

Marketing for artists

With your host, Carmel Rowden



Making it easy for people

curators, gallerists, writers, arts media,
other artists, the general public, your
whānau & friends

to understand what you do, and engage with it.

(some) **Marketing channels**

- Social media
- Website
- Physical stuff: business cards, flyers, posters
- Email newsletter
- Word of mouth & relationships

Social media

- Consider your tone
- Be yourself
- Be selective & mindful about what you post
- Support your community and they will support you:
Comment, like & share!
- It's not for everyone, you don't have to use it!

Instagram

- Most popular platform for visual arts
- Should you have a separate art account?
- Post images that represent your work well
- Keep captions short but thoughtful
- Reach new audiences by using hashtags
- @tag: shout out galleries and people
- Be inspired by accounts you like

Facebook

- Good for albums of exhibitions or projects
- Useful event functionality
- Make sure your posts are clear with all info
- Check if your posts are private or public

Social media recap

- Be clear, be yourself
- Connect with others
- You don't have to use it if it stresses you out

Websites!



Websites!

Kushana Bush

[About](#) [Archive](#) [Resources](#)

Bird, Wind, Box
Darren Knight Gallery, Sydney
2017



Actors Unmoored by Wind



Silencing the Bird



Traders of Sacred Objects

1. Marketing & communications
2. Video
3. Web
4. Graphic design
5. Ceramics
6. One half of Index-Finger
7. About & contact



armel Rowden Carmel Rowden Carmel Rowden

Why make a website?

- For fun and satisfaction
- Credibility
- An archive of your work
- Make it easier for curators, buyers, artists to see your work, read about it, and contact you.
- Sell stuff

Platforms I like and how much they cost

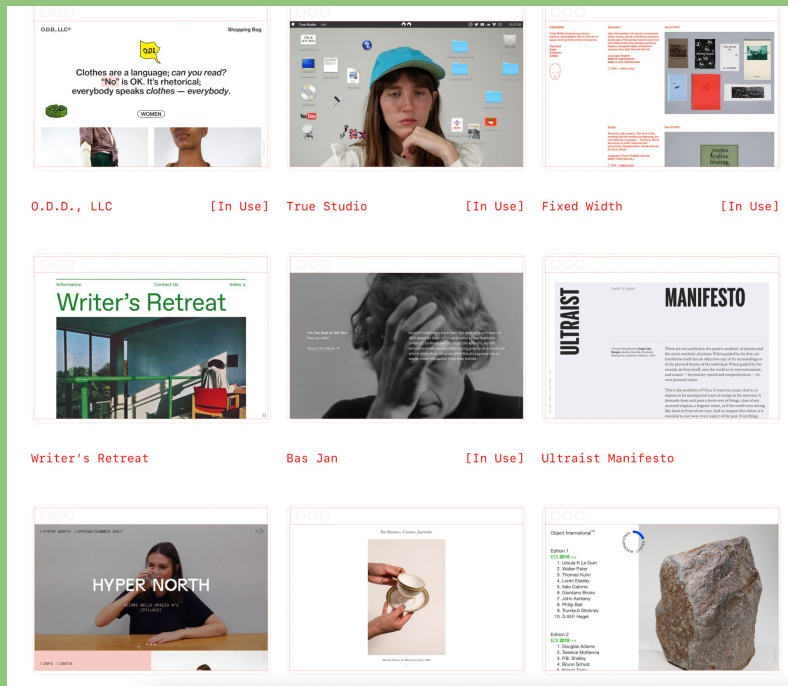
- Cargo (my fave!) →

Start from scratch or use a template to adapt
Around \$300 a year, student sites are free
(apparently)
Good support: email them or watch tutorials

- Squarespace

Lots of (boring) themes to choose from.
Around \$300 a year.

+ Domain around \$20-40 a year
depending



What to put on it?

- Images (and/or video) of projects and exhibitions
- Writing (by you or about your work)
- A bio (galleries will love you)
- An email address (contact forms suck)
- CV with projects, exhibitions, publications and quals
- News, journal, blog (but beware!)
- E-shop?

Get organised

Project title	Year	Info	Blurb	Photographer credit	Tags
Feast	2009	Performance, honey, oak dresser <i>Surface Tension</i> , CoCA Toi Moroki, Ōtautahi/Christchurch, 2009	<i>Feast</i> invited the audience to consume my body with their gaze, while mine was deflected gorgon-like via mirror as I drizzled myself with honey. The action started off as strangely familiar and slightly erotic but soon became absurdist and abject in its duration.	Ed Lust	performance, installation
Night Watch	2010	Public intervention, candles, aluminium, clay, ball gown Vacant shop, His Lordships Lane, Ōtautahi/Christchurch, 2010	For this durational performance, I sat still in the window of a vacant shop wearing an antler-like head dress of 10 lit candles for four hours. I calmly surveyed the chaos of a Saturday night in pre-quake Christchurch. Seemingly goaded by my passive gaze, the increasingly drunk audience tried to encourage me to break my stillness, effectively reversing the role of audience and performer.	Moana Minson	performance, public intervention
I have never	2012	Interactive performance, glass bowls, paper, pens, pinot noir <i>Performance Series</i> , Blue Oyster Gallery, Dunedin, 2012	Based on the drinking game Never Have I Ever, anonymous questions were collected from the audience to secure entry into the exhibition, casting them as active participants in my solo inebriation. Despite being framed as an opportunity to extract confessions from the artist, the tone and themes of the questions became more of a biography of the audience than the drunken individual as I answered questions until I threw up, then continued until all slips of paper had been read and answered aloud.	?	performance, interactive
Canker	2012	Durational performance, toffee, pine, steel <i>Performance Series</i> , Blue Oyster Gallery, Dunedin, 2012	I created a geometric cage of toffee and continuously licked my way out of it over two and a half hours. This durational performance aimed to subvert approaches to traditional minimalist sculpture while collapsing binaries of subject/object and abject/erotic while referencing obsessive consumer culture.	Amy Lilley	performance, installation
Greasy Box	2012	Performance, KFC/Roast chicken, cotton underwear <i>The Personal is Political</i> , Matchbox Gallery, Wellington, 2012	A performance response to the sexist joke: How are a woman and KFC the same? Once you're done with the breasts and thighs, you've got a greasy box to put your bone in. I eat either an entire ready roast chicken or a bucket of KFC, locking eyes with my audience as I place the bones in white panties, gradually stained by grease. I eat until I either finish the chicken or physically can't eat anymore, layering symbols of meat/woman/product into a confronting public gorging.	Moana Minson	performance
Kissing Booth	2012	Public intervention, glass, lipstick, window and frame various locations Ōtautahi Christchurch	An interactive 'germ free' kissing booth, which I set up a city market and a church fair, selling \$2 kisses. A carnivalesque comment on the commodification and sanitization of desire, human interaction and the role of the artist/performer as object/ subject		performance, interactive, public intervention

Most important things for a website

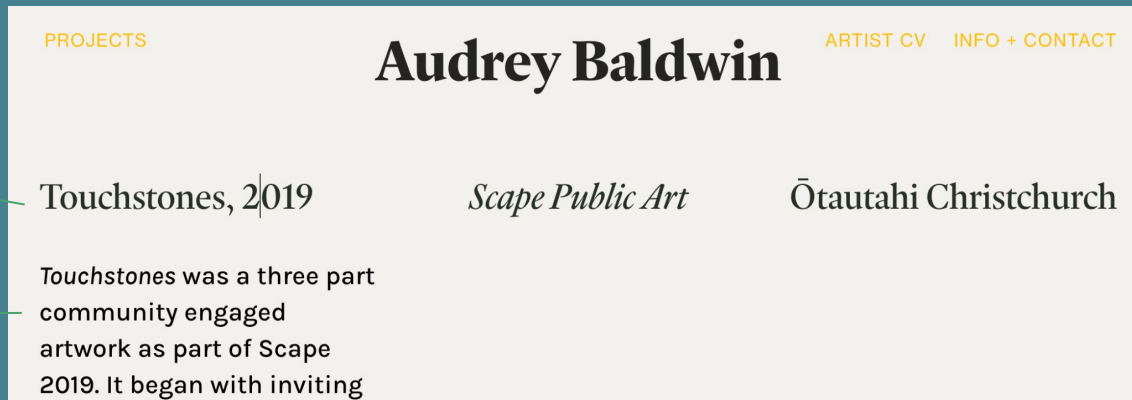
- Keep it simple: fewer pages = fewer clicks
- Good quality images, but not super high res
My rule of thumb: 2000px wide
- Keep text short and to the point
- Check what it looks like on mobile
- Check for bugs and broken links
- Proofread

Search engine optimisation

- Use clear headings (H1, H2)
- Make sure every page has a clear sentence (or meta description) about what is on the page.
- Name your files well before you upload them: carmel_rowden_meteor.jpg
- If the platform allows it, add descriptive alt text

H2 heading

Descriptive first sentence



The screenshot shows a website for Audrey Baldwin. At the top, there are navigation links: 'PROJECTS' (highlighted in orange), 'ARTIST CV', and 'INFO + CONTACT'. The main heading is 'Audrey Baldwin' in a large, bold, black serif font. Below this, the project title 'Touchstones, 2019' is displayed in a black serif font, followed by 'Scape Public Art' in an italicized black serif font, and 'Ōtautahi Christchurch' in a black serif font. A green line points from the text 'H2 heading' to the project title. Below the title, a paragraph of text describes the project: 'Touchstones was a three part community engaged artwork as part of Scape 2019. It began with inviting'. A green line points from the text 'Descriptive first sentence' to the first line of this paragraph.

PROJECTS

Audrey Baldwin

ARTIST CV INFO + CONTACT

Touchstones, 2019 *Scape Public Art* Ōtautahi Christchurch

Touchstones was a three part community engaged artwork as part of Scape 2019. It began with inviting

Final web thoughts

- For motivation and support, pair up with a pal, or ask a friend or expert to help you
- Make a plan and a timeline to complete it
- **Set a reminder to update it at least once a year!**

Useful links

(don't worry they will go on The Physics Room's website)

<https://elephant.art/i-want-to-build-my-own-artist-website-but-i-dont-know-what-to-put-on-it-01062022/>

<https://support.cargo.site/>

<https://supercooldesign.co.uk/blog/how-to-write-good-alt-text>

Ngā mihi nui!

Unrelated gif of my pottery

carmelrowden.com



Human + Art + Machine

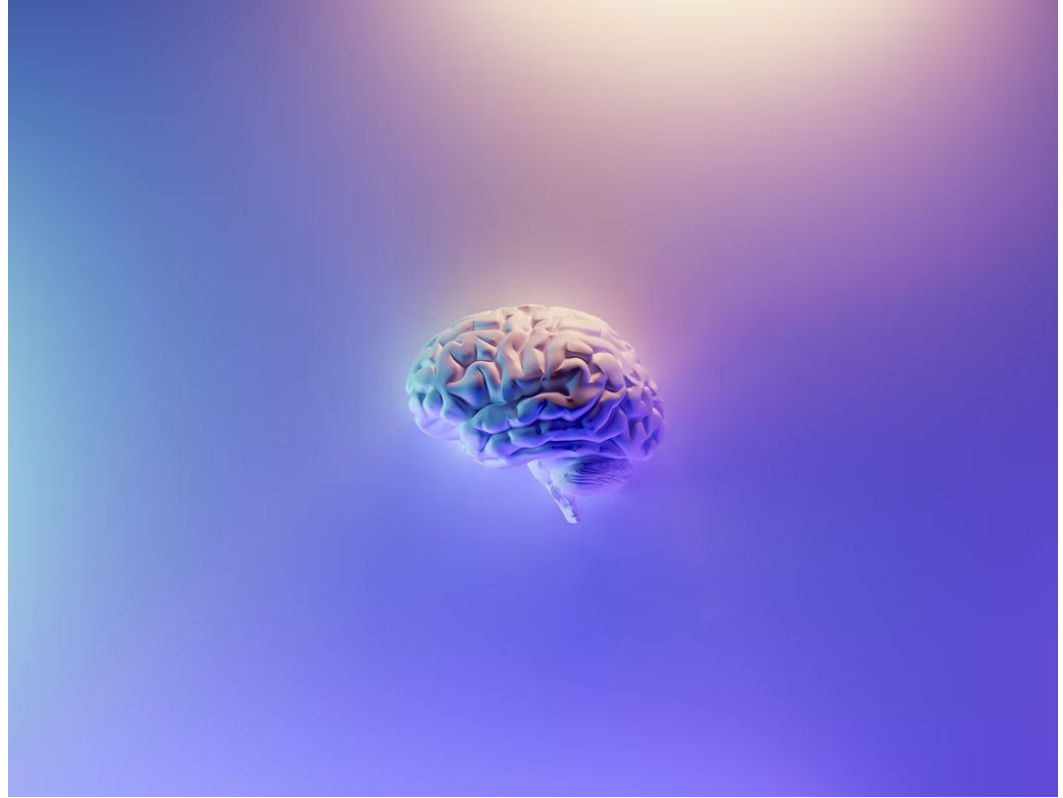
Driving action with social media in the real world.

A condensed version of the slides used by Moses Robbins at the
[\(Artist\) Life School: Marketing Toolkit for Creatives](#)
[16 June](#)

This is reference material intended to supplement your notes from the presentation.

- Skepticism
- Integrity
- “Reality” (truth)

Can we truly be our authentic selves, safely, effectively and drive meaningful results online?



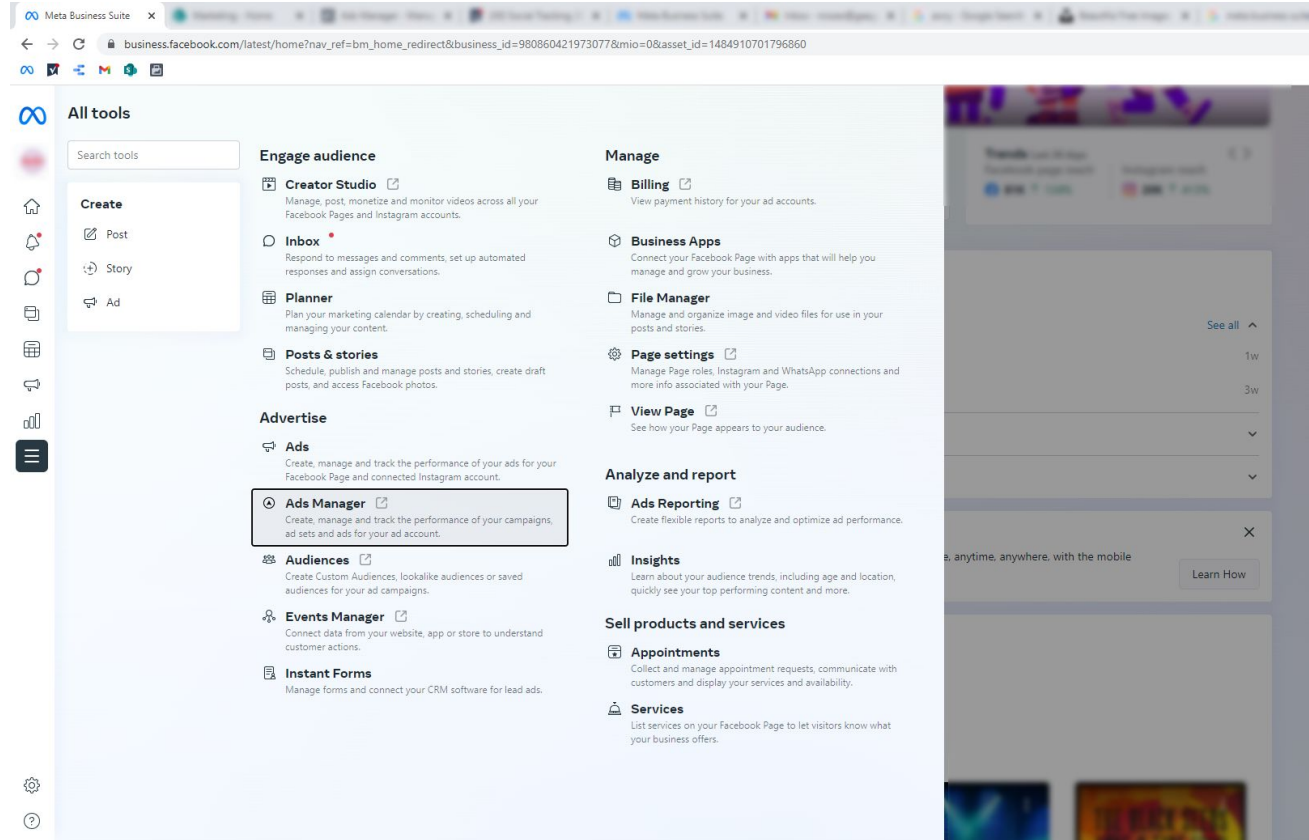
- Background
- Challenges
- Accomplishments

Who is Moses and how did I come to learn and thrive in the digital space and the offline/online connection.

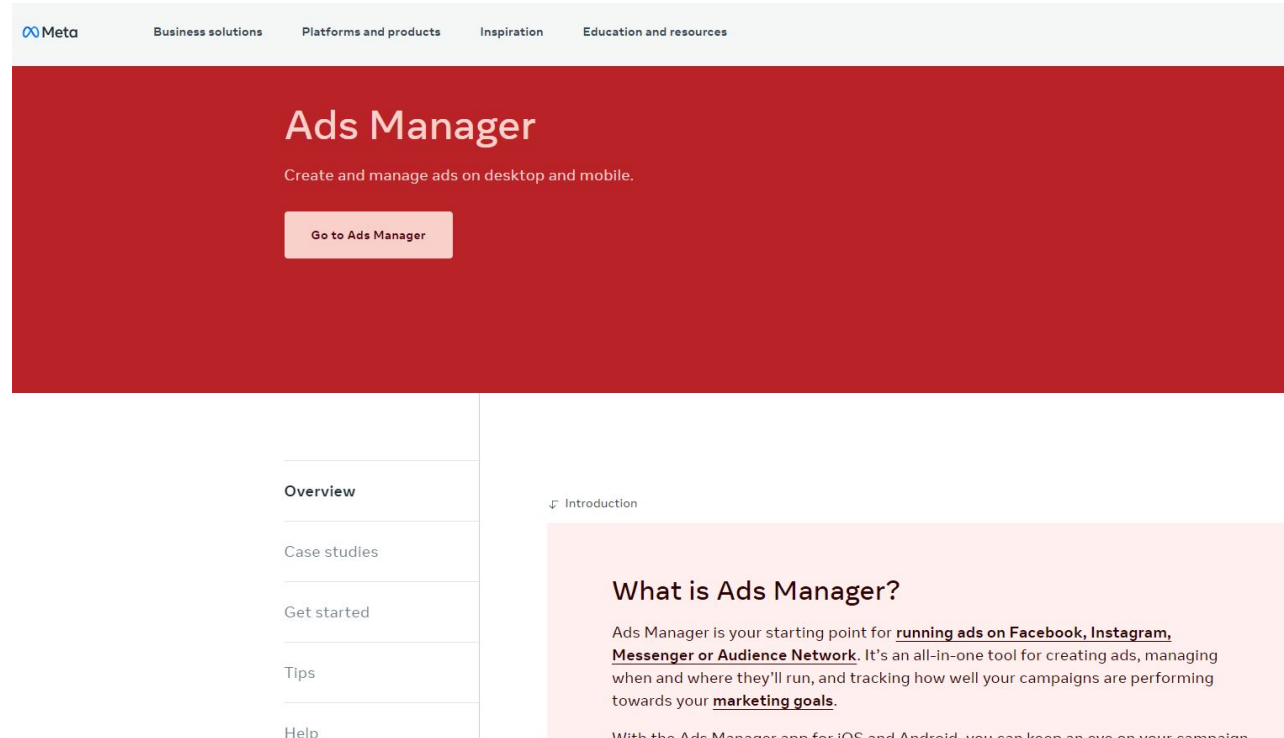


- Beliefs
- Assumptions
- Opinions

Before we write
copy, upload
images and spend
money on
advertising, what
must we get right?



- FB doesn't need to "listen"
- Free to play
- Pay to win





NZ Foam - Warmer Forever

Manage Facebook Page

Create post

Create story

Create ad

Trends Last 28 days
Facebook page reach











41K ↓ 17%

To-do list

Check unread messages, comments and other things that may require your attention.

Comments

See all

- | | | |
|--|--|----|
|   NZ Foam - War... | Hi Gary It can be - but it is a major renovation... and 5 others | 3d |
|   NZ Foam - War... | Hi Ann Fletcher - No it doesn't react with wirin... and 1 other | 1w |
|   Trieste Neilson | Callen Foskett I had insulmax installed a cou... and 10 others | 3w |
|   Moses Robbins | Geoff Scott oh, because when you asked why t... and 7 others | 4w |
|   NZ Foam - War... | Hi Nathan Rei The R-Value is the highest on th... and 3 others | 5w |

Tasks



Search and filter

Maximum: May 16, 2019 – Jun 16, 2022

Campaigns

Ad sets

Ads

+ Create Edit A/B Test

Create new campaign Use existing campaign

View Setup Columns: Custom Breakdown Reports

Off / On Ad Delivery

Choose a Campaign Objective

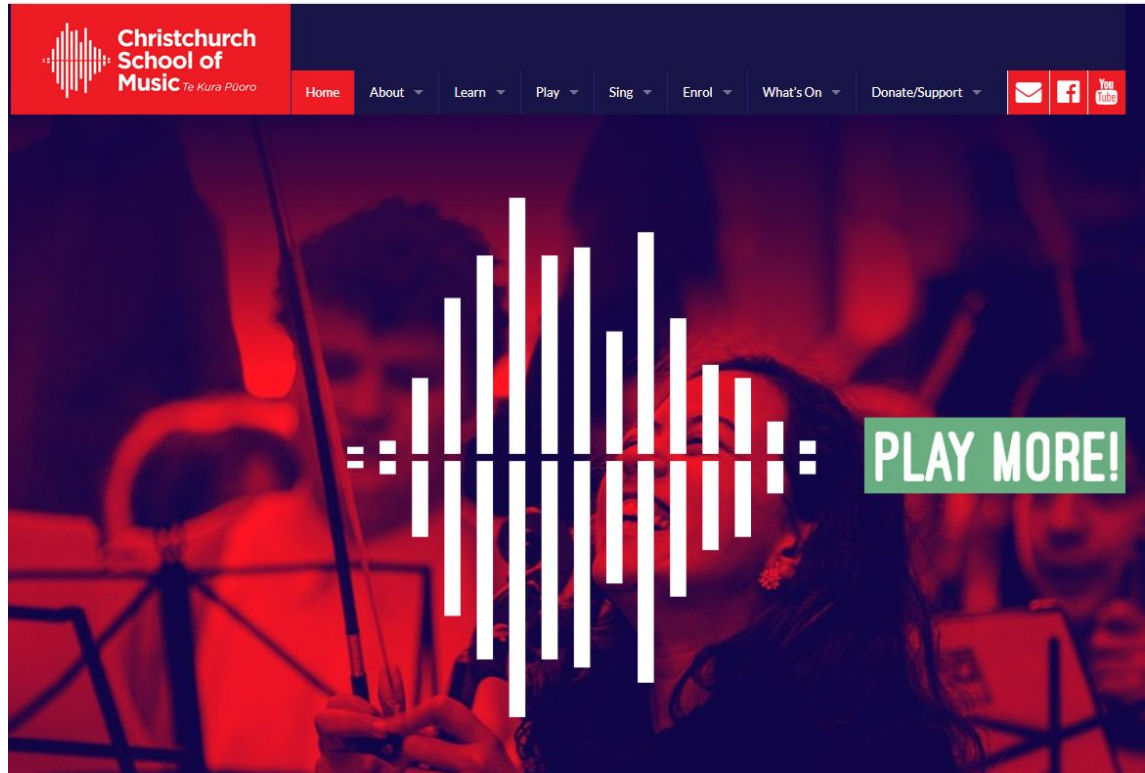
- Awareness
- Brand awareness
 - Reach
- Consideration
- Traffic
 - Engagement
 - App installs
 - Video views
 - Lead generation
 - Messages
- Conversion
- Conversions
 - Catalog sales
 - Store traffic

Cancel Continue

ant Attribution setting Results Reach Impressions

- CSM case study
- Bums on seats
- Test & Measure

Real world examples of using social media to connect, inform and drive people to take real world action.



Campaign Budget

\$2,000

Budget allocated to Advertising Spend for the duration of the campaign.

Unique People Reached

187,076

The amount of unique individuals in Christchurch who saw the CSM Enrolment Facebook Ads.

Impressions

1.9mil

How many times the CSM Facebook Ads have been seen by the unique individuals.

Amount Spent

\$2,054

Total Ad budget spent on the duration of the Campaign.

Frequency

13.27

How many times each unique individual had an impression of a CSM Facebook Ad on average.

Total Clicks

2,533

How many clicks were made on the CSM Facebook Ads to our marketing landing page, or interacting with the Ad itself (reactions, comments, photo views), or click-throughs to our Profile Page.

Landing Page Views

562

How many users loaded the marketing landing page and spent time on that page

Leads Generated - ALL

125

Total leads that either came through the marketing landing page form, or the general enrolment form at csm.org.nz and selecting "New Enrolment"

Cost Per Lead - ALL

\$16.43

Based on Amount Spent, what the average cost-per-click (action taken) was.

- National tours
- Festivals, local gigs
- Exhibition relevance

What principles don't change when driving action online?

Incentive, Affinity, Effort.

The screenshot shows a 'CHOOSE YOUR TICKETS' modal window. At the top right is a close button (X). Below the title bar, there is a link 'Use a promotion code'. The main content area has two ticket selection boxes. The first box is for 'Adults' with a price of 'R 100 + R 5'. It features a quantity selector with a minus button, the number '0', and a plus button. To the right of this box, it says 'Sales end on March 6'. The second box is for 'Kids' with a price of 'Free'. To the right of this box, there is a 'Sold out' button, which is highlighted with a red rectangular border. At the bottom of the modal, there is a summary bar showing a ticket icon, 'QTY: 0', 'Booking fee: R0.00', and 'Total: R0.00'. On the far right of the bottom bar is a large green 'CHECKOUT' button.

CHOOSE YOUR TICKETS

Use a promotion code

Adults
R 100 + R 5

− 0 +

Sales end on March 6

Kids
Free

Sold out

QTY: 0 Booking fee: R0.00 Total: R0.00

CHECKOUT

- \$10/1000
- Tell don't sell
- Faces

Anatomy of a good post...

Share a feeling.

Make a factual statement.

Ask for one thing.

Try not to overthink.



- Managing anxiety
- Imposter syndrome
- Friendship

Connections can be made online and nurtured offline - and vice versa.



- Stripe
- Ticket Tailor
- Squarespace
- Wix

