

Seminar 8: Social Media Strategies

Transcript

[00:00] Speaker 1

Welcome everyone, thank you so much for being here, my name is Melissa, and I will be presenting today's seminar with my colleague Surya. Before we start, I would love to thank our partners for making this possible, and also remind you that these sessions are recorded. Please be mindful of others when speaking, please keep your microphone off until the Q&A. If you have any questions, feel free to write in the chat box we will have a look at it after the presentation. Remember to be respectful of each other and most importantly have a good time and enjoy the presentation.

[00:45] Speaker 1

Today's seminar is about social media strategies and the content will explore how to get noticed as an artist, 9 social media marketing tips for artists selling art online, and tips for using Instagram to grow your art practice.

[01:10] Speaker 1

Offline art promotion. So, as many of us know, online art promotion is very effective and a really important aspect of promoting yourself and your art. But no matter how effective online promotion is please do not forget about the power of art promotion in real life. In real life people get to see and interact with your art and have a higher chance of remembering it this way. I really believe that offline art promotions is a good way to establish relationships and get to know fellow artists which could lead to collaborating in the future, but we will get to that later on.

[02:02] Speaker 1

Organizing your own art show. So, if you want to do this, make sure to have a specific theme to tie the whole show together. So, make sure people know exactly what it's about. You can also consider collaborating and making it a group show/exhibition because more artists involved mean there will be more awareness about the show. You also don't always have to stick traditional options such as renting galleries because even though it's great, any kind of open and accessible area will be just as effective. And, put a lot of effort into a show poster because this is going to be the first thing people see, and the more eye catching it is the more interested people will be in participating and attending.

[03:02] Speaker 1

Another marketing tool is networking. I really suggest that you attend art exhibitions and fairs because there are so many people with the same interest, such as art lovers, collectors, gallery owners, etc. and these are the types of people that could help you market your art by sharing it or even keep you updated for new opportunities. So, for that, always make sure to bring a business card with you. This will make you look professional and make it easier for people to contact you.

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Another thing is to join artist organizations. I believe it's a great way to network with other artists, and as I said in the beginning, you can always consider future collaborations. So, definitely keep that in mind. These organizations provide workshops, artist promotion, and advocacy. So definitely consider these organizations.

[04:23] Speaker 1

Community minded artist marketing. So here I really suggest that you be present in your own community and neighbourhood. Get out there, it's a good way to promote your art and get to know other artists in your community. You could for example, participate in charity auctions or donate your artworks. Or you could volunteer to teach at community centres which are preschools in neighbourhoods, and by teaching there you could basically create awareness of you and your work. All these methods of awareness I just mentioned will look amazing on your resume, and it will also make you look like a very generous artist who also cares about their community and that's very important. This will give you amazing credit.

[05:37] Speaker 1

How to get art noticed when you're new. So, for new artists, a great promotional strategy is to collaborate with other artists. You really don't have to navigate the industry by yourself, just reach out to other artists and think about collaborating with them. This will definitely lead to greater awareness for both of you because both parties have their own communities and if you work together, you can bring reach each other's. So, it's basically a win-win for both of you.

[06:23] Speaker 1

Also be very creative, think outside of the box. For example, you can find a band that needs cover art for their next album. So, as you can see there are so many different ways you can promote your work, so just be creative and think outside of the box.

[06:44] Speaker 1

Applying for grants definitely helps you gain recognition as an artist. I know that some people like to promote the work they've supported which could definitely lead to social media coverage. I also really suggest you place your art in film and TV projects. So this could be anything from providing your paintings so they can hang in the background of a film, or even business logos, or store fronts. This will definitely lead to so many eyes on your work because your name is going to be listed in the project's credits.

[07:31] Speaker 1

Submit your work to art posting websites. I love suggesting that because it's really easy to do and a really fun way to promote yourself. Even though there aren't any active competitors you can still do it so don't worry about that. It's a great way to expose yourself and reach a completely new audience. If you do this, I also suggest that you check if there are any specific requirements if they look for special themes or types of art. Look for this and then submit your work.

[08:12] Speaker 1

How to get your art noticed on social media. So in the beginning we talked about offline art promotions. But now let's talk about social media. So, to get the best out of your social media presence you actually need a solid social media strategy. You also definitely need an understanding of your account analytics. So, if you are new to this topic then I highly suggest you have a look at how those analytics work. Check your current analytics and see if they need improvements, do a lot of research, and learn techniques to constantly reach a wider audience.

[09:02] Speaker 1

Create a strategy for marketing art online. If you want to market art online, then you definitely have to start with creating a strategy before actually starting with the marketing. You can't start marketing without having a specific goal in mind but it's very hard and you're unlikely to see much progress. I highly suggest you include a goal in your strategy. What do you want to get out of this campaign? Set a specific goal and target for yourself. What kind of people do you want to target? Also know which kind of

platforms you're going to use. These things are very important to consider when you create a social media strategy.

[09:53] Speaker 1

Put up a business account on Facebook and Instagram. Business accounts compared to personal accounts are so much better for promoting your work online. It also looks more professional. Business accounts also have better access to analytics tools which will help you understand how to improve your social media marketing which would then lead you to more awareness. With that data you will be able to see what type of content was more effective in the past.

[10:35] Speaker 1

Get your followers to promote for you. So, if you want someone to promote for you then peer-to-peer promotion is one of the best for social media strategies. You basically get your followers to promote you on your behalf and one way to do that is through contests. As an artist there are many ways you can entice people to participate. For example, you could create a contest asking your followers to create a post about their favourite piece from your portfolio and then offer an artwork of yours as a prize. It's an interactive and interesting way to promote your work.

[11:28] Speaker 1

Cross-promote with other artists. Guys, there are so many artists in the same position as you. They're all looking for a way to promote their work. One of the easiest ways is to cross-promote with another artist. What you simply do is just highlight the artists' work and explain what you like about it. That is not only easy, but it will also get you lots of eyes on your work because again, cross-promoting means that the other artists' community will become aware of you. So, consider this and don't worry about exposing potential clients to a competitor because everyone's art taste is different, so you don't have to worry about that.

[12:20] Speaker 1

Track your progress with analytic tools. Apps such as Facebook and Instagram provide analytic tools that help you see how well your social media promotion worked. What you can do is have a look at those analytics and compare your performance with a post that you previously had and then you will have a better understanding of which marketing technique works better for you and which doesn't. Then you adapt to that.

[12:59] Speaker 1

Be inspired by your fellow artists online. We are all looking for inspiration online, doesn't matter for what, we're always at people on social media, so why shouldn't you do that for the purpose of growing your own account? What I really suggest is for you to study the accounts of the people you look up to. This can be any type of artist that has mastered self-promotion. Just have a look at their profile, the types of pictures they post and how they post them, what days they post them. The schedule is also very important. By doing this you will get an idea of what you can do better.

[13:50] Speaker 1

Use post scheduling tools. I cannot stress just how important it is to constantly post fresh content. It's really one of the easiest and greatest ways of keeping your followers engaged whilst also attracting new followers. I understand it can be hard to do this all the time, constantly posting when you're busy, but scheduling tools are there to make easier for you to post constantly. Again, those analytics from your business account will show you which days to post. Let's assume you post on a Monday at 10am. It's the beginning of the week, people are at work, so no one will really be active on social media. If you post your beautiful artwork at 10am on a Monday, then little to no one is going to see it. So, make sure to check which days are best for you to post in order to reach a wider audience.

[15:10] Speaker 1

Start a Facebook AD campaign. I know this might sound expensive, but I can promise you to advertise on Facebook is not as expensive as you might think it is. You can even just start by spending a dollar. Facebook actually offers you a lot of flexibility you can start small then scale up. You also have the opportunity to test different art promotion formats. You can decide if you want to have a photo or video ad. Try out different things and see which format your audience prefers. This will help you get a lot more attention.

[15:55] Speaker 1

Now my colleague Surya is going to introduce you to the 9 social media marketing tips and will continue on with the rest of the seminar, thank you very much.

[16:05] Speaker 2

Thank you for that introduction Mel. I will be starting with the 9 social media marketing tips for artists in regard to selling your art online. So, in regard to these tips, they are very helpful but you have to keep in mind that there are many variables that play a part in it. So, there could be different outcomes/results you will have depending on what's surrounding your situation.

[16:30] Speaker 2

The best way for you to succeed is to try all these ideas and assess the outcomes. So, develop a strategy based on what's working for you because it's different for everyone. What works for me might not work for you, so you need to analyse your own results and create a strategy based on that.

[16:48] Speaker 2

The first I'm going to give you is to create content. It seems easy enough, but there's a bit more to it than simply creating content. To succeed you'll have to create content that engages and excites your audience. You want your audience to actually pay attention to what you post and not scroll past it. So, you have to create fun and loving content that people will actually relate to, stop scrolling, and pay attention to your post. The content that you create has to be shared on all your social media platforms. For example, if you have a new artwork, you have to post it on all your platforms. It doesn't matter what the platform is, you have to be consistent at posting on all so that your audience will recognise consistency with you as an artist.

[17:37] Speaker 2

If you have an art blog, which is a very helpful thing to have as an artist, when you have a new blog entry you can post teasers of it on your social media platforms to catch people's attention. Your content has to be valuable and entertaining. So, make sure you keep it fun and light-hearted and has valuable information. You don't want to waste your followers time because you want them to actually finish reading your posts. So, make sure it's not too long and accessible.

[18:14] Speaker 2

If you have a blog post, make sure the end of the post includes a clear call to action to redirect your audience to where you want them. Don't just end the post with 'thank you for reading', link your social media, Etsy shop, etc. Just make sure to redirect your audience to a place they can see or purchase your art.

[18:45] Speaker 2

The second tip would be to develop a plan. After you finally realise what you want to accomplish with your marketing strategy you have to take time to learn about the platform you're using. Each platform

is unique and the way to engage is different for all of them. You cannot use the same strategy for all of them. Facebook works differently from Instagram which works differently from Twitter, or Be hance.

[19:12] Speaker 2

So, what you have to do is learn the ways of engaging on each platform, how people operate, what type of content they share, and how posts are usually spread around. That includes the use of certain hashtags or key words. As Melissa mentioned, you also have to learn the best times to post. Use your analytics tools to find out the best time to post.

[19:48] Speaker 2

Also, you have to learn how other artists market their platform. You will have to learn from each other. There are many artists on these platforms. You can find the one you look up to, or even just a well-established artist, and stalk them in a way. See what they post, when they post, and make sure you know what works for them and try it out for yourself. That way you can learn how to be social on each site. Their method might not work for you but it's still a good way to try and see what's applicable to you.

[20:23] Speaker 2

Once you've figured out these elements you can start developing a unique plan for each platform. So, like I said, each platform is different and so are the ways of engagement. You can't use the same strategy across all social media platforms. You need to create a unique strategy for each.

[20:42] Speaker 2

The third tip is to publish consistently. The only way your results will be seen is by being consistent. It doesn't matter how many times a day or week you post, what matters is how consistent you are with your schedule because your audience will notice a pattern. If you normally post once a month then you have an exhibition and you suddenly start posting 10 times a day, it's inconsistent and not appealing to your audience. Make sure you keep that in mind.

[21:14] Speaker 2

This is the same for being inactive. If you're used to posting 10 times a day, then you're inactive for a month your audience will forget about you. They could even assume you don't sell art anymore. For example, I'm a curator assistant at Victory Art so I look for new artists on the internet. Sometimes I find really cool artists then check out their profile and portfolio and notice they're inconsistent and their last post was maybe 20 weeks ago. I then question whether they're still creating art. So, make sure that you don't create any doubt for your audience.

[21:55] Speaker 2

You can first start slow. For example, scheduling a post once a day. As Melissa mentioned, you can schedule your post. There are many tools that can help you out with that. When you start scheduling your posts, which is also called social media calendar, you will have to answer a few questions to make sure you create a consistent one. So how often will you publish, which social media platforms you'll be posting on, what type of content will you be providing for each platform, and how often you'll reach out to your followers/influencers. Once you've answered these questions you can create your social media calendar.

[22:36] Speaker 2

The fourth tip is to post quality content. So, quality will always beat quantity. If you post 10 low quality pictures of your artworks, it won't have the same impact of posting one high quality image with a good caption or great headline. This will have a bigger impact on your audience. You have to respect your readers' time and provide your best content.

[23:03] Speaker 2

When you're scrolling through social media you don't want to see time consuming posts with no valuable information. You want to see content you like. So, you have to do the same for your followers. Make sure what you post is top quality and that can take time especially if you're new as an artist. So, make sure you take some time to create those posts and start determining how long it will take you. Based on that, you can make your schedule for when and how you're going to create the content. If you want people to engage with your post and profile you really have to make the time to create this.

[23:53] Speaker 2

Five is the use of images. People are attracted to images because they can process it quicker than text and you guys are artists so visual stories are easier for you. When you're sharing any type of text on any platform make sure to include an eye-catching image to keep them engaged. Make sure to include a link about the subject you're sharing whether it's your blog or an artwork. Make sure to redirect them somewhere.

[24:31] Speaker 2

You can also create beautiful images for social media by using Canva or Pic Monkey. Next, we have A/B testing. Doesn't matter how much effort you put into your content, sometimes it just doesn't get the view that you want. Only 2 out of the 10 people will actually read the content that you share after reading your headline. The main reason you're creating content is to build an online presence. You have to put in the time to write a great headline. It doesn't matter how amazing your content or art blog is, if you don't have a good headline chance are not a lot of people will actually click on it. So, there's a few tips for writing better headlines.

[25:22] Speaker 2

You can use between 6 and 9 words for titles. Don't make it too long or too short. Keep it between 6 and 9 words to attract attention. Numbers in headlines are always good to use because we always tend to click on those. An example is "9 ways to lost weight in a month". A lot of people click on those ads because it's eye-catching. You can also use the "How to." method because that also attracts a lot of users' attention.

[25:53] Speaker 2

So, even if you use all these tips which are all good you won't know if the headline works for you unless you publish it. So that's way A/B testing will give you an upper hand. A/B testing is when you use the same content, but you will use 2 different headlines. Then after publishing both headlines you can compare the results to see which works better.

[26:19] Speaker 2

The strategies mostly used for blog posts and landing pages; you can also use it for your social media posts. Instead of posting your blog once on your social media you can post it throughout the day/week with different headlines. You never know, a different headline could get a viral post. Make sure to keep that in mind.

[26:44] Speaker 2

Analysing your results is very important. It doesn't matter how amazing your strategy is, if you don't analyse your results you could go in circles and not see any progress. It's essential to analyse your results to actually build your online business. You have to know what works for you and what doesn't. Most platforms have an analytics section as Melissa mentioned, so make sure to have a look at that and use that information to get to know your audience and establish trust with them.

[27:17] Speaker 2

After you've established trust with your audience you can start selling your art. People won't buy anything from a person they don't trust. In most cases the Art only sold after they've gained their audiences' trust through being a genuine artist and creating good quality content.

[27:37] Speaker 2

Next tip is joining groups. So, on Facebook, Twitter, etc., if the platform has groups please consider joining them. The groups that you join need to be connected to your artistic styles and goals of course. After joining this, you'll have to spend some time observing how people communicate in the group. Don't just start plugging in your art or spamming people or you can easily get blocked. Use the groups to share your knowledge and help people and that will help you establish yourself as an artist.

[28:15] Speaker 2

Nine might seem a little obvious but it's still important. You have to be social. You're trying to build a community and not just exist on the platform as a giant ad for your artwork. You're trying to provide valuable content and entertainment for your audience, you're trying to understand them and establish trust. In between those posts of sharing your progress and works, you can add information on how they can buy your work or where they can find it. Just don't make it all about purchasing your art, as an artist just focus on helping.

[28:54] Speaker 2

Next, I'm going to share some simple tips for using Instagram to post images. It's more than posting images. For you as an artist it's actually a visual playground for posting images. You can also connect with other artists and find an inspirational board for different Arts where you can make a whole collection of art that you like for yourself and get inspiration for your next work.

[29:19] Speaker 2

You have to focus on engagement and not your follower count. For some artists likes, comments, and followers can be a source of validation and although those things are indeed nice, they should not be a qualifier for how you are as an artist or else you can lead to a path of self-destruction. Just share the work you feel passionately about because your audience will see how genuine you are, and your impact will be much bigger on your audience.

[29:51] Speaker 2

Third is to be honest. Try not to take yourself too seriously on social media. Just give your audience a true look into your life to connect. Be honest with them how and where you're working and make sure to post in-progress shots or time lapses of you creating your artworks, along with your finished pieces. People really love seeing how the art is created.

[30:13] Speaker 2

Lastly, you have to consider the details of your post. Use a strategic approach based on goals and your post. For example, if you want people to see your work you have to pay attention to when you want to post and when people are most active on your page. That way you can assure that a lot of people will see it.

[30:32] Speaker 2

You have to avoid posting in the style of an influencer like blogging or posting with other brands as this can distract from your artistic works. SO, use social media as a way to foster a community instead of simply using it for blind promotion.

[30:51] Speaker 2

Thank you so much for joining today's seminar, next week we will be discussing story telling on social media, gallery do's and don'ts, and how to find a gallery that suits you. So, thank you so much for joining us once again, does anyone have any questions to ask us?

[31:22] Speaker 2

Well, if nobody has questions, you can post it in the chat box if you don't feel comfortable talking unmute your mic and ask us that's also an option. Before we finish this seminar, I would like to remind you that we have free consultancy sessions starting next year. So, if you want to sign up please email us at curator@victoryart.eu. If you're sure there are no questions I would again like to thank you so much for joining us.

[31:59] Speaker 1

Yes, also for me, thank you very much for joining us at this seminar. It was my pleasure to tell you about all those social media strategies and I hope you had a great time. Thank you very much I'm glad to hear that you enjoyed it. If there are no questions, I wish you a great evening and I hope you enjoy your weekend.