

EMAIL MARKETING FOR

Artists



What Email Can Do For Artists

As an artist, oftentimes it's hard to switch your focus from making beautiful things to marketing your art (and yourself) as a brand.

Traditional marketing is timely and expensive – without many trackable results.

Email marketing, on the other hand, is a simple, affordable and effective marketing option for artists with little time and limited resources.

Whether you are a painter, a sculptor or a master craftsman, email is the logical choice for spreading the word about your art – and selling it, too!

This guide will show you how to share your work with the world and build an engaged community around your art.

It will teach you:

- How to Build a List
- How to Take Advantage of Online Communities Like Facebook, Twitter and Etsy
- How to Create Relationships via Email
- What to Send to Subscribers

Building Your List

Effective marketing depends on sending valuable content to highly interested subscribers. But of course, you can't communicate if you don't have an audience!

Fortunately, there are lots of ways to collect email addresses from the people who support your art – both online and off.


Online List Building

Using Web Forms

One of the most common online list building practices is to use a **web form** to collect information from interested subscribers.

A web form collects email addresses (plus any other data you require) from prospects who want to learn more about your work and existing clients who want to stay in the loop.

Once they submit their information to your form, those people are automatically added to your subscriber list. They'll start receiving whatever messages you plan on sending.



Sign Up for Email Updates
Straight From the Artist!

Name:

Email:

We respect your email privacy

Powered by AWeber email marketing

A web form can be put almost anywhere online, including:

Your Website:

If you already have a web site, you have prime real estate for a web form – they are easy to create and simple to install.

Ideally, you should put your form in a prominent location on every page of your site. You never know what page a visitor will land on, so keep the form easy to find. For most sites, this translates to the top of the page.

Your Blog:

A blog is another place for you to offer your emails to an already assembled audience. Just as with your website, you should also place a form on your blog so your readers can sign up for updates, too.

Each post is an opportunity for you to explain the benefits of your newsletters to your readers. Additionally, you can offer incentives and contests that are only available to email subscribers, then talk it up on your blog.

Don't have a blog yet? You can set one up for free at [WordPress](#), [Blogger](#) or [Tumblr](#) – take your pick!

Social Media Profiles:

Establishing social profiles for your business is another way to make it easy for visitors to subscribe to your emails.

By [putting a form on your Facebook Page](#) or linking to a [hosted web form](#) in your Twitter profile, you can collect interested social contacts who can then share your activity with their circle of contacts, and so on.

This is extremely helpful for growing a community of art lovers who show interest in your work. Each time you ask your contacts to sign up for your emails, social media's shareable nature makes your request visible to a limitless network.

Your Etsy Shop:

Like the eBay of the handmade community, [Etsy](#) has done an incredible service for crafters worldwide by providing them a space to sell their products online without high overhead or a need for in-depth computer knowledge.

Although Etsy doesn't allow HTML web forms on shop pages, you can still offer visitors a way to sign up for an email list by linking to a hosted web form. This will help you keep in touch with existing customers to share exclusive offers, discounts and promotions.

Offline List Building

At Gallery Exhibits:

Place a sign up sheet at the front with instructions for signing up to your mailing list. Explain what attendees will receive for subscribing so that they know what to expect when they receive your emails.

At Craft Shows:

In person meetings are especially helpful when collecting email subscribers. You are able to accurately explain exactly what interested parties will receive when signing up to your email list. Since you are surrounded by your work to begin with, you will have an advantage – subscribers will already know that they like what they see.

Keep a sign up sheet in your booth or at your table, and really talk up the benefits of subscribing.

On Business Cards and Promotional Materials:

Many artists and galleries maintain physical mailing lists. They send postcards to announce new work and gallery openings.

Make sure you include a link to your [hosted web form](#) on every postcard and on your business cards, so that people can easily sign up for emails.

Building Your List with QR Codes

A QR (quick response) code is essentially a barcode with spots instead of the traditional bars. When scanned with a smartphone, it causes the phone to load data. If the data's a URL, that web page opens on the phone.

This means that if you have the right QR code handy, anyone you're talking to in person can scan it and be taken straight to a web form to sign up to your list. (You can use them online, too).

Getting Your Own Code

1. Create a digital sign up form, if you don't have one already. (Here's [how to make one in AWeber](#)). You can put it on your own site or if you have an email service provider, they may host it for you.

If they do, use the URL for the hosted page. Your form will be the only thing there, so there will be nothing to distract from the signup.

2. Using the URL for the sign up page, generate your code at a site like [qrcode.kaywa.com](#), or use [this bookmarklet](#).

3. Get your code out there!

You can put a QR Code on lots of materials, including:

- your business card
- a sign up sheet in a gallery
- buttons
- stickers
- postcards

More About Etsy and Email

It's not often that you see Etsy sellers promoting an email newsletter for their shop. It's an untapped resource that can really impact sales.

Last year, Etsy sold \$180.6 million-worth of goods. By April 2010, the number of items sold soared to a whopping 1.3 million. If you think that's a lot, just imagine how much more sellers could make if they used email to connect with customers!

It's surprising to think that so few people actually use email to market their Etsy shops, but it's also a golden opportunity. Find out how email can help crafters and artists become successful on Etsy.

Going Against The Norm

The online community is catching on to the wonders of Etsy and it is now becoming saturated with similar products. Shopping for silkscreened tees? They're a dime a dozen. How about organic, hand-milled soap? Take your pick from hundreds of shapes and scents.

This doesn't mean it's impossible to profit from selling on Etsy. Rather, creative individuals just have to be even more creative if they want to succeed selling on the popular site. They have to do something that sets them apart. They have to start an email list.

The Benefits of Email for Etsy Artists and Crafters

- Email gives sellers a way to keep in touch with existing customers to share exclusive offers, discounts and promotions. It also helps them thank customers, with the understanding that if they purchased once and are interested in a product, they'll likely purchase again.
- Email newsletters and educational PDFs can help serious sellers approach the over-saturated market and gain an advantage over the rest by teaching people who are searching for popular products how to make their very own.
- Using the AWeber PayPal parser to automatically add customers when they purchase products makes it easy to immediately deliver PDFs and digital products.

- It's much more reasonable to ask subscribers to forward an email to a friend instead of expecting them to remember a URL or an Etsy shop name.
- Because Etsy provides an RSS feed of all active shop products, Etsy sellers can send customers an email each time they add new products using the Blog Broadcast tool.
- [Broadcast QuickStats](#) let senders see exactly how much money their email campaign is earning, plus which products are the most popular and most-clicked.

When General Emails Aren't Enough

Anyone can market their Etsy products via email, which is great because not many sellers seem to be using the medium right now. But what will happen when more and more people catch on?

Put simply, it will become even more important to remain unique. That's when sellers will need to focus on (or create) even more specific content that fits their particular skills. General newsletters will become the norm, so they'll really have to dig deep and find out exactly what knowledge they can share that sets them apart. They'll have to create a niche for themselves.

Abby, of [Abby Kerr Ink](#), feels strongly about what she calls nichification. In her newsletter, Inklings, Abby asserts, "Mostly, you need a niche because you just can't do everything, let alone do it well. And the best thing is, that's totally okay. In fact, it's optimal and sane."

As Abby puts it on her [blog](#), to be truly nichified means a business is "unapologetically focused, at least a tad fanatical and ruthlessly focused on its right people." Every newsletter will not speak to the needs of every Etsy shopper – and it shouldn't. Etsy was created as a place for creative individuals with unique products.

Not Sure What To Send?

Once you set up your web form and add it to all of the applicable online spaces, you have to get to work creating the messages that you'll send to subscribers once they request your emails.

Instead of going for a fast sale every time you send an email, try offering your subscribers content that really pertains to them instead, like:

Breaking News

Be certain that your subscribers are always the first to hear about new pieces, gallery installations and commission opportunities. Announce beforehand that your subscribers will get first dibs on any premium or limited edition prints or pieces.

Studio Updates

If it's appropriate, share your progress on certain pieces that you're working on via email.

Include snapshots of you painting, and ask for feedback from readers. You could even **share behind the scenes video** of you working with just a few simple steps:

1. In your web browser, open the page containing the video you'd like to include in your email. This will be wherever you have hosted the video. (We recommend YouTube).



2. Next, take a screenshot of the page.

How to Take a Screenshot

A screenshot is just a freeze-frame of whatever is on your screen at the point where you hit specified keys on your keyboard.

Using Windows? Hit the "Print Screen" button.

Using a Mac? Hold the "Command" and "Shift" buttons and hit "3"

3. Crop the Screenshot in an Image Editing Program

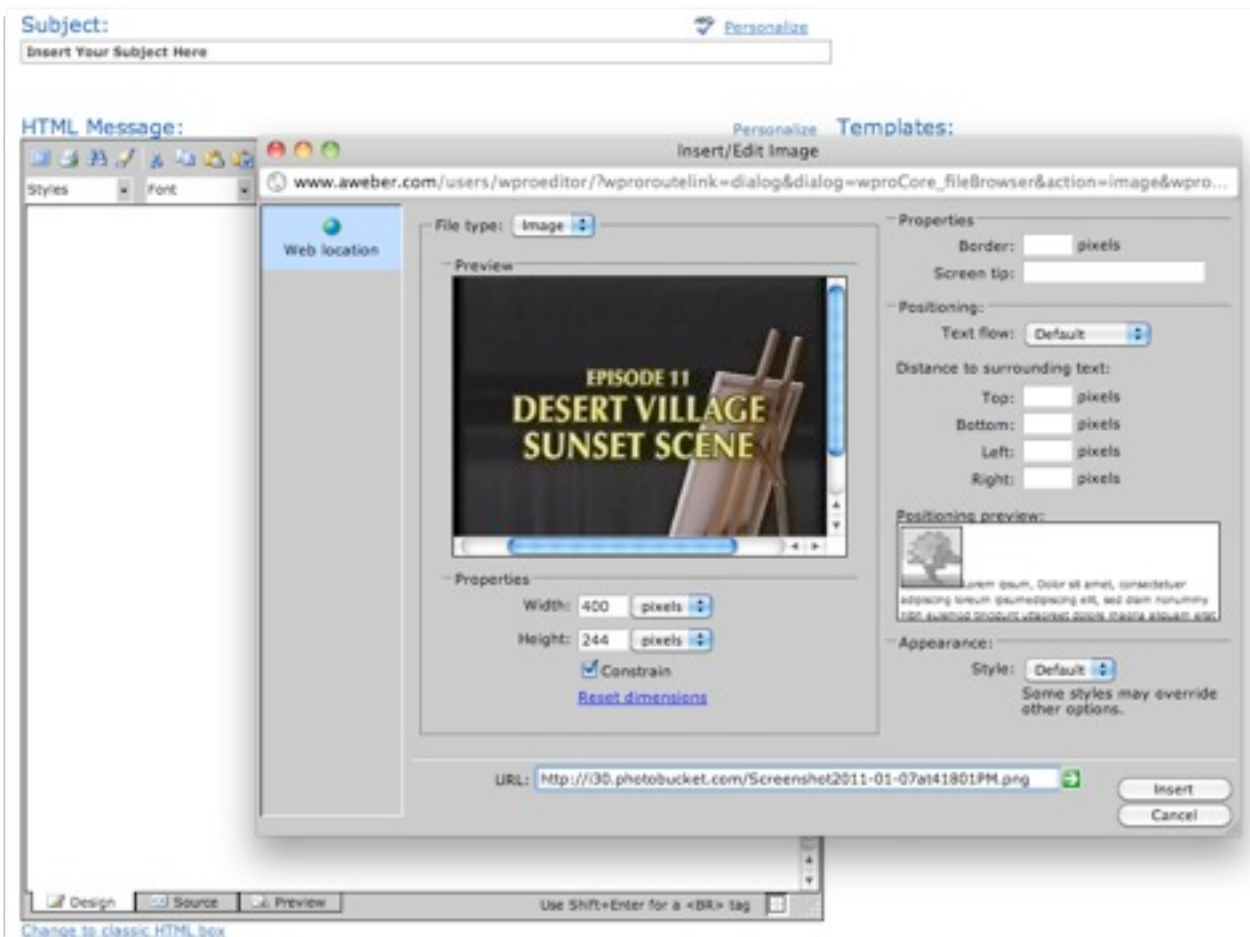
After taking a screenshot, open a new file in your preferred image editing program. If you don't have image editing software on your computer, you can also use [Picnik](#), a free image editing website.

Picnik is completely free to use, and requires no registration or installation. (We aren't affiliates, we just happen to really like their product!)

4. As you would any image you'd like to include in your email messages, upload the image file somewhere on your website or image hosting service and get it's URL address.

Open your email message in AWeber, and scroll to the "HTML Message" portion of the page.

Using the image tool, [add the image](#) to the message.



5. Turn the Image into a Link

The last thing you need to do is link the image so that when it is clicked on, subscribers are sent to the page containing the video.

Use the link tool to accomplish this. In the "Screen Tip" box enter some text like "Click to Play the Video" so that subscribers with images turned off by default still see an option to play the video.

How-tos

Those individuals who don't have an artistic bone in their bodies often envy artists of their talents. You could send newsletters that appeal to these people by including how-tos and instructions for creating beautiful things.

For example, artist Cathy Johnson sends free art tips in her newsletter, *Art Tips!*



Still Stumped?

Testimonials can add tremendous value to lots of messages.

When someone sees firsthand that your clients adore your work, they'll want to own something you've made, too.

Testimonials can alleviate tension during the email sign up process and can potentially increase sales once subscribers are on your email list. But how do you collect worthwhile feedback when you have none to begin with?

What Are People Saying About You?

Without even picking up the phone or sending an email, you have an incredible arsenal of research tools available to you via the internet.

Your Inbox

The first place to start digging? Your inbox. Chances are that you've received a few emails from adoring fans. If you haven't deleted them, they're still frozen in time in your inbox.

Hunt through old messages and look for any positive feedback you can find. If you come across a nugget of praise, send a quick email back to the sender asking if they would mind if you used their comment in your marketing materials. Since the feedback is good they shouldn't mind, but it's always best to ask.



Twitter

Next, head over to [Twitter Search](#) to find out if fans are tweeting about your artwork. Search for your name, paintings, installations or any other terms relevant to your brand.

If the search produces results, send users a quick private message to ask if they mind if you use their tweets. You should also mark favorable comments about your band as [favorites](#) so that you don't lose any of them.

This way you can always access your favorites page from your home page, and other users can view your favorites page to see which tweets you like best.



LETRAINBLEU Le Train Bleu

The new store Coterie from @seenandsaid is so beautiful. I want one of those Welsh blankets honeykennedy.com/2011/04/coteri... via @honeykennedy

27 Apr

Your Blog

Have a blog? Read back over your older blog comments – there are bound to be testimonials you can use in your marketing materials.

Again, simply check with the person who so kindly gave you praise via email to make sure that it's ok for you to republish their comment.

Jodie PERMALINK

April 14, 2011

Its actually looks like a slice of cake. What a nice idea and I bet they smell amazing too. I really love your labels.

Facebook

Take a look at what people are saying about your band on your Facebook fan page. You might find the best testimonials without even having to ask for them.

Just make sure to send a quick Facebook Message or email to the user to give them a heads up that you would like to use their testimonial.



Matthew Thompson

Congrats Iwona, your art is beautiful.



my paintings

my universe. acrylic on canvas, 40cm x 40cm

By: Iwona Stefanczuk Blasi

8 hours ago · ·



Zhor Basri, Paudie Hennessy and Bader Bentamou like this.

Google Alerts

This [Google service](#) lets you set up search terms that you'd like to monitor. It then notifies you when your search terms appear in new online content such as blog posts, news articles or web pages.

You can choose to be notified by email, through a web feed or on your iGoogle page. Scan your alerts periodically to see what the Web is saying about you.

Google Alert - lush soaps

Inbox X

★ Google Alerts to me

News

2 new results for lush soaps

[Tracked Down: Salma Hayek, Mila Kunis, Vince Wilfork and more...](#)

Boston Herald

"Here Comes the Boom" babe Salma Hayek scoring bath bombs, lotions, soaps, massage bars and Ocean Salt and Dream Cream, at Lush Cosmetics on Newbury Street . . . "The Jersey Shore's" Pauly D shopping in Downtown Crossing and checking out the building ...

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[Lush Cosmetics Does the Right Thing](#)

Treehugger

by Bonnie Alter, London on 04.25.11 Lush Cosmetics is the green cosmetic company that split off from the Body Shop in the '90's. Still privately owned by the original founder, Mark Constantine, they sell environmentally friendly soap and paraphernalia ...

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[Treehugger](#)

It's not easy to become an established artist, but email can certainly help. If we do say so ourselves, we know a thing or two about email marketing.

AWeber is the perfect tool for setting up your email campaign. These are the resources you'll need to get started:

Watch a Video:

<http://www.aweber.com/faq/questions/512>

Join Us For a Free, Live How To Session:

<http://www.aweber.com/webinars/>

Read the Getting Started Guide:

https://www.aweber.com/users/getting_started

Set up is easy and there's plenty of online documentation, but everyone's plan is different so questions may naturally come up at some point.

When they do, just get in touch with our Customer Solutions team however it's convenient for you:

Hours: Monday through Friday, 8AM - 8PM ET & Saturdays, 9AM - 5PM ET

Toll Free Phone (US): 1-877-AWEBER-1

International Phone: +1 215-825-2196

Live text chat at the top of every page on our site

[Submit a ticket](#) and receive a prompt response by email

Moving Forward

With the information and ideas you have here, you should be able to create and run your own reactivation campaign.

When it's over, and you're ready to explore other ways to make your emails even more effective, come find us on our site or social pages!



Stop by [Inbox Ideas](#), our blog.



Follow our [Twitter feed](#) for the latest marketing links.



Watch our [YouTube videos](#) for helpful how-to's.



Become a fan on [Facebook](#) to interact with other marketers.

And if you have a question about how to complete these steps in your AWeber account – or how to sign up for one – give us a call!

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+1 877-AWeber-1 (877-293-2371)
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