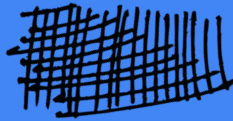


Marketing yourself



as an artist

by an artist & marketer





Top tips for
marketing as
an artist...

1. Believe in yourself and your work

- ✓ Have audacity
- ✓ Have tenacity
- ✓ Have undoubtable belief
- ✓ Be confident in yourself and what you do

If you're trying to market your upcoming event but don't believe in it, why would anyone else?

2. Be patient

- 🕒 Exposure takes time
- 🕒 Be slow, be intentional and allow yourself space
- 🕒 Trust the process

Don't get too caught up in the numbers, especially on social media! Having an engaged audience matters more than having a large one.

3. Always remember the 'WHY'

- ? Why are you doing this? Why is this what you want to bring into the world?
- ? Answer the why and keep reminding yourself (and everyone) of it
- ? People love stories - create a narrative!


You want to create a story which people attach to you and your work.

4. Know & understand your target audience

- 🔍 Art lovers is too broad!
- 🔍 Who is interested in your work? Who are you trying to reach? Is it a niche audience?
- 🔍 What are their interests? Values? Demographics?
- 🔍 Shape your marketing to your target audience

If you're trying to host a conversation for working class artists, there is no point distributing your flyers to cafés in a posh middle class areas.

5. Start local

 Local → national → international

 Build local advocates for your work and ask them to champion it

 Make yourself and your work visible in your local area







Word of mouth still works better than any social media advert! Go back to the days before social and get your flyers on community pin boards or through letter boxes. Ask your local cafe/chill space to display your work on their walls and always ALWAYS attach your name to your work!

6. Networking

- 🔗 Networking is key
- 🔗 Market yourself and your work in conversation
- 🔗 Go along to art exhibition openings, to local markets, to artist conversations
- 🔗 Create your own networking spaces
- 🔗 Volunteer and show willingness

The more you network, the more you'll become comfortable speaking about your work and what you do.







7. Pick one social media platform

-  Doom scrolling is not stopping any time soon! Use it to your advantage
-  Pick the platform which best works for you and your work - where are the results?
-  Build a presence on one before branching out - don't split your time and focus!
-  Run adverts to increase the visibility of your work and to reach your target audience
-  Be intentional with the adverts - what is the call to action? Do you just want people to see your work or do you want them to go to your website and buy it?
-  Create business accounts to access analytics

8. Interact on social media

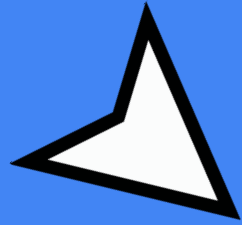
- Interact with other artists on socials
- Engage with your audience
- Share, share and share again!
- Create dialogue - think giveaways, competitions and polls
- Always focus on engagement and not follower count

9. Think about creating a strategy

-  Use analytics to decide what works and what doesn't
-  Work out the best time to post and what people like the most
-  Use trending sounds
-  Reels
-  Hashtags - Posts with hashtags generate much more engagement than those without
-  Use platforms like Hootsuite to schedule your posts in advance

10. Create a mailing list

- ✉ Marketing direct to your target audiences inbox
- ✉ Email marketing (from artists) often feel more personal than socials - direct marketing approach
- ✉ Ask questions and encourage people to respond
- 💡 Use platforms like MailChimp to manage your mailing list and review analytics (E.g. Where are you audience based? Which links are they clicking?)



Let's **get**
these bits
nailed down



Artist headshots

- 👉 Think creatively when it comes to your headshot! We love seeing you in action
- 👉 Maybe you have a photo of you performing, a photo of you creating your work, or a photo of you leading or participating in workshops
- 👉 These are always much more effective than selfies...no matter how lovely!

No headshot in the archives?

- ! Fear not
- ! No need to fork out for studio time or fancy equipment
- ! Get creative
- ! Grab a plain bedsheet, a door, a friend and your phone

Let's put it to the test



💡 Iron your sheet (unlike me) to avoid creases in the photo!






Crop, crop, crop!

No one will ever know you're sat in front of a sheet draped over a door!

💡 If you're feeling fancy, you could even stage your own 'action' shot! 🎬

Headshot tips

-  Create a folder of ready-to-go headshots
-  Include a range of headshot styles and orientations (e.g. landscape, portrait, square)
-  Hit send! Let the people promoting you & your work select the best imagery to suit

Artist bios

Your artist bio should:

- ✓ Be about YOU
- ✓ Your work
- ✓ Your journey
- ✓ Your experiences

💡 An artist bio is different to an artist statement so check which has been requested

Writing an artist bio





- 👉 If you're stuck, ask a friend what they'd put in your artist bio
- 👉 Often, people meet the artist bio before the artist, so make it good - your bio is your on-paper representative
- 👉 Write in first person for your website/own content to give a personal feel and in third person for organisations/external purposes
- 👉 Be clear and concise! No need for the flowery language and long words
- 💡 Make it accessible and understandable - that's what matters most!

Let's give it a go

- 📣 Describe yourself in one word, in three words and in a sentence
- 📣 Describe what you do in one word, in three words and in a sentence
- 📣 Describe what interests you in one words, in three words and in a sentence

Bio tips

Like your headshot folder, create a folder of tailored bio's including:

-  First person bio vs Third person bio
-  Short bio (80-140 words) vs Long bio (150+ words)
-  Bio for work with children & young people vs bio for the corporates
-  Adapt this list for you - think about the type of work your currently do and the work you want to do

General tips
for marketing
as an artist...



More tips

- Use Canva to create promotional assets (e.g. flyers, social media graphics, business cards etc)
- Do Google's 'Fundamentals of Digital Marketing' course
- Speak to other artists about their marketing journey
- Having a newsletter/blog/website is a great way to platform your work
- Keep push-push-pushing your work out there



You've got
this!!!