

Content Marketing for Artists 5 13 13 [Cory Huff]

Welcome to the Content Marketing for Artists Webinar by The Abundant Artist. I am Cory Huff, tech creator of The Abundant Artist. I'm so excited to have so many of you here today. It looks like right now we have just over a hundred people live on the webinar, so I'm excited to have you all here today. We should have a bunch more people joining us in just a minute.

A few housekeeping items before we jump right into all of the content. Today we're going to cover a lot of ground. The webinar should go probably just over an hour and we should have time for questions. If you have questions along the way, go ahead and type your questions into the questions section there in the go-to-webinar software. And you can see on the screen here what we're going to cover today. We're going to have a quick overview of what content marketing is. We're going to capture - talk about capturing your stories and creating content from them, learning how to identify your audience and then showing them what they want to see and talk to them about what they want to talk about.

We're going to show you some examples of artists who are doing it really well and in case you don't know, you can ask questions on the webinar by looking at the go-to-meeting software and typing your question into the question section there in the software. So let's go ahead and dive right in.

So first things first, who am I? I'm Cory Huff and a little bit about my background. I have a BS in theater, all my friends are artists. I'm an artist. I'm an actor, story-teller and a husband. I've had six years' experience in corporate and digital strategy meaning I do online marketing for some of the biggest companies in the world. And for the last three years I've been running The Abundant Artist.com as a way of teaching artists what I know about selling products online, so I've been selling art online, and it's been a really great experience to work with so many artists and have them be a part of what we're doing.

So let's talk about what Content Marketing is. What is Content Marketing? So Content Marketing is a specific kind of marketing, a substantive marketing that has really been around for quite a while and it didn't start with the internet. It started back in 1904. There is a company called Jell-O, that I'm sure most of you are familiar with. And Jell-O thought how do we get more people to buy Jell-O? Why don't we create a cookbook and then sell that to everybody as ways to you know create things with Jell-O. And it was phenomenally successful people bought thousands and thousands of copies of the Jell-O cookbook, and it made Jell-O a household name.

Another good example of Content Marketing comes in 1982. There was a company that wanted to sell little toys, little toy soldiers called GI Joe's. And they thought well how can we sell these toys? Well, one way to do that would be to partner with Marvel Comic Books and sell GI Joe comic books, they revolutionized toy scale and as a way of creating stories around the GI Joe toys was a way to sell more toys.

Some contemporary versions of Content Marketing. So Apple put out the iPod, and Nike recognized this as an opportunity by creating just a software for the iPod and a little GPS unit to attach to yourself when you're running and they revolutionized running and exercise, by giving people a way to track their exercise, their running, their bicycle their - whatever kind of exercise they were doing. And then they could upload that software to their computer and take a look at how far they ran, how many calories they burned. And as a result Apple sold more iPods, and

Nike was able to sell more shoes and other clothing. This was a great way for them to get themselves in front of more people.

And probably one of the most classic examples of modern Content Marketing is [Wenpex 00:04:11] videos. You've probably seen these videos where blend all sorts of crazy things in this video here Wenpex [00:04:20] decided to go ahead and blend an iPad. And it was phenomenally successful for them. They saw a 600% increase in sales just by adding - just by putting videos on the web of them blending different items in their blenders.

So Content Marketing is really making what you do interesting in other contexts. Mark McGinnis who is a great marketer in the UK, he says you know that what people are looking for is really original and remarkable media on the web. And the [00:04:57] content looks like advertising the more effective it will be in advertising. And that's really what Mark called the unfair advantage that artists and creative people have. You as a creative person, somebody who lives to create every single day, you have an opportunity to come up with things that other people would never think of and your art and your creativity can be a primary driver behind creative word of mouth around your art.

So let's talk a little bit about smartest [00:05:29] have a done a good job with Content Marketing. I want to start with Gwen Seemel. Gwen is an artist that lives in Portland, Oregon where I am from and Gwen [00:05:40] series, *Crime Against Nature*, well I'll just show you this video and let her explain it to you.

[Video inaudible 00:05:57 - 00:6:53]

Well, it sounds like the audio isn't working on the video, so we'll go ahead and skip over it. Basically, what you need to know about Gwen's video there is she talks a little bit about her background as an artist and about why she doesn't shave her legs, which is basically a response to contemporary beauty standards, and a response to commercialism. And then she ends the video by talking about her inspiration for her new series *Crime Against Nature*, which is essentially finding examples of animals who don't conform to what we consider to be normal gender stereotype in this video. She talks about elk and how you know the elk that we all think of with the big huge antlers, not all male elk have big huge antlers, some of them don't have antlers at all, and those elk that don't have antlers are just as successful at breeding as the elk who do have antlers.

And then she, at the end, shows a quick few shots of the progress of her creating the painting of elk, and you can actually see it on the slide. It's the second from the right on the bottom. And she goes through several different iterations of that showing people how she made that painting.

And then going through all of these paintings and she put them into book, and that book is called *Crime Against Nature* and you can see a screen shot of the book cover there on the right. And the book has been phenomenally successful for Gwen as a way of showing all her work together in one place and giving her a place where she can talk about the things that she considers important.

So this whole idea of Content Marketing is taking your whole process and explaining it to people, documenting it and putting it together into several different media, video, a website, painting and the book is a way of creating a cohesive [00:08:53] around your art and your marketing.

So action item number one for those of you who are taking notes, we will have a recording. I saw several people asking that question. We'll obviously have a recording, but action item number one is document your process. As you're creating art, take pictures, take video, record yourself talking through your ideas, whatever you need to do, whatever medium feels right, document your process and be sure to include not only what you do, but be sure to include why you did it and how you feel about your process, and what you think, and what your art is [00:09:31].

So okay, you now have your process. We fast forwarded in time, we created a body of work and you have your [00:09:40] document, what do you do with it now? So before we dive too deep into the how to, I want to talk a little bit about who are you creating content for. If you're going to create videos, books, magazines and all that stuff, who are you creating that content for? And there are a few different [00:09:58]. People who buy art break down into [00:10:03] essentially six different categories. There is the professional art collectors and investors and those are the people who drive the art marketing world, they get involved in [00:10:10] right? When we hear about so and so's painting just sold for x million dollars and those are generally sold to people who are professional investors. They have tons of money and they buy art because they think it's going to go up in value. And then there are art enthusiasts, and these are people who, they're looking for something to decorate their home, they're looking for something to you know be an accent piece in their home or something to go in their yard. And then there are curators, and these are people who run museums, they might you know work with gallery owners to curate shows, and curators are sort of pacemakers of the art world. And then there's gallery owners, and they are people who - you know they're looking at your art as essentially a product. Can they sell your product and make a profit on it. And then there are other people, there is other categories, interior designers, corporate buyers, people who want to decorate you know an office or people who want to decorate [00:11:09] dental offices, doctors' offices. They are people whose sole job is to buy and sell art for those sorts of buyers.

So when you're thinking about who am I talking to with my market, who am I blogging for. Who am I creating video and books for; you need to think who are you really going to sell to and who is really potentially going to be interested in your art. And then think about okay, if I'm going to sell my art online, how am I going to sell my art online, what is that experience going to be like? Am I going to have e-commerce, am I going to have a shopping cart with credit cards. Am I going to be selling commission? Maybe I don't do [00:11:47]; maybe I only make art for people who buy from [00:11:52]. They might have some stuff that they've made, but quite often somebody will call them up or send them a picture of a pet and say I want you to paint my pet.

And then of course there is the other category of selling your art online, which isn't so much selling your art as showcasing, a gallery [00:12:11] art agent and other collectors. And maybe you don't have an e-commerce experience on your site, maybe you don't sell directly. But you still need to have a good place to show off your art and Content Marketing agents don't serve you there as a way of driving people to go back to your website and take a look at your art.

I'm just going to take - there's a few questions. I'll take a pause here, can you all hear me? Type in the chat and let's just make sure you can hear me. Okay, good, thank you everybody, whoa yes, yes, okay good you can all hear me, there are hundreds of you. Awesome.

So now that you know what it means to sell art online, let's talk about action item number two. You need to understand who you are as an artist. And for the purpose of this webinar, we're not going to dive too deep into understanding your uniqueness. Those of you who have reading *The Abundant Artist* for a while know that I use this term uniqueness to describe your essential essence as an artist. What are you about? Who do you talk to? What sets you apart from other artists, and how does that affect your marketing?

For the purpose of this webinar, I'm going to assume that you already at least an elementary understanding of who are as an artist, and what makes you different. And so that's the second thing you need to have in order to produce some good quality Content Market.

Okay, let's build some content that your collectors want to see. A lot of times art collectors, whether they're commercial buyers or investors or curators, they want to get an understanding of the process, they want to see a behind the scene [00:14:06]. That's why you see people selling you know DVDs with director commentaries and behind the scenes footage and documentary of how the movie was made. You know I'll spend hours and hours and hours watching the *Lord of the Rings* special edition because I love seeing how the movie was made. Some people don't care about that. But some do.

So the next thing we're going to do is we're going to take a look at each stage of the purchase cycle and break that down, and talk about content that could be made for each stage of the purchase cycle, and then we're going to talk about automating and outsourcing. One of the big things that came across in the questions that you guys asked me for this webinar was how do I save time? And how do I spend less time marketing? And those are great questions, and we can help you do that by automating and outsourcing [00:14:52] market.

So let's talk a little bit about the marketing style. For those of you who did not go to business school, the marketing funnel is the way that business people think about marketing and about what stage of marketing they're in, and I'll just explain this real quickly. So in order for anybody to buy anything from you, they need to be aware of who you are. That's the first stage of marketing. So a lot of your marketing is going to be about creating awareness of who you are as an artist. And maybe you create videos that - you know you try to get as many people to see them as possible, so that once they are aware of you; you can create some sort of trigger. This is hey join my mailing list so that you know who I am. Or follow me on Facebook, or follow me on social media. Or come to my website. That's some sort of trigger to get people to do something.

And then a little further down the funnel, people are going to state considering whether or not they're going to buy. They're going to search out reviews of your work. They're going to look for other people, who have purchased your work, and they're going to thinking about okay, maybe I might want to buy something. And then they go you know through the purchase process, which we'll talk about making the purchase process a good experience.

And then after the buying cycle, your marketing is actually not done. The most effective and the cheapest form of marketing is done from people who have already purchased art. They've already shown that they like you, that they like your work, and now you have an opportunity to go out - to turn around and get them to buy more of your work. We'll talk a little bit about that.

All right, if you are having problems with any of the audio, sometimes go-to-meeting has some problems with the audio, and you'll need to just go ahead and exit out of go-to-meeting

and rejoin the webinar. But as I mentioned we are recording this, so don't fear if you have to back out and come back, we'll get you set up.

Okay, so what do we do once we understand our buying cycle and we're starting - how do we create [00:17:12] of the buying cycle. And this is - this is my secret weapon that I use when I'm creating a new marketing concept, it's my Content Marketing checklist. And this is a summarized version of it, because I don't want to overwhelm everybody, but let's talk about each point in this checklist.

So the first piece content of the buying cycle awareness. This is my buddy Matt, and Matt is a phenomenally successful artist that lives here in Portland, Oregon as well, and he makes mobiles, kinetic sculptures. And you can see in the picture there on the left, Matt is looking up at a mobile which is in progress, that is actually wired up to [00:17:54] and this piece is part of a much larger piece that is going to be going in a corporate installation. And Matt has been doing this for about seven, eight years. Some of you may have seen an interview that I did with him where it talks about how he got started. But Matt does a really good job of letting people in behind the scene to see what his work looks like in progress. You can go to his blog at [echo workshop](#) and [echomobiles.com](#) and you can see in various stages who his work is done with him and his assistant, Ben. And then on the right you see workshops. One of the things that helps Matt get the word about his work is the workshops that he does. And in these workshops, he's showing some kids at a local elementary school, how to build mobiles from simple parts like wooden dowls and small pieces of metal and paper. That's been very successful and helpful for him.

Another artist by the name of Matt LeBlanc who lives in Canada does a phenomenal job with some of his marketing, and I want to show you this video, I'm not going to play the whole thing, but I want to play a little clip so you can see what this video looks like. I'm going to skip ahead so you can see, even if you can't hear the sound you can see what Matt does with this video. And you can see that these are simple still images that he has [00:19:28] effect on it with words. And here in just a second, you'll see some pretty fun that Matt starts doing. He start playing some simple rhythms and then we fast forward as he's thinking about what he's doing and then you can see him start to create his [00:19:53] art on these white pieces of cloth, demonstrating how he does what he does for potential collectors. And this video has been very successful; now he's done several videos like this, well actually let me skip backward there. But the rest of the video is again these simple [00:20:15] paintings.

Somebody asked me how much the recording will cost for this webinar. The recording for this webinar will be absolutely free. I won't be charging for this webinar at all.

So let's talk a little bit more about Matt's work and about how other artists are doing successful Content Marketing. The next stage in Content Marketing, after you've created videos for awareness and content that you can use for awareness, let's talk about after somebody has seen a video of yours, or they see a blog post of yours, how do you get those people to opt in to hear more from you? You know a lot of times people see a blog post, or they see a video and they say oh, that was great, and they move on and they never hear from you again. The key is to get them to opt in to some sort of an email experience and to drive traffic back to your site, you want to use some of these pieces that you created, you know whether it's a video or a blog post, you can offer up - if you offer up something incredible, your art or some other really interesting insight in the right context, you get people to be interested and then you can take that next step.

Another key to driving traffic is search engine optimization. You want to make sure that you understand how do people search for the kind of art that you create on the web? You know if you are a contemporary, abstract artist, you want to make sure that the titles of your blog posts and the title of the pages on your website you know contemporary abstract art. And there's all sorts of tools that you can use, like you Google keyword tool that will show you how to do that keyword research.

You can do things like blog about controversial topics and take a stand on them. You know maybe you really hate galleries and you can blog about it and take a stand there. People will share those blog posts, you know comment on them, and you'll talk about them with other friends, and that directs traffic to your website. You do have to be a little careful with blogging about controversial topics; you know you don't want to be controversial just for the sake of being controversial. But if you have something intelligent to say, you should go ahead and say it. You know the video by Gwen Seemel there at the top of the webinar; Gwen was talking about some controversial topics around gender role and whether or not women should shave their legs. These are important things to her and she legitimately has something to say about it.

News drafting techniques. So what's popular in the news right now? You know is there a big news piece on the city that you're from. Maybe you talk about the city you're from in your content, in your blog post and your social media share. And then just posting to other artists' websites, you know maybe you take some turns between each artist's website, you have a little Google bar that's where you take turns sharing with each other how you feel about certain topics, or how you approach certain techniques and share that with other artists [00:23:32].

So after you have some content created and you are thinking about things that you can generate, getting people to hop into that next step, Melissa Dinwiddy who is my business partner does a great job getting people to opt into her email list and if you know Melissa, she is a - she calls herself a creative multi-potential-lite in addition to being a painter and a computer artist, Melissa also does some coaching courses for people who want to learn to be creative. So you if you go to Melissa's website, you can join her creative her sandbox [00:24:11] course which is just you know helping people understand how the creative process works and [00:24:16]. And on the page she has some specific benefits that people can get by signing up to her mailing list and then a very clear call to action and a very simple call to action which is just enter your first name and your email address and then [00:24:30].

Another artist who does a great job in getting people to sign up for her email list is Lisa Ferky, and Lisa Ferky is - she is one of the first artist's newsletters that I ever signed up for, and she's just fun and quirky and she always says that last name Ferky rhymes with quirky. And Lisa the rabbit rabbit email list is just the name of what she calls her email newsletter. And sometimes just something as simple as an interesting name for your newsletter can do a good job of getting people to sign up. And Lisa makes it even more simple by just having just the email address field there, and join her mailing list.

Joey Guillibeau, another Portland artist does a great job of getting people to sign up for her daily email, and Jo has been doing this for years, she literally sends out a new painting, usually between four or five days a week, and you're welcome to shout out Melissa no problem. Joey does a good job and she literally three to five emails every week, she does the daily painting thing and when she finishes the piece then she puts them into her mailing list and shares a little bit about that daily painting. It's just a paragraph or two, and that's a great she does the [00:26:09] for her. If you're familiar with Huma Cloud or rather if you're not familiar with Huma Cloud, you definitely should be. He is a great voice on creativity and art marketing and

thinking differently as an artist. And she sends out daily cartoons, and this is one of my favorite, it's one of the early ones that they sent out right when you join the mailing list but you got a little animated gift there that says dream big.

So the next stage in the Content Marketing checklist, building relationships. Blogging, email, social media and building [00:26:49] through the exclusivity authenticity [00:26:51] status. All phenomenally important things for artists. I'm just going to look at a couple questions here. If you had to pick one marketing tool for the beginner, what would you pick? Ryan, that's a great question. If I had to pick one marketing tool for the beginner; if you were going to pick one marketing tool, I would pick having an email list and getting people to sign up for your emails.

So let's talk about building relationships with the Content Marketing. Your blogging content strategy doesn't have to be very complicated but you should have one. And the easiest way to create a blogging content strategy is to start with doing a little bit of research. That research should be find 15 to 20 or 30 other artists who are blogging online and look at what they're doing, how are they marketing? What are they blogging about? How are they presenting themselves online? What's different from what you're doing? What is similar to what you're doing? How can you set yourself apart from those artists? Who are they talking to? What is their [00:28:02] tone and style like? And then start talking to your readers; you know every artist has at least a couple readers. You can start talking to them and finding out what do they want to hear about. If you're a little bit further along and you've got a couple hundred readers, or maybe even a thousand, talk to them about what they want to hear about. Why do they read your blog? What are they interested about with your art? Talk to them and then sit down and look at the your documented process, you know why you make your art, what do you love about it, how you did it and you know thinking about what all these other artists are doing, think about 20 to 30 different topics, content that you could create. You know whether it's how you created a particular piece from start to finish, or if it's you know why you choose not to shave your legs. And I sit down and say okay I'm going to publish on my blog once, twice, three times a week, whatever makes sense for you and then just literally schedule it out, and say I am going to post on my blog every Tuesday, and here's my 30 topics, and every Tuesday I'll have a new topic go live and then in order to meet that schedule, I'm going to [00:29:19] this time on my calendar you know one hour every afternoon, or every morning, whenever you feel like you're up to creating new marketing content. And have that same time every day or several times a week that you are devoted to creating content through the marketing, and then just pound it out. And don't do just one each week. Write and create as much as you can during that regular time period, so that you have content stored and ready to go. So that when that day, every Tuesday comes and you want to publish a new blog post, you're ready to go.

So let's talk about automating distribution of content. And this stuff starts to become magical after you understand how easy it is and how much time it can save you. So let's talk about we automate distribution of content. I'm going to talk about Word Press, because that's the tool that I use. So if you are using Word Press and you have blog posts ready to go live, you know as I mentioned maybe you've created four or five posts in advance, and you're a month out for your content. You can schedule blog posts to go live at a certain time. So maybe you create four or five blog posts and you say I want this blog post to go live on May 25th at 20 o'clock, which is 8 o'clock at night, I wouldn't recommend 8 o'clock at night as the time to go live, but that's an example. And then you can schedule the next one for the following week, and then the next one for the following. And then you can do some really magical stuff where you can automatically publish all your blog posts to people's email inboxes with a tool called RSS to email. And if you're using mailchimp.com as your email provider, they make it super simple, essentially you go into your mail [00:31:05] dashboard as you can on the right there, you say

create campaign and you pick RSS driven campaign, you plug in your website's feed which if you're using WordPress, it's just your domain dot com, slash "e" and you tell it what day you want those emails to go out, and then the RSS campaign will literally just grab your latest blog post and push it out via email to everybody on your mailing list. And that is an easy automated way of getting your blog post out to everybody on your mailing list. And as you drive more and more people to sign up for your mailing list, more and more people will see your blog post, and it sort of feeds on itself, because if you put out a good blog post, people share it with their friends. If you put out an interesting piece of art, and they get published here, people share with their friends. And it becomes this virtuous circle of building on itself through sharing and through reminding people that you're there.

Auto posting to social media, this is something that again if you're using WordPress you can do. There are a couple of plug-ins for WordPress that will automatically post your content to Facebook, Google Plus, Twitter, et cetera, et cetera. So the next scripts plug-in will automatically post any new blog post to any of these social media that's listed here, and there's a bunch of others that aren't listed. And if you are an artist that has an archive of content, maybe you've been blogging for years, and you got some great stuff back in the day that nobody believes anymore, you can resurface that old content by using a plug-in called Twiddle-Dee that will take - you can have it scan for a random old piece and Tweet it once every few hours, or once every day. You can also have it pick certain categories, so maybe you only want to take archives of certain categories of blog posts and post those out, Twiddle-Dee will handle that for you as well.

So then you can spend less time posting to social media, and less time handling your email and more time on creating great content. A little bit about social media management. If you for whatever reason don't want to auto post from your website, there are some tools that will allow you to schedule social media posts. And one of those tools that I use is called Hootsuite. You can see it on the side there. Hootsuite.com is a phenomenal tool that is free and Hootsuite allows you to schedule social posts, so maybe you have a blog post - an announcement that you want to go live, maybe you have a show, or a [00:33:48] you're pushing out, you can actually schedule posts to your Twitter and Facebook and a bunch of social media, right in this dashboard from Hootsuite.com, and Hootsuite also has a bunch of other functionality like [00:34:05] shortening so you can track as people click on the links, we'll talk a little bit more about tracking another day.

So let's talk about exclusivity, building values for exclusivity. An artist that I really love by the name of Amber Jean, she lives out in the middle of nowhere in Montana. Amber had this brilliant idea to create a members only section of her website in a public patron place. And the reason this is so brilliant every artist needs continual cash flow in order to create art, right? That's why you care about marketing at all, so you can get [00:34:39]. So Amber created a members only section of her website where art patrons can pay monthly fee or a yearly fee and they get early access to all of Amber's work. She shares videos and private [00:34:57] there them where they can see her work in progress and they get an early crack any new pieces that she creates, before she publishes it out. And that's been a very successful piece of marketing for Amber for a long time.

All right, let's talk about telling stories. If you have been reading The Abundant Artist for more than a month or so, you know that I recently did several blog posts about story telling. And this is an illustration of Joseph Campbell's story telling template called the Monomyth and Joseph Campbell says that all good stories the epic stories, the Gilda [00:35:40] the Lord of the

Rings all follow this [00:35:43]. And without going - you know we could spend an entire webinar on storytelling, but let's talk about how adapt the story told in the Monomyth format to artists.

So one of my favorite [00:35:55] is Gwenn Seemal bio page and Gwen can be embarrassed that there's so much in this webinar, but Gwenn is pretty great. And you can see on her bio page here, you know it's simple, there's a self-portrait of her that illustrates her work and she tells a story. So it's not an academic bio. She doesn't talk about where she went to school. She doesn't talk about her training, or her art technique, she talks about her origin, her origin story and that is the Monomyth embodied [00:36:28]. And Gwenn you know her full name is Gwenn Liberty Seemel and she talks about how her dad wanted to name her after the Liberty Bell, but her mother pointed that that particular ding-dong is in fact cracked. And then she goes on to talk about how she grew and how she became an artist. And this is the stuff that most art collectors care about. Some curator and some art critics and other people may care about your academic background, you can stick that at the bottom of the page or a separate page, and it's a great way to get people an introduction to you as an artist.

Other things to talk about in your art story is how you make your art happen. You know how do you create your art? How do you find the emotional fortitude to do what you do? What kind of technical challenges have you overcome? You know maybe you're like my friend Matt and you create 30 foot steel mobiles and so you have to overcome engineering problems. And by the way Matt is an oil pipeline engineer by training that was his first job. So he talks about his engineering background and how he uses that to create huge pieces of art. Maybe you can talk about [00:37:32] challenges and this is - a lot of artists are afraid of talking about [00:37:38] but you know everybody knows that funding is a real challenge for artists and talking about what you want to do in a positive way can be a great piece of marketing as well. Don't be afraid to go dark. It's just something that I tell artists a lot. You don't have to wear yourself out marketing. You can go dark for a period of time and come back. Quite often the going dark period might be when you don't want to talk to anybody - it's when you are extremely creative, maybe you are deep into the studio you know take [00:38:14] you weeks or month to [00:38:17]. It's okay to go dark.

After you go dark, you can come back and talk about what happened why you went dark. And also you can talk about growing as an artist and of course these are important, people want to know about you as an artist, and they want to develop relationships with you. Quite frequently, the best art patrons in the world, they care a lot about the artist and they want to make sure that the artists are okay and that they're successful. If you can talk - share a little bit about your story, you going to find yourself to be very, very successful.

Let's talk about enabling others to help - to tell your story. So after you've created blog posts, and put your art up on your website and created videos, you need to make sure that your work is accessible online, that your images and your page titles are optimized for search engine discovery and social media sharing, you know I mentioned earlier making sure that your page titles are matching what people search for. Also creating titles that are interesting so that people might click on it. The most important factor to whether or not people click on something from social media is the title. You know it's not the image, it's not the text or the explanation, but the title of that post will determine whether or not people click through.

Design an image sharing that resonates with your art, you know Facebook is a very popular site to share images on, but there are tons of other niche websites that are for image sharing, Pinterest is a good one, Flickr, [00:39:53] if you do a lot of satire and mean generated art, Photobucket, Shutter flash, Smoke [00:39:59], Flickr, YouTube, these are all websites

where you can be out [00:40:05]. Find one that matches what you do as an artist and then build a community for yourself there. Make sure that each image that you have on your website has individual pages of URLs [00:40:19]. A lot of [00:40:21] if you click on an image and you get the little light box to pop up, that is okay for showing off your work, but people can't link to that image. They can't share that specific image on social media and so you have some lost opportunities there.

Add sharing buttons to each of your images, to each individual page that your images are on. And then I believe we touched on this earlier, form a sharing alliance. Find five to 10 other artists whose work you think is great and is not necessarily very similar to yours and form a sharing alliance with them. And you can do this informally via email and say hey everybody those of you who are in my sharing alliance, I published this new piece, will you go out and share it with me. You can also - there are programs that will do it for you that will remind people to share for you. On Triberr.com is one that does a good job of that, Triberr will - anybody who joins the tribe they can set up their accounts to automatically share to Twitter and Facebook every time you create a new blog post.

Copyright concerns. A lot of artists email me and say oh, I'm really concerned about my copyright, concerned that people are going to steal my images. It's going to happen. The way that you can avoid people making money off of your art is upload [00:41:48] images, 72 dpi, if you don't know what that means; it's just the resolution setting on our image editing software, whether you use Photoshop or something else. Keep your images relatively small, don't upload any images that are 2,000 pixels wide, keep them 500 pixels wide or less. If you do those two things, keep them relatively small and have the low dpi, nobody is going to be able to make a print out of your work; it's just not going to look good. If somebody tries to make any money off of it, they going to get whacked away.

I would also say that a lot of artists will put script on their website that disables right clicking. This really does nothing. Anybody who really wants to steal an image from your website, or save it for later, they can just take a screen shot. So disabling right clicking on your website is just annoying and doesn't actually help you with very much.

Finally on the leverage creative commons, now creative commons is the way of showing people on the web what you want done with your work. And you can do everything from lock it down, to say you know this is my copyright, do not share, do not reproduce to things like go ahead and use my work but give me attribution. Or go ahead and use my work in any derivative work that you've created but just give me attribution. There's all kinds of ways that you can you know put your work on the web without it getting stolen, or you know get credit when people use your work - when people are using your work for other sorts of projects.

Credibility. So if you have won any awards, if you've been on a television show. If you've gotten press, even from a local small newspaper, put that on your website. This is some screen shots from Matt LeBlanc's website and you can see that on the left there he won an award at the New York [00:43:51] Contest and then on the right hand side he was featured on a television show on HDTV, Lisa Canning featured some of his work on some interiors that she decorated. This is priceless, because people want to know that the art that they're purchasing is credible. That other people are collecting that artist that they don't have that - they have taste that's just as good as other people's.

Quoting the press, so you can actually generate press coverage of your work. If you know who your ideal collectors are, you can find out what magazines they read, what

newspapers do they read. You know if you're an artist in a relatively mid-sized town, you can just find out who all the journalists that cover art issues. And then just develop relationships with them, follow them on social media, read all their articles, you know let them know that you appreciate the work that they do, if they publish an article that you find interesting, send them a quick email and say hey thanks for this, I thought it was really interesting. And when you have new work coming up, simply drop them an email and say hey I have this show coming up, I was hoping that you could drop by and see it. Learn how to write press releases. You don't need to be a press release master, you don't need to distribute it to every website on the web and every journalist in the world, just find the local journalist who works for your local publications and shoot them a quick email and say hey, you know here's my - I have a show coming up, here's the date and the time. I'd love it if you [00:45:28]. Keep a list of all those journalists and keep in contact with them regularly.

The purchasing experience, so quite frequently the purchasing experience is a real problem. You don't want readers who are just coming through your site to read your blog. You want to make sure that all of your blog posts, and all of your videos and all of your stuff are somehow linked back to the purchasing experience and your website. And if you are an artist who wants to sell your work on the web and not just be a showcase for a gallery. You need to have sort of e-commerce experience on the web. This is Michael [00:46:11]'s website, and you can see that over there on the right hand side, he has some options [00:46:16] he has five or six different options in a drop-down there. And he has everything from very small; I think four by four pieces for 15 bucks up to you know very large pieces for several hundred dollars. So these sort of e-commerce experiences are not hard to implement. So these sort of e-commerce experiences are not hard to implement. If you are an artist who is afraid of building your own experience, there are a number of e-commerce shops out there that are very easy to use. Word Press has plug-ins that are easy to use, like [00:46:53] commerce or cart 66 [00:46:56] free to shop [00:47:01] and big cartel which come with a monthly fee.

Testimonials for your websites, super important. Melissa Smith, an artist that I worked with recently, she had some great testimonials on her website. She painted a pet portrait for an NFL linebacker and he gave her a testimonial for her website. You don't have to have a famous person; you can see on the bottom left, Melissa has you know a picture from a collector. But ask the people who buy art from you to take pictures of the art on their wall at home and to write just one sentence on what they think of your art, and then send that picture and that one sentence to you. It makes all the difference when people look at website if you have testimony there.

I'm looking at a couple questions here. Anyway I can turn up the volume. I'd recommend putting in some headphones, that's probably about as loud as I can go.

Who did the painting with the solitary figure with the umbrella on it [00:48:16] that again was Michael Witmark.

So building buzz, okay. So the way that you build buzz around your art, say you have a new piece coming out, once you have all of these other sort of systems in place, you have your blog in place, you know what you're blogging about. You have a content schedule. You have journalists who are familiar with you and you correspond with from time to time. You have your automatic pieces going out to such media, the easiest way to build buzz as an artist is to work in a series. Most artists that I know who are successfully selling art on line have some sort of a series. Melissa Dinwitty my partner has her [catuba 00:49:01] works on her website, where she sells catuba prints for Jewish wedding contracts.

You saw Michael Witmark; he had a series of paintings that are similar to that fuzzy in the rain sort of feel. Melissa Smith has her pet portrait series. Most artists who are successful have some sort of series. As you continue to publish pieces that are similar to each other or have a similar - a viable similar message, people who identify with that message will find it and start to come back to you and share it with their friends. So working a series is a really phenomenal way of building buzz around your work.

Another thing to do is to develop that relationship with journalists and bloggers and give them early insight access to your series as you're building it up and having that group of early active collectors is a good thing as well.

Building urgency, so what I'm talking about - you know by now or something, you know not in any sort of sleazy way, but you want to let people know that there is a limited amount of time where they can buy your work. You don't want to be the artist that is out there going well you know if you ever decide that you want to buy my work, come back and let me know. You want to be the artist with power that says, this is a limited edition print. I'm only making 20 of them. You know when they're gone, they're gone. You want to have a set of collectors who really love your work, who - you let them know if any of you are interested in bidding I'm going to release to the wider public on this date, so you have until then to purchase it before somebody else gets it.

Treat your collectors really, really well and give them early opportunities and that will create urgency within that community, and then you can create urgency within the wider community by selling a limited edition print, which Michael Witmark does a good job of, I talked about him just a little bit. Michael for his birthday, he did a painting give-away for anybody who had purchased something from him before. And so in order to get entered into the chance to win something you had to actually purchase something from Michael and he did the [00:51:27] that way.

Let's talk a little bit about measurement schools. We have just a few minutes left to talk about that. Measurement schools are immensely important. You need to understand whether or not you are succeeding online. Obviously, the biggest measurement of success is whether or not you're selling art, but there are steps along the way and let's talk about what those steps are.

Google analytics is a free tool that shows you the most important stats for your website, it shows you the number of visitors to your website, the bounce rate which tells us whether or not somebody went to your website, and immediately clicked their way back to the search engine or back to something else. So tracking how many people are coming to your site and how much time they're spending on your site and which pages, super important. You can also use Google analytics to track which websites are sending you the most traffic, whether it's Facebook or Twitter or some specific website sending you traffic. And then you can also see which pages on your website are the most popular pages and you want to look at that and say okay, why are those pages so popular which - am I getting a lot of Facebook traffic to that particular page, did it go viral on Facebook. Is somebody do a lot of searching and finding that page, is it number one on some particular search. That can be an immensely important insight so that then you can know; okay this particular page is getting a lot of traffic. I need to create more pages like this or more pieces of art like this because people are interested in that kind of stuff. If you know which website is sending you a lot of traffic, you can then go and develop relationships with the people who are running those websites, or spend more marketing money and time on those websites, because they're sending you traffic.

Facebook and text. A lot of people post to Facebook without ever looking at the results of those posts. Those of you who took my Facebook marketing course know that Facebook insights can be tremendously valuable. I will say that if you are still your art to your personal Facebook page, you are shooting yourself in the foot, because the Facebook business pages are the only ones with these insight tools that can tell you where is your art popular, how many clicks to your website did we generate. How many people saw your art on Facebook? Those tools are all available if you're using a Facebook business page.

Hootsuite analytic, I talked about Hootsuite having a bunch of other feature, besides allowing you to schedule things and post them to multiple social networks at the same time, Hootsuite can track how many times people click on your different links. It can track where - which websites those clicks were on, like if I use Hootsuite to post to LinkedIn, I can see how many people on LinkedIn clicked back to my website, and I can also see in a time period which of my social media posts were the most popular, which ones got [00:54:35] and clicked on the most, immensely valuable information for me, right.

Mail Chimp analytic, I talked a little bit about Mail Chimp as an email marketing vendor. Mail Chimp is free for anybody who has a mailing list of less than 2,000. So they really work with you and tell you that you have grown your list to the point where you are a valuable customer. Mail Chimp will show you how many people open your email. How many people clicked on your email? What part of the world they were in. What time of day people opened your email? What time of day people clicked on it, immensely, immensely valuable information? I get a ton of unsolicited artist's newsletters every week, and usually those newsletter are simply just sent from somebody's Gmail traffic, you know they bcc'd everybody on emails. You really need to stop doing that. Start sending your promotional emails through an email marketing vendor like Mail Chimp.

One it's required by law to give people a way to unsubscribe and Mail Chimp takes care of that for you, but two, Mail Chimp will track which of your emails are opened, and you can see whether or not people are responding to your emails, that's immensely valuable.

A couple of questions, let me take a look at that. What were names of the free commerce sites? So the free e-commerce stuff that I mentioned one was [00:56:09] commerce which is a plug-in for Word Press. The other one was cart 66 which is another free plug-in for Word Press. And then the other two that I mentioned were shop [00:56:20] and Big Cart which are not free they have a monthly fee.

A couple of other questions. If I have to leave [00:56:30] recording, I will email you about the recording. Will Google Analytics work on Word Press? Yes, absolutely and if you are using Word Press and you want install Google Analytics, I would highly recommend, there's a plug-in called Google Analyticator which will actually make installing Google Analytics super, super easy. You just install the plug-in and then sign into the plug-in with our Google account and it will do the rest for you. It's very, very easy.

All right, a little bit more. So what's next? We talked a lot about what kind of content you should be creating. We talked about how to distribute that content and we talked a little bit about how to analyze that. I want to share with you the advanced content marketing course that I have created. This course starts in two weeks and it is three live sessions with recordings of all of those sessions. And in those three sessions, we're going to talk about three things. We're going to talk about generating content that make art collectors swoon. We're going to talk about

advanced blogging and email packets. And we're going to talk about social media hacks by the pros. How pros use social media.

So part one of the class is going to be generating content that makes collectors swoon. In that case we're going to look at your existing content, your blog posts, your art, the documentation of your process, and we're going to help you create a content calendar so that you are not pulling out your hair, what should I blog about. We're going to help you figure out what people are actually interested in. And understanding the analytics for your blog posts and how to make decisions based on the data from those analytics.

Can I get a recording, if I came in a half an hour late? Yes, you can.

So part two of the class, we're going to focus on image optimization, blogging and email marketing strategy. So in this course, in the second part of the course, I am going to look at all of your websites. We're going to look at whether or not your images are properly optimized for the web and for search engine and for social sharing. We're going to talk about building that content calendar and we're actually going create content in that course and in between courses. I'm going to give you feedback on the content that you're creating. And we're going to talk about guest posting and sharing other people's content. We're going to talk about how search engines work and how they find your images. And we're going to do what I call auto responder madness.

Mail Chimp and other email marketing platforms offer what's called an auto-responder, where when people sign up for your mailing list, you can actually create a series of emails that go out automatically, that market to those people in a way that makes them look like they're coming directly from you in a personalized way, but it's actually automated marketing that gets people excited about what you do, and excited about buying [00:59:44].

The third part of the class, the social media hacks and the pros, we're going to talk about how to find where art collectors are hanging on email [00:59:55], whatever target audience you have as an artist. The odds are that those people spend some time on [01:00:04] on Facebook or websites or other places. And we're going to talk about collaborating with other artists on social media. We're also going to talk about drafting [01:00:13] with more successful artists online, and social media celebrity. Talk about how to find people who are interested in art and draft off their success the people who follow bigger artists.

And then we're going to talk about automatically and analyzing social media and I'm going to show you step by step how to use some of the tools that we've talked about.

Some more questions. What are your thoughts on whether or not to put prices on websites? Melissa that's a great question. Yes, I think you absolutely should put prices on your website, if you intend to sell art on your website. If however you have the intention of simply being [01:00:55] and not doing anything else, then I would talk with your gallery owner, because they may not comfortable with that. However, I think if you are going to sell art on your website you absolutely should put prices on.

How much money should a new artist set aside for marketing? That's a great question. So the rule is that 10% of your business costs should be marketing. Obviously, for a new artist, you may not have much money to put into your business. You can do a lot of this stuff for free. You can create content for free. You can create videos of you standing in front of your art talking about it for free. You can create blog posts for free. You can create a website for free.

Until you start making money, I wouldn't worry about it too much. But once you do start making money, I think 10% of your business costs going into marketing is appropriate.

How would we do this course again after this first go? We're going to do this course just like this one here. We're going to do it via webinar. People will be able to raise their hands and ask questions live on the call, so you'll be able to get all the individual attention you need during the course.

Web versus blog values. So there's no difference between a website and a blog. A blog is a website. And you should not have a stand-alone blog; your blog should be part of your website.

Are you going to be giving one on one attention in the course? Yes, we will have one on one attention during the course; there will be some opportunities for feedback during and between the courses. There will also be opportunities to purchase additional one on one consultations with me if the individual attention during the course is not enough.

How to get the blog and website related. Great question. If you have a stand-alone blog, the easiest example, if you have a website and a blog post - a blog spot blog, you can actually export your blog spot blog and import back. We'll get into detail; I'll try to do that in the course.

Can you suggest someone who can set up website with all the bells and whistles and plug-ins through Word Press? Yes, me, Mary you can go ahead and contact me directly. I can also refer you to other people if you need that.

What do you think about having pictures of your art on your website, but directly them to [01:03:17] to buy? Well coming from the perspective of someone who can't afford right now to spend money on a shopping cart. Okay, have a - that's a great question. Yes, absolutely, if you cannot afford to set up an e-commerce experience on your website, no problem. Send them to [01:03:31] is a great way to start.

I've been working in digital art exclusively, will this help me? Yes, absolutely Gene. Assuming that you have something to sell. If you are selling - if you're just putting your digital art out there and you don't have a product to sell, then probably not. But if you are looking to sell prints, like [01:03:52] prints, high quality prints of your digital art yes, absolutely.

Can't do it in three weeks, Georgia, no problem. As I mentioned the courses will all be recorded, so you will be able to do those courses in your own time, at your own pace.

How do I go about getting advertisers on my blog? Great question Lindsey. It's sort of outside the scope of what we're talking about here; you can feel free to contact me directly.

How much will the course cost? Great question Julia. Let's talk about that. So what you get for the course, there's going to be the three hour long live classes where we're going to talk about exactly how to build an automated marketing platform that grows your audience in ways that you haven't done before. There will be video recordings and text transcripts available for each of these. The text transcripts take you know a couple days, I have to have my transcriptionist do it, but the video recording will be available within 24 hours and the transcripts will be available within 48 to - two or three days, just depending on how quickly that my transcriptionist can get to it. And then we will also give you access to a members only

mastermind group on Facebook. And essentially there will be a private group on Facebook and you can ask me all the questions you want there.

How do we get recording? Great question. You can get the recording, I will post that recording on my website and then I will email you and you can download the recording, or you can watch it live on my website, whatever works the best for you.

So the cost of the course is \$197, and to get the course you can go to my website, theabundantartist.com/content. And as I mentioned the first course starts two weeks from tomorrow and I'm really excited to have you all there. I hope to see you signed up for the course. The website is live now. If you do have any questions, feel free to keep posting them here, I'll be here for a little bit until everybody is done with their questions. Again and go over theabundantartist.com/content, you can sign up for the course there. That \$197 price is only good for the first 30 artists who sign up. After that the price goes up to \$297 I believe. Again the first course starts May 27.

Thanks so much Wendy, yes, I'm happy to provide the information. I hope that you can take it and run with it, and do something. And hopefully we'll see you inside the course, Wendy.

If anybody who is still on the call has questions, I can actually unmute you and we can talk live. So if you have a question and you want to talk about it, feel free to post your question and let me know you'd like to talk, and we can do that.

That course, the \$197 is the price for all three courses. So you get the whole thing for \$197.

How does this differ from the art empowers course. Jan, that's a great question, the art empowers course is really a beginner course. Art empowers is really for artists who are just getting started in their career, they're learning how to market themselves. This course is really for artists who are comfortable with blogging; they're comfortable with their website. They're comfortable with creating blog posts and maybe even video or audio. They're comfortable on the web and they really want to create an automated system to grow their art bases.

Will you be running a second course starting later than May? Yes, we will. I will be offering this course as a downloadable recording and I will be doing another live version of it in the future.

What is the least amount of success that you've witnessed after a person has invested in this [01:08:14]? The least amount of success. Well the least amount of success was nothing. You know this is the first time that I've offered this particular course, but I've been working with artists for three years and it really comes down to you doing the work, right? You can pay for the course and you can sit through the course and you can do nothing, and you'll get that. But if you actually do the work, you will see success.

Thanks a lot Kathryn. Surname of the artist Jo you mentioned. That's Joey Guillebeau, it's almost impossible to spell so good luck. Thanks Jan. How does one get the art empowers course? You can go - Pam you can go, if you're a beginning artist and you're really not ready for - you don't feel comfortable on the web and you're just getting started, you can go to artempowers.me, there is no dot com, it's artempowers.me and you can sign up for the waiting list there. Art empowers is only open a few times a year.

Will you be sending a replay of this webinar? Yes, absolutely I will.

Is PayPal a good way to accept credit cards online? Yes. You get a more advanced cart; you're going to get people who don't have PayPal accounts.

Yes, thank you so much, Lisa. Thank you Juliana. Unrelated question. Do you have a resource to print a small run of hard bounds for color books inexpensively? I do not. Coleen I would recommend checking out Amazon's - I can't remember the name of them, but Amazon has a service, that's the only one that I'm really aware of.

Thank you Linda. Thanks Bojan. Thanks Ann, thanks Linda.

On [01:10:15] of the course that I'm not key on. Is there a space to make learning [01:10:19]? Yes, absolutely. So for those of you who aren't exactly sure that the course is going to cover everything you need, you know this is an overview of the course. Obviously, we have two weeks between now and then. I'm going to be taking a [01:10:34] sign up for the course to make sure that we cover all of the stuff that you want to hear about. So in my ideal world, yes absolutely we're going to be able to tailor the course to the students who are there.

Thanks John. Thanks Chris. Thanks Pamela.

Joannie no, you don't have to purchase separately, thank you for signing up for the course by the way. The course isn't ready yet, so as I mentioned it starts in two weeks. So if you're logging in, there's nothing there just yet.

I'm getting blog [01:11:13] is very helpful. Thank you John, I appreciate that.

Thank you Cher.

Bev, do you do website evaluations? Yes, I do Bev. Contact me directly through my site.

Oh Jerry says PS print is a great printer for all kinds of work.

Shutterfly does great books. Oh that's great, Sharon, thank you for that, I totally forgot about Shutterfly, yes they do a good job.

Carla says thank you. Thank you Carla. Thank you Georgia. Thank you Coleen. Thanks Dawn. Thanks John. Okay. Thank you everybody I really appreciate it, I'm excited to be working with those of you who signed up for the course. Do feel free to reach out to me if you have any questions, and we'll see you soon.