

Seminar 7: How to reach your audience

Transcript

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Hi everybody, hope you're doing well. My name is Victoria Pikovska and I'm the founder of Victory Art. Welcome to our next session about how to target and reach your desired audience. I'm really glad to be back here. In our other sessions we discussed how to build your brand, the state-of-the-art market, we shared advice from professionals in the industry. We discussed all those things, but I believe today's topic, knowing how to target the right audience, is the most important topic and I'm really excited to have the chance to personally talk to you about this.

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Thank you so much for joining us today and let's jump directly into it. So first of all, it's really important to really realise who is your target audience, how you can define the best target audience, and how you can promote your art. So, the target audience is good to define based on demographics and see who is really interested in your products. This can be based on age, gender, location, education, and even socioeconomic status. So, for example, a person who is 25 years old will be highly unlikely to purchase an artwork of €4000. They could purchase artworks for €100 or €500 top, but this is usually not the case.

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So really think about your prices and style as well as the audience you already have, people who are interested in your art. Based on that sit down and do your research, you can use this template or find another online. So, think about these things. Learn about the market and trends within that market.

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Lately in Asia there's was a big wall with Gen Z's and millennials so that might be your audience. You might not want to target people within your country or continent but rather outside of that. So, think about it because if you do not know your audience, you're going to waste a lot of time and energy. So definitely think about your products and services and who they are benefitting. Based on that think about why it's important for your audience to have your product so you can advertise more efficiently and help your audience discover you. Think about the tone of the content you put out there.

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You can have amazing artworks and strategies but if people do not trust you, they won't purchase you. So, think about how you can truly build trust with your audience. The benefits of a target audience are that it will help you target the proper people and connect you to people you might want to work with. If you're an artist, you probably already know the criticism of having a target audience will always be there. From a certain perspective, it's good because criticism can really help you grow as an artist, but at the same time it's important for you to create a boundary so you are not negatively affected by the criticisms.

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However, if you get too much criticism from your audience it could mean that that's not the correct audience for you. So, try to consider all these things. So how do you identify your niche interest? Let's say your audience is interested in drawings. Of course, you're not going to target someone who only collects paintings or digital art. There are amazing templates all over the internet where you can find sources that will help you find your right audience. That's definitely something you should have a look at.

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If you do not have your audience and you're confused about who your audience is then the best thing to do is to show your art to as many people as possible and from there, build your audience. Pay attention to their reactions to your art and what they say about your art. Just keep testing until you find your audience.

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If you're also focused on a specific medium or subject also consider that because I know people who only buy POP art and don't consider anything outside of that. No matter how amazing other works are they will not buy it because it's not for them. My personal advice would be to engage in conversations in social media or consider joining a group/community of people who are focused on discussing your niche. That can help you a lot. This is connected to identifying your style.

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Once we know you're style it's going to make finding your audience so much easier. When discussing what is style many people, especially beginners, want to try everything but that's not the best way to go if you want to build your career as an artist. When you define your style think about the colours you want to use, brushstrokes, tools, medium, and size. These are things that can help you identify how to differentiate yourself.

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If you're an artist and you're into art business, manage clients can be very interesting. In many cases it'll be a positive experience, but it can be negative too. Some people may not be happy about what they receive which can be a challenging thing to remedy especially regarding commissioned work. Definitely start with the fact that not everybody even deserves to be your client and not everybody should be your client.

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So, the way you might think about your perfect partner should also be the way you think about your perfect client. You should consider why they are a good fit for you. It's often easier to spot the right client when you know exactly who you're looking for. There are also red flags to keep in mind when looking for the right client. Some of these warning signs include: how much does it cost? Why is it that expensive? A person might want the work one day then reject it another day. A person who doesn't answer questions properly or negotiate your prices are red flags. I would always suggest an artist has a proper contract for every purchase, even if it's someone you know. This is a way to protect yourself.

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Even if it's a small piece worth 500, I would still suggest that you have a proper contract as it will save you from headaches in the future. The fact that you're being your own boss does not necessarily mean that you have to be negative or impolite to your clients. That gives you all of the freedom to make your own decisions and think of who you want to work with. I personally started doing this recently and I'm saying more 'no' to artists and partners who want to work with us. If people do not act politely then I do not want to work with them. During the last few months, we ended collaborations with people due to this. If we feel like people do not see our value or the work of our artists, we end the collaboration.

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So, managing expectations is going to help you a lot, as well as having contracts. You can't control your clients, but you can manage their expectations. You have to prepare and train them. A helpful tip is to communicate through emails because if people say they want one thing then change their minds later, you have evidence of what was discussed and agreed upon. So definitely have everything in written form and also manage expectations like how long a piece will take or delivery costs. It may seem quite

scary to do that in the beginning but it's so much better to do that and have people know what to expect from you. A good way to work could be to set aside one day a week or morning to start on your commissioned work. Once your client knows your schedule, they won't stress you out by contacting you about the work during your working hours.

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There are several strategies to help you manage your clients. Like I said expectations and put everything in writing to avoid any confusion in the future. Even when you're having a conversation recap the verbal information in writing. Make your rates, artwork sizing, and other helpful information like that clear in writing. People usually have to receive information multiple times before properly understanding it. Also make sure their expectations are realistic. Sometimes clients can come ask you to have an artwork ready in 2 days, but you should not hesitate to have strong and clear boundaries. It's ok to say no.

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You can be flexible; you should be flexible but within realistic limits. Another thing to do when you're working on commissioned work is to keep your clients in the loop. This means that you keep them updated with pictures as you go through the process. People love and prefer this. If you have an artwork that needs to be ready in a month and are silent throughout the entire process this can create friction.

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So, once you define who you are and your target audience, the next step is figuring out your own promotion. If you do not promote yourself, you can't expect people to know or find you. You have to do a bit of marketing so people can find you. Getting out there can be challenging but you have to do it in order to find and build success. People need to know about what you're working on. So, start your marketing with an amazing portfolio.

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There are a few things you can consider when putting content online. You can consider putting your best works, works in progress, and even yourself working on your pieces. You can even showcase vulnerability by showing older works and comparing them to your current works. If you want to be online, you have to already know what portfolio you want to share with people. Another very important thing is that you should have a website where people can get to know you and your works. It's fine if people cannot purchase it yet. Just make sure that you create a website, even if it's basic, just so when people google your name, they have a point where they can be redirected to your professional or personal page.

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You can use website builders such as Wix or Shopify, there are thousands of tools on the internet that can help you with this. Also remember to think about your brand when creating your website, so keep in mind and be consistent with your fonts, colours, and other brand assets. Curate the content. Do not be the kind of person who puts everything there. When a client comes to your website it has to be consistent, clear, and easy to follow. Really think about what you want to share. If you don't do that people will feel like they don't understand you and you don't understand yourself.

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Coming back to your page, prepare highlights. This could include your vision as an artist, seminars you attended, awards you won, art camps you attended. People love to see all these sorts of things. Blogging or vlogging your progress they will be much more willing to work with you because they will get to know you on a personal level and feel like they can trust you. Something I mentioned before I'm going to mention again is to sell your pieces online. Nowadays it seems as though we are approaching another lockdown and things are going to close again around the world. So, since people won't be able to see

your works in galleries they will at least have access to it online where there are thousands of people. You can find a trustworthy online gallery to help you represent and showcase your work to a broad public.

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If you're only available on your website your reach as an artist is very limited whereas with a gallery it is broader. It is also very costly the maintenance of a website and usage of ads. Being with an online gallery can save you these costs. Enter art competitions to get on art promotion websites. This is a great thing to do. Vogue had a competition some time back for photographers so if you're a photographer you might want to check that out. Big brands such as magnum also tend to hold competitions like this which can open doors for you. This way you can spread word about your art and promote it at a very cheap cost.

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Offline promotion such as Art shows is a very complicated thing which we were trying to do but may not be possible anymore due to the pandemic. But if you have the possibly to do that in the future do that. Even if galleries are closed you may be able to agree to have them exhibit your work through their windows. So, think outside of the box. You don't want to spend time figuring out how to get people into one space. You want people a part of your target audience to naturally pass by and come across your work. So, think about these things.

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I was listening to a very interesting podcast a while back and they said that the costs of getting one person email nowadays is between €6 to €8. That's not even the phone number, only their email. So really try think of ways you can naturally get people to where you want them to be. Think about what exactly and specifically you want to show them.

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So next week we're going to be discussing social media strategies, basic tips & tricks, and how to story tell on social media. If you have any questions you can ask in the chat or email us at curator@victoryart.eu and our team will be there to help you. Definitely do not forget to sign up for the free consultancy sessions which start next year onwards. You can sign up for this now at curator@victoryart.eu. So, thank you for joining us and making this possible and we're going to see each other next week. Have a great day.