Social Media Marketing for Artists

with Cindy Hohman
WHY ISN'T SOCIAL MEDIA MAGICALLY SOLVING ALL OF OUR PROBLEMS?
Cats and Social Media

By Guhmshoo

Well of course you have no followers, that's what happens when you sleep 20 hours a day.
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.

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

<table>
<thead>
<tr>
<th></th>
<th>Demographics</th>
<th>Pros &amp; Cons</th>
<th>Best For</th>
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</table>
| **Facebook** | Female and male  
Ages 25-44 | - Most popular social media outlet by far  
- Harder to grow an organic following  
- Users spend 20 min. + daily  
- Great platform for making sales | - Reaching a broad audience  
- Audience engagement with your content  
- Storytelling |
| **Instagram** | Female  
Ages 18-49  
Growing for younger audience | - Fastest growing social media outlet  
- Easy to grow an organic following  
- Harder to turn your following into buyers | - Image-based content  
- Growing an organic following  
- Reaching interior designers, product reps, curators of visual goods |
| **LinkedIn** | Skews male  
Higher income  
Professional | - Great way to connect with business owners and other professionals  
- Small audience  
- Not oversaturated with artists | - Reaching a professional audience |
| **Pinterest** | Female  
All age groups  
Creative | - Pin longevity is more than 100 days  
- The visual search engine of choice  
- Takes time to build | - Image-based content  
- Being visible in searches  
- Reaching interior designers, both professional and DIY |
| **Snapchat** | Female  
Under age 35 | - One of the newest platforms, not oversaturated  
- High level of effort required for little audience engagement  
- Marketing revolves heavily around creating “stories” | - Reaching a young audience |
| **Twitter** | Skews male  
18-24 year olds | - 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 | - Engaging directly with others in your industry and influencers |
| **YouTube** | Skews male  
ages 18-49 | - Creating new video content is necessary to growing your audience on YouTube  
- Content creation is a significant commitment | - Ongoing video content/series  
- Artists comfortable with being on video |
### CHOOSING YOUR social media platforms

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- Good for branding |
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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

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

[Image of a Google Analytics dashboard with highlighted referrals section and top referral sources: stumbleupon.com (91,737 visits), facebook.com (33,587 visits), google.com (26,597 visits), t.co (24,911 visits), twitter.com (15,694 visits)].
# How to Know If It's Working

## Marketing Analytics

| Date       | Page Likes | Avg. Organic Reach/Day | Total Reach | Engagement | Video Views | Visits to Website | Visits to Website (Stories) | Followers | Avg. Monthly Viewers | Avg Daily Impressions | Avg Daily Viewers | Saves from Website | Original Pins | Visits to Website | Subscribers | Watch Time (minutes) | Visits to Website |
|------------|------------|------------------------|-------------|------------|-------------|-------------------|-----------------------------|-----------|---------------------|----------------------|-------------------|-------------------|-------------|-------------------|-------------|------------------|-------------|-------------------|
| September 17 | 68         | 100                    | 10381       | 471        | 46          | 37                | -                           | 347       | 1570                | 59                   | 43               | -                 | 9           | 2                 | -           | 6                | -           |
| October 17  | 91         | 101                    | 634         | 371        | 171         | 37                | -                           | 361       | 3644                | 144                  | 61               | -                 | 4           | 7                 | -           | 9                | -           |
| November 17 | 97         | 50                     | 229         | 207        | 107         | 37                | -                           | 422       | 5298                | 156                  | 39               | -                 | 6           | 15                | -           | 45               | -           |
| December 17 | 100        | 49                     | 1,182       | 363        | 101         | 61                | -                           | 501       | 18,236              | 714                  | 55               | -                 | 12          | 27                | -           | 28               | -           |
| January 18  | 109        | 26                     | 666         | 539        | 101         | 61                | -                           | 602       | 5,880               | 988                  | 52               | -                 | 18          | 40                | -           | 27               | -           |
| February 18 | 123        | 44                     | 867         | 567        | 376         | 61                | -                           | 663       | 18,236              | 1062                 | 286              | -                 | 25          | 48                | -           | 27               | -           |
| March 18    | 142        | 60                     | 27,797      | 1,332      | 345         | 44                | -                           | 762       | 10,416              | 1602                 | 337              | -                 | 25          | 48                | -           | 27               | -           |
| April 18    | 305        | 62                     | 47,233      | 1,294      | 349         | 44                | -                           | 913       | 5,758               | 916                  | 53               | -                 | 14          | 52                | -           | 27               | -           |
| May 18      | 365        | 60                     | 25,897      | 1,324      | 55          | 44                | -                           | 1100      | 10,416              | 916                  | 53               | -                 | 14          | 23                | -           | 27               | -           |
| June 18     |             |                        |             |            |             |                   |                             |           |                     |                      |                  |                   |             |                   |             |                  |             |
| July 18     |             |                        |             |            |             |                   |                             |           |                     |                      |                  |                   |             |                   |             |                  |             |
| August 18   |             |                        |             |            |             |                   |                             |           |                     |                      |                  |                   |             |                   |             |                  |             |
Thanks!