

# how to sell art on Facebook: the advanced group course



# module 3: assembling your advertising content



# FB ad options

What kind of results do you want for your ads?



Clicks to Website



Website Conversions



Page Post Engagement



Page Likes



App Installs



App Engagement



Event Responses



Offer Claims



Video Views

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

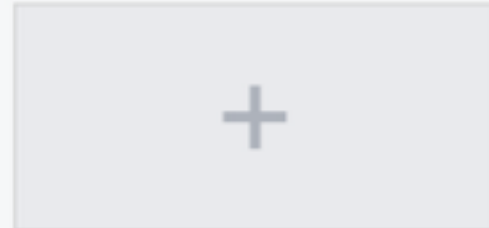
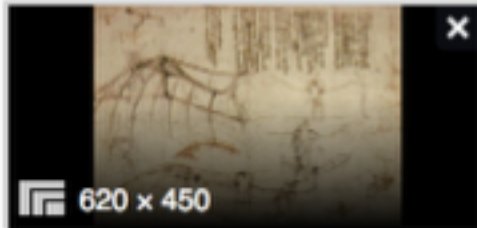
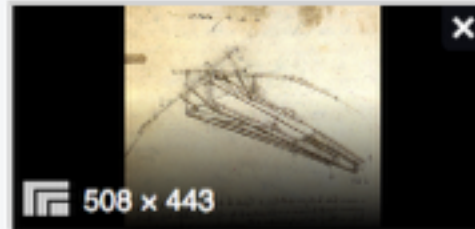
show opening

# effective image ads



# test lots of images

## Images



 Upload Images

 Browse Library

 Find Images

 Reposition Images



# “To Hell with the Art World” - Good titles

gapingvoid

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CORPORATE CULTURE OFFICE ART VISUAL STRATEGIES MANIFESTOS BOOKS DON'T GET IT? CLICK HERE! MORE

[NB: [It's Art Basel week here in Miami](#), and I'm sorry if this blog post seems a bit rattled, but it's been insane around here.]

- 1. First off, my “[I'm Not Delusional Show](#)” has been a fantastic success so far.** What can I say? People love it. It's not even the big weekend yet and we've been deluged. More than that, we've met some REALLY interesting people.
- 2. Visiting the more conventional parts of Art Basel earlier,** it was certainly impressive, the scale was unbelievable, and gets more insane every year.
- 3. I came away, well, quite relieved I don't really belong to that world, to be honest.** Although there was a lot of different kinds of art on display (of course there frickin' was), after five minutes even the good stuff started looking the same.

Like Malcolm Gladwell talked about in [his latest book](#), It's why the Impressionists decided not to join the French Salon, back in the Nineteenth Century. They would've have been were just another couple of snowflakes in the big art establishment blizzard.

“When others zig, zag” etc. Sounds like a good plan to me.

- 4. Instead, we had the show in the best co-working space in town, [The Lab Miami](#).** This meant instead of the dozen-or-so art works that would normally be allowed to be


because that is where the action is, that is where we all need the most help.

Sure, there are other places where the human drama takes place: homes, bars, restaurants, schools, shops, the street etc. But considering how central business is to our lives, I find it odd that more people don't understand how important art can be to the work environment. So gapingvoid is on a mission to help them understand this better.

If you just want to say 'Hello', feel free to [email me](#), anytime.

If you want to talk business, then it's probably best to please contact Jason, [here](#). We look forward to working with you. Thanks!

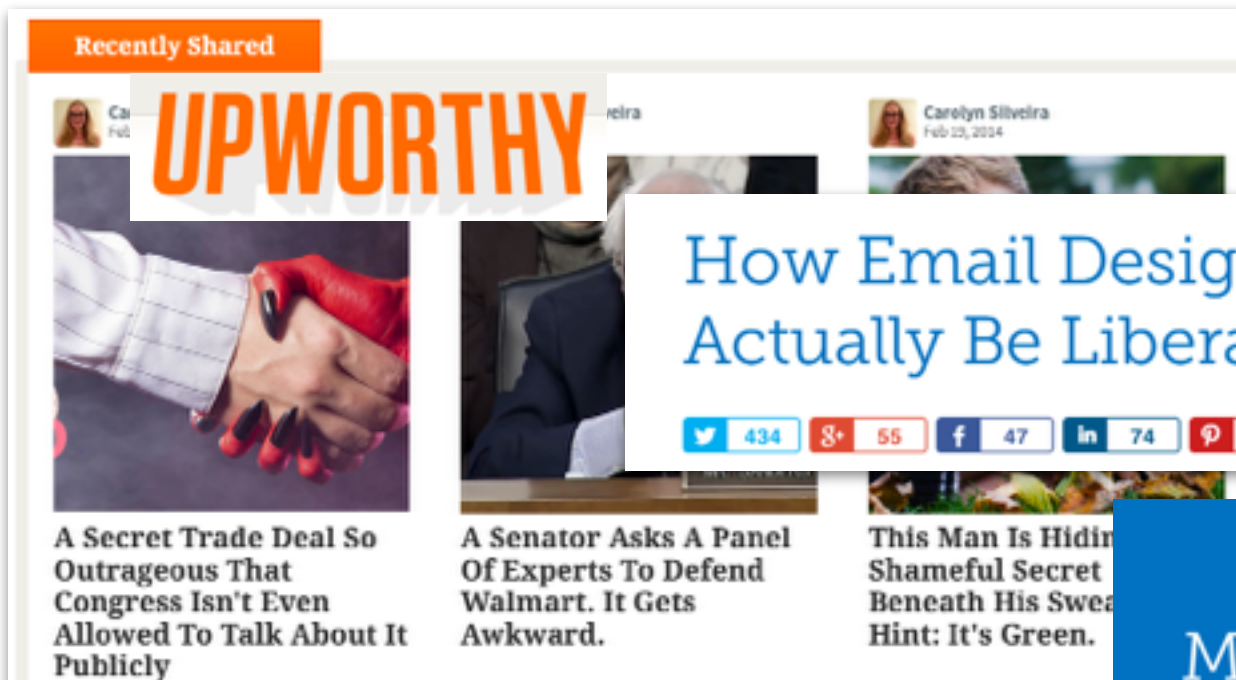
Work with us





# How to write good titles

- What it is & why they should care
- List titles
- Keep a swipe file



copyblogger

How Email Design Limitations Can Actually Be Liberating

How to Write Magnetic Headlines

# FB ad targeting

- age – art collectors are older and educated, mostly female
- locale – local showings, art fairs
- target your fans, target friends of fans
- affinity interests – what do people who like your art also like? Target them
- create specific ads for each target





# Picking targets based your art and your FB Insights

The image shows a Facebook page for 'Kapa Hawaii, LLC' with 3,757 likes. The page features a large image of a colorful, patterned sculpture. Two 'Targeting' overlays are shown, each with an 'Edit' link. The top overlay shows targeting for a potential audience of 260,000 people, located in Hawaii, United States, aged 18 and older, female, with placements on News Feed on desktop computers. The bottom overlay shows targeting for a potential audience of 4,000,000 people, located in Egypt, aged 18 and older, male, with interests in Arts and music, language in English (UK), Arabic or English (US), and placements on News Feed on desktop computers.

**Page** Activity Insights Settings Build Audien

**Targeting** / Edit

**Potential Audience for this ad: 260,000 people**

<b>Location</b> Hawaii, United States	<b>Gender</b> female
<b>Age</b> 18 and older	<b>Placements</b> on News Feed on desktop computers

**Targeting** / Edit

**Potential Audience for this ad: 4,000,000 people**

<b>Location</b> Egypt	<b>Language</b> English (UK), Arabic or English (US)
<b>Age</b> 18 and older	<b>Placements</b> on News Feed on desktop computers
<b>Gender</b> male	
<b>Interests</b> Arts and music	

**Timeline** About Photos Likes More

**PEOPLE** >

3,757 likes

Status Photo / Video Offer, Event

What have you been up to?



# who is your target audience?

- native hawaiian art = people in hawaii, over 30, college degree
- fantasy art = people interested in fantasy, science fiction, RPG, etc
- pet art = people in your city, interested in dogs or cats, fans of certain pet charities
- monster art = fans of comic books or specific comic pages



# module 3 homework

- create Facebook ad for your desired goal
- at least four headlines
- at least four images
- at least two versions of ad copy - remember your call to action
- I'll review ads over the weekend so you can start uploading them Monday