

# Building Your Audience

Dougherty Arts Center

Artist Resource Center Professional Development Workshop Series



# Building Your Audience

The best way to successfully sell your work is by building relationships with potential buyers and collectors over time.

In this workshop we will go over:

- In Person Connections
- Promotional Materials
- Websites
- Social Media
- Mailing Lists
- Newsletters
- Other Ideas

# Who is your audience?

- Who are you trying to reach with your work?
- Who will buy your work?
- Things to consider when determining your target audience:
  - Age
  - Background
  - Community
  - Income
  - Education
  - Geography



# In Person

Being able to speak about your work in person is the best way to engage and build your audience, but there are a few things to keep in mind.

- Who are you talking to?
- What is the purpose? (direct sales, representation, financial, etc.)
- Use language that is easy to understand.
- Be excited about your work. Now is not the time to be humble.

# Elevator Speech

Some in person interactions may require you to be able to talk about your work in a short period of time. It may be a good idea to develop an “elevator speech” for yourself and your artwork.

- Approximately 30 seconds - about three good sentences worth of information
- Introduce yourself and let people know you're an artist
- Pick simple descriptive words that describe the work and your techniques
- Leave them with something to remember you by – business card, Instagram handle, etc.

# In Person Opportunities (Networking)

Where can I have more in person opportunities to talk about my art?

- Art festivals or farmers markets
- Gallery openings
- Lectures
- Open Studios



# Promotional Materials

Physical promotional materials are a great way to introduce yourself and your artwork, and give people something to walk away with.

Types of promotional materials:

- Business card
- Show/exhibition card
- All purpose post cards
- Stickers

Sometimes it takes people time to make up their minds about investing in your artwork. A business card or show card gives them your contact information to follow up later.

# What do I include on my promotional materials?

- Image(s) of your work
- CONTACT INFORMATION!
- Website
- Social media handles
- Anything that helps them to remember your work and to follow up with you.

Be careful about listing your address or phone number if it is not separate from your personal information.

# Websites

Why do I need a website?

- Only place you can completely control content
- Customize it to fit your needs
- Central landing spot for all other platforms



# What do I need to include on my artist website?

There are many things to consider when creating an artist website including investing in a domain name. Your website should also be easy for viewers to navigate. Be sure to include the following:

- Gallery or portfolio of work – organize by series or bodies of work
- Artist statement
- Bio
- Artist resume or CV
- How to purchase work
- CONTACT INFO!
- Links to all social media

# How does my website get found?

Be sure to optimize your website so that you can be found in internet searches, meaning new audience members!

- Provide text for all images
- Include tags
- Title pages



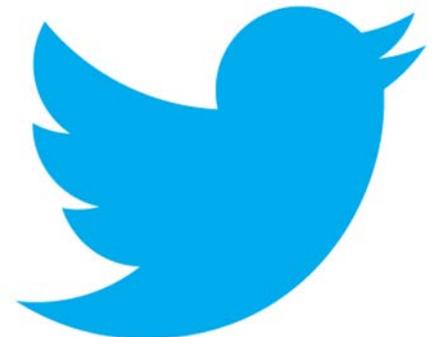
Include links to your website on all your promotional materials and social media platforms.

# Social Media

Social Media is a great way to gain new audience members and establish a better connection with current members.

Not only does it allow viewers to see and find your work, it is a good way for you to introduce yourself personally. It lets the viewer get a glimpse of the artist behind the artwork, and allows for a connection between the artist and the viewer.

- Use common hashtags related to you and your work (ex – medium, location, materials, etc.)
- Include a link to your website



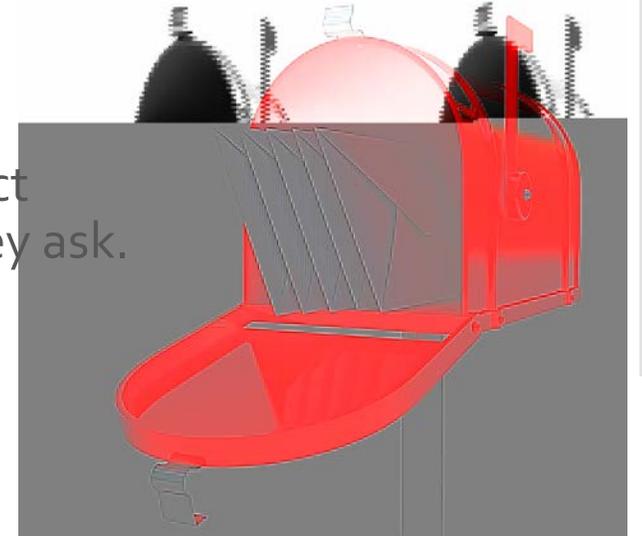
# Mailing Lists

Mailing lists can be one of the most important tools in your self-promotion tool box. They can be utilized for newsletters, press releases, show card, and much more.

Both physical and email addresses are important for spreading the word about your artwork.

It may seem intimidating if you've never had a mailing list, but there are many great ways to get you started.

Maintain a spreadsheet of your contacts and keep it up to date. Include whether the contact is personal or press. Remove people when they ask.



# Who should you include on your mailing list?

- Family and friends
- Addresses collected at exhibitions, festivals, events, etc.
- Previous sales
- Venues that might be interested in your work
- Mailing lists from venues
- Shared mailing lists
- Media outlets
  - [newsdirectory.com](http://newsdirectory.com)
  - [altpress.org](http://altpress.org)
  - [radio-locator.com](http://radio-locator.com)

# Newsletters

Newsletters are a great way to utilize your mailing list and let your audience know what you're up to.

- Don't spam. Only send a newsletter when there are pertinent things to announce (ex – shows, sales, open studios, etc.)

There are several great online newsletter platforms with tools for design and maintaining your mailing lists.

Be sure to add a button on your website so viewers can sign up to receive your newsletters.



## Other ideas to build your audience

- Hold an open studio
- Encourage word of mouth and social media sharing
- Invite friends and family to follow your social media
- Personal notes/emails to buyers and collectors
- Build a brand/logo
- Introduce yourself to collectors, curators, and dealers
- Network with other artists
- Go to meet ups
- Teach a class/workshop