

how to sell art on Facebook advanced group course

module 2: your website & FB goals



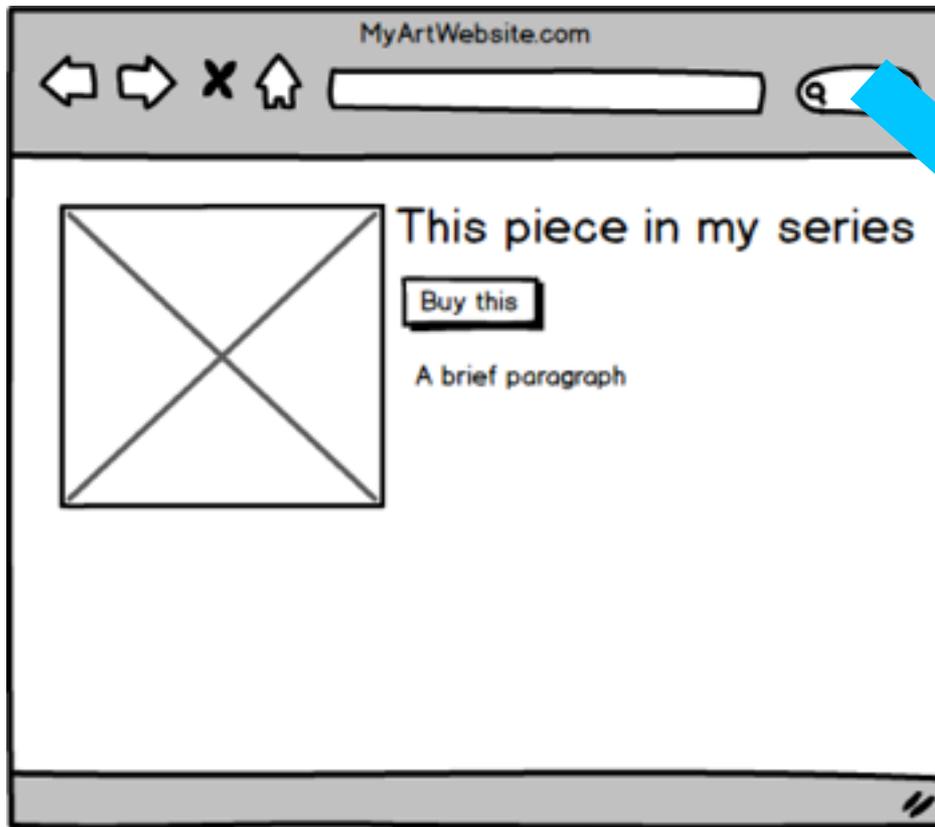
sales funnels



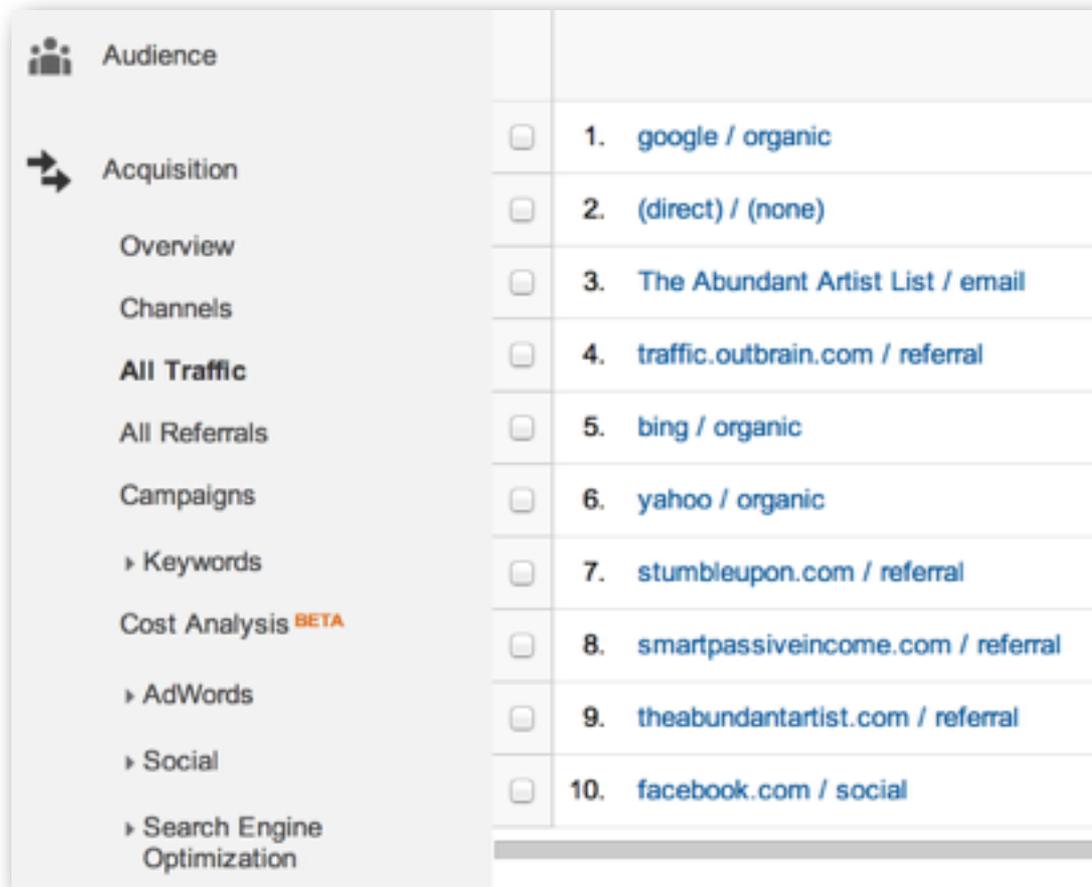
image by Nichole Kelly



simple funnel: landing page, conversion page, tracking



understanding traffic with Google analytics



A screenshot of the Google Analytics navigation menu. The menu is on the left side of the interface and includes the following items: Audience, Acquisition, Overview, Channels, All Traffic, All Referrals, Campaigns, Keywords, Cost Analysis BETA, AdWords, Social, and Search Engine Optimization. The Acquisition section is expanded, showing a list of traffic sources with checkboxes next to them:

- 1. google / organic
- 2. (direct) / (none)
- 3. The Abundant Artist List / email
- 4. traffic.outbrain.com / referral
- 5. bing / organic
- 6. yahoo / organic
- 7. stumbleupon.com / referral
- 8. smartpassiveincome.com / referral
- 9. theabundantartist.com / referral
- 10. facebook.com / social



A screenshot of the Google Analytics Goals table. The table has a header with a '+ NEW GOAL' button and an 'Import from Gallery' link. The table columns are 'Goal' and 'Id'. The table contains the following data:

Goal	Id
Art Sale	Goal ID 6 / Goal Set 2
Coaching sign ups	Goal ID 3 / Goal Set 1
Done for You Site Sale	Goal ID 11 / Goal Set 3
Facebook Course	Goal ID 7 / Goal Set 2
Get Empowered Page	Goal ID 12 / Goal Set 3
Newsletter Opt In	Goal ID 1 / Goal Set 1
TAA Treatment Plan	Goal ID 13 / Goal Set 3
Uniquity Course	Goal ID 8 / Goal Set 2
Wall Art Sales	Goal ID 2 / Goal Set 1
Wishlist Registration	Goal ID 4 / Goal Set 1

PERSONAL TOOLS & ASSETS

Segments



example goals for your web page

- newsletter opt-in
- inquire about a commission
- class sign up
- ecommerce sale



example newsletter opt-in page

JOIN MY MAILING LIST TO RECEIVE:

- **Special sneak peeks** at new artwork, my creative process and more
- **Printable greeting card** and envelope with my artwork
- **And a special bonus!** 7 Easy Tricks to Add Beauty and Creativity to Your Everyday Life!



(I respect your privacy and won't spam or share your email. You can unsubscribe any time.)

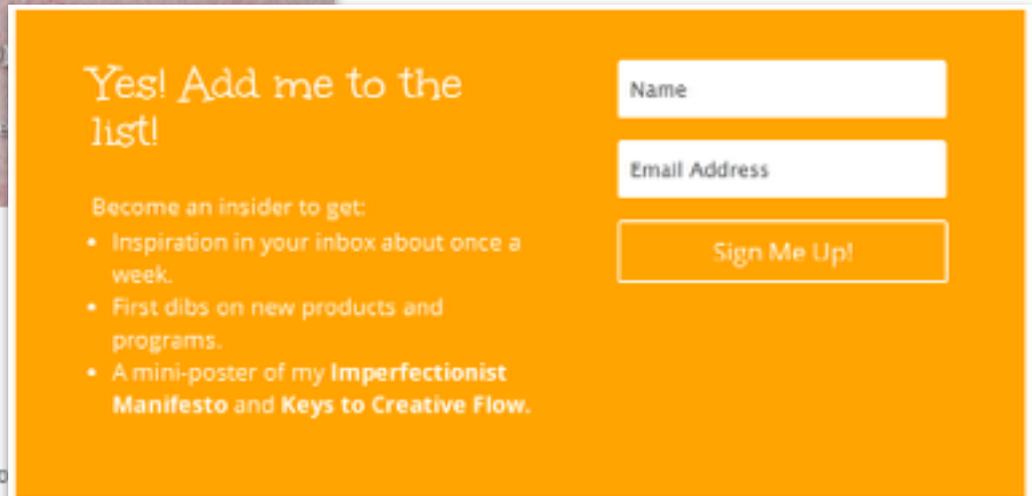
Sign up

A screenshot of a newsletter opt-in page for Kelly Rae Roberts. The page has a yellow and green scalloped border. At the top left, there's a logo with 'roberts' in a cursive font and 'artist. author. possibilitarian' below it. At the top right, there are social media icons for Twitter, Facebook, YouTube, and Pinterest, along with the text 'kindness news press fag contact'. The main content is titled 'NEWSLETTER' and 'IF YOU'D LIKE TO RECEIVE WEEKLY-ISH LOVE NOTES & HAPPY ANNOUNCEMENTS — SIGN UP BELOW....'. It includes a promise to keep email addresses safe and a list of benefits: 'I also promise . . . : To fill your inbox with uplifting, inspiring, possibility fueled messages & artwork about once a week. : To make sure you're the first to know about new e- courses, live chats, original paintings, and more. : To do everything I can — with all my virtual powers — to remind you that beauty is mandatory, and that kindness changes everything.' Below this is a 'SUBSCRIBE TO OUR MAILING LIST' section with 'Email Address' and 'First Name' input fields and a 'Subscribe' button. On the right side, there's a 'HELLO.' section with a photo of Kelly Rae Roberts and a 'Read more about my story' link. Below that is a 'MY PAINTING E-COURSE' section with a 'HELLO Soul Hello MIXED-MEDIA MANTRAS' graphic and 'A PAINTING E-COURSE WITH KELLY RAE ROBERTS' text. A vertical sidebar on the right contains several circular icons with text: 'WHAT I BELIEVE', 'NEW AROUND HERE', 'HAPPY PROJECTS', 'STUFF I LOVE', 'TAG', 'HOME TOUR', and 'SMALL'.

Melissa Dinwiddie's course pages



The screenshot shows the top portion of a website. On the left is a circular profile picture of a woman. To its right is the text "Living a Creative Life with Melissa Dinwiddie". Further right is a navigation menu with items: "About", "Work/Play With Me!", "My Art", and "Courses". Below the header is a large banner image with a textured, reddish-brown background. The text "Retreats & Workshops" is visible in the banner, along with the phrase "ways to play with me". Below the banner, the heading "Come on retreat with me!" is followed by a small landscape photograph of a green field with trees. To the right of the photo is text: "There is nothing (nothing!) like co time and real space with other lik with the purpose of creating." and "We're wired to create. We need to of us rarely get enough time and".



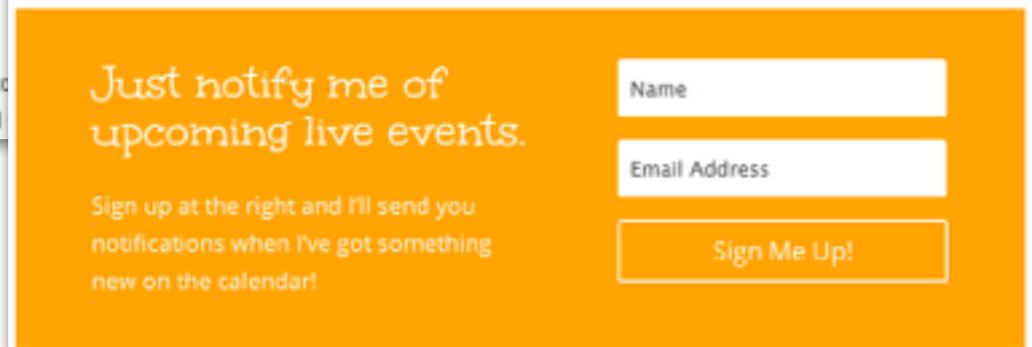
Yes! Add me to the list!

Become an insider to get:

- Inspiration in your inbox about once a week.
- First dibs on new products and programs.
- A mini-poster of my **Imperfectionist Manifesto** and **Keys to Creative Flow**.

Name

Email Address



Just notify me of upcoming live events.

Sign up at the right and I'll send you notifications when I've got something new on the calendar!

Name

Email Address



Sarah Stone ecommerce page

sarah stone
modern mythologies

Home Paintings ▾ Clear Art Blog Meet the

Home / Large / Anomalous Eggs



Anomalous Eggs
\$950.00
Anomalous Eggs

24" x 30" aqueous oil paint on 2" deep canvas. The idea was inspired by an exhibition at the Florentine "La Specola" museum in which mutated chicken eggs and other oddities of genetics were on display. This painting explores, in the tradition of Dr. Seuss, DNA gone wrong. The writing at the top of the canvas, which is taken directly from the display at the museum reads: "Ovo Anomale de Gallina" or Anomalous Chicken Eggs.

The canvas has a custom made wood frame painted yellow, which picks up the colors in the painting.

Shipping is included in price.

[Add to cart](#)



the EdgeRank algorithm: why your stuff isn't seen

$$\left\{ \sum u_e w_e d_e \right\}$$



AFFINITY (u_e)



WEIGHT (w_e)



TIME DECAY (d_e)



engagement that works

- image posts
- contests
- giveaways
- name-that-art



begin with your story

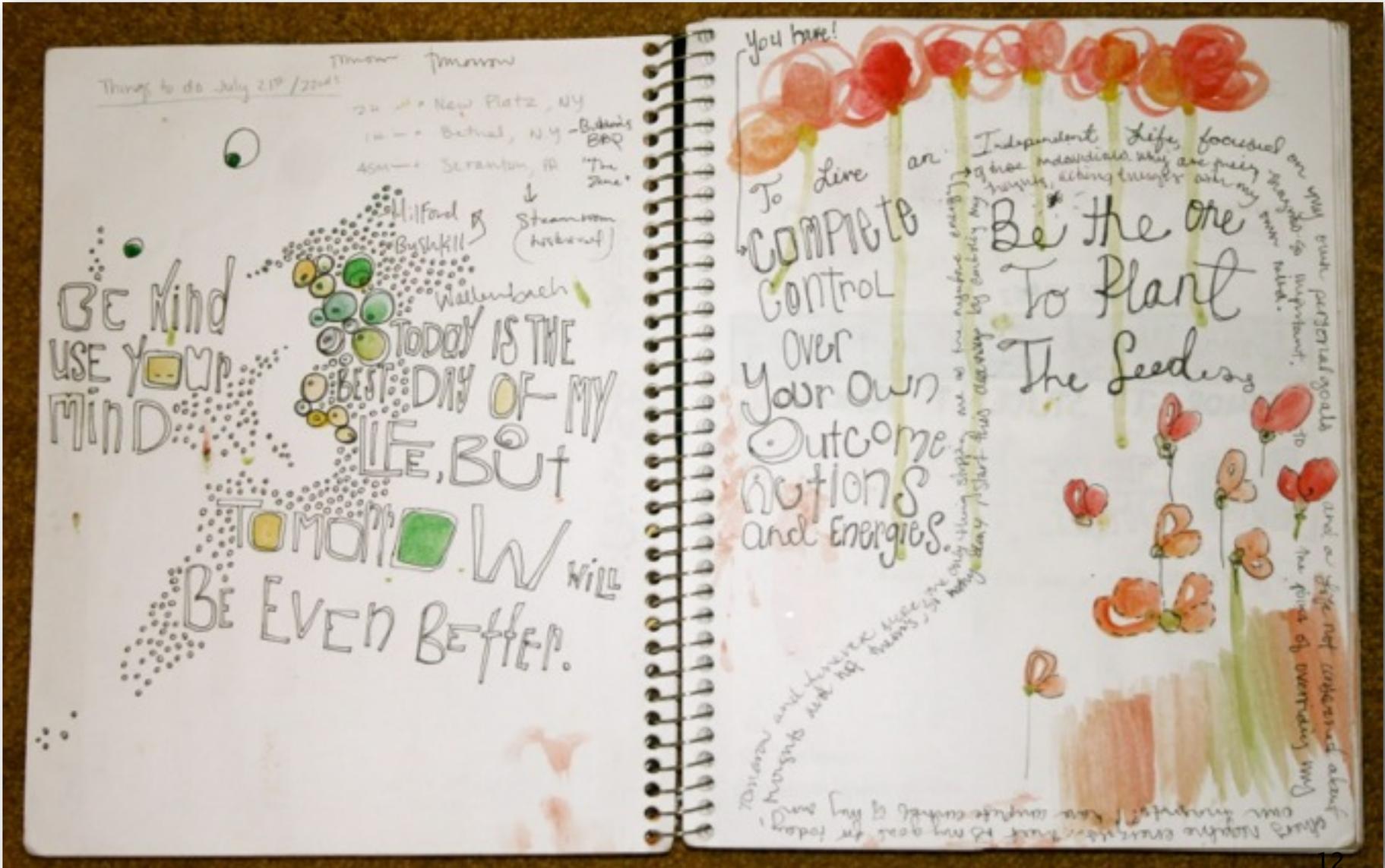


image posts

- include links in your image description
- Facebook image quality can be maintained by uploading only .gif, .jpg and .png file extensions at a 4MB (megabyte) maximum per file.



WIP posts



Natasha Wescoat - Fantasy Artist
Liked · July 26

A peek at what I'm working on. An ink drawing of a pirate mermaid! #fantasyart #wip #natashawescoat

Like · Comment · Share

320 people like this. Top Comments · 2 shares

Linda Walker You are welcome yes i really like them all .how long have you be drawing
Like · Reply · Yesterday at 2:21am

Natasha Wescoat - Fantasy Artist
Since I was very young. Took lots of classes throughout elementary, highschool and college but was first self taught! 😊
Like · 1 · Yesterday at 2:27am

Natasha Wescoat - Fantasy Artist Jenn Crisman I'm thinking of bringing some in in my new paintings! 😊
Like · Reply · 1 · Yesterday at 2:17am

Natasha Wescoat - Fantasy Artist Alan Smith I have been planning to bring out more black and white pieces but I think some monochromatic paintings would be an interesting thing to try!
Like · Reply · 1 · Yesterday at 2:16am

Natasha Wescoat - Fantasy Artist Koyote Moon haha glad you love it! 😊
Like · Reply · 1 · Yesterday at 2:15am



Toot your own horn



Michelle Leivan

Follow · July 8 · 🌐

My selfies made the cover of the seveneightfive magazine! While Gary Blitsch photo bombed me.

Like · Comment · Share

👍 89 people like this.

📄 7 shares

💬 View 22 more comments



Harold Gaston Wow!

July 9 at 1:13pm · Like · 🔄 1



Anita L. Wolgast Love your 'outside-the -box' creativity, Michelle! Proud of you! CONGRATS on the 785 coverage!!

July 9 at 1:47pm · Like · 🔄 1



Shelly Bedsaul Ya know, if you made this public, I could post it to my page. Wrote a fabulous referral and now it's gone.

July 9 at 4:00pm · Like · 🔄 1



Michelle Leivan ughh, I thought all of my posts were public...

July 9 at 4:04pm · Like



Write a comment...



Vashti's auction promotions

 **Ovashti** added 3 new photos. Like Page
July 22 at 9:19pm · Edited · 

AUCTION!!
'Blue Sea Shore'
21" x 17 1/4"
Acrylic on Wood & Reclaimed Frame
In the gallery this piece would be \$300!
Starting bid is \$35 & should be upped by, at least \$5 each bid.
Auction will close at 6pm est Wednesday (7/23)
*bid in the comments below! Have fun!



Export Build Audience ▾ Help ▾

	124		26 11	 	Boost Post ▾
	229		86 38	 	Boost Post ▾
	101		0 1		Boost Post ▾
	231		14 31	 	Boost Post ▾
	155		13 17	 	Boost Post ▾

See More

About Create Ad Create Page Developers Careers Privacy Cookies Terms Help Chat (43)



contests & giveaway ideas

- Name that art contests
- Location for a new show
- What should I draw/paint/make next?
- Submit a photo to be painted
- Potential prizes: prints, t-shirts, calendars with your art or postcards/small originals



Promoted Posts

The image shows a Facebook post creation interface with a 'Boost Post' dialog box overlaid. The dialog box is titled 'Boost Post' and contains the following information:

- Message:** You'll see a preview of your ad here after you post.
- Boost your post to reach more people. Learn more.**
- Audience:** People who like your Page and their friends (1) People you choose through targeting (1)
- Location:** United States [Edit](#)
- Maximum Budget:** \$32.00
- Est. People Reached:** 3,800 - 10,000 of 600,000. Below this is a progress bar and the text: 'Increase your budget or narrow your audience if you want to reach more people that you care about.'
- Duration:** Boost this post for 1 day
- More Options** (dropdown arrow)
- Buttons:** [Terms & Conditions](#), [Clear](#), [Set Budget](#)

The background shows a Facebook post creation form with the following elements:

- Post Type:** Status, Photo / Video, Offer, Event +
- Profile Picture:** A small circular profile picture of a man.
- Text:** Some example text here and a link <http://theabu>
- Image:** A large image of a historical anatomical drawing (Leonardo da Vinci's Vitruvian Man) with a dashed box and a plus sign indicating it can be replaced.
- Schedule Post:** A section with a close button (X) containing:
 - Date:** 9/3/2014
 - Time:** 9:00 am
 - Timezone:** UTC+02
- Bottom Bar:** Contains icons for a clock, location, and camera, along with [Boost Post](#) and [Schedule](#) buttons.

design series of posts that leads to conversion



module 2 homework

- pick one goal for this course
- create landing page & tracking
- come up with 4 - 5 FB posts that lead up to your landing page
- add your website to the spreadsheet, and I will look at your goal flow to make sure it makes sense

