

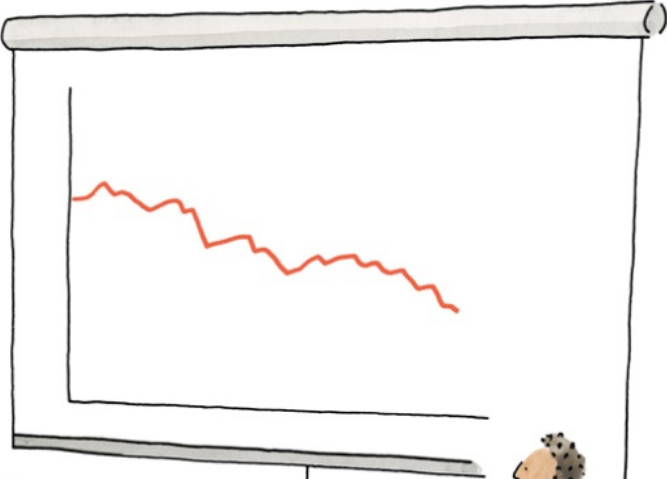
Social Media Marketing for Artists

with Cindy Hohman





WHY ISN'T SOCIAL MEDIA
MAGICALLY SOLVING ALL
OF OUR PROBLEMS?



TOM
FISH
BURNE





DEVELOP A
marketing mindset

WHAT IS A *marketing mindset?*

- You run a business, so you can't be afraid to share your work
- Every interaction you have should help your audience along the path to a purchase
- Social media is a marketing outlet, so you must think of it that way
- Marketing is required for your business success, so set a tone that suits you



KNOW YOUR *ideal buyer*

WHY YOU NEED AN *ideal buyer profile*

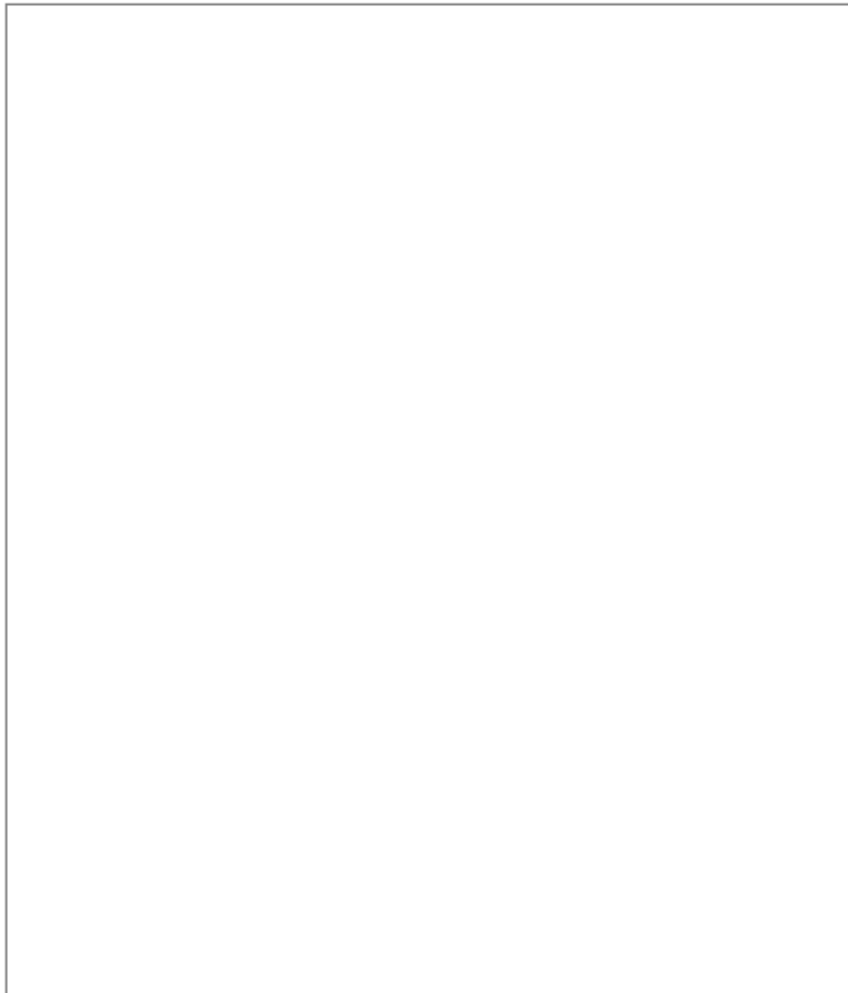
- You can speak directly to the people who will be most interested in your work
- You get away from the idea of trying to be everything to everyone (because you can't be)
- It helps you with your marketing writing: social media posts as well as website copy, artist's statement, and more
- You can't help but create work for your ideal buyer when you know who that person is and what they are passionate about

HOW TO DETERMINE *your ideal buyer*

- The difference between a target market and an ideal buyer
- Base your ideal buyer profile on past buyers if you can, but it isn't required
- You decide who your ideal buyer is, not the other way around
- Don't worry that you might be eliminating people from your potential audience

My ideal buyer

Use this worksheet and fill in the blanks until you have described that person completely. Some people like to give their ideal buyer profile a name. I would recommend it because it helps you to even more see this as a real person.



Age

Gender

Location (if it is important)

Favorite things to do when not working?

What is he/she passionate about?

Favorite websites/blogs/magazines/clubs

Favorite places to shop (online, in person)

How would you describe this person in one sentence?

My ideal buyer

Here is an example ideal buyer profile that I put together with a friend's work in mind. Use this to get you thinking about what details you can fill in for your ideal buyer. I also gave you space to draw or get creative in whatever way you'd like.



James

Age 42 Gender male

Location (if it is important)

Could live anywhere, but likes to spend time in nature at home or on vacation

Favorite things to do when not working?

hiking, birding, music concerts

What is he/she passionate about?

nature and the environment, organic gardening, simple living

Favorite websites/blogs/magazines/clubs

Organic Gardening Magazine, Rocky Mountain Hiking Club

Favorite places to shop (online, in person)

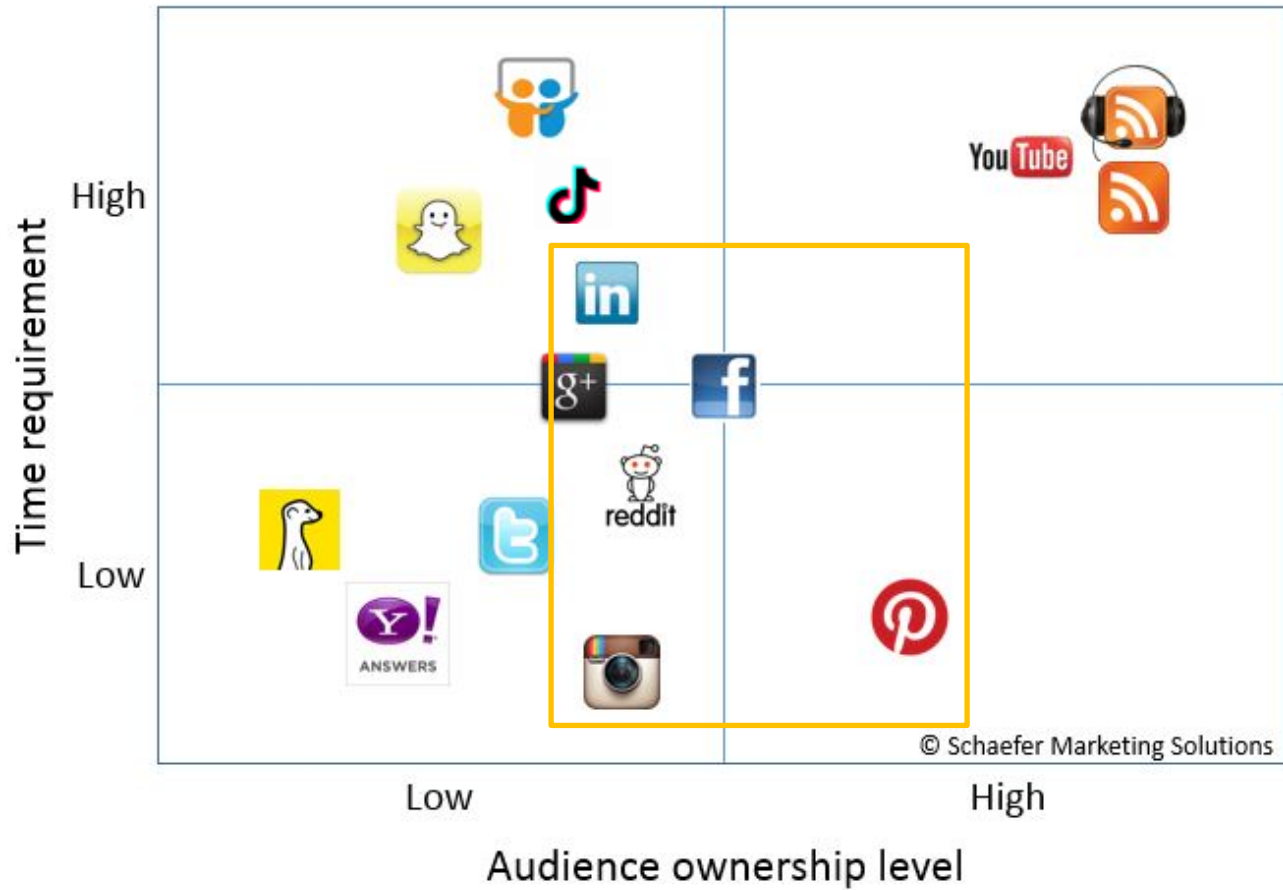
REI, Amazon

How would you describe this person in one sentence?

James is an educated environmentalist who lives near or visits places where nature is in abundance.



HOW MUCH *time*
DO YOU HAVE?



CHOOSING YOUR *social media platforms*

- Each social media outlet can take 2-4 hours per week to manage, some even more than that
- Make sure you choose an outlet that you are reasonably familiar with and where you can find your ideal buyer
- Choose one primary platform and go deep
- Add a second platform if you are comfortable that you can manage it
- Automation tools can help you, but you need to be managing your social media successfully for 3-6 months before adding those tools

CHOOSING YOUR *social media platforms*

	Demographics	Pros & Cons	Best For
Facebook	Female and male Ages 25-44	<ul style="list-style-type: none"> • Most popular social media outlet by far • Harder to grow an organic following • Users spend 20 min. + daily • Great platform for making sales 	<ul style="list-style-type: none"> • Reaching a broad audience • Audience engagement with your content • Storytelling
Instagram	Female Ages 18-49 Growing for younger audience	<ul style="list-style-type: none"> • Fastest growing social media outlet • Easy to grow an organic following • Harder to turn your following into buyers 	<ul style="list-style-type: none"> • Image-based content • Growing an organic following • Reaching interior designers, product reps, curators of visual goods
LinkedIn	Skews male Higher income Professional	<ul style="list-style-type: none"> • Great way to connect with business owners and other professionals • Small audience • Not oversaturated with artists 	<ul style="list-style-type: none"> • Reaching a professional audience
Pinterest	Female All age groups Creative	<ul style="list-style-type: none"> • Pin longevity is more than 100 days • The visual search engine of choice • Takes time to build 	<ul style="list-style-type: none"> • Image-based content • Being visible in searches • Reaching interior designers, both professional and DIY
Snapchat	Female Under age 35	<ul style="list-style-type: none"> • One of the newest platforms, not oversaturated • High level of effort required for little audience engagement • Marketing revolves heavily around creating “stories” 	<ul style="list-style-type: none"> • Reaching a young audience
Twitter	Skews male 18-24 year olds	<ul style="list-style-type: none"> • Users spend an average of 2.7 minutes on the app/day • Most oversaturated • You can still build an organic audience fairly easily, though it might not be the best audience 	<ul style="list-style-type: none"> • Engaging directly with others in your industry and influencers
YouTube	Skews male ages 18-49	<ul style="list-style-type: none"> • Creating new video content is necessary to growing your audience on YouTube • Content creation is a significant commitment 	<ul style="list-style-type: none"> • Ongoing video content/series • Artists comfortable with being on video

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Twitter	Skews male 18-24 year olds	<ul style="list-style-type: none"> • Users spend an average of 2.7 minutes on the app/day • Most oversaturated • You can still build an organic audience fairly easily, though it might not be the best audience 	<ul style="list-style-type: none"> • Engaging directly with others in your industry and influencers
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what **AND** *when* **TO POST?**

what **AND** *when* **TO POST**

4

Created

Your own content
that isn't overtly
promotional

3

Curated

Content from
others that is
relevant to your
audience

2

Personal

Share something
personal that isn't
work related

1

Promotional

Posts that
include a clear
call-to-action

what **AND** *when* **TO POST**

	Best Days to Post	Best Time of Day	How Often	Notes
Facebook	Thursday-Sunday	Morning, afternoon	2-4 posts per day	Curated and re-posted content
Instagram	Monday and Thursday	Before and after work hours, past midnight	1-2 posts per day	No reposted or curated content except in Stories
LinkedIn	Tuesday-Thursday	Before work, lunch, after work	1 post per day	Curated and re-posted content
Pinterest	Weekends	After lunch, couch time, past midnight	At least 3 pins and up to 11 per day	Re-pin (curate) half that content
Twitter	Weekends	12 pm and 3-6 pm	15 per day recommended	Re-post content, learn etiquette

CoSchedule: [Best Time to Post on Social Media](#)

Tip: I like to create themed days of the week to guide me in my content. I have Motivation Monday and Funny Friday in my plan. It's easy for me to find motivational messages and funny things to share, which checks off two of my curated posts from other sources

what **AND** *when* **TO POST**

Created content

- In-process photos of your work
- Photos or stories about your process
- Your blog posts
- Videos (using Instagram Stories, Facebook Live, etc.)
- Pieces and collections that are currently for sale
- Content that relates to trending topics

Note: Include a link to your website if possible

what **AND** *when* **TO POST**

Curated content

- Who do you follow on Facebook or Instagram? As you scroll through your own feed, save items that you think would be interesting for your audience.
- Think of large content producers who have sizeable audiences from whom you can share content: Denver Art Museum, MCA Denver, MoMA, SFMoMA, Art Basel, American Artist
- Follow me and share my posts if you'd like

Note: tie content to (and mention) what you are currently working on or your brand pillar/business value that it relates to if you can

what **AND** *when* **TO POST**

Personal content

- Photos of your garden, home, pets, etc.
- Vacation photos
- Interesting imagery you come across during the day
- Quotes that you love

Note: Think of this as if you're sharing with your friends on your personal feed. Your audience wants to get to know you better.

what **AND** *when* **TO POST**

Promotional content

- Links to work that is currently for sale
- Special offers
- Commission request form
- Promoting your work on Etsy, Artful Home, Saatchi, Fine Art America, etc.

Note: always include a call-to-action on promotional posts

“see more on my website”

“be the first to own this”

“click through to purchase”

“buy via the link in my profile” (Instagram)

“schedule your commission today before my schedule fills up”



HOW TO BE MORE *efficient*



THOUGHTS ON
social media influencers

THOUGHTS ON *social media influencers*

- Share their content and make sure to give credit (tag them)
- Research their hashtags and consider whether they are worth following
- When someone on social media shares your content, comment and say thank you—it goes a long way
- Send a DM (direct message) and ask if they would be willing to share one of your posts or represent your work through their account and what they expect in return (you should expect to pay)
- Tread cautiously with pay-to-share Instagram accounts

HOW TO BE MORE *efficient*

- Repost content
- If your main platform is Facebook, use Publishing Tools
- Plan a block of social media time each week or two weeks where you plan your content
- Use a social media management tool such as Tailwind for Instagram or SmarterQueue for Facebook and LinkedIn

Note: a word of caution about automation

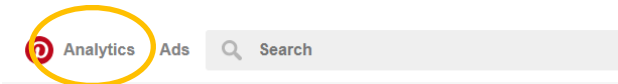
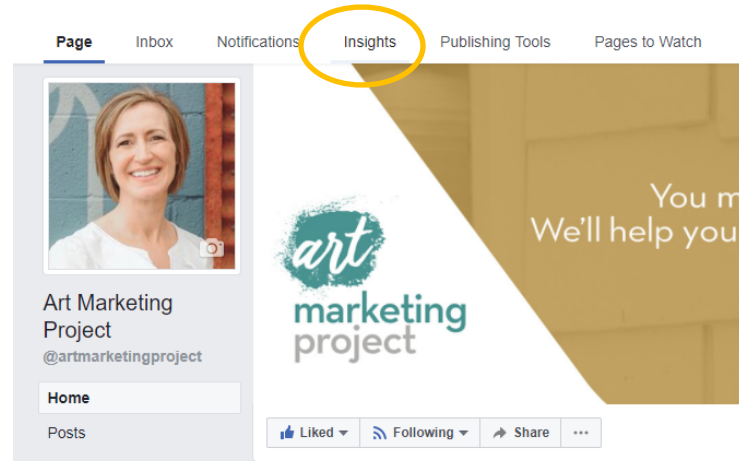


HOW TO KNOW IF IT'S *working*

HOW TO KNOW IF IT'S *working*



Cindy Sewell Hohman
Coach
I help artists be efficient and effective at marketing so they can get back to creating. My blog -->
www.artmarketingproject.com/blog

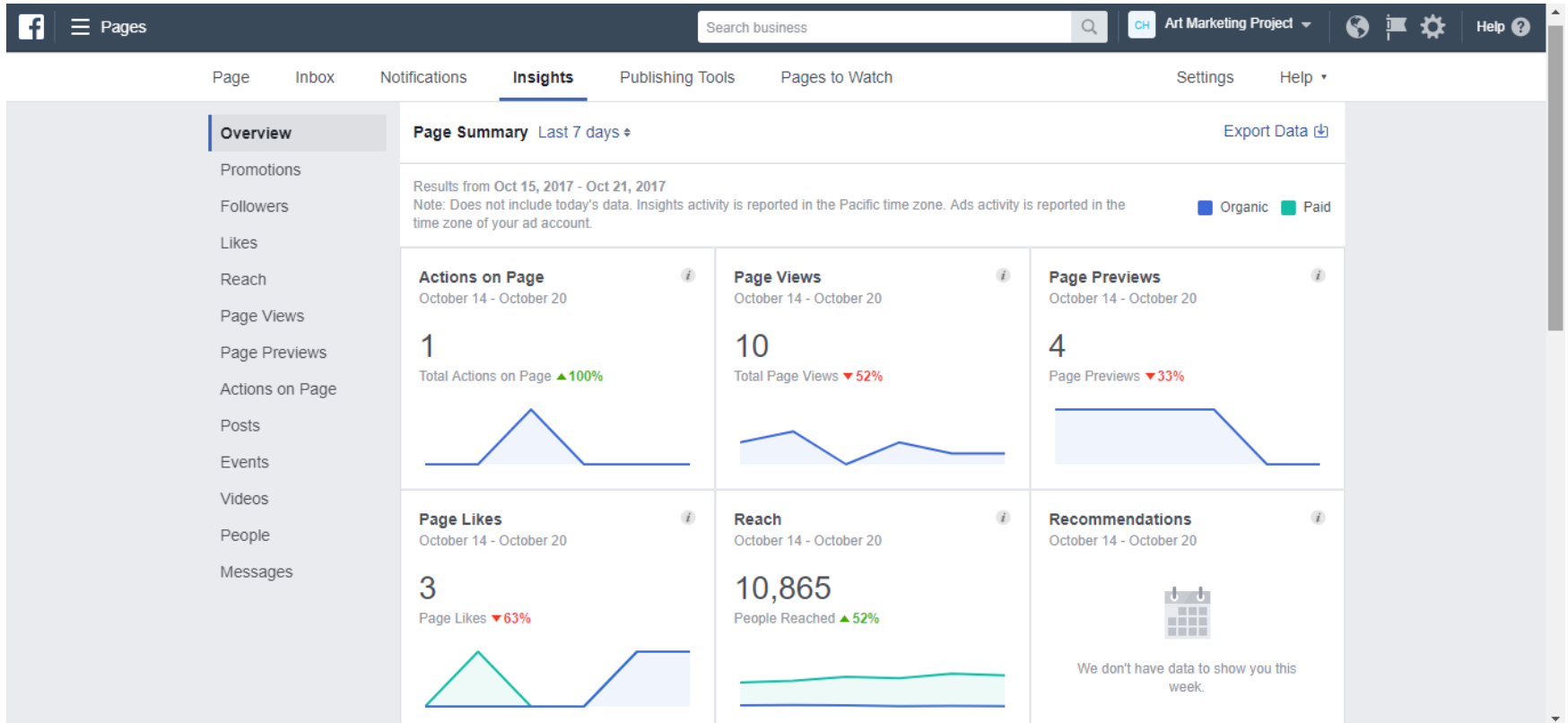


Art Marketing Project

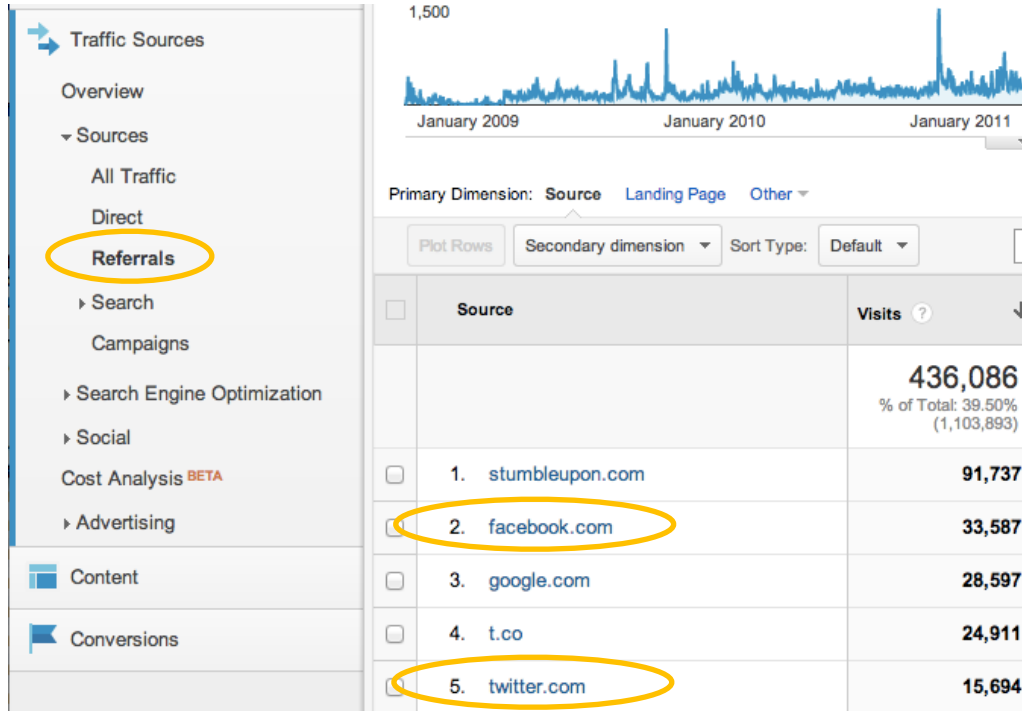
2 Followers 20 Following

Pins Boards Tried

HOW TO KNOW IF IT'S *working*



HOW TO KNOW IF IT'S *working*



Thanks!



art marketing project