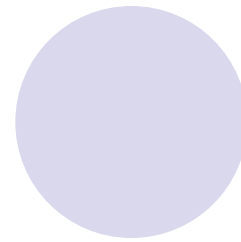
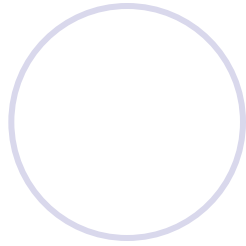


Marketing

Yours^{self} and Your Artwork



Agenda



- Introduction
- Top 10 Marketing Tips
- Case Study

Introduction- Who is SuzieB?



- Brand name: SuzieB
- As an artist: www.SuzieB.ca
 - Represented by 2 art galleries
 - Published in high-profile magazines, including:
 - Magazin'Art
 - International Artist
 - Artist Catalogue
- As a marketer: www.SuzieBMarketing.com
 - 10+ years of marketing experience, including:
 - RBC's eMarketing leader for 8 years
 - Specialized in online marketing

Marketing Tip #1



HAVE A PLAN

- Important components of your plan:
 - Specific objectives (your goal), your brand, who you are targeting.
- Sample [Plan](#), including:
 - Marketing Strategies and Sales plan
 - Financial, Operational plans
 - Keep it simple!
- Sample Objectives:
 - I want to have 1 gallery representation within the next year.
 - I want to sell 1 painting a month in the next year.
 - I want to complete 1 artwork per month.

Marketing Tip #2



HOW CAN YOU REACH YOUR TARGET?

- Be specific about who you are targeting;
 - Art galleries and/or art collectors?
 - Geography targeted?
- What do they do, where do they go, how can you reach them?

Marketing Tip #3



MARKETING MATERIAL

- Create marketing material (online and offline) profiling your artwork and accomplishments:
 - Bio;
 - Resume / CV;
 - Business cards;
 - Website;
 - Brochure;
 - Fact sheets;
 - Bookmarks;
- Useful link to create a free brochure:
 - www.wordtemplates.org/business-word-templates/free-pamphlet-templates

Marketing Tip #4



YOUR WEBSITE

- Create a website with a gallery to display your artwork.
 - If you have a limited budget, create a website for free at www.Weebly.com.
 - Update your website frequently.
- Keep the traffic coming to your website:
 - Include your web address on all marketing material;
- Install a tracking mechanism to learn your visitors' behaviours' in your site.
 - Google Analytics is free!

Marketing Tip #5



ART WEBSITES

- Leverage specialized art websites, create an account, display your artwork, chat with other artists, have fun!
- Useful links: art websites:
 - www.artforallcanada.org
 - www.artistsinoils.com
 - www.artchain.com
 - www.fanartreview.com
 - www.myartspace.com
 - www.mybestcanvas.com
 - www.myartplatform.com

Marketing Tip #6



TRACK, TEST & LEARN

- Get qualitative feedback about the effectiveness of your marketing initiatives;
 - Ask people for their thoughts.
- Get quantitative feedback: send a survey, ask what you want to know, learn from the results.
 - Send a free survey with: www.surveymonkey.com
- Learn from the activities on your website and develop strategies accordingly:
 - Where are your visitors from, which pages are visited, where do people leave the site?

Marketing Tip #7



“FREE” STUFF

- Post ads for free in the classified websites.
- Make sure that you are register on Google Maps:
 - <http://maps.google.ca/>
- Get free tools and templates for your business:
 - www.valuebasedmanagement.net/index.html
- Share large size files – avoid mailbox sizes issues:
 - www.mediafire.com
- Use your mailing list and your connections (e.g. LinkedIn) to provide art updates.

Marketing Tip #8



SOCIAL MEDIA

- Leverage the free social media websites to promote your artwork, update your pages, register links to your site.
- Create a “Group” page from your Facebook page and invite “fans”. Update it often.
- Useful links:
 - www.Twitter.com
 - www.Mixx.com
 - www.Digg.com
 - www.Sphinn.com
 - www.stumbleupon.com

Marketing Tip #9



YOUR ARTWORK

- If you do not have the proper equipment/knowledge, hire a professional photographer.
- Framing or not framing?
- Setting your price:
 - Consider the size, material and framing costs;
 - Research your competitors – market value;
 - Establish a retail while considering distributor's commission.

Marketing Tip #10



SHOWING OPPORTUNITIES

- Research the best context for your artwork:
 - Online galleries;
 - Commercial Galleries;
 - Community events;
 - Contests;
 - Museum events;
 - Fairs;
 - Cafés, Restaurants, Retail Spaces;
 - “In your studio” events.
 -
- You can follow the application’s “rules” and be unique at the same time!

Case Study



SuzieB

- Objectives set in 2009

- Raise the awareness of the “SuzieB” brand;
- Gain 1 gallery representation

- Results

- 4 group shows, 1 solo show.
- Published in “International Contemporary Artists” art book (2010 and 2011).
- Published in Magazin’Art (Winter 2011 and Spring 2011).
- Published in Biennial Guide.
- Juror in “2010 International Art Show”.
- Published in “Catalogue des Cotations” 2010, distributed to art galleries, dealers and museums in 13 European countries.
- Gained 2 gallery representation (New York and Quebec).

Case Study



Marketing Strategies

- Developed marketing material to support sales efforts:
 - Business Cards;
 - Brochure;
 - Website.
- Sent a Marketing package to selected galleries
 - A “SuzieB” box.
- Search Engines Optimization strategy for the website
 - Rank #1 on Google for targeted keywords.
 - Attract targeted leads through the Search Engines.

Campaign details



● What is Search Engines Optimization?

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Contemporary artist

Search

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Contemporary Artist-Popular Artists- **Contemporary Artist** SuzieB ☆ 🔍 - 70 visits - 8:25am
Contemporary artist SuzieB's vivid colors and naive painting style makes her one of the most popular artists in Canada. This contemporary artist developed a ...
www.suzieb.ca/ - Cached

[List of contemporary artists](#) - Wikipedia, the free encyclopedia ☆ 🔍
This is a list of artists who create contemporary art, i.e. those whose peak of activity can be situated somewhere between the 1970s (the advent of ...
en.wikipedia.org/wiki/List_of_contemporary_artists - Cached - Similar

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News for Contemporary artist



[Welcome to the virtual art fair](#) ☆ 🔍
13 hours ago

The potential of the internet as a sales vehicle is to face a new test this coming weekend as the first online contemporary art fair is launched on ...
Telegraph.co.uk - 6 related articles - Shared by 5+

[Agora - Contemporary fine art gallery - Chelsea art galleries ...](#) ☆ 🔍 - 6 visits - 10-11-25
Contemporary fine art gallery located in the dynamic art galleries district of Chelsea, New York, connecting art dealers and art collectors with original ...
www.agora-gallery.com/ - Cached - Similar

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The Centre for Contemporary Canadian Art's directory of Canadian visual artists, sorted by name, location, or category of work. Each artist has a portfolio ...
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artist and art the-artists.org, the major modern and contemporary visual artists, famous, established and emerging with portrait, biography and art ...
the-artists.org/ - Cached - Similar

[Contemporary Artist | Contemporary Art | Contemporary Artists ...](#) ☆ 🔍
30 Sep 2010 ... contemporary artist presents contemporary artist paintings online gallery.
annameenaghanart.com/ - Cached - Similar

Search Engines
Optimization

Ads **SEM: Pay Per Click**

[Your Music on Top Blogs](#)
Promote with top music blogs using our easy diy system
www.blogads.com

[Promoting Art - Learn How](#)
Free daily newsletter by former gallery owner - learn art marketing
FineArtStudioOnline.com

[Gypsy Soul Records](#)
Record Label, Management, Promoter
Radio tracking, Publicity,
www.gypsypsoulrecords.com

[Modern Digital Canvas](#)
Affordable Cool Solution for Large
Modern Art to Complete Your Space
Ontario
www.md-canvas.com

[Promote Your Music](#)
Spread Your Music Across the Web
Track Where it Goes & Who Plays It
www.ReverbNation.com

[Music Promotion](#)
Artists get your tracks on over 600 sites and generate millions of DLs!
www.Coast2CoastMixtapes.com

[Success as an artist](#)
Everything an artist needs to know about promoting & selling art.
www.MakeYourArtSell.com/Guide

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Campaign details



Maps News Books Mail more



- Everything
- Images
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- News
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- Past week
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This is a list of artists who create contemporary art, i.e. those whose peak of activity can be situated somewhere between the 1970s (the advent of ...
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Contemporary art - Wikipedia, the free encyclopedia
Contemporary art can be defined variously as art produced at this present ...
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Contemporary Artist Popular Artists - Contemporary Artist SuzieB
Contemporary artist SuzieB's vivid colors and naive painting style makes her one of the most popular artists in Canada. This contemporary artist developed a ...
www.suzieb.ca/ - Cached

News for Contemporary artist
Disruptions at Sotheby's Contemporary Art Sale
1 day ago
Tobias Meyer, Sotheby's worldwide head of contemporary art, was calling out bids on Andy Warhol's acrylic and silk-screen ink picture 'Nine Multicolored ...
New York Times
New York Times - 22 related articles - Shared by 100+
Newest trend in the art world? A boom in prices
The Star-Ledger - NJ.com - 15 related articles - Shared by 5+
Christie's Auction Gets Warhol Boost
Wall Street Journal - 228 related articles - Shared by 5+

Agora - Contemporary fine art gallery - Chelsea art galleries ...
Contemporary fine art gallery located in the dynamic art galleries district of Chelsea, New York, connecting art dealers and art collectors with original ...
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artist and art the-artists.org, the major modern and contemporary visual artists - famous, established and emerging with portrait, biography and art ...
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Contemporary Artists in Canada
Contemporary Canadian art by Abbuzzo Gallery. Many of Canada's most renowned contemporary artists are represented by the gallery.
www.abbuzzogallery.com/artist.html - Cached - Similar

Contemporary Artist | Contemporary Art | Contemporary Artists ...
30 Sep 2010 ... contemporary artist presents contemporary artist paintings online gallery.
annameenaghart.com/ - Cached - Similar

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The Centre for Contemporary Canadian Art's directory of Canadian visual artists, sorted by name, location, or category of work. Each artist has a portfolio ...
www.ccca.ca/ - Cached - Similar

What is "Contemporary" Art?
Art from the 1960's or 70's up until this very minute.
arthistory.about.com » Contemporary Art History - Cached - Similar



Contemporary Artist Oil paintings British Contemporary Artists UK ...
Contemporary Artist Andrew John Miles is a British artist living and working in Northampton, United Kingdom. Oil Painting is my way to show my awe and ...
www.ajmiles.net/ - Cached - Similar

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Popular Artists Search

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Contemporary Artist-Popular Artists- Contemporary Artist SuzieB - 71 visits - 19 Jan
Contemporary artist SuzieB's vivid colors and naive painting style makes her one of the most **popular artists** in Canada. This contemporary artist developed a ...
[www.suzieb.ca/](#) - Cached

MP3.com's 100 Most Popular Artists
MP3.com's 100 Most **Popular Artists**: Step Up 2 the Streets Soundtrack, Eminem, Pussycat Dolls, Linkin Park, Lil Wayne.
[www.mp3.com/top100.html](#) - Cached - Similar

Top Artist Charts - Last.fm
Warning: strftime() [function.strftime]: It is not safe to rely on the system's timezone settings. You are "required" to use the date.timezone setting or ...
[www.last.fm/charts/artist](#) - Cached - Similar

Most Popular Music Artists, Bands & Entertainers | MTV
Find out who the most **popular** hip-hop **artists**, pop groups & indie rock bands plus, get exclusive photos and videos all right here on MTV.
[www.mtv.com/music/artists/most_popular.jhtml](#) - Cached - Similar

Artists | Most Popular
This week's most **popular artists** on LetsSingIt: 1. Rihanna, 2. Bruno Mars, 3. The Script, 4. Taylor Swift, 5. Pink, 6. Dashboard Confessional, 7. Eminem, 8. ...
[artists.letsingit.com/artists/popular/1](#) - Cached

Most Popular Artists in Canada, Egypt, & More | Features
9 Apr 2009 ... One very cool feature of Last.FM is the ability to check the popularity of **artists** in different countries. It's interesting to see how ...
[www.musicbyday.com/most-popular-artists-in-canada.../436/](#) - Cached - Similar

Most Popular Artists on ARC, by ARC Staff
HE ART RENEWAL CENTER® is proud to share with its public a list of the 225 most **popular artists** in the ARC Museum. We also hope to list the totals for the ...
[www.artrenewal.org/...Popular_Artists/Most_Popular_Artists.php](#) - Cached - Similar

The 50 Most Popular Artists on Escape into Life « Escape Into Life
8 Jun 2010 ... The most **popular artist** on Escape into Life. The link I've provided above takes you to a showcase we made for Kenn because of the phenomenon ...
[www.escapeintolife.com/.../top-50-most-popular-artists-on-escape-into-life/](#) - United States - Cached

GEMM Browse Artists: Popular Artists
The world's largest music marketplace! Buy and sell music albums, vinyl records, lps, cds, cassettes, videos and music memorabilia.
[gemm.com/browse/artists/popular/](#) - Cached

Current Most Popular Artists On Social Networks - The Y! Music ...
7 Feb 2011 ... It's a ranking of the active **artists** on **popular** social network sites like Facebook. Although the exact formula is not published, ...
[new.music.yahoo.com › Music Blogs › The Y! Music Playlist Blog](#) - Cached

Searches related to **popular artists**

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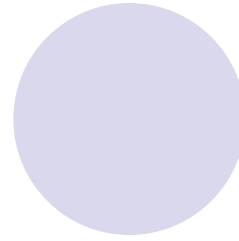
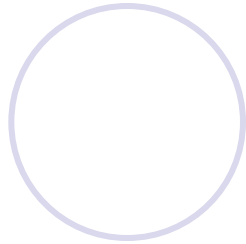
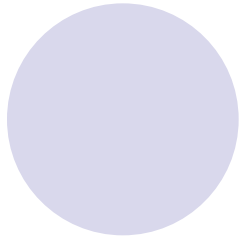
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