PRESENTE PORTE

THE TOOL KIT

Essentials for Success

Congratulations! You are an Open Studios Artist!

Believe in your vision / believe in yourself.

Today, we will explore specific marketing activities to achieve success in your professional development as an Artist.

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MARKETING

- Define what you have to offer and to whom you offer it.
- Branding: Visual Identity Concise Description Tag Line – Key Words
- Basics: biz cards, resumes, artist statements, bios, portfolio; the how-to's, incorporating your brand/identity, etc., "customer/client" testimonials/photos
- Social Media using FB, Instagram, Pinterest, LinkedIn to promote yourself, your services. Some tips & tricks

NECESSITIES

- Business Cards Examples Do's & Don'ts
- Artist's Statement / Resume Templates Do's & Don'ts
- Marketing Package/Info:
 - ✓ Your professional description
 - ✓ Your Tag Line
 - √ Keywords (10 30)
 - ✓ Images avatars, selfies, professional images, action photos
- Sample Portfolio (digital)

BUSINESS CARDS

D0's:

- Professional Printing
- Eye-Catching
- Minimal Info
- Readable Text
- Shows You or Your Work
- Standard Size Best
- Proof read

DON'T's:

- Print on 10/pg tear paper
- Dull, boring, same old thing
- Too much info
- Fancy text (not easily read)
- Says nothing about you or your work.
- Small cards get lost
- Forget to proof read

ARTIST'S STATEMENT

DO's:

- Write in 1st person
- Be brief, 3-5 paragraphs
- Use relatable language
- Keep it current
- Sit on it & Have friend read
- Consider more than 1
 statement specific for show
- Compelling clear benefits
- Proof read

DON'T's:

- Too many personal pronouns
- Tell your life story/self involved
- Too long
- Quote/refer to anyone else by name
- Forget to use spell check.
- Have someone else read it
- Typos
- Use obscure language, platitudes, clichés.

EXHIBITIONS, 2009 - 2014 2009

Jan – Feb. 2009	"Simply Red Again" SC
Feb – Mar. 2009	"Experiments in Print", S
Mar. – Apr. 2009	"Photo Phinish", SC Mou
Man Apr. 2009	
May – June, 2009 June – July, 2009	"A Chip off the old", S
June – July, 2009	"Habeus Corpus", SC Mo
July - Aug., 2009	"Experiments in Art & T
Aug Sept., 2009	"Form & Function", SC !
October	"Best of the Mountains",
Oct. – Nov., 2009	"Think BG", SC Mounta
2010	
Jan – Mar. 2010	"New Beginnings" SC M
Feb – Mar, 2010	'Local Color", SC Art Le
Apr June. 2010	"Spring Fling", SC Moun
October-December	"Gift of Art" SC Mountain
2011	
Jan – Mar. 2011	"In the Creative Spirit" S
Feb - Mar, 2011	'Local Color", SC Art Le
Apr. – June. 2011	"Let it Be", SC Mountain
Jul. – Oct. 2011	"From the Mountains", S
July	"DoonArt Tour"
October-December	"Gift of Art" SC Mounta
October-December	Gilt of Art SC Mountai
2012	
Jan – March. 2012	"Inspirations" SC Mounta
April – June 2012	"In My Life", SC Mounta
June -Sept, 2012	"Roof Raising Art", SC N
July 2012	"DoonArt Tour", Bonny
	Doom it rout , Dointy
Sept - Dec, 2012	"The Gift of Art", SC Mt
2013	"The Gift of Art", SC Mt
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Linda A. Levy

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Coral, Turauoise, Yellow Marble, Pearls, Black Onex

I create my jewelry from precious and semi-precious gemstones, shells, silver, gold, copper, brass, and found objects. Chiefly inspired by color, I usually work in sets of 10, with variations using the same collection/color of stones, metal, shells, each necklace/earning set is a unique creation.

Some of the clasps are handcrafted from copper, silver, brass or gold wire. Some of the clasps are machine stamped from metal. All are strung on a strong plastic-coated woven metal wire, with each end secured by 2 or more crimped beads. Some of the focal (central) elements are constructed by weaving wire through the beads to create the focal ensemble.

In the past years, I've displayed and sold my artwork in San Francisco & Monterey bay area group shows, restaurants, galleries and universities. Current work has been displayed at the Tannery Art Center, Santa Cruz Art League, the Santa Cruz Mountains Art Center, Art Council of Santa Cruz County, Works Gallery in San Jose, the Davenport Gallery and various on-line web galleries. A listing of these are detailed on the adjoining page. My web site, www.LindaLevy.com contains examples of all of my artwork. Landa a Leny

de On- Line ea.com

2009 - 2013

nar, July 1993 omoto, Cabrillo College, 1983 – 1985 , College of San Mateo, 1970 – 1972

George Rivera, Triton Museum San Jose, CA

2004 2003

heed Martin, 1997

S. PUBLICATIONS

estival, Santa Cruz, 2008, 2009 eum of Art & History, "Plein Air Affaire", 2005, 2006 Council, 2003 Art Center Exhibitions, 2000 - 2014

e", Digital Output, Business Guide for Electronic

2002 County, 2001 -2013

2014

4 - 2014

PROMOTIONAL OPPORTUNITIES

- 1. Web site / Blog
- 2. Email
- 3. Social Media Engagement
 - In 2023, an estimated 4.9 billion people use social media across the world and growing annually.
 - Top 5 (2023) Monthly active users: Facebook (2.9 M), YouTube (2.5 M)
 WhatsApp (2.0 M) Instagram (2.0 M) Wechat (1.3 M) Tik Tok (1.0 M)
 Pinterest (.5 M),
- 4. Post Cards / Flyers / Brochures
- 5. QR codes (for YouTube Videos & Website Traffic)
- 6. Credit Card Square Intuit PayPal big + for sales

YOUR WEB SITE

- Free Web Hosting & Design: rated top 5
 - Web.com WiX weebly squarespace GoDaddy (Avoid free site)
- Most Web Hosts offer discounts on Domain Name costs, and free web design software packages. Paid webhosting the best – costs \$3-8/month
- Use your Marketing Package Info
- Images of your work, low resolution: 6 8" size, 72 100 dpi .jpgs
- Basic Pages:
 - ✓ About (you, the artist)
 - ✓ Contact (how to contact / easy links)
 - ✓ Category 1, Category 2, Category 3
 - ✓ News / Events
- Use your description for meta-tags, tailored for each page
- Use alt-text available behind each image (your key words)

YOUR BLOG

Blogs VS Website Blogs typically contain written content: your communication with the on-line world; Express your viewpoint, talk about what inspires you, a life-changing event, describe your process, news, etc. A Website is more image-driven: visitors/subscribers to blogs are willing to READ; visitors to websites are there to LOOK.

- Free Web Hosting & Design: <u>Top 10 Review</u>
- Use your Marketing Package Info
- Images of your work, low resolution: 6 8" size, 72 100 dpi .jpgs
- <u>Blog Content & Frequency:</u> If you have a LOT to share, you blog daily. If your content is interesting and inviting, you will build up subscribers to your blog. Keep your content FRESH.
- Lots of Links provide a lot of content-driven links
- Be committed. The more you blog, the greater your reach and exposure.
- Good Example combo Website & Blog

EMAIL

Using a ListServer

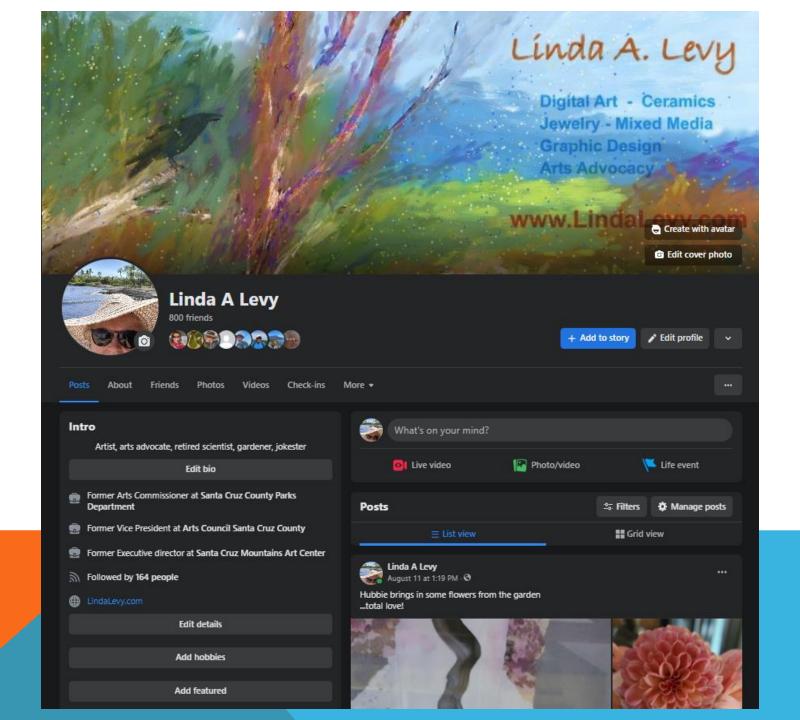
- Free List Servers: MailChimp Send bulk email without/spam block, auto-post to SM apps.
- Professional List Servers (accommodate big email lists, more templates, more options. <u>lcontact</u>, Constant Contact costs \$10 \$30/month. Free trials.
- Collect email addresses from all your visitors, esp during Open Studios.
 Best to collect directly into your computer if possible it's often hard to read people's handwriting.
- Import email addresses from your current email program (gmail, outlook, etc)
- Invites to upcoming events: send out 2 x / month (to NOT be annoying)
- Templates using your artwork, links to your webpage, and links to your social media connections (FB, Instagram, Pinterest, WhatsApp)
- Set up sub-lists for specific kinds of contacts: i.e., Art Openings, Upcoming Classes you are teaching, Special invites to people who have purchased your work in the past, etc.
- Allow people to "unsubscribe".

FACEBOOK

While seemingly more about sharing cute baby & cat photos, it is an easy way to establish a social presence for your work. Some make 2 pages, one for personal, one for professional. My advice is to just use one page – easier to keep track & post.

- Profile
- Events
- Photos / Albums
- Groups join like-minded groups –
- LIKE groups, orgs, events,
- Analytics:
 - Best visibility when include a link to a video.
 - Next is a link to a photo.
 - Last is just a text message.

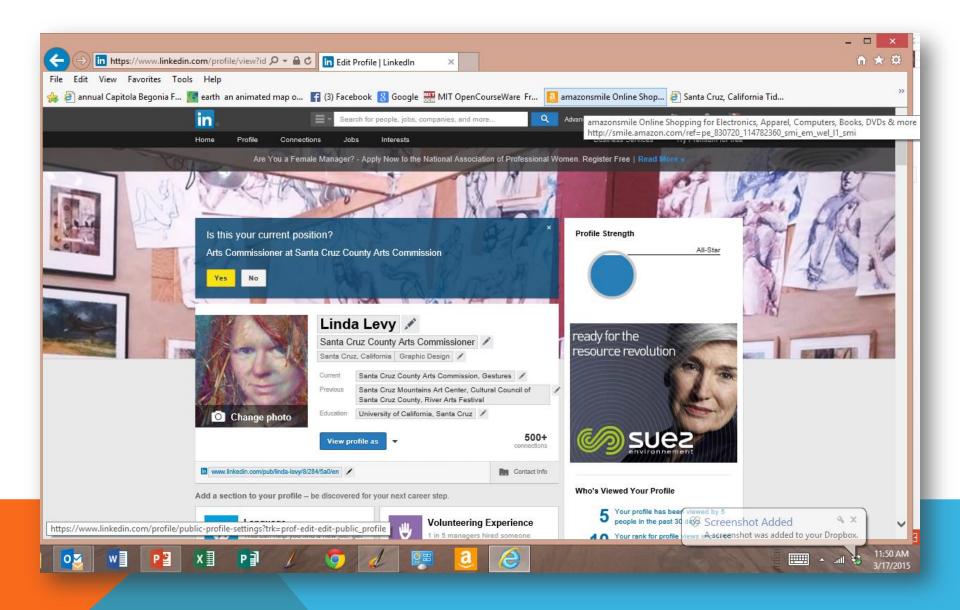
- Create new Cover Photo monthly; RGB JPG file 851 pixels wide, 315 pixels tall and less than 100 kilobytes
- Change profile image monthly. 180x180 px
- Advice:
 - ➤ Allot 5 10 mins/day for FB activity.
 - Post video links 1/week; photos 3 x/week.
 - > Start a "challenge" artists to post 3 images for 5 days, nominating other artists each day to the challenge.



LINKEDIN

A professional "social" media

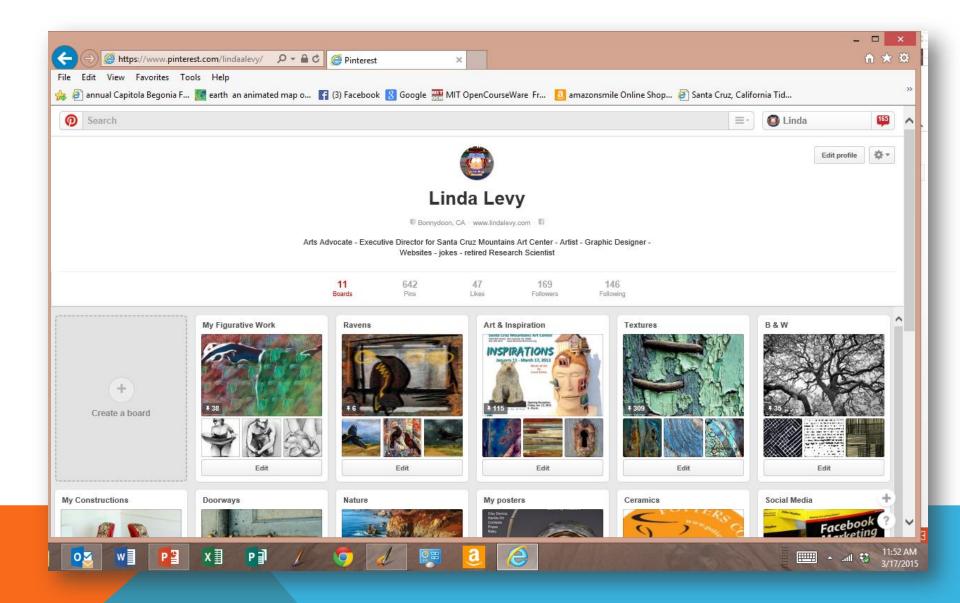
- Profile
- Connections
- Join groups use "search" to find. If your listserve lets you post links when you send, these groups have a broad reach. Or you can post to them thru LinkedIn



PINTEREST

Develop "boards" for ANTHING: images, videos, links, etc.

- Profile
- Any image you put up here can be copied/used, etc.
- Pin & Pin again, and Like
- Add easy "Pin" to your browser that way, anything you see on-line can be easily pinned to a specific board.
- Allows you to collect & share ideas, images, content



PLEASE NOTE:

I have emphasized the "Profile" section of ALL these SM sites. This is a space where you "advertise" yourself, your services. I would recommend you create a list of:

- Your professional description
- Your Tag Line
- Keywords (10 30)
- Images avatars, selfies, professional images, action photos

POST CARDS – FLYERS - BROCHURES

- Design your own examples & templates; you can use Photoshop or <u>free applications</u>
- Printing costs: these days, printing costs are CHEAP, especially for Business Cards. You might also find a sponsor to help with costs (put their logo/info on your card/flyer/brochure. Thank them on your website with a link to their business/site.

QR CODES



The QR code above goes to a video: "Daring to be Digital-2015

- Whenever you set up any kind of display, you should have posted on the wall an obvious QR code to provide your savvy visitor more info – drive traffic to your website/videos, etc.
- Free QR <u>Generator</u>

COMMUNITY ENGAGEMENT

- Professional Organizations
- Continuing Education

USEFUL LINKS

- Free Graphic Design Software: <u>Canva</u>: design business cards, post cards, FB cover, etc. Or <u>FatPaint</u>
- Free Web Hosting & Design: rated top 5: Web.com WiX weebly squarespace GoDaddy
- Free Email List Serve: <u>MailChimp</u>
- Free QR Code generator
- Low Cost Professional Printer GotPrint

DOCUMENTS / TEMPLATES

- Artist Statements, do's & don'ts (PDF)
- Artist Statement Template, Landscape (Word Doc) Statement/Resume Template, Portrait (Word Doc)
- Professional Development <u>Link Page</u>
- PROFESSIONAL DEVELOPMENT COMPLETE NOTES: (PDF)
- Social Media Examiner 16 ways to use SM to promote your event
- Non-Profit Tech for Good subscribe to their eNewsletter
- Bitly shortens long web addresses
- Top 10 Free Blog hosts

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