

Internet Marketing for Your Art Business

Or: Why you wouldn't run a business
without a phone.

Why have a web site?

- 50 to 70% of Internet Users had at least one **e-commerce** transaction during 2011
- 90% of **Generation Y** is online (born between 1977 and 1994), and are online daily
- 845 million people use **Facebook** – BUT only 20% are within the US
- **YouTube** shows around 2 Billion Videos – EVERY DAY!

What businesses do we have in the audience?

- Do you currently have a web site?
- Do you currently run newspaper ads? Or flyers? Or mail postcards?
- Do you use e-mail to market your business?
- Do you use social media to market your business? Facebook? YouTube? Twitter?

What makes a great web site?

- What are some of ***your*** favorite web sites? **Why** do you like them? **How many times** a week do you visit them?
- Easy to Use (organized, readable, clean navigation)
- Relevant Content (updated, focused)
- Real Benefit (know your end user)

Do you have a plan?

- **Let's take a step back:** Do you have a marketing plan? Have you sat down and thought about:
- The **4 P's**: Product, Price, Promotion, Placement
- A Marketing Budget
- Who is your Customer?
- **Remember:** A web site is only an **extension** of your overall Marketing Plan. Don't put the cart before the horse.

Do you have a plan?

Write it down! The best way to figure out your Marketing Plan is to create one. Write down:

- What is the **nature** of my business?
- Who are my competitors?
- What sets my product or service apart? What is my competitive advantage?
- How much will I spend to promote the business, and where will I spend it?
- What does the overall market look like? Is it a growth industry?

Additional Planning Info

Some useful links:

How to Create a Marketing Plan (a Guide)

<http://www.missouribusiness.net/sbtdc/docs/marketing.pdf>

Art Fair Insiders (Online Forum)

<http://www.artfairinsiders.com/>

Fine Art Views (Online Newsletter)

<http://faso.com/art-marketing-newsletter/archives/>

Budget and Benchmark

- Ask Yourself: How many people do you want to reach a month? How much are you willing to spend to reach that audience?
- Are you getting an acceptable Return on Investment (ROI)? What is acceptable to you *right now*, how about in *five years*?
- Without knowing where you want to be, how will you know when you get there?

My website: How do I start?

- A website project has three basic elements:
 - A web address
 - A hosted web space
 - Content (or simply the site itself)

My website: How do I start?

- A **web address** is easy to get, cheap, and can be free with some internet hosting providers.
- You can search to see if it is already taken at www.checkdomain.com (or usually any site that registers domain names).
- There are many options (and growing): .com, .org, .net, .co, .info, .net, .usa, .biz, .mobi

My website: How do I start?

- A **hosted web space** is like renting an apartment: usually you sign a year's contract, and you either figure out you like it, or you decide to find a different space when the contract is up.
- Depending on what you're doing with your web site will dictate what type of hosted space you're going to need. Streaming video will require more "bandwidth" – which will usually lead to a higher cost.

My website: How do I start?

- This is the real work of a web site project, but as we talked about before – you need to have your **marketing goals laid out** before designing your web site.
- BIG QUESTION: What do you want the site to do?
 - Display your work?
 - Sell your work?
 - Collect potential customer e-mails?
 - Talk directly with your customers?
- All of these elements will dictate how you (or someone else) should design your site.

My website: How do I start?

- The big decision: Do I design the site **myself**, or do I **hire** someone? Ask yourself:
 - Do you understand how a web site works, and what goes on “behind the scenes”?
 - What will the goal of your site be? Can it be a very simple site, or does it need to do more?
 - Do you have **hours every month** to make updates and fix things, as needed? Ask Yourself: Am I getting enough value for the time I spend working on my web site? Could I be working on my art?

My website: Template Sites

- Here are some options for putting a site together with minimal “programming”:
 - www.wix.com
 - www.weebly.com
 - www.wordpress.com (very good for blogs)
- The downside to many “free” web creation and hosting sites is that they will force advertising on your site to drive visitors to their service.

My website: How do I start?

- **Hire someone to design your web site.**
- Before signing on the dotted line, ask to see:
 - A list of sample sites that they have already created, and a current client list.
 - A list of references if they can't share a client list.
 - All Possible Charges. Ask them to list out the upfront costs and any ongoing costs for the site. Will there be charges for minor text changes, or will it be included in the monthly / yearly fee?
- Keep your marketing budget in mind and stick to it!

How do you gain an audience?

- First off, you live in **the real world**, not cyberspace, so have your in-person marketing thought out first.
- Take what you figured out in your marketing plan about your **competitive advantages** and use those as launching points for gaining an audience.
- Leverage press releases, newspaper coverage.
- Get out in-front of your audience

How do you gain an audience?

- Driving customers to your site online can be done through a few techniques:
 - **Online advertising**, like through **Google AdWords** allows savvy web site owners to tailor an ad campaign to a specific budget and goal.
 - **Search Engine Optimization** (SEO) is another way that Google (and all search engines) can direct traffic to your site. Put simply, with effective SEO your “organic” traffic can be as effective as your “paid” traffic – and a lot less expensive.

How do you gain an audience?

- Driving customers to your site online can be done through a few techniques:
 - **Social Media**: sites like Facebook, Twitter, YouTube, etc., can add to your site traffic, but it's not always of the *quality* of traffic that makes a difference to the bottom line.
 - **E-mail Campaigns**: Collecting e-mail addresses when attending events or during a show of your art is **critical** in building a potential client list. Use this list to alert fans to new content on your site, or let them know of upcoming events & sales.

How do you keep an audience?

- Keeping an audience is at times more difficult and time-consuming than getting one. How do ***you*** keep a past customer engaged in what you're doing now? Some possible ideas:
 - A Newsletter (online or printed)
 - A Facebook page (beware of “FB Creep”)
 - A Twitter account
 - E-Mail “blasts”
 - Snail Mail

How do you keep an audience?

- Some more possible ideas:
 - Post YouTube videos of your art – or better yet you working on your art!
 - Set up a blog and talk about your current projects; start a discussion there where your current and potential future customers can interact.
- YouTube Example / www.smith-pots.com
- <http://www.youtube.com/watch?v=NaocMb7JSXE>

Flipping the Funnel

- There is a movement among marketers to throw out the old advertising model (where people are theoretically shuffled along a “advertising funnel”), and focusing just on the current customers at hand. Building personal one-to-one relationships with each of them, empowering them to be “evangelists” of a specific product. Basically “flipping” the advertising funnel, and letting current customers be the carriers of the message.

Why flip the funnel?

- It costs five times as much to sell to a new customer as to an existing customer.
- On average 20% of your customers could account for 80% of your total sales.
- It is estimated that customers are twice as likely to talk about their bad experiences as their good ones. So when they want to share good opinions about your art, help them to do so.

Questions?