

ART NOISE

HOW TO PROMOTE YOUR ART ONLINE

Let's start with websites. Next to your art, an artist's website is one of the most important tools to promote what you do. Either websites or blogs must represent you and your art. Nothing more. As people are not always able to attend every exhibition or event you run, they're looking for the same kind of feeling online.

Your website/blog should be:

- Well designed
- Up to date
- Functional and fast navigation

...and include these 3 Important elements:

- Art Portfolio
- Pricing, size and media
- Contacts

Social Media

Which Social?

Artists need to promote their art on Facebook, Pinterest, LinkedIn and Google +, but it might be useful also on Twitter, You Tube and Instagram. Whatever Social Media you decide to focus on, be aware that it will require effort, consistency and maintenance.

Facebook is the easiest one to set up, maintain and promote art.

- There is a huge difference between a Facebook profile and a Facebook Page. The latter is specifically designed to promote your business/art.
- Keep your personal and business related social media accounts separated.
- Your Page name, your profile photo and your cover photo are extremely important.

Think as you are a potential follower of yourself:

Is the profile complete? Is all the information about the artist disclosed? Will the content on your page enrich or increase your knowledge?

Not only Images: Including an album in your portfolio is key but also provide a value to your connections with any helpful relevant and interesting content in comments and posts. Your content needs to be active, engaging, and relevant to your followers' interests.

Follow the art related groups or pages that you want as followers (especially on Twitter), populate, retweet and recognise contributions.

Remember: online, as offline, time is extremely valuable. Don't waste yours and your potential followers'.

Taken from: <https://www.lightspacetime.com/art-blog/>

