

# Social Media and E-mail Marketing for Artists

## Agenda

- **Why Do I Need Social Media?**
- **Facebook and Instagram Set Up**
- **Identifying your target audience**
- **Using the META interface**
- **Reels/Stories/Posts**
- **E-mail Marketing Tips and Tricks**

## Facebook and Instagram Set Up

- Start with your personal Facebook account
- Business pages and Instagram need to be anchored by your personal Facebook account.
- Then build your FB business “page.”
- Then connect your Instagram account

## Check info and settings

- Build your business profile
- A note about Facebook Groups
- A Facebook “PAGE” can’t join groups.
- You must request membership in a group from your personal FB account.
- Posting activity in groups needs to follow the “rules” of the individual group
  - Some don’t allow anything that relates to direct selling
  - Think about “soft” messaging to this audience.

## Using the Meta Business Suite

This tool is helpful for:

- Seeing your Facebook and Instagram activity in one place.
- Planning posts/reels/stories in advance
- Seeing comments and messages in one place
- Checking your engagement info.
- Real purpose:
  - SELL ADS TO YOU!

### **Reels/Stories/Posts**

Each one has a slightly different purpose. It's best to use a combination of all three

- Posts:
  - Permanent content on your profile. Good for announcements and detailed information.
- Stories:
  - Temporary content that stays up for 24 hours. Ideal for engagement and real-time updates.
- Reels:
  - Short, engaging video content. Perfect for creative expression and reaching broader audiences.
- Let's Make a Reel!
  - Two easy ways to make an Instagram Reel in less than 5 minutes

### **Using hashtags #**

- Doesn't Hurt, May Help
- Recent changes to Instagram algorithm may reduce traffic to posts with too many #
- Use 5 or less
- Use the same 5 often
- Search for best hashtags

### **Identifying your Niches**

- Who is most likely to be interested in your art?
- Who will buy your art?
- Identify Your Target Customers or Special Interest Niche
- Friends and family
- People who live in your local area
- Groups that have interests related to the subject matter of your art.
- Business or commercial potential clients

### **Growing Your Instagram Followers**

- Start with your FB account friends:
- Invite them to follow your FB page and Instagram

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- Find artists you like, check the “likes” for a work that is like yours and follow them (up to 50 a day)

### **Find Instagram feeds that relate to your niche:**

- Check “likes” for posts related to your work and follow them. (up to 50 a day total)
- Keep doing that until you have at least a few hundred followers (will probably take about a month)
- Be sure to engage with any comments or new follows.
- Use “collaborate” request for posts you feel are relevant to specific Instagram accounts

### **Tips for meaningful engagement:**

- Prompts that create interest/curiosity
- How to respond to comments and “likes”
- Creating conversations with potential buyers

### **Other Social Media and Web-Based platforms to consider:**

- Blusky
- Threads
- Reddit
- Pinterest

### **E-Mail Marketing Tips and Tricks**

- Building a Contact List
- Cultivate a list of high-level prospects
- Start with friends and family
- Provide incentive on website to sign up for newsletter
- Have a giveaway in exchange for e-mail addresses at live events.
- Remember, this is a PERMISSION based activity.

### **Getting Started with E-Mail**

- Select an e-mail provider:
- I suggest Mailchimp because it’s FREE up to 500 contacts.
- There are easy to use templates that help you get started and easily send your message with your e-mail list.
- Provides tracking and simple reporting so you can see who is opening your e-mails and what clicks have been received.



### **What's your message?**

Sending e-mails is an important part of your art marketing plan:

- Delivers timely and personal information to the people most likely to purchase your art.
- It should always contain three things:
- Updates to your latest artwork
- Upcoming shows/open houses where they can see your work.
- An offer or “call to action”
- Special discount
- Featured product link to your website/shopping site
- A question that has some time sensitivity to it.
- Link to latest blog

### **Ingredients for Success**

Setting your Goals

- Start with a personal Facebook account and test a few messages.
- Link a business FB page and then an Instagram Account
- Create your mailing list - Try it Out
- Use the Meta planner to schedule a story, post, and a reel
- Explore alternate social media channels
- Send your first newsletter
- Analyze engagement
- Respond and build on it