

# How to promote and sell your art on social media

SOUTHERN ARIZONA SCORE WORKSHOP  
[HTTPS://SOUTHERNARIZONA.SCORE.ORG/](https://southernarizona.score.org/)

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## ■ My name is Carol Booton

- Volunteer SCORE mentor since 2019
- Writer, editor, researcher, publisher, book designer, artist, illustrator, educator, and blogger
- Former college instructor
- Ph.D. in Business Administration (marketing and management)
- Pronouns: she/her/hers
- Instagram: carolbooton13

# Got Questions?

- Unmute and ask your questions
- Put your questions into the chat
- Write down your questions and ask them at the end of the session
- Email me with your questions  
[carol.booton@scorevolunteer.org](mailto:carol.booton@scorevolunteer.org)
- Sign up for a SCORE mentor  
<https://www.score.org>
- You will receive a copy of this slide deck

# How do you feel about social media?

1. Love it
2. Hate it
3. Could take it or leave it
4. What is social media?

# Do you have to be on social media?

- It is possible to sell art without being on social media
- **Succeeding without social media depends on what you are selling, how, and to whom**
- For example, some artists sell directly to interior designers or architects
- **Wherever your prospective buyers are, that is where you want to be**

# Agenda

- What is social media?
- How do artists use social media to sell their art?
  - Instagram
  - Facebook
  - YouTube
- How do you create a social media strategy to sell art?



# WHAT IS SOCIAL MEDIA?

# Websites and applications that enable users to create and share content or to participate in social networking

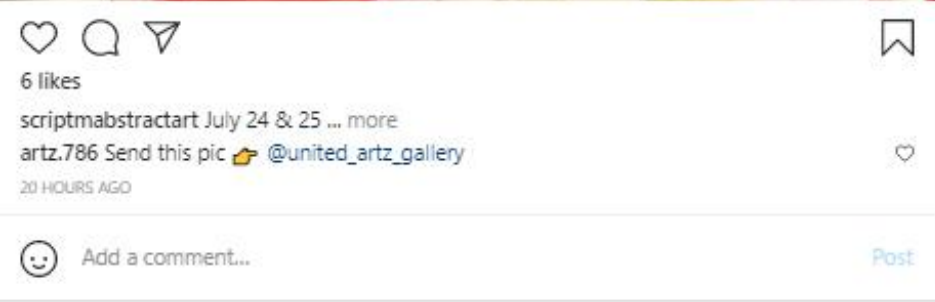
- Instagram
- Facebook
- YouTube
- Pinterest
- Twitter
- Snapchat
- TikTok
- LinkedIn
- Google Business
- Your website/blog
- Email
- Patreon
- Mighty Networks
- Yelp
- Reddit
- Quora
- Messaging apps
  - WhatsApp
  - FB Messenger
  - WeChat (China)
- And more

# General audience characteristics

- **Instagram** reaches younger people; 60%+ are 18-34; they tend to be highly engaged and interested in trends
- **Facebook** reaches many people, but most are there to keep in touch with family and friends; FB tends to attract an older more conservative crowd
- **YouTube** is good for long-form video content; 34% are 18-24; women are about half the audience

# HOW DO ARTISTS USE SOCIAL MEDIA TO SELL THEIR ART?

# INSTAGRAM



- Instagram was designed to work on smart phones
- You can post images from a computer
- IG is usually heavy on images, light on text



pennyfraserphotography • 1d



[www.pennyfraserphotography.com](http://www.pennyfraserphotography.com)



10 likes

pennyfraserphotography Are you a wall art type of person? Would you rather enjoy your images in an album? I love both but there is nothing... more

[View all 2 comments](#)

# INSTAGRAM

- Set up an Instagram business profile
- Fill out your bio completely
- Do not set your account to private
- Link to your website or storefront

stefania.bruins • 7h

King Gizzard & The Lizard Wizard • This Thing



# INSTAGRAM



- Have one message for each post
- Create a posting schedule
- Post high-quality on-brand content
- Go light on text
- Interact with your followers and invite them to subscribe on your website



2 likes

classicclairecolors Colorchasing at the thrift store led to finding this framed

# INSTAGRAM

- Use hashtags with care
  - Avoid common generic hashtags
  - Be specific and on-brand
  - Use hashtags to organize your art into galleries
  - #(yourname)landscapeart or
  - #(yourname)abstractsculpture
- Let buyers direct message you to buy art; be ready to sell
- You can allow buyers to click directly on product and buy from your website or other pay site





# INSTAGRAM

- To lift your posts in the algorithm, use all of Instagram's features
  - Reels, stories, lives, IGTV, hashtags
- Boost your IG posts  
<https://blog.hootsuite.com/instagram-ads-guide/>
- Watch and read tutorials and articles to learn how to use IG  
<https://blog.hootsuite.com/instagram-growth/>  
<https://blog.kicksta.co/most-important-instagram-features/>

Catherine Freshley  
catherinefreshley

- Uses her own name
- Describes the art
- Shows the art in context
- Uses no hashtags



catherinefreshley

Altus, Oklahoma



catherinefreshley This is my "Altus Spring Evening" print, shown in 30"x40." This painting is from a scene I saw a couple summers ago while visiting my husband, who was gone almost all summer for a work training program. When the temperature dropped a couple degrees in the evening, we would go out on walks and drives, looking for paintings -- and ice cream from @braumsicecream\_dairy.

7h



slabtownmakersmarket So peaceful, Catherine! Could stare at this all day! 🍌🍌



7h · Reply



385 likes

7 HOURS AGO



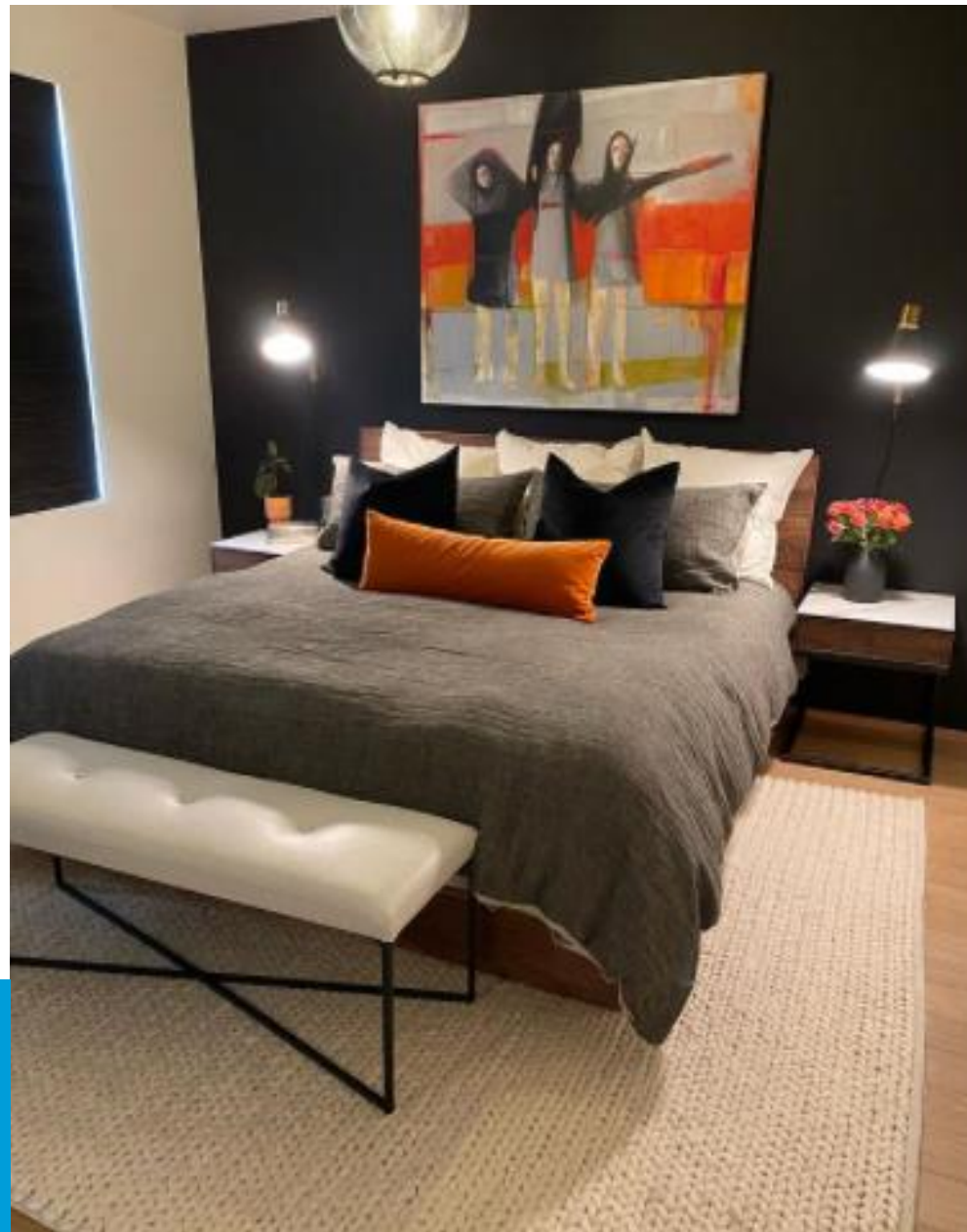
Add a comment...

Post

INSTAGRAM

Ruth Shively  
painter\_lady

- Does not use real name
- Does not describe the art
- Shows the art in context
- Uses generic hashtags



painter\_lady

painter\_lady My jaw dropped when I saw my painting in this gorgeous bedroom! ❤️❤️ #oilpainting #figurativeart #figurativepainting #contemporaryart #contemporaryhome #home #interiordesign #bedroomdesign #portlandartist #womenartists #pearldistrict

6d

katwhitham\_art Awesome! It looks like they may have decorated based on your cool painting. 🤩

6d 3 likes Reply

View replies (4)

472 likes

6 DAYS AGO

Add a comment... Post

INSTAGRAM

Mary McClain  
mmmpdx

- Does not use real name
- Does not describe the painting
- Uses hashtags



mmmpdx  
Summer Lake, Oregon

mmmpdx Watching the desert grow  
#juniper #watercolor  
#watercolorpainting #oregon  
#oregonoutback #highdesert  
#summerlakeoregon #migratorybirds  
#volcanic #rocks #sagebrush  
#quietude  
☀️🌿🌳🦋🐛🦋🦋❤️🌍😊😁😁

4w

metoo\_dajen 🤔😏  
4w 1 like Reply  
— View replies (1)

emmyranchoresisto ohhhh that  
looks familiar 😊😊  
4w 1 like Reply

43 likes  
JUNE 21

Add a comment... Post

INSTAGRAM



Crossroads Calligraphy LLC

1d · 🌐



Last day to register!



Calligraphy

HAPPENING NOW

Intro to Broad Edge Calligraphy Class

Oro Valley

2 people going

☆ Interested

👍 Like

💬 Comment

➦ Share



# FACEBOOK

- Facebook and Instagram are owned by the same company
- If you post to both, be consistent and on-brand



- Set up a FB business page
- Add art images to your FB banner
- Add a call to action link (“book now,” “learn more”)
- Fill out the About page
- Link to your website and other social media platforms

# FACEBOOK



ArtMill  
July 6 at 8:48 PM · 🌐

Apply now for Artist Residencies, 2021! <https://www.artmill.eu/artist-in-residence>



👍 5 2 Shares

👍 Like    💬 Comment    ➦ Share

👤 Write a comment...    😊 📷 📧 🗨️

# FACEBOOK

- 80% of viewers don't turn on the sound so add captions
- Post relevant content
- Post FB events and reviews
- Post regularly and often
- People who like a post may or may not be buyers

Squatchcon Port Angeles  
January 31 at 10:45 AM · 🌐

Welcome to Squatchcon, **Suzi Spooner Art!**  
Suzi Spooner is a queer artist from Seattle creating vibrant, whimsical artwork in celebration of books, nature, and the cozier things in life.  
Squatchcon Comic & Arts Convention... See more



👍❤️ Suzi Spooner Art and 5 others  
3 shares

# FACEBOOK

**Karen Rycheck Artist**  
March 3, 2022 · 🌐

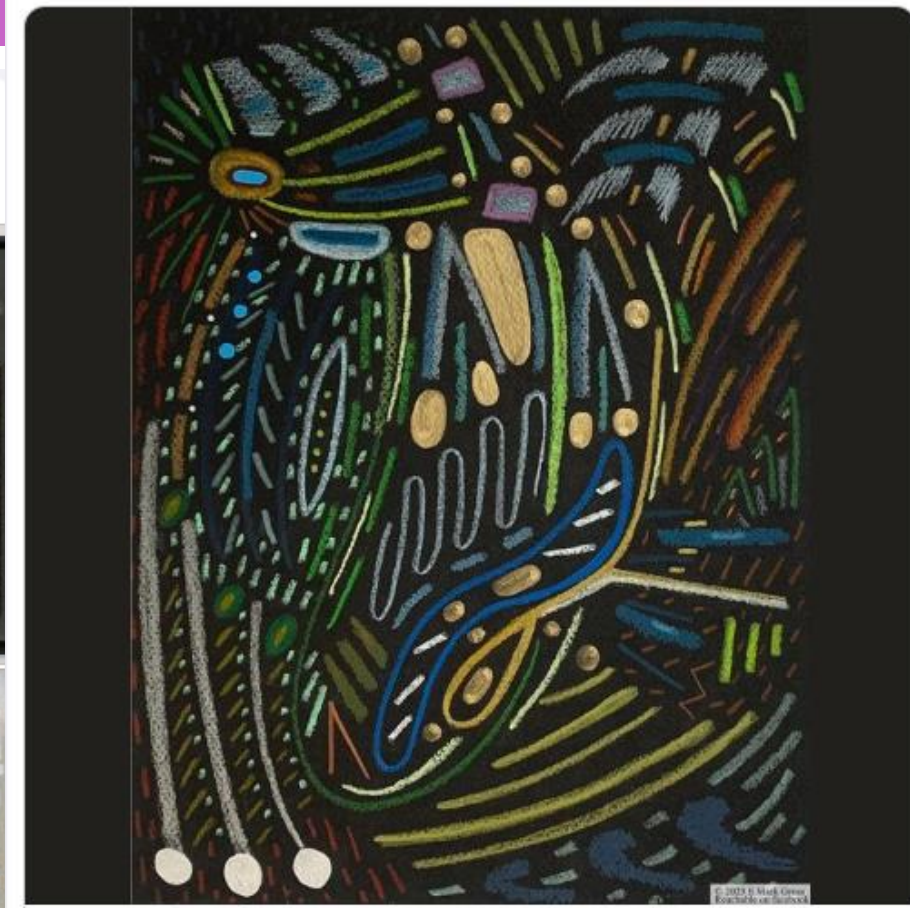
<https://breadandbutterstudios.com/mosaics-driven-to-.../>  
I have a new workshop! Finally!! sign up now for something to look forward to this summer!



👍❤️ You and 15 others

**Elvis Mark Gross**  
January 26 at 4:43 AM · 🌐

<https://www.facebook.com/100064030031151/posts/576508807826782/?mibextid=cr9u03>



**E Mark Artist - I'm E Mark Gross**  
January 26 at 4:42 AM · 🌐

Reaching into the Cosmos, 2023. Mixed media on archival paper. 12" x 9". Enjoy finding my hidden E signature.  
See more at [EmarkArtist.com](http://EmarkArtist.com), [behance.net/emarkarti...](http://behance.net/emarkarti...) See more





Script M Abstract Art is 🥳 feeling excited.

July 8 at 6:11 AM · 🌐



Look for me in Booth #30, right in the middle of it all. Hope to see you there!



TAMPABAY.COM

Cool Art Show returns to the Coliseum in St. Petersburg

It's the first time the show will happen in person since the pandemi...



2

1 Comment



Like



Comment



Share

## FACEBOOK

- Aim for comments and shares, not just likes
- Don't expect your art to speak for itself
- Don't just post art; tell stories with your posts

 Kendra Larson Buckingham is in Portland, OR.  
February 10 at 1:08 PM · 🧑

Bruce and I just installed my show at the Buckley Center. Stop by and check it out if you have a chance! Kitties welcome. @bruceconkle @universityofportland @buckleycentergallery

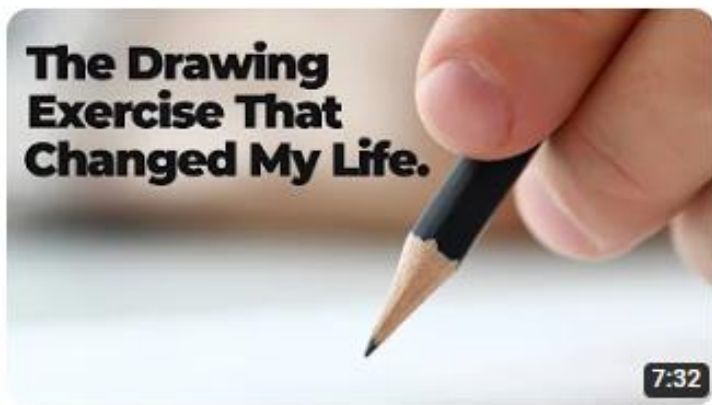


  60 7 commen<sup>t</sup>  
 Like  Comment 

# FACEBOOK

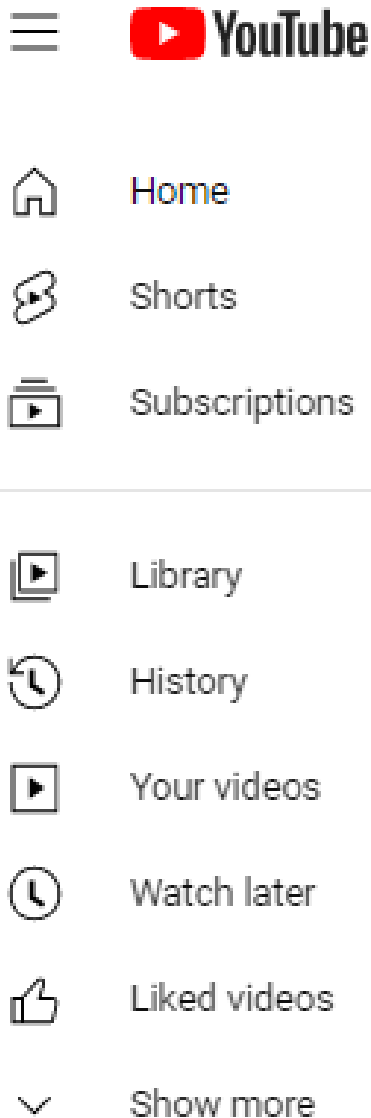
- Experiment with Facebook ads (boost a post for \$10+ to reach a targeted audience, ~\$1 per click)
- Watch YouTube tutorials and read articles to learn how

<https://www.artbusiness.com/facebook-tips-help-protocol-etiquette-and-instructions-for-artists.html>



- Artists are using YouTube to demonstrate and teach art making
- Google owns YouTube, which means Google pays more attention to internet entities that have a YouTube presence
- Watch YouTube tutorials and read articles to learn how to use it

<https://www.artworkarchive.com/blog/how-to-use-youtube-to-promote-your-art-business>



- Set up your YouTube channel
- Fill out the About info
- Add your art to the banner
- Link to your website
- Include your logo and name
- Be consistent across all platforms
- Target your video content to your ideal audience



# Running Water Arts

40 subscribers

SUBSCRIBED



HOME

VIDEOS

PLAYLISTS

CHANNELS

DISCUSSION

ABOUT



Uploads

▶ PLAY ALL



9:32

Painting Process 06/18/21

20 views • 1 month ago



7:32

Being a Boat in Creative Process 06/08/21

7 views • 1 month ago



7:16

Why Still Life Drawing? How drawing practice is a life...

37 views • 5 months ago



17:43

All About the Notebooks!

31 views • 5 months ago



7:16

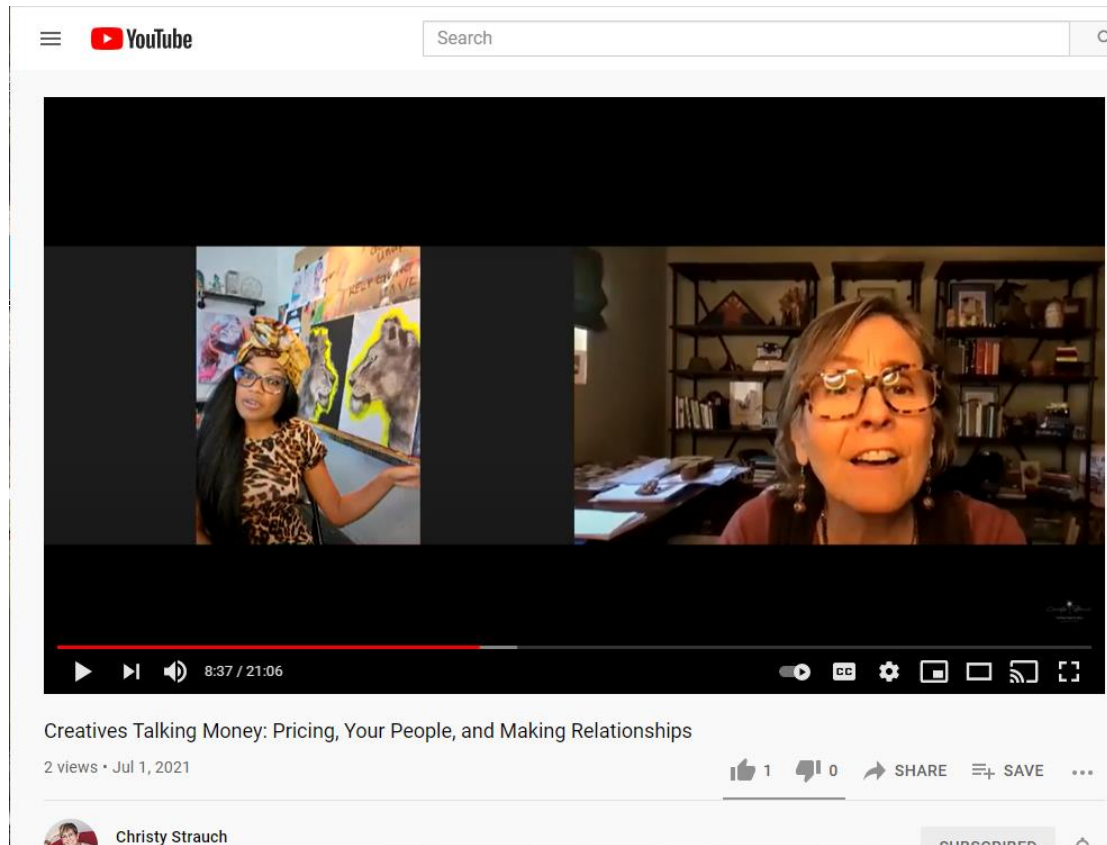
painting time lapse video 01/05/21

40 views • 6 months ago





- Experiment with camera angles and lighting
- Use a tripod
- Experiment with long and short-form videos
- Use free or paid video editing software to edit your videos
- Include an explicit call to action
  - Subscribe
  - Visit website



- Content ideas
  - Time lapse demonstrations
  - Tutorials
  - Virtual studio tours
  - Virtual art show and opening
  - Product reviews
  - Interviews
- Promote your YouTube channel on your other platforms

# HOW DO YOU CREATE A SOCIAL MEDIA STRATEGY TO SELL ART?



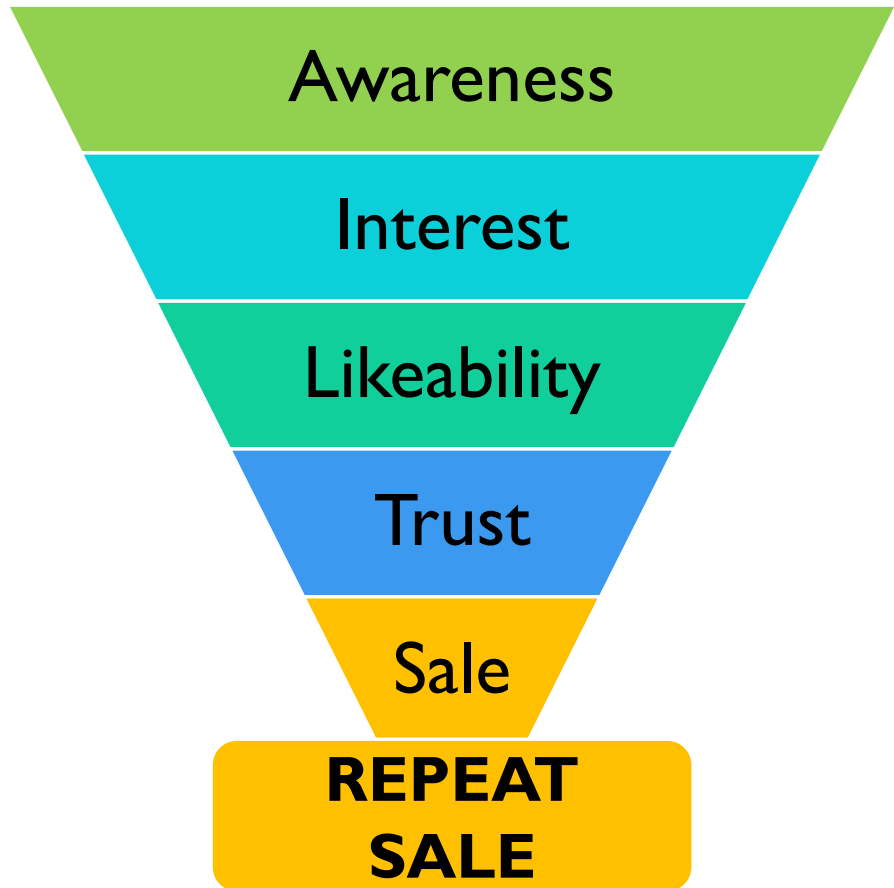
A small group of devoted fans is better than an aimless disengaged horde of Instagram followers

- Seek a narrow niche that is...
  - Right-sized
  - Profitable
  - Reachable
  - A good fit for you
- Be clear and consistent on your style because that is your brand

Wherever your buyers are, if you want to sell to them, that is where you need to be

- Consider your target audience
  - How do your buyers like to buy art?
  - Not everyone has internet access
  - Not everyone is on social media

# Know what you want



- Consider the sales funnel
- Your approach depends on your goals
- If you are an emerging artist, your goal will be to build awareness of your art

# Measure your progress

## Goals

- Generate awareness
- Encourage interest
- Improve likeability
- Build trust
- Motivate a sale
- Motivate repeat sales

## Metrics

- Number of page views
- Number of shares, comments, inquiries
- Number of likes, positive reviews
- # of shares, referrals, testimonials
- Number of sales, revenue, profit
- Number of repeat sales, revenue, profit

# Create a media plan and calendar

	July	Aug	Sept	Oct	Nov	Dec
Email campaigns						
In person art shows			Labor Day		Xmas	Xmas
Google ads						
Facebook ads						
Facebook posts						
Instagram posts						
YouTube video						
Podcast						

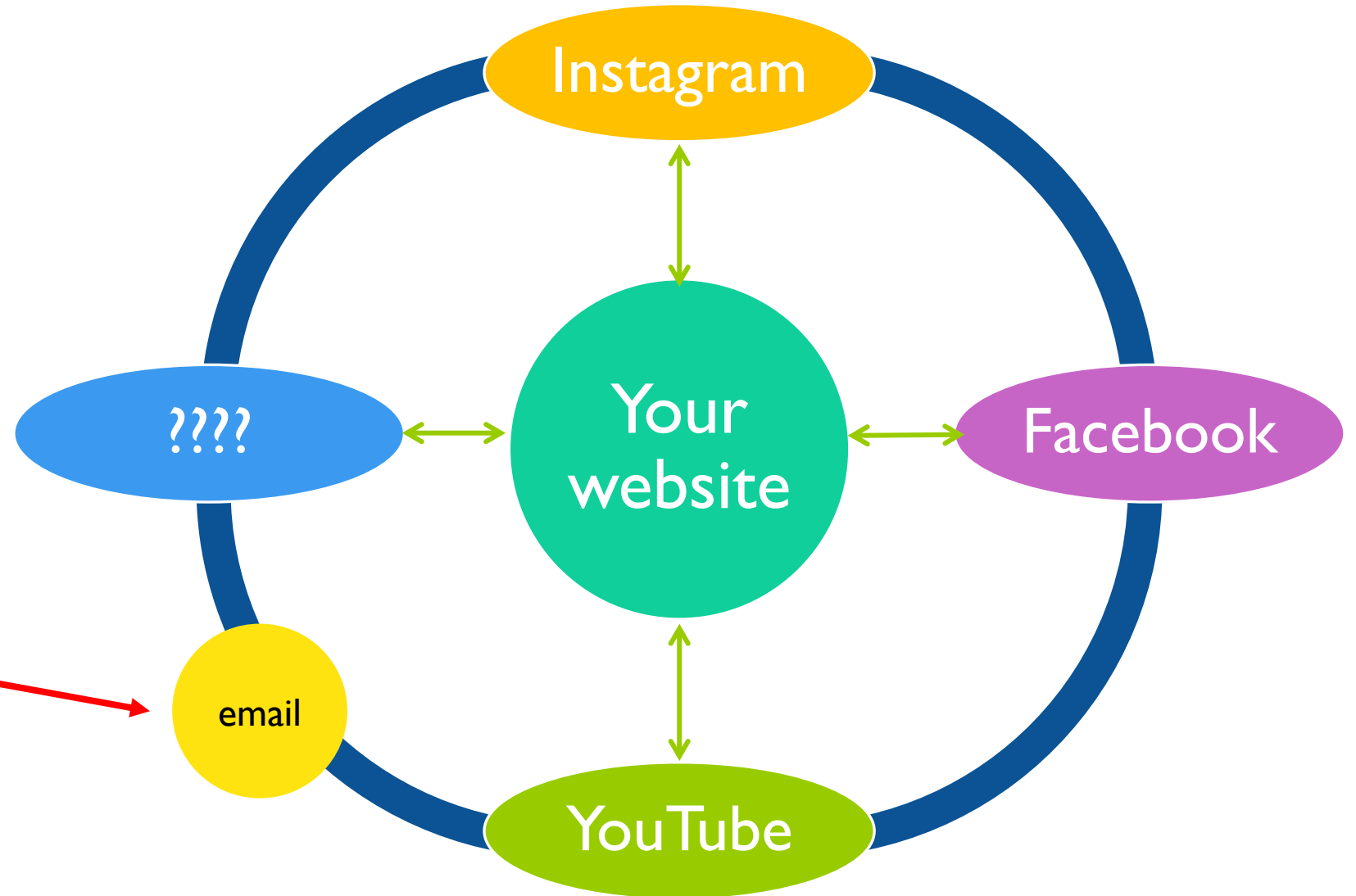
Do you  
have to  
have a  
website?

- Some artists prefer to drive social media traffic to
  - An Etsy store
  - An Amazon store
  - A gallery or other retail space
  - An online portfolio (e.g., Behance, Crevado, Coroflot)
  - Art platforms/shops (e.g., Artfinder, FASO, Saatchi Art, Fine Art America, Red Bubble, Society 6, Threadless)

## Why use social media with a website?

- Your website is the “hub” of your art business
- The website is the only thing you control
- You can collect email subscribers
- You cannot control whether anyone sees your social media posts
- You do not control the social media algorithm
- The algorithm can change at anytime

Your website is where visitors can read about the art, see more art, subscribe, and buy the art.





You are  
the solution to  
your buyer's  
problem

- Link your website to your social media
- Collect email subscribers and communicate with them
- Make it easy to shop and purchase
- Offer rich content that buyers find valuable
- Refresh content often
- Collect and display testimonials from current and past buyers
- If appropriate, collect reviews in Google, Yelp, and other platforms

# Make it easy for buyers to buy your art

- Use multiple marketing methods, not just Instagram
- Coordinate offline and online marketing efforts
- Don't just post art images; describe, explain, and “romance” your art
- Engage with audiences by responding to comments
- Share your art-making process
- Build relationships with artists, art lovers, and art buyers
- Use analytics to evaluate your progress

# Make it easy on yourself

- Plan your marketing messages based on your media calendar
- Use scheduling software to schedule your social media posts
  - Hootsuite
  - Hubspot
  - Social Champ
  - Later
- Use graphics software and apps to create beautiful posts efficiently
  - Canva
  - Adobe

## Are you ready?

- It's okay not to love social media
- Find your rhythm with it
- Don't try to do everything all at once
- Focus on the audience and the message, not so much on the media
- **A**im high, **B**egin low, **C**limb slowly, and **D**on't give up

# Q&A

# RESOURCES

- *Art/Work*, by Bhandari, H. D., & Melber, J. (2017). New York, NY: Free Press/Simon and Schuster
- *The Practical Handbook for the Emerging Artist* (3rd ed.), by Margaret R. Lazzari. (2021). Thames & Hudson
- SCORE resources and mentors. <https://www.score.org>

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