

A central glowing lightbulb is the focal point, surrounded by a grid of many unlit lightbulbs hanging from above. The background is a dark, gradient blue-grey.

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!

It's important to start selling right away!

I don't really have any competitors


Do what you love and the money will follow...

I need a logo and a brand!

Marketing is so much less personal now...

If I just do what popular artists do, I'll be fine...

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

A woman with dark hair in a bun, wearing a denim shirt and a brown leather apron, is leaning over a workbench. She is using a small tool to work on a piece of brown leather. The workbench is cluttered with various tools, including a hammer, a mallet, and a piece of wood. In the background, there are rolls of leather and a brown leather bag hanging on a chair. The lighting is soft and focused on the woman and her work.

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 Timeline

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?

A lit matchstick with a large flame, and a row of unlit matchsticks below it. The background is dark red.

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

Exhibitions

Gallery representation

Research and understand	Research and understand the opportunity and the venue
Have	Have excellent images of your work
Develop	Develop an artist statement, bio and resume
Establish	Establish consistent prices
Build	Build positive relationships

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 5th and 12th 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



GOALS



TASKS



BUDGET



TIMELINE



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

S.C.O.R.E.



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 I 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





*Coaching and Classes for Underserved Entrepreneurs
Since 1997*

Our Mission:

Grow businesses that create jobs in underserved communities

Our Vision:

All business owners have an equal opportunity to succeed

Our Values:

Integrity, Community, Inclusivity, Celebration

Our Focus Area:

Women | Veterans | Communities of Color | LGBTQ+ | Immigrants | Rural | Disabled



Free or low-cost educational webinars and resources

Free business coaching

Sign up at:

<https://businessimpactnw.org/grow-your-business/coaching/>



Questions?