

Marketing for Teaching Artists

Sean King

Principal Aspire Arts & Events

- Consultant with small businesses and non-profit organizations for over 20 years.
- Director of Marketing & Communications for Youth Education in the Arts (YEA!)
- Marketing Chairperson for the Downtown Hamilton District in Allentown, Pa.
- Presenter for IFEA, AFP, Arts Reach and PA Council for the Arts
- Contributes for the i.e. Magazine for the IFEA and Arts Reach Magazine

*Follow along at artsmarketingblog.org
and on Twitter [@skingaspire](https://twitter.com/skingaspire)*

Sean King





JESSE FAATZ



CULTURAL COALITION
OF ALLENTOWN

The image displays a wide array of social media and marketing technology logos, organized into several functional categories:

- Social Promotion Platforms:** Includes logos for Seismic, Strutta, votigo, SocialAppsHQ, extole, Fanzilla, Zuberance, BzzAgent, and CaInSea.
- Social Advertising Platforms:** Includes logos for TBG, Lexity, spruceMEDIA, Adaptly, Clickable, BLINQ MEDIA, epic social, SOCIALTYZE, nanigans, Taykey, and Ybrant.
- Social Ad Networks:** Includes logos for OneRiot, rockyou, LIFESTREET, radium one, and XGRAPH.
- Social Intelligence:** Includes logos for PostRank, Trendrr, ATTENITY, VISIBLE, actionly, viralheat, bottlenose, colligent, synthesio, sysomos, brandprotect, backtype, radian, ALTERIAN, and conversion.
- Social Business Software:** Divided into External (Customer) Facing (e.g., Passenger, lithium, jive, telligent, ingage, Satisfaction, LeverageSoftware, Pluck, Kid Apps, mzinga, Assistly) and Internal (Employee) Facing (e.g., Twiki).
- Analytics:** Includes logos for awe.sm, bluefin, kontagent, Campalyst, mixpanel, OMNITURE, and webtrends.
- Content Curation:** Includes logos for hunchi, memolane, BuzzFeed, summify, Storify, and SkyGrid.
- Social Commerce Platforms:** Includes logos for Moontoast, SHOP TAB, live gamer, dotbox, mun.com, Moluko, trialpay, Storenvy, FLUID, shop igniter, VendorShop, and milyoni.
- Social Brand Engagement:** Includes logos for socialvibe, mylikes, adly, local response, appsaavvy, and sharethrough.
- Social Data:** Includes logos for Gnip, DATA SIFT, and RapLeaf.
- Social TV:** Includes logos for PHILO, plus, miso, GetGlue, clipsync, SnappyTV, INTO_NOW, and tunerfish.
- Social/Mobile Apps & Games:** Includes logos for foursquare, waze, TWIX, play phone, Gowalla, loopt, Foodspotting, glu, hi5, pelago, playjam, and FOOTAKI.
- Social Networks - Other:** Includes logos for LinkedIn, TAGGED, my, friendster, gaia, plaxo, Path, CLUB PENGUIN, Merchant Circle, HABBO, orkut, Google+, #hashable, renren, and friend.ly.
- Social Shopping:** Includes logos for Giantnerd, Zaarly, zappli, Swipely, LOCKERZ, SVPPLY, giftki, and kaboodle.
- Social Referral:** Includes logos for ShopSocially, 500friends, TurnTo, curebit, and socialfeet.
- Plug-ins/Widgets:** Includes logos for tynt, Bazaarvoice, giga, Badgeville, ShareThis, spinback, janrain, and Gooduit.
- Community Platforms:** Includes logos for Blogger and WordPress.
- Bloggin Platforms:** Includes logos for tumblr, posterous, and Blogger.
- Content Sharing (Reviews/Q&A/Docs):** Includes logos for topix, fotopedia, slideshare, DocShare, yelp, Angie's list, Quora, and Scribd.
- Photo Sharing:** Includes logos for SmugMug, fixable, klip, flickr, photobucket, ZangZing, Picaso, and Instagram.
- Traditional Publishers:** Includes logos for DAILY CANDY, CNN, Glam Media, and The New York Times.
- Facebook Apps:** Includes logos for LIKEESTER, BranchOut, SNAP, badOo, smule, booshaka, and causes.
- Facebook Gaming:** Includes logos for playfish, zynga, MetroGames, Playdom, KABAM, CrowdStar, ZIPZAPRAY, socialpoint, DIGITAL CHOCOLATE, and WildNeedleGames.
- Social Search & Browsing:** Includes logos for Topsy, wink, Aardvark, StumbleUpon, greplin, spokeo, and WHOS TALKIN.

facebook

CONTENT IS KING

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Art is Content

The one advantage artists have over the biggest Fortune 500 companies - ART!

- Passionate
- Genuine
- Authentic
- Creative
- Generous

Everybody has a story



One Medium is not the Answer

Website

A website should tell a story, YOUR story

How to contact you, your schedule, your next project

Samples of your work

Not too deep

Social Media

Social media has been built for artists and their art

- Followers love to see your work, what you've been working on, where you will be appearing
- Let them in to the process and the results

Social Media #2

Select your platform (Facebook, Twitter, Instagram, Tumblr, Pinterest, etc.)

- Facebook is for connecting
Artists (up to 5,000 followers are individuals)
- Twitter is for real time and your own personal thoughts
- Companies and organizations with large followings do not have the same advantages
- Instagram is perfect for the visual arts; let the art speak
- Tumblr and other blogs bring people on the journey



Donald J. Trump

@realDonaldTrump

Follow



My use of social media is not Presidential -
it's MODERN DAY PRESIDENTIAL. Make
America Great Again!

5:41 PM - 1 Jul 2017

56,227 Retweets 198,070 Likes

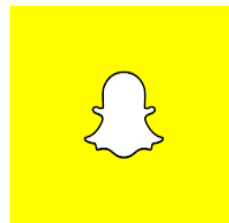


78K 56K 198K

Informal Survey

	Personal	Power User
Facebook		
Twitter		
Instagram		
Pinterest		
Snapchat		
LinkedIn		
YouTube		
Other		

Social Media



Top 15 Most Popular Social Networking Sites

MILLIONS

0 200 400 600 800 1 000 1 200 1 400 1 600 1 800 2 000 2 200



DreamGROW

Social Media

Time spent on main social medias



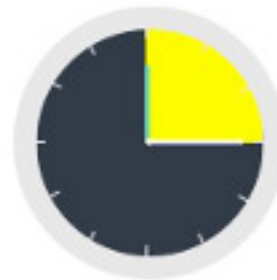
1 min
Twitter



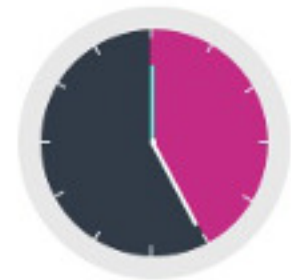
40 min
YouTube



35 min
Facebook

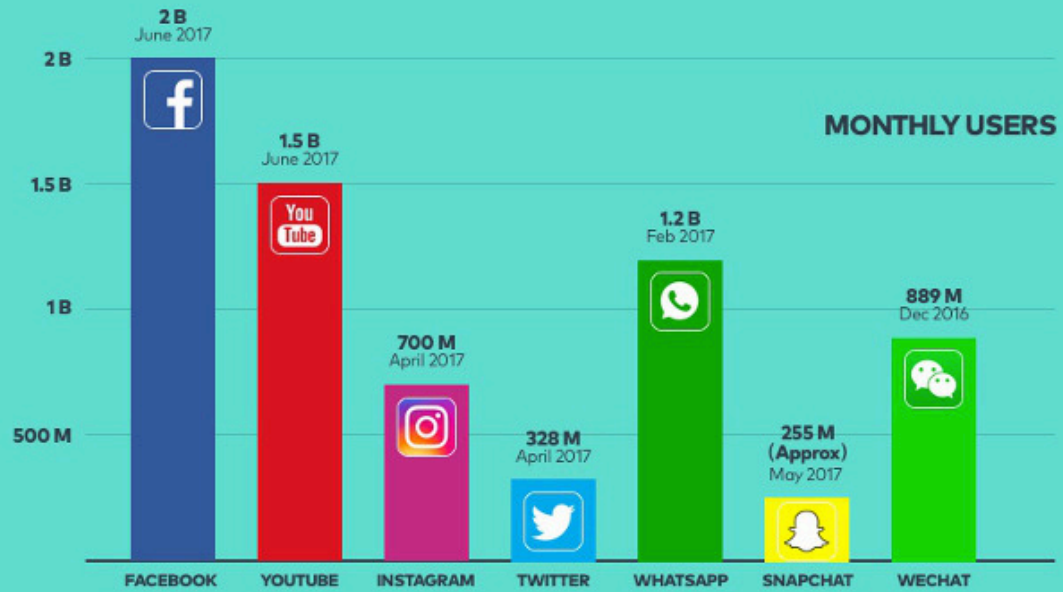


15 min
Instagram

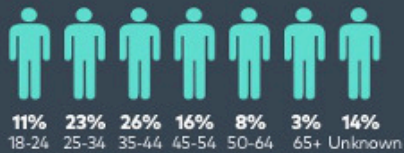


25 min
Snapchat

Over 1.5 billion monthly active users (amount to almost 1/3 of the Internet)



User percentage by age



User percentage by gender



Social Media



*“I’ve actually come off Twitter completely. I can’t read it.
I go on it and there’s nothing but people saying mean things.
Twitter’s a platform for that.
One comment ruins your day. But that’s why I’ve come off it.”*

Social Media

*“Every post, other than a response or comment
should have a picture or video.*

That’s one of the most important things to remember.”

Guy Kawasaki

Editorial Calendar

Platform	Frequency per Day
Facebook	2x per day
Instagram	3-7x per day
Snapchat	3-7x per day
Pinterest	3-7x per day
Twitter	1x per hour
LinkedIn	1x per day

Marketo

- Artists naturally have followers or their "tribe"
- Your followers want to know you
- Its up to you if you're comfortable letting them in or have them "meet" your work

Marketing the Art

The Myth of Self-Promotion

- It is OK to self-promote
- Austin Kleon: *Show Your Work*
- Marketing your work should not take away from your craft
- Share a little piece of your work every day
- Promote your work - not you

A tribe as defined by Seth Godin:

People like us, who do things like us, and think like us and like the things we do

Very interesting way to think about our followers

Don't worry about who you're not reaching, worry about who you are

Who are our tribes?

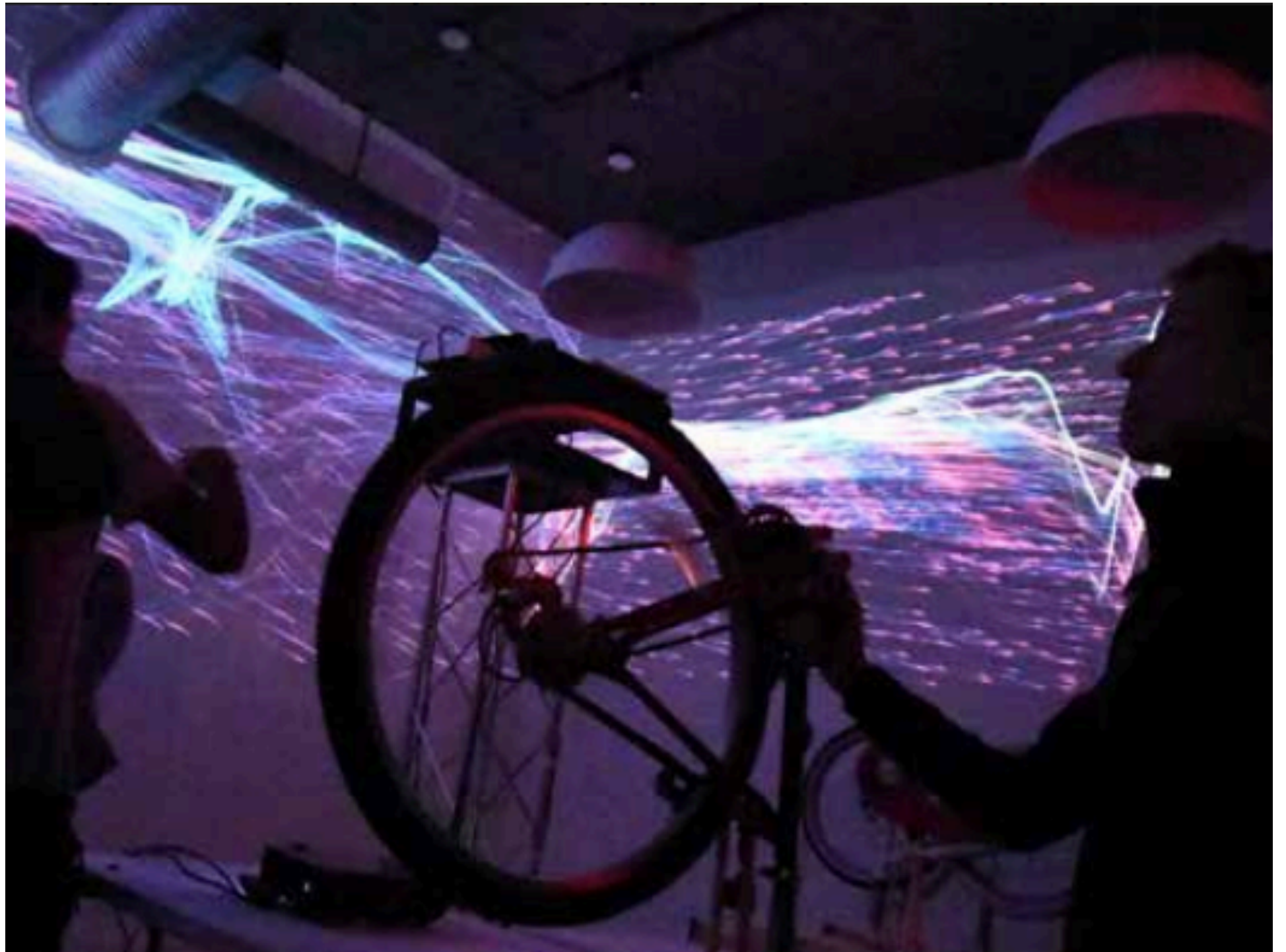
The Myth of Self-Promotion

- Learn from your fans, your supporters and your detractors
- Each piece of art is another way to learn about yourself and your next steps
- Share the creative process and allow responses to feed back into your work
- Always separating the helpful from the destructive

99U, Spring 2014 Issue

Its Not Who You Know...





Artist-in-Residencies

- Partnerships with Commissions, Councils, Institutions, Schools, Colleges/Universities and Corporations
- Connections to Communities
- Artistic solutions to urban challenges
- Quality of Life
- Outcomes and Metrics

The Personal Touch

- The Power of the PTO
- Networking
- Alliances with the Arts Organizations

- Art festivals
- Artist communities
- No reason to go it alone
- Collaborate especially across disciplines and mediums

Collaborative Partnerships

Choose Three of These Ideas to Implement

- 1** 1+1+1 - Select one social media platform and post once per day for one month
- 2** Double the number of festivals or events you participate in within the next six months
- 3** 3x3 - Expand your network by three artist peers in the next three months
- 4** Ask a friend or fellow artist to review your website to improve "user experience;" if you don't have a website seriously consider creating one with an easy to use platform such as WordPress

Do Something!

- 5** Add photography or video to your social media mix. If you already are, good for you.
- 6** Capture the act of creativity for yourself and explore how that could be shares
- 7** Create a list of 25 people who you would consider to be your tribe. Just list them.
- 8** Share a performance, a new work in a way that you never have before.
- 9** Benchmark your social media platform against other artists, organizations you respect.
- 10** Connect with three members of the business community, Chamber of Commerce in the next month to discuss arts advocacy in your region.

Questions?

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