Digital Masterclass summary

Digital Marketing & Social Media for Artists & Freelancers
with Digital Marketing Assistant Ollie Neale
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Topics covered:

- ● Digital Strategy
- ● Email/Newsletters
- ● Website
- ● Social Media
- ● Platform Breakdown
- ● Instagram 'Hacks'

● **Digital Strategy**
  - o It's important to know what needs to be achieved in terms of developing your career or supporting your practice when putting together a digital strategy. The strategy establishes the direction that will be taken using digital marketing tools.
  - o The strategy will be tailored to your occupation. For example, artists might be looking to connect with curators, organisations or gallery directors to find opportunities to exhibit, as well as connecting with other artists and growing a larger audience, potentially to sell more work.
  - o One way to compose a strategy is to use **SMART: Specific, Measurable, Attainable, Realistic and Timely.**
    - ᐧ **Specific:** Set real numbers with real deadlines. Don't just say you want more visitors.
    - ᐧ **Measurable:** Make sure your goal is trackable. Don't hide behind buzzwords like 'brand engagement'.
    - ᐧ **Attainable:** Work towards a goal that is challenging but don't try to change the world in one night.
    - ᐧ **Realistic:** Understand what you and your team are capable of. Don't

forget that there might be hurdles.
- **Timely:** Give yourself a deadline. Don't just work for 'some day'.

● Using **SMART** helps you stay focused, meet deadlines, and get excited about achieving your goals. Measuring them sets a benchmark for success.

● It's worth defining the audience you want to engage with. This is an important step in choosing what kind of content to promote and where to promote it. You might already have a good idea about who engages with what you share. For artists, this might be other artists, writers and buyers. Visualise your ideal customer. How might you spark their interest in what you post?

● Measuring success is fairly easy thanks to built-in data analytics on social media platforms like Instagram. Instagram insights can show you which of your posts are performing well. Tools like Google Analytics also provide some useful information like bounce rate, which measures how many people leave your site immediately after reaching it. Some other useful digital marketing tools are HubSpot, Mailchimp, Canva, Google Alerts, Grammarly and Hootsuite.

● **Email/Newsletters**
   o Mailchimp can help you format newsletters in a visually appealing way. Email is one of the best ways to reach your audience. It gives your subscribers the feeling of being in regular contact with you. Web and social channels might have a wider reach, but regular emails will probably be seen by more of your customers.
   o The goals in your email strategy might be separated into three categories: **Awareness, Engagement and Conversion**.
   - **Awareness** is about building a visible brand and building the reader's loyalty to it, as well as informing them about an upcoming event, for example.
   - **Engagement** is about developing closer relationships with people, expressing your personality and making your audience more invested in what you do.
   - **Conversion** is most important for artists and freelancers looking to sell more work. Converting readers from subscribers to customers might involve them making a donation, buying your work or participating in something like an event.
   o An email only needs to have one objective. Don't worry about fulfilling all of your objectives.
   o Your audience might be broken down in terms of engagement into **new**

subscribers, active audiences and lapsed audiences. You should interact with these groups in different ways. Sending a discount code might re-engage a subscriber who hasn't opened your emails recently, for example.

o Getting subscribers in the first place might involve using a purchase pathway (e.g. asking a customer to subscribe to your newsletter at the checkout), adding a pop-up about signing up to receive emails on your website or running a competition which requires the participant to provide an email address.

o General Data Protection Regulation (GDPR) should always be a concern. GDPR is a regulation on personal information including storing email addresses. It's typically acceptable for you to assume that someone who has given their email address to you before will continue to be interested in receiving emails from you. Recipients can unsubscribe if they want to.

o Newsletters should be sent regularly, be kept short and provide value by including new content.

o It's also worth dividing your audience in terms of type (e.g. curators, buyers and other artists). That way, you can tailor the emails you send to each group to provide relevant information.

● Websites

o Websites provide an opportunity for people to get more information about your artwork (e.g. colours, materials and dimensions). You have more control over how your website looks than how your Instagram feed looks. Use this to your advantage, especially when it comes to the landing page. Your site might just be a static landing page with direct links to your shop, portfolio or social media channels.

o Remember that most web traffic is on mobile, with less traffic year on year on laptops and desktops. Be sure to optimise your site for mobile.
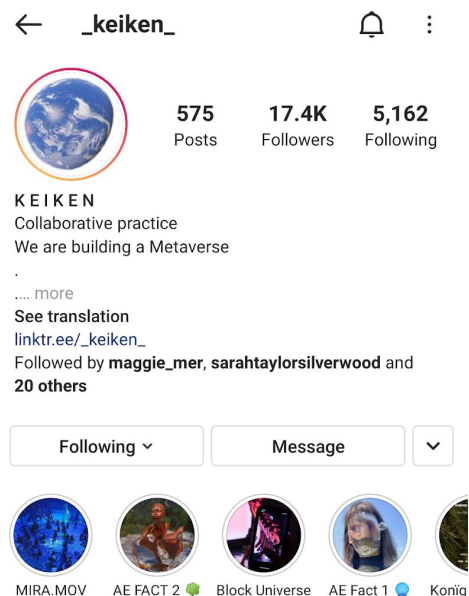
● Social Media

o Facebook can be the most useful platform when it comes to promoting your work in an affordable way. For some artists, it might not be appropriate to have a Facebook business account. If it does suit you to have a Facebook business account, the account can be linked to other websites, online stores like Bigcartel and social media platforms you might have.

o Facebook is generally better for link-sharing than Instagram.

o Twitter is great for timely, newsworthy and sometimes witty content. While Twitter is primarily designed for sharing text, photos can also be shared effectively.

o In general, Instagram is most likely more useful to artists because it is designed for photo-sharing.

o Some ways of boosting Instagram engagement include using the right hashtags (choose a few relevant hashtags that relate your work e.g. #3Dprinting), posting consistently (once a week might be enough) and interacting with other users (start a conversation, reply to comments and collaborate!).

o Instagram analytics are available to you as an Instagram business account. Instagram insights which include the general location, age range and gender of your audience might be useful.

⬤ **Platform Breakdown: Instagram**

o You can choose to use up to 30 hashtags in a caption on Instagram. Using 10-15 hashtags is probably sufficient. Hashtags shouldn't necessarily be visible. Hiding the hashtags at the bottom of the caption means they don't create what is known as 'clutter'. This means they don't make the caption look jumbled.

o The caption should be concise, with the main point or the call to action in the first few lines. Convey a clear message! Splitting the caption into bite-sized chunks separated by dashes or line breaks can make it easier to read.

o Posting videos can encourage engagement on Instagram. The time a user spends looking at your post is a metric Instagram uses to share your content with more people, more often.

o Instagram stories allow you to post questions, quizzes and countdowns. Your stories might offer more personal content than posts on your feed. You can archive stories as highlights.

o Check out how the art collective Keiken (@_keiken_) use story highlights on Instagram. Stories usually expire after

← **_keiken_** 🔔 ⋮

575 Posts 17.4K Followers 5,162 Following

K E I K E N
Collaborative practice
We are building a Metaverse
.
.... more
See translation
linktr.ee/_keiken_
Followed by **maggie_mer**, **sarahtaylorsilverwood** and **20 others**

| Following ⌄ | Message | ⌄ |

MIRA.MOV   AE FACT 2 🌳   Block Universe   AE Fact 1 🔵   Konïg

24 hours. Creating story highlights allows you to make your previous
stories available to view, even after they've expired.

o You can see that Keiken also share posts in exciting formats, including
banners of three cropped, square images which make up one image. You
can try this out with your own content on Photoshop.

● **Instagram 'Hacks'**

o Instagram stories can be used to tie your account to others. You can use
locations, hashtags and mentions to get more views. These buttons can
be hidden by making them as small as possible to avoid creating
'clutter'. To make the buttons smaller, pinch with two fingers.

o Photos can be copied from your camera roll to an Instagram story in Create
mode. You can add as many photos as you'd like. This is a great way to
create visually interesting stories.

o Using post alerts on Instagram might be useful to you if you want to receive
updates from a particular person or organisation. Turning on alerts means
you don't have to scroll through your feed to find the content you don't
want to miss.

o You might not want to keep older, less relevant or inappropriate posts on
your feed. Archiving old posts rather than deleting them means that you
can still see insights.

o Find relevant hashtags and use more specific hashtags where possible. For
example, since 2 million posts have been tagged on Instagram with
#linedrawing and only 10,000 posts have been tagged with
#linedrawingart, using the second hashtag will encourage better
engagement.