



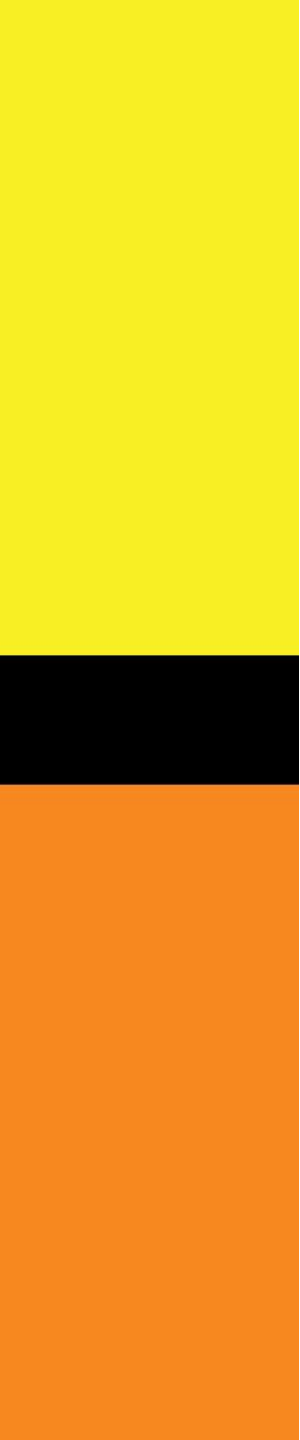
Training for Young Artists

Topic 4: SKILLS FOR PRESENTING AND MARKETING ONE'S ARTISTIC ACTIVITY, ONLINE AND IN PERSON



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Topic 4: SKILLS FOR PRESENTING AND MARKETING ONE'S ARTISTIC ACTIVITY, ONLINE AND IN PERSON

Module 1: Developing Your Personal Brand

M1.1

**Understand the basics of personal
brand development for artists**

The basics of personal brand development for artists

In simple terms your brand is what impression you give to people, it is a timeless concept.

As an artist, your brand essence is a blend of:

- your artwork
- your attitude
- your story
- your goals

Benefits of managing your personal artist brand

Many artists don't realise *'you' are your brand.*

There are many benefits of managing your personal artist brand, including and not limited to:

- Charging a premium price for your artwork
- Being invited to more exclusive exhibitions
- Opportunities to sell on prestigious online websites, galleries, or publishers.
- Building a loyal long-term fan/collector base

How to Create and Manage your Brand

Your personal brand has several **key parts** attached to it.

This gets translated into your:

- ✓ website,
- ✓ social media,
- ✓ proposals,
- ✓ in-person networking.

How to Create and Manage your Brand in 4 Steps

Step 1: Discover your story

Take some time to think about your brand essence.

This is a combination of **values**, **personal mission** and **unique attributes**.

Start by asking yourself “*What do I want to be known for? Why am I an artist? What is my motivation?*”.

Then, write your story so that you can position yourself in the marketplace.

If you need to, ask someone to help you copyright your story.

How to Create and Manage your Brand in 4 Steps

Step 2: Create

Your personal branding toolkit will need to present a consistent image both online and offline. Successful artists' brands have a clear style identity:

- **Language**... think of the tone and your choice of words. Also, how do you present your brand name? Some artists add keywords in their title to differentiate themselves if they have a common name i.e. Joe Bloggs Art, Artist, Sculptor, Studio, etc.
- **Photography** of your artwork and you. Use strong, clear images.
- **Typography** (Business Cards, Leaflets, Artwork certificates, Email signature) etc. Use a consistent choice of font style, colour and layout.
- **Social media profiles**
- **Website**

How to Create and Manage your Brand in 4 Steps

Step 3: Communicate

Whenever you communicate, your brand will be the impression that you leave.

So, whether that is via your website, attendance at exhibitions and events, interviews for magazines and media sites, commenting on blogs, connecting with people on social networks, and reaching out to the press.

Be authentic, be consistent and shine!

How to Create and Manage your Brand in 4 Steps

Step 4: Maintain

As you develop, mature and accelerate in your art career.

Everything you have created should be reviewed to ensure that it precisely represents the current “brand you”.

Some artists monitor their brand online to ensure all references are accurate and positive.

This can be done by using a combination of tools, including a Google Alert for your name or artwork.



M1.2

**Learn to identify your values, skills
and personal assets**

Identify your values, skills and personal assets

Understanding these aspects of yourself can help you make better decisions, set meaningful goals, and align your actions with your true passions and strengths.

Values

Reflect on what is truly important to you in life. Consider aspects such as **family, relationships, creativity, personal growth, integrity, freedom, compassion, justice**, or any other **principles** that resonate with you.

Make a list of your **core values**, ranking them in order of importance. This will help you understand what drives and motivates you.

Consider how you can incorporate these values into your daily life, decision-making processes, and long-term goals.

Skills

Assess your **abilities** and **areas of expertise**.

Identify the skills you have acquired through **education, work experience, hobbies, or personal development**.

Make a comprehensive list of your skills, including both **hard skills** (technical or specific knowledge) and **soft skills** (interpersonal, communication, leadership).

Reflect on the skills you enjoy using and feel confident in. These are often the ones that align with your natural talents and interests.

Personal Assets

Personal assets are unique **qualities, characteristics, or resources** that you possess.

These can include **personal traits, experiences, perspectives, or tangible resources** that contribute to your overall value.

Consider your personal traits and characteristics such as **creativity, resilience, empathy, problem-solving abilities, adaptability, or a positive attitude**.

Reflect on your life experiences, achievements, and challenges that have shaped you and provided valuable lessons or insights.

Identify any **tangible resources or connections** you have that can be leveraged to support your goals, such as a strong network, access to specific tools or equipment, or financial resources.

M1.3

Learn how to create a consistent visual identity and use social media to promote your personal brand

How to create a consistent visual identity (1/5)

Define your brand aesthetics

Determine the **visual elements** that reflect your personal brand, such as **colour schemes, typography, logo, and overall design style.**

Consider the emotions and messages you want to convey through your visuals.

How to create a consistent visual identity (2/5)

Develop a brand style guide

Create a **brand style guide** that outlines the specifications and guidelines for your visual identity.

Include details on colours, fonts, logo usage, image styles, and any other relevant design elements.

This guide will ensure consistency across all your platforms and promotional materials.

How to create a consistent visual identity

(3/5)

Design a compelling logo

Your logo is a key element of your visual identity.

Design a logo that represents your brand and can be easily recognized.

It should be scalable and work well across different platforms and sizes.

How to create a consistent visual identity (4/5)

Use consistent colours and fonts

Select a cohesive colour palette that reflects your brand personality and use it consistently in your visuals.

Choose a set of fonts that align with your brand's tone and ensure they are used consistently across your website, social media, and other materials.

How to create a consistent visual identity (5/5)

Create visually engaging content

Use high-quality images or videos that showcase your artwork or creative process.

Pay attention to composition, lighting, and overall aesthetics.

Consistency in visual style will help create a cohesive brand experience for your audience.

A solid yellow vertical bar is positioned on the left side of the slide, extending from the top to the bottom.

Using social media to Promote Your Personal Brand

Social media to Promote Your Personal Brand (1/7)

Choose the right platforms

Select social media platforms that align with your target audience and the type of content you create.

Consider platforms like Instagram, Facebook, Twitter, or LinkedIn, depending on your artistic niche and audience preferences.

Social media to Promote Your Personal Brand (2/7)

Optimize your profiles

Create professional and engaging profiles that clearly communicate your brand.

Use your brand visuals, write a compelling bio, and include relevant links to your website or portfolio.

Social media to Promote Your Personal Brand (3/7)

Consistency in posting

Develop a consistent posting schedule to keep your audience engaged

Regularly share your artwork, behind-the-scenes glimpses, works in progress, and any updates or news related to your artistic journey.

Use a content calendar to plan and organize your posts.

Social media to Promote Your Personal Brand (4/7)

Engage with your audience

Actively interact with your followers by responding to comments, messages, and mentions.

Show appreciation for their support and create a sense of community

Engage in conversations, ask questions, and encourage feedback.

Social media to Promote Your Personal Brand (5/7)

Utilize hashtags and keywords

Research and use relevant hashtags and keywords to increase your visibility and reach a wider audience.

This helps people interested in your niche discover your content.

Experiment with both popular and niche-specific hashtags.

Social media to Promote Your Personal Brand (6/7)

Collaborate and cross-promote

Collaborate with other artists or influencers in your field to expand your reach.

Cross-promote each other's work or collaborate on joint projects.

This can introduce your brand to a new audience and provide networking opportunities.

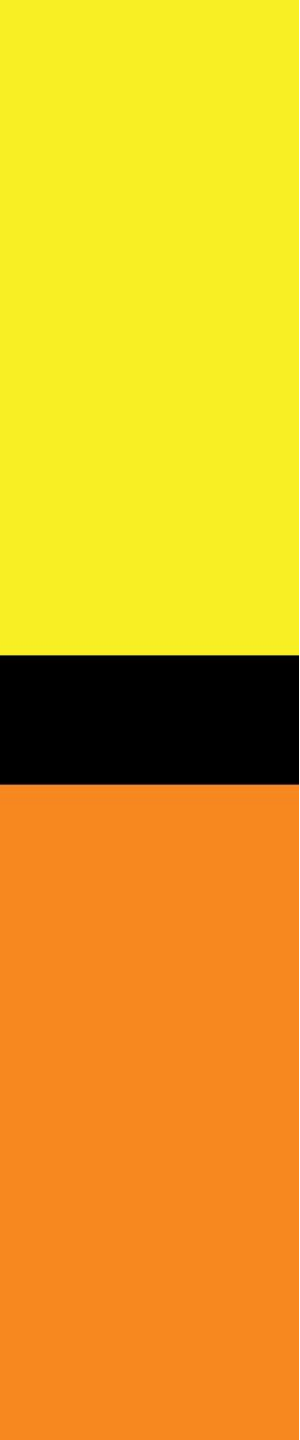
Social media to Promote Your Personal Brand (7/7)

Monitor analytics and adjust

Regularly monitor the performance of your social media posts and analyze the engagement metrics.

Pay attention to which types of content resonate the most with your audience.

Use these insights to refine your content strategy and make data-driven decisions.



Topic 4: SKILLS FOR PRESENTING AND MARKETING ONE'S ARTISTIC ACTIVITY, ONLINE AND IN PERSON

Module 2: Presentation of artistic work

M2.1

Understand the basics of professional presentation of artistic work

Professional presentation of artistic work

The professional presentation of artistic work is essential for **showcasing your talent, capturing attention**, and making a **lasting impression** on viewers.

The basics of presenting your artistic work professionally (1/9)

Prepare your artwork

- Ensure your artwork is in its best condition, free from any damage, smudges, or imperfections.
- Consider framing or mounting your work appropriately, using high-quality materials that enhance its presentation.
- Pay attention to proper lighting to highlight the details and textures of your artwork.

The basics of presenting your artistic work professionally (2/9)

Document your work

- Create high-resolution, professional-quality photographs of your artwork.
- Capture multiple angles and close-up shots to provide a comprehensive view.
- Use proper lighting and color accuracy to ensure the photographs represent your artwork accurately.

The basics of presenting your artistic work professionally (3/9)

Create a portfolio

- Compile a portfolio that showcases your best work. Choose a variety of pieces that represent your style, versatility, and artistic growth.
- Organize your portfolio in a logical and visually pleasing manner.
- Consider using consistent formatting, clear labels, and a cohesive theme if desired.

The basics of presenting your artistic work professionally (4/9)

Build a professional website

- Establish an online presence through a professional website that showcases your artwork. Use high-quality images, clear descriptions, and an intuitive layout.
- Include an artist statement, biography, and contact information on your website. Make it easy for visitors to navigate and find the information they need.

The basics of presenting your artistic work professionally (5/9)

Develop promotional materials

- Create business cards, postcards, or brochures that feature your artwork and contact information. These materials can be distributed during exhibitions, events, or networking opportunities.
- Ensure the design and printing quality of these materials align with your visual identity and overall brand.

The basics of presenting your artistic work professionally (6/9)

Curate exhibitions and shows

- Participate in exhibitions, group shows, or solo shows to showcase your work to a wider audience.
- Collaborate with galleries, curators, or other artists to create engaging and visually cohesive displays that enhance the presentation of your artwork.

The basics of presenting your artistic work professionally (7/9)

Prepare an artist statement

- Craft a concise and compelling artist statement that provides insights into your artistic process, inspirations, and concepts behind your work.
- Tailor your artist statement to different audiences, such as collectors, curators, or the general public. Practice articulating your ideas and be ready to discuss your work professionally.

The basics of presenting your artistic work professionally (8/9)

Network and engage with the art community

- Attend art events, openings, and artist talks to connect with fellow artists, collectors, and industry professionals.
- Engage in conversations, ask questions, and build relationships within the art community. Active networking can lead to opportunities and exposure for your work.

The basics of presenting your artistic work professionally (9/9)

Professional communication

- Maintain professionalism in all your interactions, whether it's in person, via email, or on social media. Respond to inquiries or feedback in a timely and courteous manner.
- Be prepared to discuss your work, techniques, and inspirations confidently. Practice conveying your artistic ideas clearly and passionately.



M2.2

**How to take professional photos of
your work**



M2.3

**Learn how to create effective
descriptions and titles for your work**

How to create effective descriptions and titles for your work (1/7)

Be concise and clear

Keep your descriptions and titles concise, using clear and straightforward language. Avoid excessive jargon or overly complex explanations that may confuse or alienate viewers.

Aim to capture the essence of your artwork in a few sentences or a short paragraph. Use descriptive words and phrases that evoke emotions and create visual imagery.

How to create effective descriptions and titles for your work (2/7)

Highlight key elements

Identify the most important elements of your artwork, such as subject matter, style, technique, or symbolism. Highlight these key elements in your descriptions and titles to provide viewers with a better understanding of your work.

Consider describing the mood, atmosphere, or overall aesthetic of your artwork to create a sense of intrigue and curiosity.

How to create effective descriptions and titles for your work (3/7)

Create an emotional connection

Use descriptive language that appeals to the emotions and senses of viewers. Consider the feelings your artwork evokes and try to convey them through your descriptions and titles.

Describe how your artwork engages the viewer and encourages them to interpret or experience it on an emotional level.

How to create effective descriptions and titles for your work (4/7)

Experiment with different perspectives

Consider different angles or perspectives from which to describe your artwork. Think about how it might be viewed by different audiences, such as art enthusiasts, collectors, or the general public.

Tailor your descriptions and titles to specific contexts or target audiences while maintaining the integrity and authenticity of your artwork.

How to create effective descriptions and titles for your work (5/7)

Avoid generic or cliché phrases

Strive to be unique and authentic in your descriptions and titles. Avoid using generic or cliché phrases that may make your artwork appear less distinctive or dilute its impact.

Be specific and genuine in your language, allowing your individual artistic voice to shine through.

How to create effective descriptions and titles for your work (6/7)

Collaborate and seek feedback

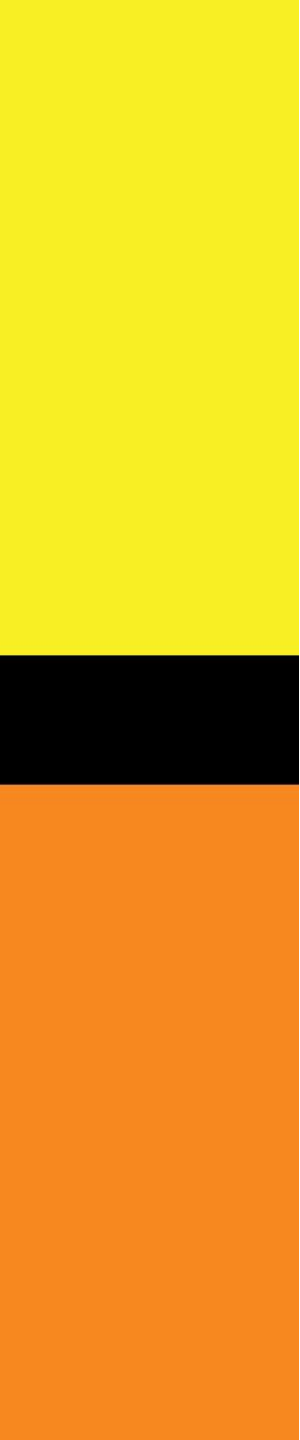
Share your descriptions and titles with trusted peers, mentors, or friends to get feedback and fresh perspectives. They may provide valuable insights or suggestions for improvement.

Collaborate with writers or copywriters who specialize in art descriptions, especially if you feel you need assistance in effectively communicating your artistic vision.

How to create effective descriptions and titles for your work (7/7)

Consider SEO and searchability

When creating titles and descriptions for your online platforms or websites, consider incorporating relevant keywords or phrases that can improve search engine optimization (SEO) and enhance the discoverability of your artwork.



Topic 4: SKILLS FOR PRESENTING AND MARKETING ONE'S ARTISTIC ACTIVITY, ONLINE AND IN PERSON

Module 3 : Professional Networking

M3.1

Understand the basics of professional networking for artists

M3.2

Learn how to build a network of contacts and potential partners for your artistic activity

Build a network of contacts and potential partners (1/9)

Attend art events and exhibitions

Participate in local art events, openings, and exhibitions to meet fellow artists, gallery owners, curators, and art enthusiasts.

Engage in conversations, ask questions, and show genuine interest in other artists' work.

Networking often begins with building relationships and fostering connections within the art community.

Build a network of contacts and potential partners (2/9)

Join artist associations and organizations

Become a member of artist associations, professional organizations, or online communities that cater to your artistic niche or medium.

These groups offer networking opportunities, workshops, exhibitions, and resources tailored to artists.

Build a network of contacts and potential partners (3/9)

Utilize social media platforms

Build a strong online presence on platforms such as Instagram, Facebook, Twitter, or LinkedIn. Share your artwork, engage with other artists and art enthusiasts, and participate in art-related discussions.

Follow and interact with influential artists, galleries, curators, and organizations in your field. Engage with their content, share your insights, and establish connections.

Build a network of contacts and potential partners (4/9)

Create a professional website or portfolio

Develop a well-designed and user-friendly website that showcases your artwork, artist statement, biography, exhibitions, and contact information.

Regularly update your website with new work and relevant information. This serves as a hub for potential collaborators, collectors, and curators to explore your art.

Build a network of contacts and potential partners (5/9)

Attend workshops and artist residencies

Participate in workshops, artist residencies, or educational programs to connect with other artists, learn new techniques, and expand your artistic network.

These opportunities often bring together artists from diverse backgrounds and can lead to collaborations or future exhibitions.

Build a network of contacts and potential partners (6/9)

Collaborate with other artists

Seek opportunities for collaboration with other artists. This can include joint exhibitions, shared studio spaces, or co-creating artworks.

Collaborations introduce your work to new audiences and provide networking opportunities through the connections of your collaborators.

Build a network of contacts and potential partners (7/9)

Network with professionals in related fields

Expand your network by connecting with professionals in related fields, such as art critics, art journalists, art consultants, or art collectors.

Attend events or conferences that bring together professionals from different creative industries. Establishing relationships with individuals who can support or promote your work is valuable.

Build a network of contacts and potential partners (8/9)

Follow up and maintain relationships

After networking events or collaborations, follow up with the contacts you've made. Send personalized emails expressing your appreciation for the connection and expressing interest in potential future collaborations or exhibitions.

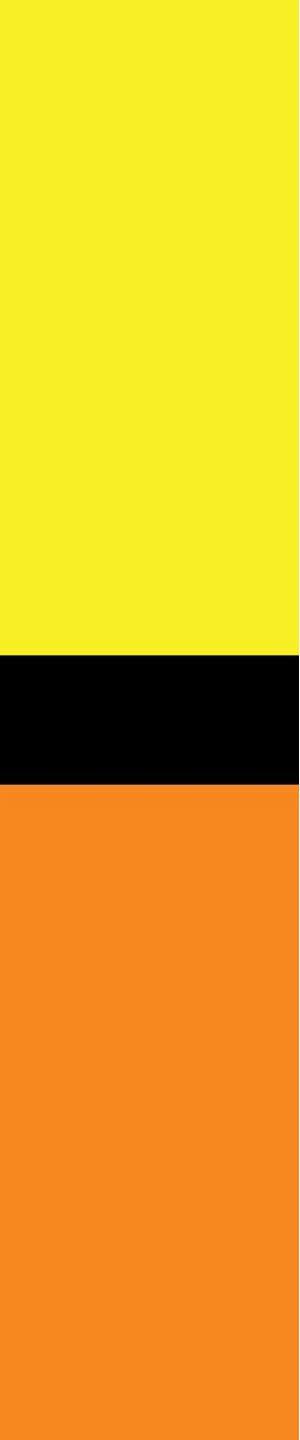
Stay in touch with your network through periodic updates, sharing news about your artwork, or attending their events. Building and maintaining relationships requires ongoing effort and communication.

Build a network of contacts and potential partners (9/9)

Be professional and authentic

Maintain a professional demeanour when networking.

Be respectful, punctual, and reliable in your interactions.



Topic 4: SKILLS FOR PRESENTING AND MARKETING ONE'S ARTISTIC ACTIVITY, ONLINE AND IN PERSON

Module 4: Measuring Performance and Adjusting Strategy

M4.1

Understand the importance of performance measurement to improve your arts marketing strategy

The importance of performance measurement

Similar to a typical corporate environment, performance management is also essential in the field of arts, which is represented through the implementation of various standards and performance indicators.

As an artist, your creations may go unnoticed without effective marketing, and performance measurement is essential as it enables you to assess the effectiveness of your marketing strategy and make data-driven decisions to enhance your visibility and reach.

Why is performance measurement crucial for artists? (1/5)

Strategic effectiveness

Measuring performance allows you to track and identify which aspects of your marketing strategy are working and which are not.

For example, by understanding which marketing channels, campaigns and messages are resonating with your audience, you would be better informed on how to implement your strategy.

Why is performance measurement crucial for artists? (2/5)

Wise resource allocation

By focusing on which marketing strategy works best, you would be able to allocate your time and budget in the most efficient way to yield better results and not waste resources on ineffective tactics.

Why is performance measurement crucial for artists? (3/5)

Adaptation and growth

Since the arts market is continuously evolving, the measurement of performance allows you to adapt to changing trends and audience preferences in order to guarantee long-term success.

Why is performance measurement crucial for artists? (4/5)

Improved financial performance

Financial KPIs help track revenue, profit margins, and liquidity for more effective cost management.

By keeping a close eye on these numbers, you can use them to generate more revenue, reduce costs and improve overall profitability.

Why is performance measurement crucial for artists? (5/5)

Measuring audience reach and engagement

As an artist, one of your main goals is to expand your audience, and therefore KPIs such as website traffic, social media following, and attendance number can help assess audience size and growth.



M4.2

Understand the key performance indicators for artists

Key performance indicators for artists

Many KPIs exist that can be used by artists to measure performance, and **the choice of these KPIs depends on your goal** as an artist and what you wish to achieve.

Important KPIs you can use (1/4)

Audience Engagement

Metrics include:

- Likes
- Shares
- Comments
- The number of followers or subscribers on social media platforms

These metrics indicate the level of interest and engagement your art generates.

Important KPIs you can use (2/4)

Sales and Revenue

Measuring the number of art creations sold and the revenue generated from sales is a fundamental KPI directly relates to the financial success of your artistic venture.

Important KPIs you can use (3/4)

Website Traffic

You can use tools such as Google Analytics to track the number of visitors to your website.

High traffic can be indicative of a successful marketing strategy.

Important KPIs you can use (4/4)

Conversion Rates

Conversion rates measure how many people take desired actions, such as signing up for a newsletter, following on social media, or making a purchase.

High conversion rates indicate effective marketing.

M4.3

Learn how to measure the performance of your arts marketing strategy and how to make adjustments

How to measure the performance of your arts marketing strategy (1/5)

Define Clear Goals

Begin by setting specific, measurable, and time-bound goals.

What do you want to achieve with your marketing efforts?

This could be increased sales, a larger social media following, or more website visitors.

How to measure the performance of your arts marketing strategy (2/5)

Choose the Right Tools

Utilize analytics tools, social media insights, and e-commerce platforms to collect relevant data.

These tools can provide detailed information on your chosen KPIs.

How to measure the performance of your arts marketing strategy (3/5)

Regularly Analyze Data

Review your data regularly.

Look for patterns, trends, and anomalies that can help you understand what is working and what needs adjustment.

How to measure the performance of your arts marketing strategy (4/5)

Make Informed Adjustments

Based on your analysis, make informed adjustments to your marketing strategy.

If you find that a specific social media platform is driving more engagement, consider investing more time and resources there.

If a particular campaign is underperforming, revise it or try something new.

How to measure the performance of your arts marketing strategy (5/5)

Continuous Learning and Iteration

The art market is fluid.

Stay informed about industry trends and adapt your strategy accordingly.

Keep experimenting and learning from your performance data to refine your marketing efforts over time.

Tips while measuring KPIs (1/2)

1. Do not try to measure everything, focus on a specific set of data that you deem most relevant to your business
2. Learn how to analyze data in a meaningful way in order to avoid making uninformed decisions
3. Customize your KPIs based on the nature of your business, i.e. theatre, music studio, museum...etc.
4. Keep your KPIs updated as your strategy changes in order for them to evolve with your business

Tips while measuring KPIs (2/2)

5. If you are working with staff, encourage them to learn, use and review the KPIs of your business
6. When analyzing your KPIs, keep track of any opportunities that may arise and act upon them
7. Communicate your performance to staff and external stakeholders to leverage your performance
8. Maintain integrity when reporting your data to avoid misleading information



THE SIX PILLARS OF EFFECTIVE DIGITAL MARKETING



Planning and Governance	Goals and Measurement	Media	Content	Experience	Conversational Messaging
<ul style="list-style-type: none">• Strategic initiatives• Marketing integration• Digital transformation• Business and revenue models• Budgets and ROI• Systems, structures and processes• Resources and skills• Marketing technology	<ul style="list-style-type: none">• Forecasts• Digital KPIs• Digital dashboards• Customer profiles• Attribution	<ul style="list-style-type: none">• Paid media• Owned media• Earned media• Offline/online integration• Always-on and campaign investment	<ul style="list-style-type: none">• Content marketing strategy• Top-of-funnel (TOFU)• Middle-of-funnel (MOFU)• Bottom-of-funnel (BOFU)	<ul style="list-style-type: none">• Website customer journeys• Landing pages• Multichannel path to purchase• Conversion Rate Optimization• Personalization	<ul style="list-style-type: none">• Email marketing• Mobile messaging• Human-assisted chat• Automation and CRM



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