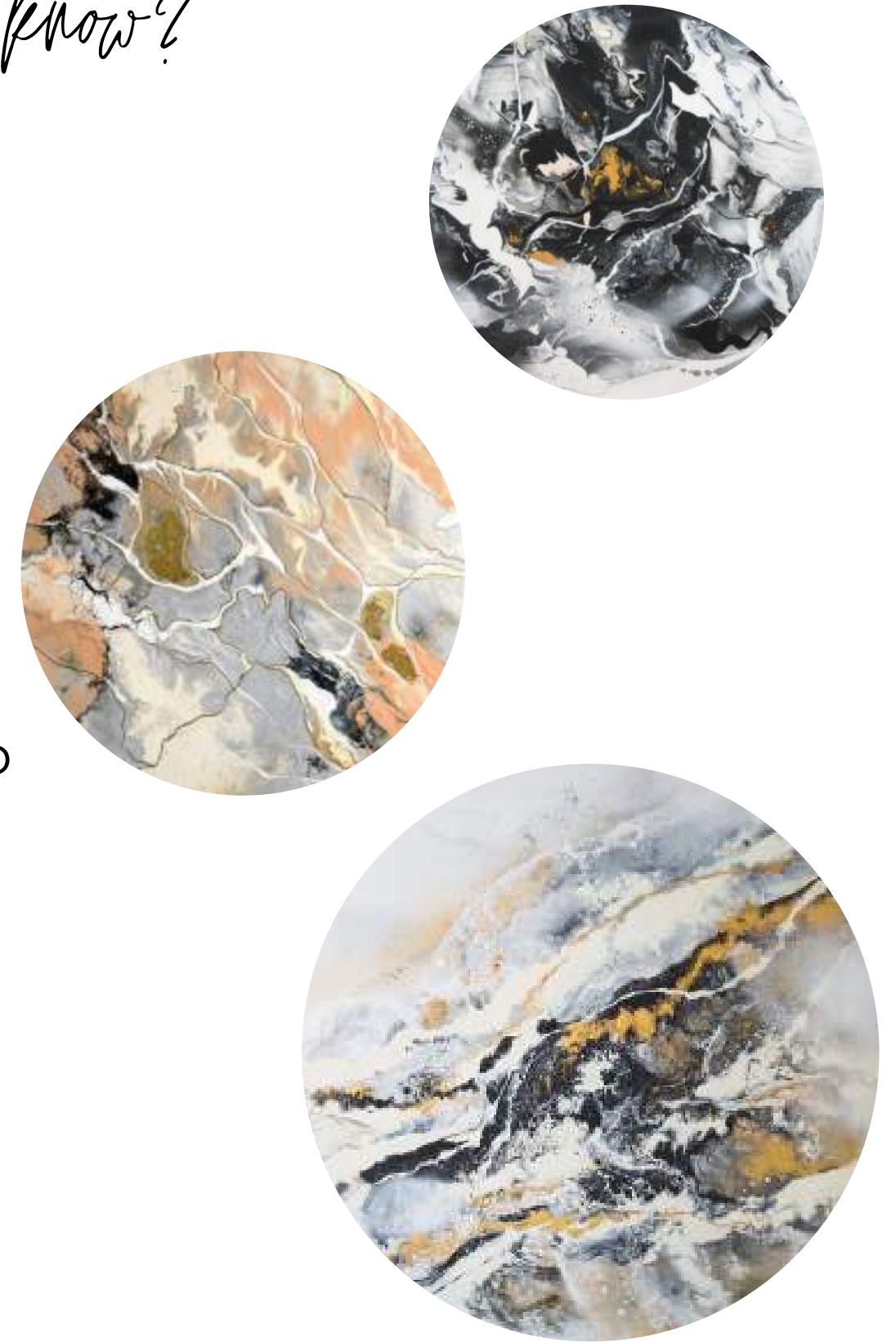


PARTNERSHIPS

What do you need to know?

How to get into a gallery

- Emerging artists often struggle with finding new opportunities
- You cant' just show up at a gallery, unannounced and uninvited
- Don't send out emails with links or attachments when no one asked to see them, they will be deleted



PARTNERSHIPS

What do you need to know?

Do's and Dont's

1. Do your research to see if the gallery is a good match for your work and level of experience
- Gallerists are creative workers themselves, they have their own interests and aesthetics
 - Thinking your work is so amazing, it will change the gallerists entire view is disrespectful
 - A gallery showcases someone's vision, take the time to find out what the gallery shows before submitting your work



PARTNERSHIPS

What do you need to know?

Do's and Dont's

2. Do develop a relationship with the gallery

- Primary way that galleries choose artists is through relationships (someone introduced to them or an artist they met)
- After finding a gallery suited for you, develop a relationship with them (go to events, sign up on an email list, spend time on their website)
- If you know someone who is already a part of a gallery, ask to join them when going to events (introduce yourself to staff and show your appreciation, then submit your work)



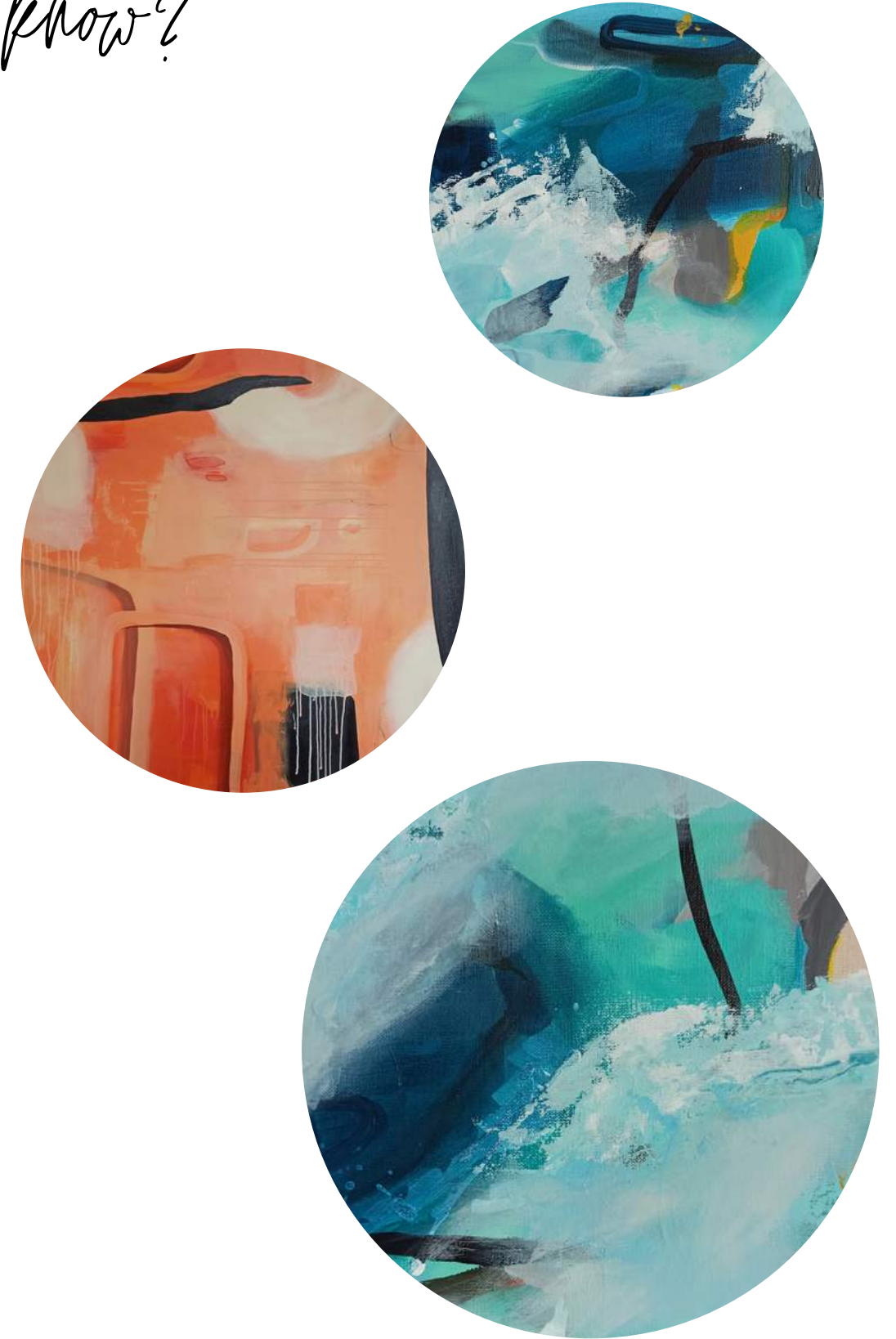
PARTNERSHIPS

What do you need to know?

Do's and Dont's

3. Don't approach a gallery before finding out their submission policies

- Finding the submission policy is simple(check website, call them, or ask the gallery when you're visiting)
- If they mention that they don't accept submissions, don't submit your work "just in case"(Become part of the gallery's community instead)
- If they accept submissions, follow their guidelines (ex: if they ask for 5 images, don't send 30)



PARTNERSHIPS

What do you need to know?

Do's and Dont's

4. Don't ask what the gallery can do for you, but what you can do for the gallery

- Stop looking at galleries in a sense of what they can give to you, but turn it around
- How would your work add to their vision? What would it bring to them? How can you help with marketing?
- Giving an artist an exhibition is an expensive risk (demanding artists are rarely worth it)
- Be a giver and not a taker



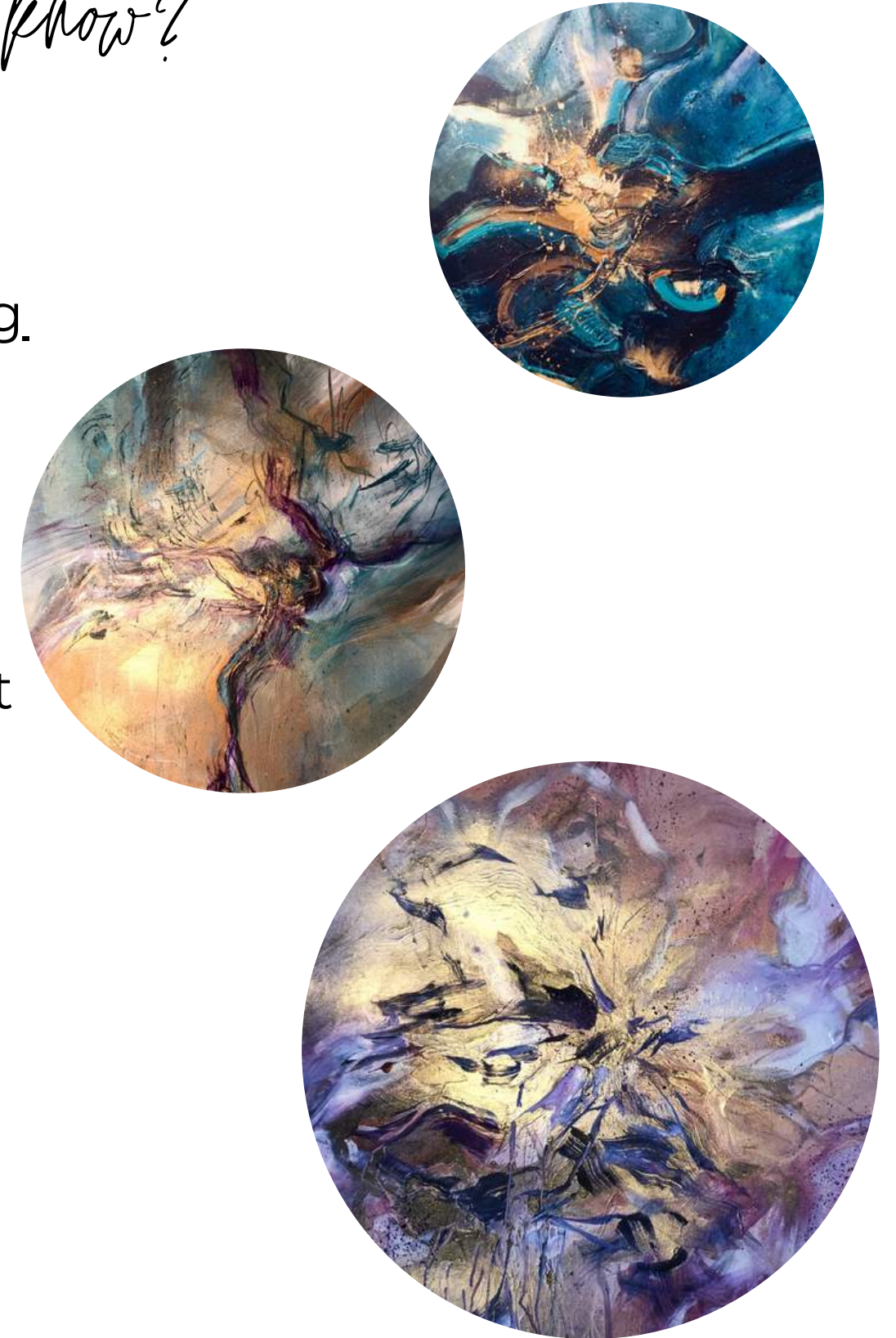
PARTNERSHIPS

What do you need to know?

Do's and Dont's

5. Don't ever think of the gallery's commission as something they're taking from you, but of each sale as something they're giving you

- It's expensive to have a gallery, especially the price of art fairs
- Don't deny the gallery their commission
- Galleries don't take anything from you, but they are simply giving you a sale you wouldn't have had without their help



PARTNERSHIPS

What do you need to know?

Do's and Dont's

6. Be prepared to talk about your work

- Tell people in detail about your work, don't just assume people will know what it means
- Be interested in your own work so you can interest and encourage others to be interested as well



PARTNERSHIPS

What do you need to know?

Do's and Dont's

7. Develop an audience before approaching a gallery

- An engaged following has more power as an artist (shows you understand how to promote yourself)
- The amount of fans is not important, but a loyal fanbase is (is showcases a sense of security)
- If you aren't a fan of social media, its not mandatory to engage online, however it is an effective marketing tool
- If you are unwilling to use social media, try emailing those who have previously visited your studio or purchased from you (don't count on the gallery to do it for you)



NEXT WEEK'S TOPICS

What will we discuss?

Partnerships part 2

- How to gain Business clients and allow your work to be exposed to a larger audience
- How to correctly approach Art galleries



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:



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