



Employment | Training | Business Advice

Creative Industries Digital Promotion

Arts Mid North Coast



AMNC Digital Promotion

- What's the purpose of your website?
- To reach new audiences for your work
- To sell artwork online
- To promote a new exhibition, event, work
- To market to agents, dealers, galleries etc



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- What are the ‘essentials’ your website should you include?
- Home page – brief description of who you are and what you do. Be obvious! Give clear directions to the content visitors can find.
- Where the visitor is – who you are – what your work is like – why your artwork is worth seeing – how to move around the website



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- Website essentials...
- About page – it's all about you! Make it personal and make it authentic... give visitors opportunity to find out what inspires you.
- 'Works' page – showcase your work, include brief descriptions of each work, or series of works.
- Calendar of events – an ideal way to let your audience know how they can engage with you / your work.



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- Website essentials...
- Reviews / Media – been covered in the media? Remember to include positive reviews or press coverage prominent on your site, it's a little like a business' testimonial
- Contact page! Often overlooked, but one of your website's main reasons for being... include a contact form, telephone number (and as many other ways to contact as possible)



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- Website design, presentation & usability.
- Present yourself and your art so that anyone can understand what you're up to.
- Make your site easy to navigate
- Keep texts to a minimum
- Consider accompanying each series or body of your work with its own explanation or introduction



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- Website design, presentation & usability
- Keep image sizes reasonable.
- If you have no consistent long-term gallery representation, consider pricing every piece of art on your website for sale
- Offer approval, return, and refund policies



- Website design, presentation & usability
- Provide clear concise instructions on how to buy.
- Ensure your website design is aligned with the objectives of your site.

- Building a Website... What are your options?
- HTML and the advent of Content Management Systems.
- Hiring a website developer
- Using an online self-build platform – weebly and squarespace.
- Using Wordpress or online ‘blog’ websites.

- Hiring a website developer – how to make it work for you
- Take time to think about and carefully consider your needs.
- Ensure you've considered what functionality you want your site to include, and whether your developer can provide this.
- Talk to several different developers to get a feel for how they understand and interpret your goals – view previous work, both similar to your project and otherwise.

- The importance of ‘content’ on the web
- The world wide web revolves around words
- Content determines how your site appears in search engines
- Content determines how visitors interact with your website
- Content drives social media
- Blogs can significantly help artists / creatives be more visible online.

- **Tips for creating 'blog' content**
- Pick topics that your audience will want to read. Be consistent and stay on topic.
- Blog about your own creative process, other artists and related content.
- Include SEO keywords in your blog posts.
- Organise your content and tag your posts.
- Promote your blog entries on social media.

- **Measuring your websites effectiveness**
- Use Google Analytics to find out who's visiting your website.
- Where are your visitors coming from, and how are they finding you?
- Quality and quantity - what are the indications of an effective website?
- Time on site
- Bounce rate
- Conversions



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- It's intermission!



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- Why use social media?
- Reinforce presence with existing audience
- Connect with people on the platforms they prefer
- Give website visitors another way to connect with you
- Reach new audiences, friends of people who like your page
- Provide more personal insight to yourself as an artist



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- **Social Media best practices**
- Always be your authentic self – followers want an insight into who you are, being authentic is also easy to keep up!
- Positive content gets much more engagement than negative content.
- Keep posts relevant, ‘on-topic’, keep most miscellaneous to your ‘personal’ profile.
- Maintain a consistent approach and tone-of-voice, followers should come to expect the kind of content you share.



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- **Social Media best practices...**
- Be sure to Like or Comment on feedback you receive – this can also help disseminate your content more widely.
- Respond constructively to any negative or antagonistic feedback.



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- Promoting yourself and your work on Social Media
- Use Social Media to build relationships – The Dresden Dolls and the Friday Night Losers.
- Use Social Media to create a community – The Great Big Sea and the mystery of a Canadian Celtic Rock band.



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- Promoting yourself and your work on Social Media
- Use Social Media to engage with your audience on a personal level – tell your story - “Tell me a fact, I’ll learn. Tell me the truth and I’ll believe. Tell me a story and it’ll live in my heart forever.”
- Use Social Media to make your audience feel special – create original content that they feel they cannot get anywhere else – this is also more likely to be shared.



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- Promoting yourself and your work on Social Media
- Know your limits – you're better to use one or two platforms effectively than a half a dozen ineffectively.



- Choosing the right Social Media platform to promote your work.
- Is it really all about Facebook?
- Pinterest, Twitter, LinkedIn, Tumblr, Instagram
- Artrise.com, artslant.com, artreview.com



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- Using Facebook Artist Pages – In practice!
- The difference between Facebook Pages and individual ‘profiles’.
- Set up your ‘Artist’ page to differentiate accounts, get Likes and use Insights
- Understand how Facebook’s newsfeed works to improve audience reach and engagement.
- Use ‘Promoted Posts’ to reach a wider audience and promote special events.