

An Introduction to Digital Marketing & Social Media

For Artists & Freelancers



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Aspex, Digital Marketing Assistant

Digital Strategy

Email/ Newsletters

Website

Break!

Social Media

Platform breakdown

Break!

Instagram 'Hacks'

Questions!

Make the most
of your time

Digital Strategy

What are your goals?

Opportunities to exhibit

To sell your work

To build/ join networks

Gain visibility

Find new customers

Sell products

SMART:

Arrange a studio visit with a Curator



Specific

Do: Set real numbers with real deadlines.

Don't: Say, "I want more visitors."



Measurable

Do: Make sure your goal is trackable.

Don't: Hide behind buzzwords like, "brand engagement," or, "social influence."



Attainable

Do: Work towards a goal that is challenging, but possible.

Don't: Try to take over the world in one night.



Realistic

Do: Be honest with yourself- you know what you and your team are capable of.

Don't: Forget any hurdles you may have to overcome.



Time-bound

Do: Give yourself a deadline.

Don't: Keep pushing towards a goal you might hit, "some day."

Who is your audience?

Artists:

Curators

Other artists!

Writers

Buyers

Freelancers:

Eg. engaged couples

Local families

Young professionals

Professionals at work (b2b)

Measure your success

Timing

Media types

Visuals

Voice & Tone

Headlines

Analytics:

Social Insights

Google Analytics

Email performance



Canva



Digital Strategy

Top Tips!

1. Define your audience & goals
2. Target the best platforms
3. Keep 'everyone' happy!
4. Measure success

Take a breather!

Email & your Website

Email is your
most effective
digital comms
channel

Defining Your Goals

Awareness Building brand awareness, letting people know about your programme or activity, building brand loyalty

Engagement Developing relationships, expressing your personality, encouraging engagement with your activities

Conversion Selling artwork, attracting donations, encouraging people to take a specific action

Audience Journey

New Audiences

Welcome emails (Awareness)

Active Audiences

Transaction emails (Engagement)

Newsletters (Engagement)

Campaign emails (Conversion)

Lapsed Audiences

Re-engagement emails (Awareness)

Email Signup

Through:

a purchase pathway

your website

A quiz or competition

A simple process

Is it visible

Is it clear what to expect

Call to action / Offer

pop ups are intrusive

Newsletters

How can we make sure it provides value?

How often should I send them?

How much content should I include?

When should I send it?

Website

Do I need one?

What is its purpose?

Who will use it?

JAN
2020

SHARE OF WEB TRAFFIC BY DEVICE

EACH DEVICE'S SHARE OF TOTAL **WEB PAGES** SERVED TO **WEB BROWSERS** IN DECEMBER 2019

MOBILE
PHONES



53.3%

DEC 2019 vs. DEC 2018:

+8.6%

LAPTOPS &
DESKTOPS



we
are
social

44.0%

DEC 2019 vs. DEC 2018:

-6.8%

TABLET
COMPUTERS



2.7%

DEC 2019 vs. DEC 2018:

-27%

OTHER
DEVICES



0.07%

DEC 2019 vs. DEC 2018:

-30%

Newsletters & your Website

Top Tips!

1. Create visual newsletters
2. Have something to say
3. Keep it short (ish)
4. Grow it with signups
5. Have a strong landing page

Social Media



How to boost engagement

Use the right hashtags

Post consistently

Be social!

Start a conversation

Follow the right people

Engage with comments

Tell your story

Be authentic

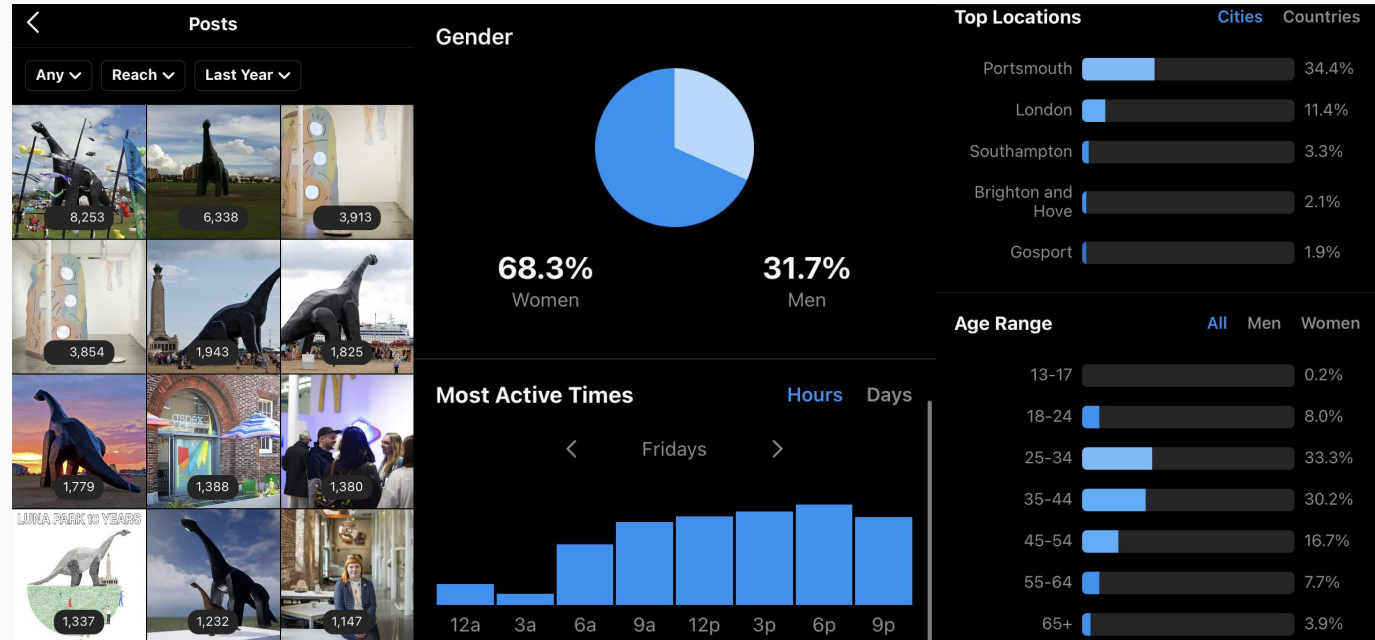
Collaborate!

Data & Analytics

Facebook Insights

Instagram Insights

Twitter Analytics



Facebook, Twitter & LinkedIn

Facebook Events

Facebook Ads

Join relevant groups and add to the conversation

< Emily Speed



Emily Speed

Message



Works at Artist

... See Emily's About Info

Posts



Photos



Life events



Emily Speed

7 Oct · 🌐

Prints going in the post this afternoon if you've ordered one (I'm afraid the two days of torrential rain is my only excuse for being slow, but quite a good one I hope!) just one print of the most popular image left... <https://emilyspeed.bigcartel.com/> 🙏🙏



EMILYSPEED.BIGCARTEL.COM

Emily Speed

Art work and printed matter from Emily Speed. <https://www.patreon.com/emilyspeed>

👍 13

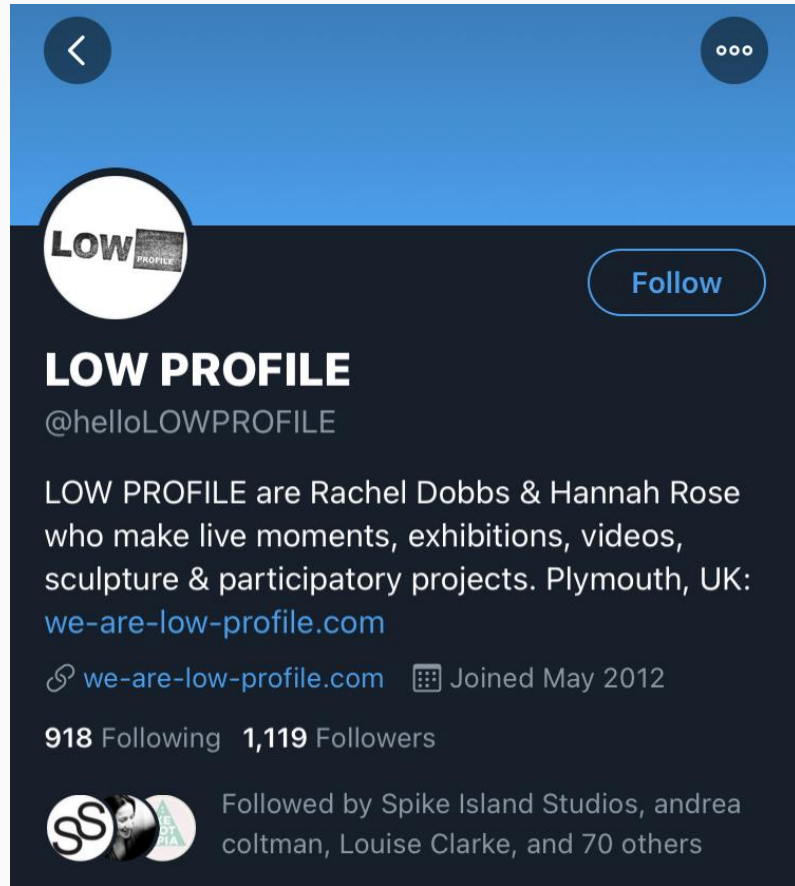
1 Comment 1 share



Like



Share



Twitter profile page for LOW PROFILE (@helloLOWPROFILE). The header is blue with a back arrow and a menu icon. The profile picture is a circular logo with the text 'LOW PROFILE'. The name 'LOW PROFILE' is in bold, and the handle '@helloLOWPROFILE' is below it. A 'Follow' button is on the right. The bio states: 'LOW PROFILE are Rachel Dobbs & Hannah Rose who make live moments, exhibitions, videos, sculpture & participatory projects. Plymouth, UK: we-are-low-profile.com'. Below the bio is a link to 'we-are-low-profile.com' and the text 'Joined May 2012'. At the bottom, it shows '918 Following' and '1,119 Followers'. A section titled 'Followed by' lists 'Spike Island Studios, andrea coltman, Louise Clarke, and 70 others' with their profile pictures.

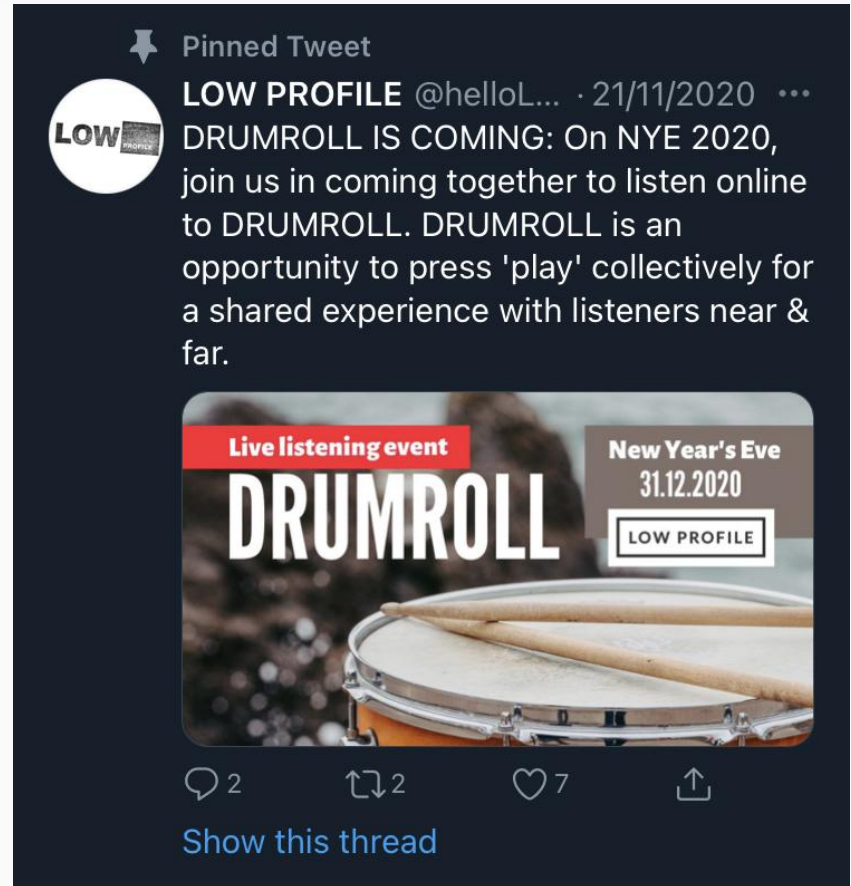
LOW PROFILE
@helloLOWPROFILE

LOW PROFILE are Rachel Dobbs & Hannah Rose who make live moments, exhibitions, videos, sculpture & participatory projects. Plymouth, UK: we-are-low-profile.com

we-are-low-profile.com Joined May 2012

918 Following 1,119 Followers

Followed by Spike Island Studios, andrea coltman, Louise Clarke, and 70 others



Pinned Tweet from LOW PROFILE (@helloLOWPROFILE) dated 21/11/2020. The tweet text says: 'DRUMROLL IS COMING: On NYE 2020, join us in coming together to listen online to DRUMROLL. DRUMROLL is an opportunity to press 'play' collectively for a shared experience with listeners near & far.' Below the text is a promotional image for the 'DRUMROLL' event. The image features a close-up of a drum with two drumsticks resting on it. Text overlays on the image include 'Live listening event' in a red box, 'DRUMROLL' in large white letters, 'New Year's Eve 31.12.2020' in a dark box, and 'LOW PROFILE' in a white box. Below the image are icons for replies (2), retweets (2), likes (7), and a share icon. At the bottom is a link to 'Show this thread'.

Pinned Tweet

LOW PROFILE @helloL... · 21/11/2020 ...

DRUMROLL IS COMING: On NYE 2020, join us in coming together to listen online to DRUMROLL. DRUMROLL is an opportunity to press 'play' collectively for a shared experience with listeners near & far.

Live listening event

DRUMROLL

New Year's Eve
31.12.2020

LOW PROFILE

2 2 7

Show this thread



Instagram

Post Frequency

Set up a business profile

Have a good bio

Link to your website

How to post

Use the right hashtags

Post consistently

Write in batches & Schedule

Think about imagery

Use video

Be concise

BUT... Don't be afraid of long posts

Find a consistent way to format your posts. The top few lines should be engaging and to the point.

...

You can speak in more detail further down, but make sure to include calls to action near the top. Click the link in my bio to find out more!

...

Splitting the text in your posts creates bitesize chunks that are easier to read, and is a great way to separate different points, if you have a lot to say.

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#Hideyourhashtags at the bottom of your posts with line breaks so they don't create clutter - you can include up to 30!

Content

But what should I post?

Works in progress

Completed work

Your studio

Inspiration

To engage with people you meet

Product showcases

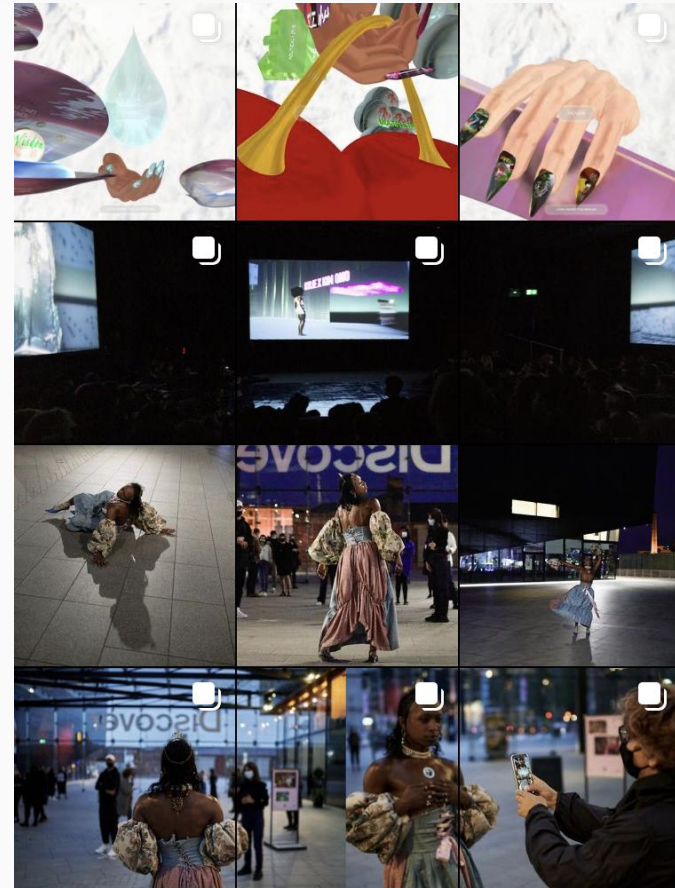
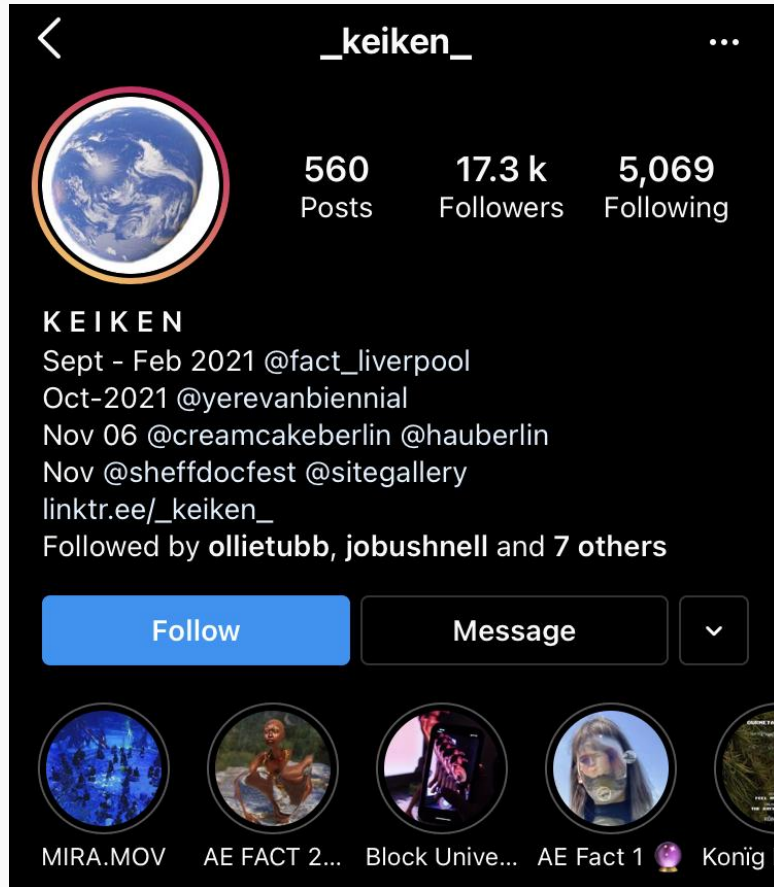
Events & exhibition info

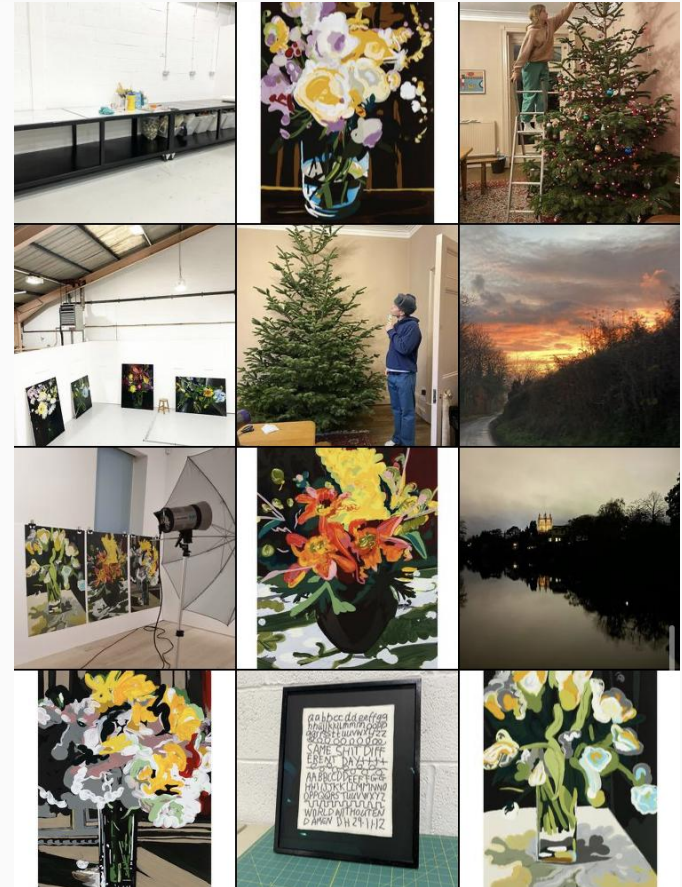
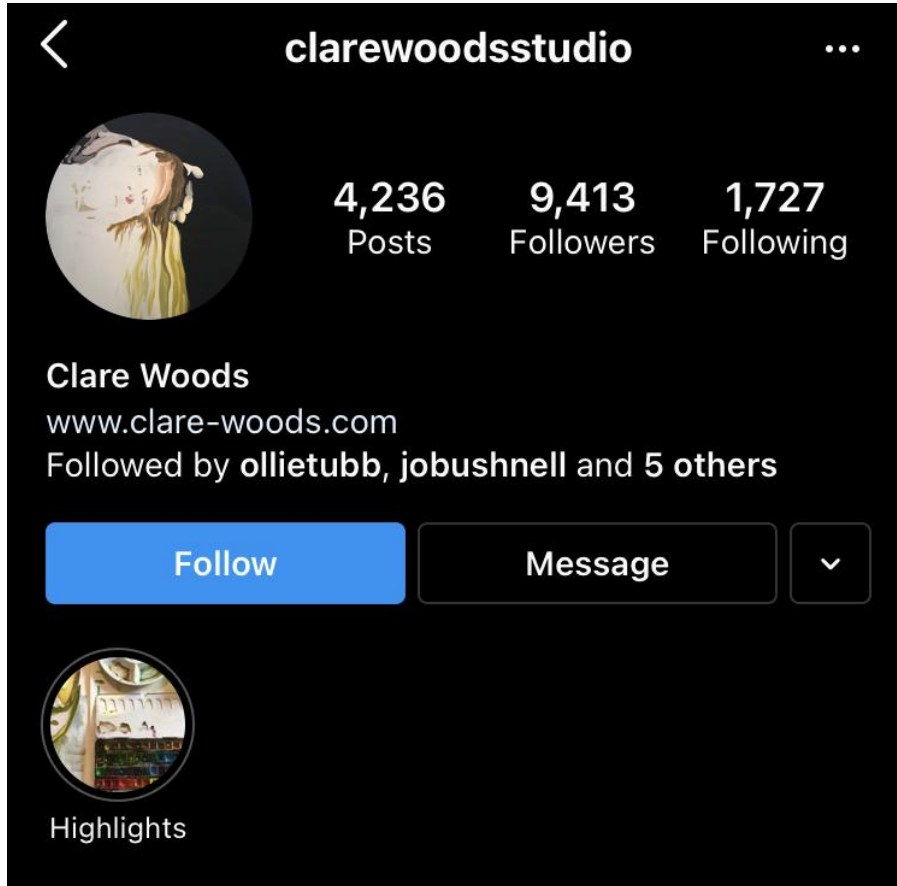
Stories


Questions & Quizzes

Countdowns


Create story highlights







bend_laser



3,371
Posts

1,943
Followers

1,779
Following

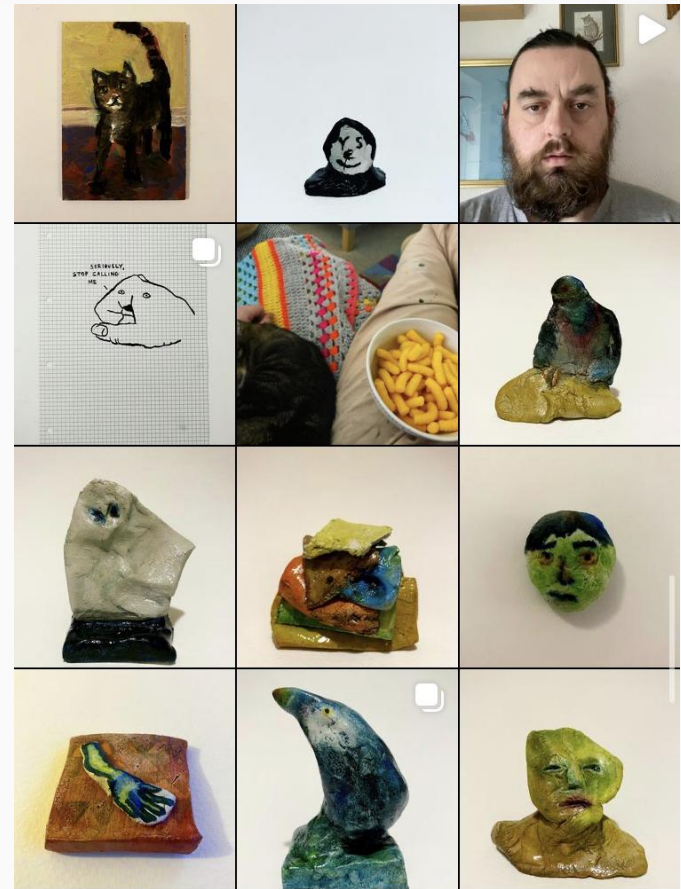
Ben Sadler

I like making things.
Also @juneau_projects with Philip, and
@pierreandkarlheinz and @laszloandspalding with
Stuart.
bendlaser.bigcartel.com
Followed by [vickie.fear](#), [jobushnell](#) and [_abigailday](#)

Follow

Message





Social Media

Top Tips!

1. Write your posts in batches
2. Focus on one platform
3. Look for inspiration
4. A variety of content
5. Be authentic

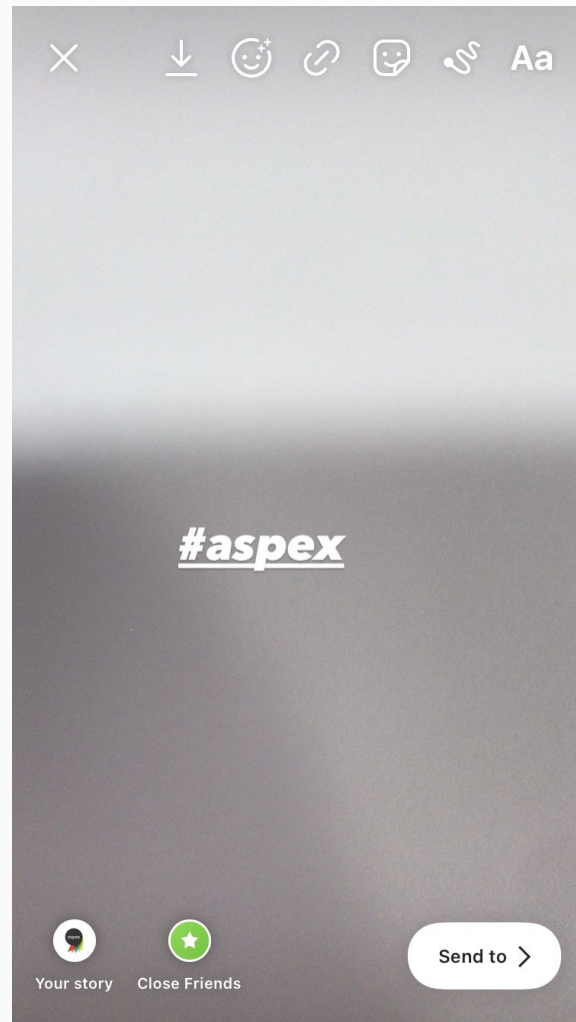
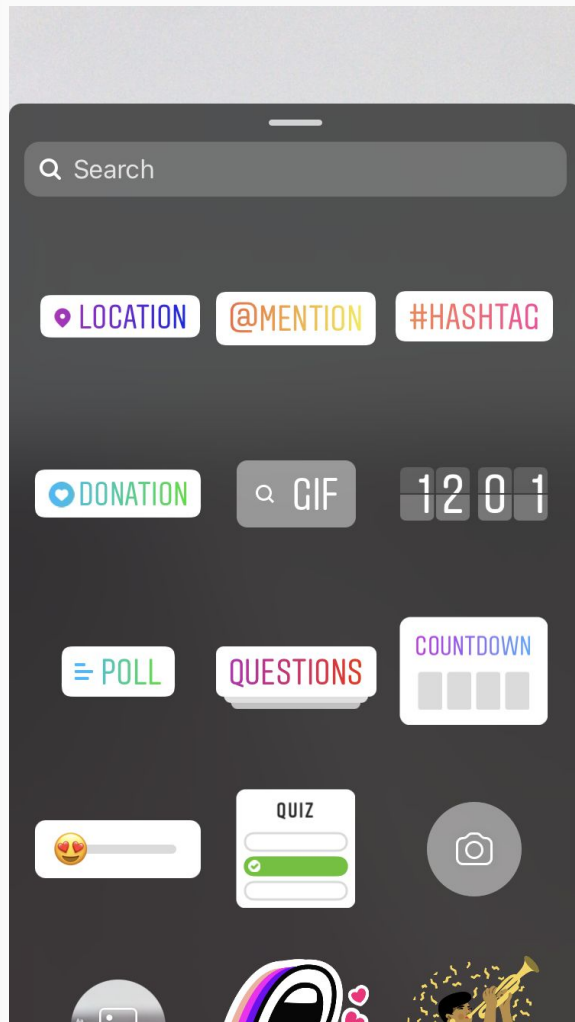
See you in 5...

Instagram Hacks

No. 1

Instagram Stories

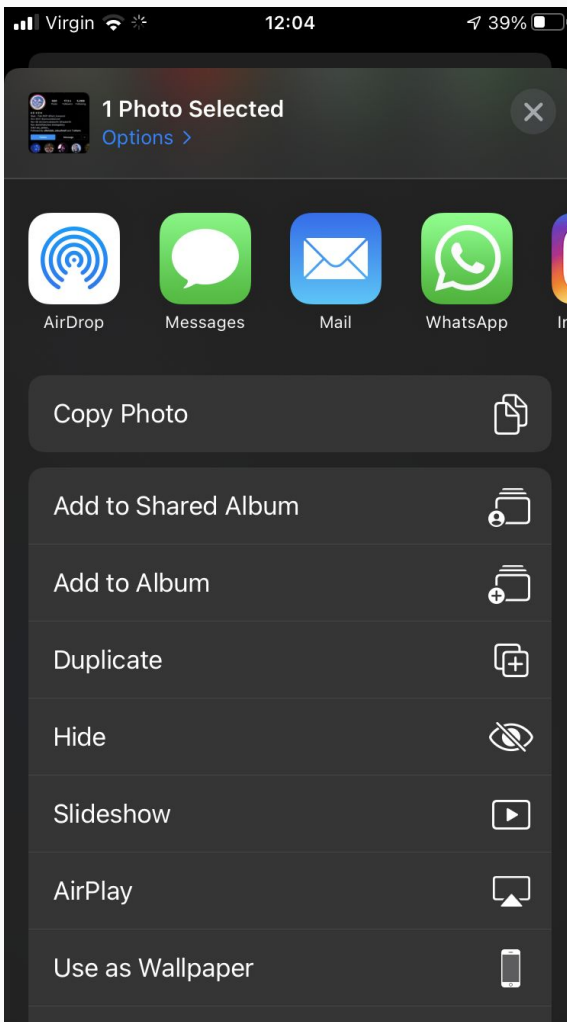
How to hide location, hashtags & mentions get more views in your stories without creating clutter



No. 2

Instagram Stories

Copy a photo from your camera roll to add multiple images



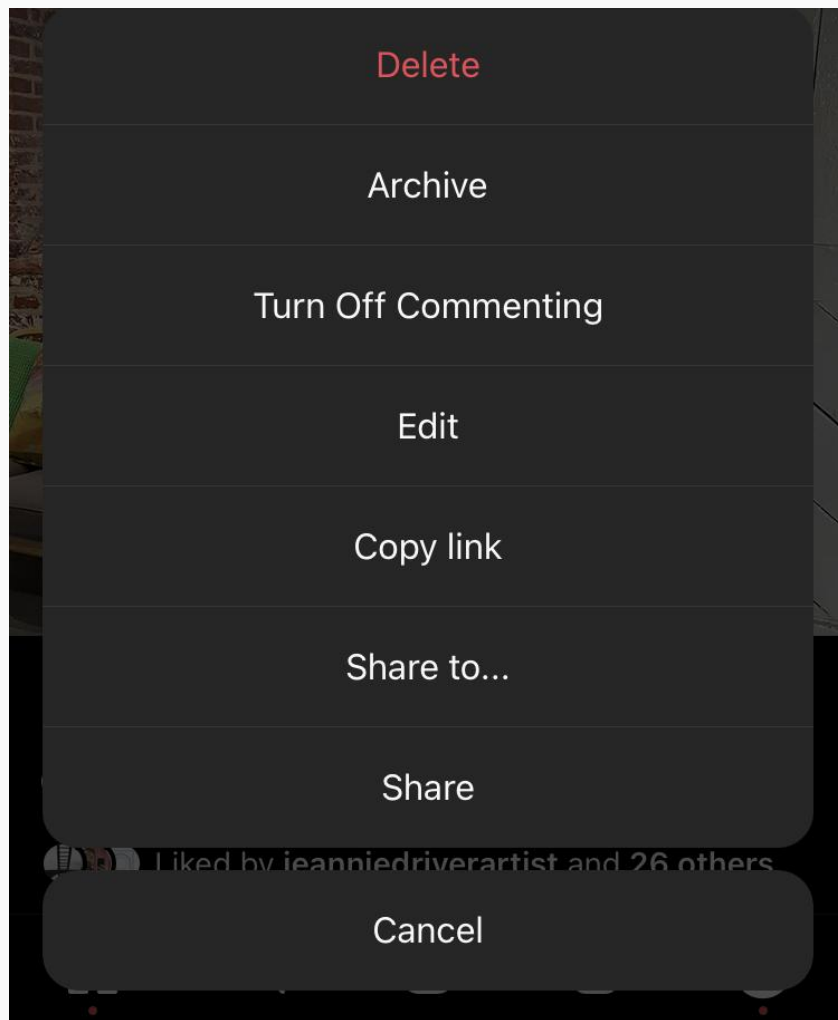
No. 3

Use alerts



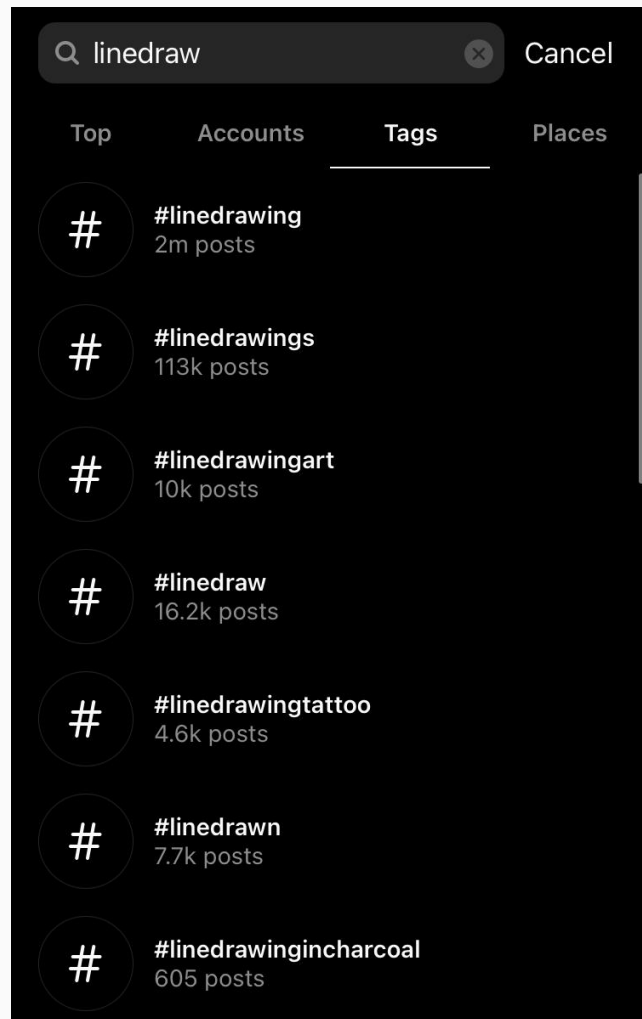
No. 4

Archive old posts



No. 5

Find relevant hashtags



Questions?

Thank You!