

Marketing For Artists: how to be seen and heard

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Step 1: Identify the Audience

- Don't market to yourself about yourself
- Have you considered the needs, wants, desires and motivations of your audience?
- Where do you find your context?

Step 2: Identify the Want/Problem

- Everyone's needs are unique, but can be grouped
- You can't solve a problem - that is, sell your art – without knowing what people want
- This does NOT require surrendering your artistic vision
- This DOES require confidence in what you do well
- This DOES require the ability to "finish the sentence"



Step 3: Present your solution

Client's Problem	Artist's Solution
"I'm a collector."	"This series is a follow up on..."
"I'm a modernist."	"My inspiration, the modern..."
"We'd like to expose our children to culture."	"I've donated this piece to XYZ elementary school, and the kids..."
"I'm a new homeowner."	"I created my pieces with modern interiors in mind..."
"I'm an environmentalist."	"These landscapes call out the very heart of what it means to really see the outdoors..."
"I'm looking for investment pieces."	"I'll only show in this city for a couple more weeks before going on to..."

Step 4: Explain your uniqueness

- To finish the cycle and close the deal, explain why you are unique.
- State your position with confidence; assure the return on investment.
- Do not get argumentative or defensive; know when to move on.

Step 5: Wash, Rinse, Repeat

- This is not a singular moment; the "aha" will not come immediately to a buyer all the time.
- LISTENING and ATTENDING SKILLS are crucial.
- PATIENCE will also be a virtue.

TIPS: Think of every good shopping experience you've ever had. What kept you interested?
Think of every bad experience you've ever had. What made you balk?

Ways to get to know your audience

- www.claritas.com
- www.census.gov

Ways to let your audience know you

- www.contactology.com
- www.overnightprints.com