Georgia State University
ScholarWorks @ Georgia State University

Art and Design Theses | Ernest G. Welch School of Art and Design

11-15-2012

A Roadmap to Promoting and Marketing Artwork from a Veteran Visual Art Teacher's Perspective

Ann P. Dodys
Ann P. Dodys

Follow this and additional works at: http://scholarworks.gsu.edu/art_design_theses

Recommended Citation
Dodys, Ann P., "A Roadmap to Promoting and Marketing Artwork from a Veteran Visual Art Teacher's Perspective." Thesis, Georgia State University, 2012.
http://scholarworks.gsu.edu/art_design_theses/122

This Thesis is brought to you for free and open access by the Ernest G. Welch School of Art and Design at ScholarWorks @ Georgia State University. It has been accepted for inclusion in Art and Design Theses by an authorized administrator of ScholarWorks @ Georgia State University. For more information, please contact scholarworks@gsu.edu.

A ROADMAP TO PROMOTING AND MARKETING ARTWORK FROM A VETERAN VISUAL ART TEACHER'S PERSPECTIVE

by

ANN PEASE DODYS

Under the direction of Kevin Hsieh

ABSTRACT

The advancement in technology in the twenty first century has introduced new and exciting ways for artists to self-promote their artwork while traditional methods remain viable. To be competitive in the art market an artist must understand and implement a variety of marketing strategies. Effective marketing is particularly critical for an art teacher who is also a practicing artist in order to sell their artwork. Through a comparative analysis of readily available marketing tools for artwork, I explore in this study a variety of ways that an artist can establish a successful career in art through the use of technology, and create a roadmap that can be used to shorten their route.

INDEX WORDS: Art marketing strategies, Virtual gallery, Internet marketing of Art, Art websites

A ROADMAP TO PROMOTING AND MARKETING ARTWORK FROM A VETERAN VISUAL ART TEACHER'S PERSPECTIVE

by

ANN PEASE DODYS

A Thesis Submitted in Partial Fulfillment of the Requirements for the Degree of

Master of Art Education

in the College of Arts and Sciences

Georgia State University

2012

Copyright by
Ann Pease Dodys
2012

A ROADMAP TO PROMOTING AND MARKETING ARTWORK FROM A VETERAN VISUAL ART TEACHER'S PERSPECTIVE

by

ANN PEASE DODYS

Committee Chair: Dr. Kevin Hsieh

Committee: Dr. Melanie Davenport

Dr. Melody Milbrandt

Electronic Version Approved:

Office of Graduate Studies

College of Arts and Sciences

Georgia State University

Fall 2012

DEDICATION

I dedicate this thesis to my supportive family and friends who have been by my side over the last two years. To my husband, Dimitri, my rock, the one who kept me going, you may never know how much your support has meant to me. To my parents for instilling in me a strong work ethic. To my children; Sarah, Micah, Drue, Angelo and Ana, who are always in my thoughts, I hope to be an inspiration to you all. To my editor, Suzanne Sammons, you made this all possible by being able to read between the lines. To Lindsey Nelson, always encouraging but ready for this “damn” paper to end. It takes a village.

ACKNOWLEDEGEMENTS

Thank you to all my Georgia State professors who have been with me on this journey. The past two years have not been easy ones but without your support and guidance I may have given up on my dream of graduating with a Masters in Art Education. A special thank you goes to my committee members, Dr. Melanie Davenport, Dr. Melody Milbrandt and to my chair Dr. Kevin Hsieh. Thank you Kevin for your unending patience with my thesis writing, I know at times it was extremely difficult on you but you always made me believe that I could get through this process and be a better teacher/person because of it.

TABLE OF CONTENTS

DEDICATION iv
ACKNOWLEDEGEMENTS v
LIST OF TABLES viii
CHAPTER 1: INTRODUCTION 1
Purpose of the Study 3
Need for the Study 4
Research Questions 5
Methodology 6
Limitations 7
CHAPTER 2: REVIEW OF LITERATURE ON SALES TECHNIQUES 9
Art Buyers 11
Good Work Habits 12
Mission Statement 13
Artist Statement/ Artist Biography 13
Creating a Brand 15
Sharing Your Craft 17
Creating a Blog 18
Social Networking 20
Marketing through the Internet 21
CHAPTER 3: COMMERCIAL ARTISTS WEBSITES 23
Etsy 24
Artquest 25
Artcrawl 26
Ebay 27
ArtsyHome 27
Artbreak 28
RedBubble 29
Zatista 29

Galleries **30**
CHAPTER 4: ANALYSIS AND RESULTS **34**
Establishing Work Habits **34**
Marketing Tools **35**
Websites **37**
Fee Structure **40**
Website Marketing Tools **41**
Customer Service **43**
Customer Reviews **44**
Personal Websites **47**
CHAPTER 5: CONCLUSION **50**
Limitations **55**
Summary **55**
References **57**

LIST OF TABLES

Table 3.1 Websites that Market Artwork.....36

Table 4.1 Artist Roadmap……..47

CHAPTER 1: INTRODUCTION

As an adolescent, art was my passion. After spending so much of my spare time in my teen age years making pottery, art became my calling. I decided to pursue a career in visual arts. I graduated from college in 1974 with a Bachelor of Fine Arts degree and later received my teaching certification through Georgia State University in Atlanta.

My ambition was to channel my art-making into a career and not merely an avocation. College professors and administrators offered very little direction or insight on the process of establishing a career in the field of art when I was in school in the 1970's. It has been my experience that self-promoting and marketing one's art has not been part of the art curricula in the colleges I have attended. I had no idea how to use the knowledge attained and skills developed over the four years spent studying the creation of art as an employment vehicle. The entrepreneurial aspect of being an artist was given little emphasis. The challenge I faced was to tailor a career in art that would provide a livelihood. Developing artistic skill into a career is a challenging task. According to Grant (2010), few art schools and almost no university art departments do much to prepare their students for a career in art after college. Grant's research was based on information collected over the previous two years, 2008 and 2009. Colleges and universities are doing more today to address these issues.

For several years after college, my activity in art consisted of freelance work painting murals, furniture and decorative painting for home and office. At this point, I decided to return to school and earn a teaching certificate in art. Grant's (2010) report from the National Association of Schools of Art and Design stated that in June of 2007

there were 7,460 Bachelor of Fine Arts degrees issued and 1,173 Masters of Fine Arts degrees awarded. Many of these graduates sought teaching positions: in some cases there were between 150-200 applications per job opening for an experienced art teacher (Grant, 2010). Having secured employment as an art teacher, I have been a supervising teacher for art students working through their student teaching experience, and I have seen first-hand how few students find an art position when they complete their college degree. Teachers seeking certification in art education need to realize that there are more art teachers available than there are art positions (Grant, 2010).

Thus, it is necessary for many art majors to think of a second source of income as a means of supporting themselves. Beginning artists may not make enough money to support themselves or their families by creating and selling art alone. For more than 10 years I worked in a picture frame shop framing the artwork of others. This was my second source of income and gave me the means to financially support myself and my family. After receiving my teaching certificate, I was one of the lucky few to find a teaching position in Atlanta, even though I had been told by my professors that I would probably have to move to another state in order to teach art because of the lack of art positions available in the metro Atlanta area. Entering the teaching field was a decision that I have never regretted because teaching art has given me more pleasure and joy than I could have possibly imagined. I have now been in the classroom for more than twenty years and every day of work I look forward to a new classroom adventure. But I remain a working artist with a keen desire to sell my work profitably as well. In this thesis I will explore effective strategies through the use of technology for promoting and marketing artistic production from a practicing art educator's perspective.

Purpose of the Study

It is my belief that many art educators who are practicing artists need an outlet to display and sell their artwork. Art production is a driving force for many artists. For this thesis I chose the subject of marketing one's own art and how to go about doing so in the twenty-first century because colleges and universities may not do enough to prepare their art students for promoting their artwork once they graduate. I believe that effective strategies do exist, and further analysis of these will benefit both newly minted Fine Arts graduates and veterans of the art education field as well. There are many means to market artwork. Traditional means include placing work in art fairs, galleries and with art representatives. Now, especially through the use of technology, artists can potentially be marketed to an exponentially greater potential pool of clients. Twenty years ago the internet was not commonly used. "The Internet has opened up a whole new world for craftspeople and artists alike" (Lewis, 2010, p. 20). With the easy and quick access of the Internet, Americans are increasingly using the internet as a popular method to locate the information they need and the products they wish to buy (Estabrook, 2007).

Previously, most art sales were handled through galleries where the gallery owners choose the artists and artwork that they wished to represent (Abbott, 2005). That is not the case today with the advent of wide-spread internet access in the late 20th century. There are now a number of sites devoted exclusively to buying and selling artwork, many for high end work by prominent artists and many for aspiring artists trying to make their mark. The way in which we acquire and experience art is now constantly evolving and ever changing. "We are on the threshold of a new era where people will be

able to turn on their plasma screen televisions and bring museums, galleries, and artists' studios into their living room" (Abbott, 2005, p.XII).

The idea of self-promoting one's art can be overwhelming and paralyzing at the same time. For instance, as artists we often keep our work close to our chest for fear of rejection. Our work becomes extremely personal which can be a hindrance when you start a career in art where self-promotion is critical. As a personal example I am in the process of trying to develop a line of home accessories that cater to a beach community clientele. A boutique in Jacksonville, Florida has accepted some of my work already. The prospect of exhibiting and selling my art was an exciting one. The excitement was short lived, however, once I thought about where I was to go from here and, more importantly, how I was going to get there. This study will document some marketing techniques that are already effective for artists and attempt to suggest ways in which an art educator who is a practicing artist can maximize sales of their skills and talent through the use of modern technology.

Need for the Study

Artists/art educators need information about marketing strategies and the resources that are available to help them be knowledgeable and competitive in their field if they are to be able to sell their work. There are a few books written about marketing strategies for artists. These include *I'd Rather be in the Studio*, Allison Stanfield; *Starving to Successful/ The Fine Artist's Guide to Getting Into Galleries and Selling More Art*, by J. Jason Horejs; and *How to Survive and Prosper as an Artist: Selling Yourself Without Selling Your Soul*, Carol Michelson. With technology changing

at such a rapid pace, however, some books may be outdated by the time they go to print. But there are still art marketing strategies that remain timeless. Artists and art educators also tend to be solitary individuals. They need the support from other artists if they are to prosper in such a competitive field. The internet offers a number of ways for the individual artist to connect with other artists as well as establish a clientele who may be interested in their artwork.

Due to the increased use of technology in today's society there is a need to research and discover how individual artists/art educators can use technology to promote and market their artwork. As an art educator I am personally interested in finding the most efficient means to drive sales due to time constraints from having a full time teaching position. To teach, create art, and promote one's artwork is a challenging task even with the proper resources to help one do so effectively. This study will attempt to shine light on techniques that have proven to yield results.

Research Questions

In this paper I will attempt to answer several questions regarding ways in which an artist/art educator can get their artwork available to many potential buyers. I will address traditional galleries and explore the use of newly available technologies. Based on perceived artist needs including the need to produce artwork; the necessity of discovering an outlet to sell or exhibit artwork; and the need to determine the most efficient way to market artwork, the following questions will guide my work:

1. How do art educators who are practicing artists utilize marketing strategies to promote their work through the use of technology?

a. What are the current technologies used by art educators who are practicing artists to promote their artwork?
b. Where do artists/art educators go to sell their artwork and what 21st century marketing strategies are being used?

2. What are the implications of technology for art educators who are practicing artists to promote their work through professional networking?

The answers to these questions will give me guidance in my personal pursuit to find a means for selling my artwork and through this research, I also hope to benefit other artists/art educators as well. All too often art teachers are creating artwork on their own, away from their classroom. This is an inherent need artists have to keep creating, but raises the problem of disseminating the work produced. This research is intended to give art teachers the tools that they need to sell their work so that others can enjoy the creativity that artists feel the need to share. It is my belief that communication through visual art is a vital part of our society and must not stay housed in a studio for only the artist to experience.

Methodology

In this study I investigated options for marketing and selling artwork available to artists through online sources and traditional galleries to determine which avenues would be best suited for an art educator who is also a practicing artist. Most of my research will concentrate on a variety of internet websites and traditional and online galleries.

1. I have reviewed books and articles about web-based and traditional marketing strategies used to sell artwork and decided which strategies would be beneficial for art teachers who may wish to have a second, parallel career creating and selling their artwork. I have chosen eight internet sites to research that offer a variety of resources' for artists to market their artwork: Etsy.com, Artcrawl.com, ArtQuest.com, Ebay.com, Artsyhome.com, Artbreak.com, RedBubble.com and Zatista.com. These websites have been chosen based on article reviews as sites that reach the largest number of potential clients (Lewis, 2010b)..
2. I have analyzed and compared the eight websites to see which one or combination of sites will offer the largest potential customer base, what strategies each site uses to sell artwork, and which sites are most easy to navigate using basic computer skills.
3. After reviewing the literature and the comparative analysis, I have created a roadmap of strategies for artists to best navigate through internet art sites, give guidelines for web page content, and examine the criteria needed to place artwork in traditional and virtual galleries.

Limitations

Due to rapidly changing technology, new methods for displaying and selling artwork through online sources are constantly evolving. Thus, an artist now needs to keep up with current trends in technology to stay on top of the art market. I have limited the technology associated with the World Wide Web to Web 2.0 for this study. Web 3.0 is being developed but will not be used in this study. In this research only eight websites

for selling artwork were reviewed in depth. There are many more websites available for those who wish to search further. These websites were chosen based on published articles about art marketing through the internet, as reaching the largest targeted audience of art buyers. This research is designed to address the needs of an art educator who is also a practicing artist. It is not intended to be used by full-time artists whose sole career is making art. Full-time artists will need to seek additional venues, both technological and traditional, in order to generate sufficient sales to support themselves and their families. Some marketing strategies discussed in this study may be used for both professional artists as well as art educators. This study was, however conducted primarily with the art educator as a practicing artist in mind.

CHAPTER 2: REVIEW OF LITERATURE ON SALES TECHNIQUES

For this thesis, I have read a number of books and articles on how an artist can learn to market their artwork successfully using a variety of marketing strategies and through the use of new technologies. *Fine Art Publicity* by Susan Abbot helps guide the artist and gallery owner through various steps to create a strong marketing plan and ways to implement this plan. *The Business of Being an Artist* by Daniel Grant also offers marketing strategies for the entrepreneurial aspect of promoting one's artwork.

Allyson Stanfield created the website, Artbiz.com, which is devoted solely to the needs of a self-promoting artist. On this website she addresses marketing strategies, the use of the internet to promote one's artwork, technology needs for an artist, and a number of proven ways to help an artist implement a successful marketing plan. One component of the site, Artbizblog.com, is to help artists learn about self-promoting or marketing their work that includes everything from tips on writing a mission statement to setting up a webpage. Stanfield also founded ArtBizCoach.com in 2002 to help artists promote themselves and build their businesses through online courses, newsletters, and podcasts (Stanfield, 2012). There are podcasts available on this website that introduce a wide range of subject matter relating to the business of promoting one's artwork. There is also a blog where viewers can discuss hot topics. An artist can sign up for the art marketing online newsletter through the website as well. These newsletters come out about once a week. Stanfield's new book *I'd Rather be in the Studio* is also available with information that she uses daily in her own business.

Stanfield (2007) recognized a need among struggling artists and became interested in helping them market themselves after she left her museum curator position. She used the skills that she had acquired at the museum to set up the Artbiz website. She explains:

> I began consulting with artists informally 18 years ago as part of my position as a museum curator. When I left museums, my old artist friends continued coming to me for help and advice. Everyone wanted an agent! A little research into that field led me to conclude that I wouldn't be doing artists any favors by doing all of the work for them. Instead, I decided to teach them how. You know the Chinese proverb: *Give a man a fish and you feed him for a day. Teach a man to fish and you feed him for a lifetime".* (p. 50)

Emptyeasel.com is an online magazine that offers advice, tips, and tutorials for selling art. The website is more like a blog where artists can discuss a variety of topics. Each week new articles are posted. Artists' works are featured but who gets chosen is at the discretion of the magazine staff. Artists are encouraged to submit articles, sign up for a free artist's newsletter, and link their artist website to that of Emptyeasel offering artists greater exposure.

I have also accessed a number of articles from trade magazines: Craft Technology, The Craft Report, Art Business News, American Craft, and Art in America, all written about art marketing strategies. The information in this chapter is compiled from a review of successful art marketing strategies, including the use of Web 2.0, available for an art educator who is a practicing artist to begin a successful career in self

promoting ones artwork. I will begin by reviewing the targeted audience, patrons of the 21st century who purchase art.

Art Buyers

Art buyers now are less knowledgeable than the art patrons of the fifties and sixties who collected art primarily for its own sake (Abbott, 2005). Today's buyers are interested in establishing a lifestyle through the décor they choose for their homes with trendy pieces that can also be investment pieces. Art buyers may take different approaches to their acquisition. There are art buyers whose decisions are arrived by careful research. Perhaps these buyers may be more concerned with the investment potential of art. By contrast, another buyer may be influenced simply by the personal appeal of the aesthetic qualities of the art. His or her most relevant concern would be simply whether or not the piece was attractive or pleasing. Confidence is the key factor in a person's art buying decisions which is more important than quality, price, or convenience (Abbott, 2005). Customers like to know who has created the artwork before they buy it. This engenders a personal connection. "They don't really care if they buy it (artwork) on a website, at a craft fair or in a store. It's the relationship they have with the maker that makes that purchase special" (Knight, 2011, p.46). Making a personal connection with your buyer may help with future sales because art is personal and developing a relationship between buyer and artist gives more meaning to the artwork. Several strategies/ideas that I discovered from the books, websites and trade magazine articles will be discussed in this chapter. These strategies consist of the following: establishing good work habits; writing a good mission statement, artist statement and artist biography; creating a personal brand; sharing your craft with

others; blogging; social networking; and internet marketing (Abbott, 2005; Grant,2010; Lewis, 2010; Stanfield, 2007).

Good Work Habits

As with any business undertaking, establishing good work habits to become successful at creating and marketing artwork is essential. Stanfield (2007) explains that:

> If your business is going to become what you envision it to be, you have to work hard while practicing greater self-discipline. People who succeed do not succeed simply because they are the best at what they do. The reasons are far more complicated than that. People achieve their goals because they have a combination of passion, commitment, focus, self-confidence and fortitude (p. 1).

We all have routines that we feel work for us in our daily lives that may be different from those of others. Stanfield (2007) articulates routines that she believes will help an artist to become better at the business of marketing their art. These are not strategies but work habits, which are:

- When writing or returning emails always begin with Dear or the person's name, and when ending make sure to sign your full name.
- Read books on business and art monthly. The more you know the easier it will be for the artist.
- Stay in touch with your client-base through hand written notes; try to write five notes weekly. Include your logo or image of your art to help establish your brand.
- Network with other artists, business people, or collectors weekly.
- Update your mailing list often so as not to be overwhelmed with the growing list.

- Review your goals weekly or by the month and decide where you stand and what needs to be completed.
- Plan the day before and write down three to five things you want to accomplish the following day.
- Keep up with your finances weekly.
- Blog weekly and comment on the blogs of other artist to help build your artist community.
- Stay organized by clearing out and filing emails daily.
- Each week try to invite one new person to see your studio or see a new work of art in an attempt to build new relationships (Stanfield, 2007).

Mission Statement

Before an artist begins marketing artwork, a mission statement needs to be created about what the artist has to offer and who they think will be interested in their work. When creating a mission statement, the artist needs to think about where they wish to take their art business and decide who their target audience will be. Concentrate marketing efforts on the audiences or establishments that will be interested in the artists work (Abbott, 2005). It is important to know the intended client and to match an art style to a compatible client base.

Artist Statement/ Artist Biography

A well written artist's statement and an artist's biography are necessities to help potential clients make that personal connection to the artist. An artist's biography is

about the artist, their artistic accomplishments, and process for creating art. It should be written in the third person. An artist should think about their biography as a resume in paragraph form. It is written in reverse chronological order putting their most recent accomplishments first (Stanfield, 2007). This is about the artist, so add personal information to a biography that the artist wants potential clients to remember that will help clients make that personal connection.

The artist statement, on the other hand, is about the artwork being created, techniques used, and the artists' intended meaning behind the artwork. An artist wants to define their body of work before the viewer defines it for them. The artist statement is written in first person. Artwork is ever evolving so the artist statement should be as well. According to Stanfield (2012) from her Art Biz Blog, there are five things to watch out for when writing and editing an artist statement:

1. Do not use the word "unique" when describing your art but instead find qualities of your artwork that you can write about so that those reading your artist statement will see that your work is unique.

2. Do not use the following phrases; I am excited by, I've always been an artist, I have to make art, my work is about the human condition, or any statement about "I love".

3. Stay clear of repetition. Do not repeat yourself by saying the same thing in a different way. Be clear and concise with your wording.

4. Do not overuse adjectives when describing your work.

5. Limit the number of personal pronouns (p. 2).

Stanfield (2010) offers an e-book called *The Relatively Pain-Free Artist Statement* for those who need help drafting their statement. Creating an artist biography and artist statements are two specific ways to help a consumer connect with the artist.

Creating a Brand

The key to success with any online site is marketing, according to Jim Griffith, the author of *The Official eBay Bible* and lead instructor for eBay's tutorial program, the eBay University (Bannon, 2007). This is why building a brand is so important. Your brand is a way to distinguish yourself and your work. Your buyer needs to know who you are so it's important to include an artist biography and establish a website where an interested client can learn more about you and your process for creating art. Knight (2011) quoted the CEO of Artful Home, Lisa Bayne, "The key to successful selling of craft and art online is trust: trust on the part of the artist and trust on the part of the consumer. And just as in any relationship, trust is something you build over time" (Knight, 2011, p. 47).

Building brand recognition takes a consistent approach. The first step is creating a useful website. "Personal websites have become an indispensable tool for artists; in fact, it's now almost impossible to build a reputation and a career without one" (Parks, 2012, p. 65). To help artists create a personal website, Clint Watson created a system known as Fine Art Studio Online (FASO), where an artist can simply plug in their information into a template which includes a blog, email newsletter, and a domain name (Parks, 2012). A monthly fee is charged once you sign up. Part time artists might use this template to create their website because they may not be ready to invest the money

needed to have a professional web designer plan a site. That may be a future goal once they get more active in their art marketing plans.

If an artist would rather pay a professional designer to set up a website, expert web designer Clint Watson offers some suggestions on how to approach this task:

Find out what other websites the designer has created and if they are specific to the needs of artists. Ask what technologies will be used to build the site as well as to achieve the maximum color and image quality. The images need to have a back-up storage plan, and there needs to be a provision in place to prevent the website from crashing. The website needs to be hosted on the artist's own domain and should have the ability to be easily updated and changed as needed. The website should allow clients to join the artist's email newsletter list and to receive spam-free communication from the artist. The website should include a separate mobile-friendly design for people to access with their Smartphones. The URLs and navigation need to be structured so that the site has good search engine optimization (Parks, 2012).

For a consumer to remember products or artwork the artist must develop a brand that will distinguish their work from the artwork of others (Abbott, 2005, Knight, 2011). The term brand is used in art marketing to define an artist's particular style or theme. My brand, for instance would be my nautical images. According to Knight, the best way to stand out is to have an artist push their brand more than their product so people who really admire your brand will stay with you (Knight, 2011). Krystina Morrison of Ava Landen: *Modern Quilting & Crafts* (as cited in Lewis, 2011c) suggests that you pick one name and stick with it since your customers will be scattered across multiple sites. Thus, it is important to keep a consistent brand name for continuity and brand

recognition. Artists should create a logo to help identify their work and use this symbol on their website, business cards, and publications and on distributed materials (Knight, 2011). Whether artists send traditional newsletters or e-newsletters, the advertising or logo should look like the artist's store, be it a traditional retail shop or online store, so that the customer will associate the text with the product to help establish the artist's brand for artist or gallery owner (Raphel, 2003).

Sharing Your Craft

An artist needs to decide who they are and what they do best professionally in order to publicize and market themselves properly. This includes selecting which body of work to market and what goals they set for themselves (Abbott, 2005). Sharing your craft builds recognition and raises your visibility as a practicing artist. "Artists who teach or like to write have been very successful at building their brand with collectors, museum professionals and art critics by writing opinion essays, features, or educational articles" (Abbott, 2005, p.20). This is a great way to get free publicity because it puts the artist's name out to the people they want to reach. Artists can demonstrate an interesting process they may use in creating their art on a YouTube video which can become an advertising link when sending emails or other promotional materials to the media, as well as being posted on your blog (Lewis, 2011). Lewis (2010b) quoted Coleman, an expert in origami:

> The most important component to Internet selling is engaging the prospective customer by sharing your craft. I cannot stress this enough. Most artists and craftspeople die poor and undiscovered because they keep their techniques a

> secret. I have found that through sharing my techniques, by writing books and creating Internet content, my reputation precedes me. People are more willing to buy my books and more willing to invest in my sculptures because they have tried my work, seen my videos, read my magazine and want me to be successful because they want to be successful doing the same thing. (p.18)

As a practicing artist and art teacher, it is particularly important to get your name out to the public, and sharing your craft processes is a great way for this to become possible. Artists can create their own podcasts creating art or having a dialogue about their creative process. The term podcast comes from combining the words, “iPod” and “broadcast” which creates a form of audio broadcasting (Buffington, 2010). I have podcasts and videos in my collection at school, created by art teachers, which I show to my students each year. An art teacher can create short videos on successful lesson plans and post them on YouTube for free. Now with the use of web 2.0, individual artists can share their techniques with other artists and the public through videos, blogs, podcasts, and personal websites. All are ways to share your craft easily and effectively.

Creating a Blog

Creating a blog is another way to promote an artist’s work at low cost or for free. A blog is a website that is updated frequently and usually includes some degree of interactivity that allows readers to post comments (Buffington, 2008, p.38). Through a blog an artist can explain why they create artwork and the effects their work has on their life. A blog will have automatic formatting, time and entry dates, the ability to archive old entries, and a section for comments for each entry posted (Martindale & Wiley, 2005).

The artist can also show work in progress, but the important thing is to personalize the blog with the artists' own experience (Lewis, 2010c). Artists need to explain in detail what and why they are creating their artwork, what motivates them, and where their journey of creating artwork has taken them. To make that personal connection, so vital to generating sales and recognition, potential clients need to feel as if they know the artist. Ceramic artist Sue Pariseau, (as cited in LaFever, 2010) uses her blog to communicate with her customers about the stoneware that she makes:

> Blogging allows you to share photos, explanations of work, your processes, and little bits of your life to make your work more personal. Additionally, I think participating in other blogs by guest authoring or commenting on posts helps drive traffic to mine. I always use a form on my blog to allow people to sign up for my mailing list, which helps grow my non-Internet business as well. (p. 22)

Violette Clark of Violette's Creative Juice (as cited in Lewis, 2010b) (www.violette.ca or www.freakflag.ca) says "I've been blogging for five and a half years. If I never blogged, I would never have been found by editors and customers. The Internet has opened up a whole new world for craftspeople and artists alike" (Lewis, 2010b, p. 20). This artist also has learned to shoot and create videos in an attempt to help people to get to know her. Her videos demonstrate her quirky personality and help to establish her brand (Lewis, 2010b).

Thus blogging is another useful internet-based strategy that artists need to use when marketing their artwork to make personal connections with other artists and interested potential clients. What an artist writes about opens the eyes of others to their work and why they create in the manner that they do.

Social Networking

Social networking refers to an online community of people with a common interest who use a web site or other technologies to communicate with each other and share information and resources. The web is an excellent way for an artist, gallery owner or museum to engage and expand their audience. Having a page on Facebook can connect you to other artists and potential buyers. This is a marketing tool that can reach people all over the world. Most galleries use Facebook to let their “friends” know what is happening in the gallery at the moment and to share future events, showcase artists at work, and stay connected with their customer base in a way which can be more efficient than mass mailings (Russeth, 2010). Twitter is another way to post things immediately for those who wish to follow a particular artist or gallery. “Tweets” or short messages can be sent out to a client base to help the artist create an overall identity that will be helpful in attracting business (Russeth, 2010). Twitter can be useful for the art community for creative advice, business strategies, to inspire other artists, and see what’s new in the arts world (Pahle, 2012).

If an artist’s business is on more than five social networking sites they will need a tool to help them manage the content. HootSuite (www.hootsuit.com) is a tool that will allow artists to manage all of their social media on one dashboard. Once an account is established the artist can add all the social media sites that they use to advertise and will be able to monitor mentions about their business, create schedules, send twitter updates, and move content to multiple sites, rather than cutting and pasting to each site (Lewis, 2010).

Marketing through the Internet

The internet has become a powerful force in the marketing and sales of so many different products. Online sales also tend to attract a younger group of individuals that are more familiar with the use of technology. Art sites and art blogs have popped up everywhere. Many museum curators are by-passing the galleries to hunt for the next up- and-coming artist on their own so as to maximize the limited budget available to them through the use of the internet (Grant, 2007). “There’s a strong group of young collectors coming into the market right now, and it’s without question one of the most educated and passionate I have ever seen”, says Marc Glimcher of the New York’s Pace Wildenstein gallery, (Falkenstein, 2004, p. 108). The internet also helps gallery owners to inform their client base about new products and product availability worldwide, providing a larger targeted market. “As consumers become more comfortable with online marketing, so do artists, vendors, and galleries. And they must, if they want to weather a stormy economy and a changing virtual landscape” (Knight, 2011, p.44).

There are a number of mall sites on the internet where artists can display and sell their work like Etsy.com, Ebay.com, ArtCrawl.com, Artquest.com, Absoluteart.com, Artfromthesourse.com, and Portrait.com. Different sites offer a number of options for the seller so it’s important to research which ones will best suit what artists are trying to sell. Some sites charge an annual or monthly fee, while others charge by the image posted, or a sliding commission scale. The websites mentioned allow all art to be shown except hardcore pornography, violent, or derogatory art. Art mall sites have their own mini

search engines allowing customers to select areas of interest, color, subject matter, style, medium, size, and price range (Grant, 2010). Some sites report sales but many just tell you how many “hits” there are to the site. A hit means how many people have looked at the web site. Before an artist begins the process of putting their artwork on a particular site they will need to research how each site conducts sales, what type of artwork the site caters to, how the artwork is marketed, and what potential fees will be charged to the participating artists. My next chapter addresses these questions.

CHAPTER 3: COMMERCIAL ARTISTS WEBSITES

Online marketing tools are more powerful than they were five years ago and an artist does not have to be proficient in computer skills to use them. A couple of hours of training for most sites and the artists are ready to sell (Lewis, 2010c). Web 2.0 has added a new dimension to online marketing strategies for the artist to utilize. Marketing tools include: sharing a craft, name recognition or brand, using social media for nonprofits, sharing helpful tips, introducing the artist on social media sites and managing the sites they are on (Lewis, 2010b). Professional grade archival digital images are the key to success with marketing artwork online, especially for the visual artist (Apter, 2008). Many of the online marketing tools are free. Through the internet the target audience can be global rather than limited to a local audience. Learning about art websites is critical for a part time artist who hopes to build sales of their artwork.

There are many sites available on the web where artists can go to list and sell their artwork. I have chosen eight of these websites to research, based on literature review as well as having user friendliness, ease of navigation, and the ease of financial transactions for buyer and seller. These websites are Etsy.com, Ebay.com, Artquest.com, Artcrawl.com, Artsyhome.com, Artbreak.com, RedBubble.com, and Zatista.com. Each will be described and characterized in detail in this chapter.

Etsy

Etsy is a website that sells handmade and vintage items. Etsy.com helps craftspeople establish themselves in the cut-throat business world by providing information on grants, classes, and small business advocates who are working to expand the craft market (blog.etsy.com). It is a rapidly growing business that forecast $400 million in sales for 2011 (Knight, 2011). The items for sale are broken down into categories from art to woodworking with everything in between. To be able to sell art or crafts on Etsy, an artist must first register. Once registration is complete, the artist can set up their shop and add items to it. To help the consumer know about the artist, a public profile can be posted which will have a photo as well as an artist biography. Etsy is also working to make products listed on Etsy also appear under Google's Product Search under "shopping" on the Google home page (Jones, 2010). As stated previously, people who purchase art want to have a personal connection with the artist, so the more an artist writes about her/himself and the process of creating art the better for future sales. Shop Sections are a way to organize items so it will be easier for customers to locate artwork and see the variety of art offered. One marketing strategy on Etsy is to analyze what the buyer is reviewing and make suggestions for similar items (Jones, 2010). Featured items can be displayed at the top of the page and can be easily updated when an item sells, or when an artist wants to promote a new item. There is a new drop-down menu on the search bar to help navigate your way through the website (Jones, 2010). Once the artist has set up their shop they will need to decide on how they want to be paid when items are purchased. There are many options, such as Paypal, personal check, credit cards, money orders or bank transfers. Sellers can

choose one form of payment or all of them; it's up to the individual shop. It's not mandatory but strongly recommended by Etsy that sellers display their policy for payment, shipping, and returns to avoid disputes in the future. For every item listed the seller is charged twenty cents. The listing will last four months and if the item does not sell, the seller must re-list it and pay the twenty cent fee per item again. When an item sells there is also a transaction fee of 3.5%. The seller is billed monthly for all expenses. Advertising fees are separate and are billed monthly as well. All sales use the US dollar as currency and Etsy will make the currency conversion when necessary.

Artquest

Artquest.com is a website that has been in the business of directly connecting art buyers and sellers with each other since 1991. In 1993, Michael Fitzpatrick of Reuters Wire Service, wrote, "Artquest lets dealers find, buy and sell artwork in a computerized system worthy of Wall Street" (Artquest.com). Artquest has members from every state as well as from 94 countries. Confidentiality is important and the Artquest list of artists and dealers is never shared.

> ArtQuest is not a broker of art, or a physical gallery. We simply provide a listing service for locating art in a virtual gallery where interested parties can reach you directly by email. This method reduces fees and commissions and you are directly emailing the member listing the art unless the member has chosen to list art by Private Placement. The responsibilities of appraisals, certificates, sales, authenticity, etc., are all up to the buyer and seller to transmit and secure from one another through their own methods after contact. Suggestions, questions

> and comments are always welcome and help us provide a better service. (Samuels, 2011, “Administrative Notes,” para 2)

Because Artquest is primarily a listing service, sales transactions are not often known. A few testimonials from buyers/sellers can be found on the website. There is a ten dollar charge to list each work of art and the listing will last for six months. If a buyer is interested in a piece of artwork they simply click on the image and the artists email appears so the buyer can contact them directly. Artquest has 5000-7000 viewers a day.

Artcrawl

Artcrawl.com is an artist-friendly site where the artist has control over their webpage twenty-four hours per day, seven days per week. To increase exposure, artwork will be placed on DoubletakeGallery.com. There is a $250.00 annual fee to be a member of Artcrawl but there is no further commission charged upon sale of an item. Collectors deal directly with the artist. Artcrawl will set up an initial studio page with five images and the artist then has access to change his or her images or information at any time. For the $250.00 annual fee, the artist will receive an artist’s administrative page where they can tell potential clients about themselves and their artwork, post an artist statement and biography, and display digital images of artwork. Artists can display a maximum of twenty images, but may pay extra for more. A built-in search engine is provided that will search by type, style, medium, or subject matter. A calendar of events can be included along with a list of collectors that own various artists’ work.

Ebay

Ebay.com is a more generic online auction site that sells just about everything. There are two Ebay categories entitled “Art from Dealers and Resellers” and “Direct from the Artist” where artists can list their artwork. Sellers can list fifty items a month for free and pay only when an item sells. When an item sells the seller pays 9% commission with a maximum fee of one hundred dollars per item. To get started an artist needs to open up a Seller Account along with a Paypal account. Artists need to make sure to list artwork in the appropriate category with good photographs of the work along with a product description. Ebay provides tutorials to help get started. Shipping information and shipping fees should be included in the Sellers’ Account. By going through the Post Office, sellers can get free United States Postal Service Priority Mail flat rate shipping boxes with set shipping fees. By going to My Ebay, shipping labels can be printed from a home computer.

ArtsyHome

The ArtsyHome.com website is a division of Distinctive Living Magazine, which helps consumers find products for the home. ArtsyHome.com is interested in artists who produce pottery, ceramics, sculpture, paintings, wood carvings, furniture, textiles, art glass, leather goods, jewelry, weavings, and mosaics. The site promotes artists to upscale home owners, interior designers, and trade professionals. According to their website, ArtsyHome has a team of professionals that use the latest tools to help make the artist searchable on all search engines by using keywords, social media, email marketing, advertising, and direct mail to help connect with the buyer. There are two

types of “studios” that an artist can choose to exhibit in, Commission Free Studios and Commission Studios. In the Commission Free Studio, there are no listing fees or commissions taken once an item sells, but there is a monthly fee of $14.95. If an artist chooses the Commission Studio, a 25% fee on the retail price will be charged per item upon sale. Both studios include unlimited product and image uploads and all the latest marketing tools listed above. If an artist has lower priced artwork or a limited number of items to sell, the Commission Studio may be the best place to show their artwork on this website. Shipping prices are determined by the artist and are included in the artworks description. The website is easy to update, artwork in a “studio” can be added or changed simply by clicking the edit button. Videos can be easily added once they are hosted on a video hosting site such as Youtube. Sellers are paid through Paypal and any credit card transaction fees are charged to the seller.

Artbreak

Artbreak.com is an artist website whose purpose is to give independent artists a global audience and a chance to sell their artwork commission-free directly to a buyer, without a gallery or an art representative. Some artists choose to only show their artwork here, but if an artist wishes to sell their work there is a “For Sale” option in the tool bar. Artbreak is a listing service similar to Artquest.com. If a buyer is interested in an artists’ work, Artbreak.com will email the artist and supply them with the buyers’ information. The artist assumes all shipping responsibilities. There are a number of ways to interact with artists on Artbreak by using buttons designed to give the artist feedback. The “I Like It” button can be used on individual works of art and the more likes an artist has the more chance their artwork will be seen by others. The artist can

add items to their “favorites” list which in turn can be added to the lists of other artists. For a monthly fee of $5.00 an artist can sign up for Artbreak Plus, where the artist’s profile page will be ad-free to others, receive priority website support, and the artist will be the first to learn about new and experimental website features.

RedBubble

RedBubble.com is a website based in Australia that creates art prints, art cards, and t-shirts from artwork uploaded from its members. The website went global in July of 2007 so artists from all over the world can now participate on the site. RedBubble is a community oriented artist site that offers its members a blog, artist page, and a way to create prints and t-shirts from their artwork that artists can use for marketing. Many of RedBubble’s artists participate in blogging here, which has been an effective marketing tool to drive others to this site.

Zatista

Zatista.com is another new website for selling art that was launched in April 2012. The site was founded by Pete Borowsky, formerly of Ebay, who was looking for an easy-to-navigate website where he could find and purchase original contemporary artwork. The site is mainly for art that can be hung on a wall such as drawings and paintings but the site does offer photography, digital works and lithographs. These items, however, must have an edition of fewer than 100. The website is clean and uncluttered and easy to navigate through. Sellers are not allowed to change the layout of their storefronts so the website has a unified feel. Art Explorer is a tool on the homepage that helps buyers target artwork that they may be interested in purchasing.

15 images will appear under Art Explorer and the buyer can choose the style that appeals to them and place it in their “items I like” pane. Based on this information, 15 more similar images will appear. More similar items are shown with each click. This system attempts to learn the buyers’ aesthetic preference and match their preference with artwork. The section “Art 101” offers a number of articles written about buying and selling artwork as well as a glossary of terms covering everything from art styles to a variety of art mediums. Zatista does not, to date, provide a forum where artists and buyers can interact.

Membership is free on Zatista and artists pay a flat fee of 18% when an item sells. There is no “pay for placement” on this site. After signing up, each artist is given a “store”, which is the artists’ homepage where the artist will add their biography, upload images, and give descriptions. There are four steps for the seller to follow to list their artwork. In the first step, the seller will provide a detailed description of the work and state whether or not the artwork is framed. Step two involves uploading the main image and four additional images. The seller also selects two main colors that are used to help buyers find the art by color. Step three is listing the sale price, shipping price and shipping address. The last step allows the seller to review their listing and make any changes.

Galleries

Traditional, brick and mortar galleries offer a number of ways for artists to display and promote their artwork including online or virtual gallery space. Some galleries offer space to emerging artists while other, more high-end galleries, are exclusive to

established artists. In today's economy galleries have to be more resourceful with their marketing strategies to get their customers into their shop. Many contemporary art galleries have had to close their doors. Traditional galleries with low fixed costs and those representing emerging artists seem to be doing better in today's economy (Douglas, 2009).

A relationship needs to be cultivated between the artist, gallery owner, and potential customers. Many traditional galleries have opening receptions when a new show is installed as a strategy to help promote sales. In Atlanta, the Trinity Gallery has stepped away from the typical wine and cheese opening and has created a party atmosphere where each opening is a one-of-a-kind event. The events have become so popular the gallery has had to limit those invited. Leibrock (2001) quoted Trinity Gallery owner Alan Avery: "We try to cultivate new and young clients because we realize that most of the older clients might have all the artwork they need, you've got to cultivate the next generation" (p.33). The event theme needs to compliment the art style represented in the show. "For many, out-of-the box events have proven to be invaluable tools for increasing traffic, attracting clients, and networking during tough times" (Mullen, 2009, p.24).

Newsletters are a way for galleries to keep in touch with customers. New products can be offered and new artists introduced. Some galleries are moving to e-newsletters to save on the cost of paper and postage but in order to do this they must have a client's email address, which can be time-consuming to locate.

Galleries can also offer more than original fine arts such as paintings and sculptures to their clients. To increase foot traffic during these tough economic times

many galleries are adding other items to sell such as crafts and jewelry, not usually found in fine arts galleries. Fine craft art, a fourteen billion dollar a year industry, is growing at a fast pace. The craft industry includes two dimensional art, collage and mixed media works, prints, ceramics, woodwork, handmade and hand painted furniture, fiber art, glass sculpture and home accessories (Mullen, 2009). These items can be added as a compliment to a gallery's inventory to bring in a more diverse group of buyers.

Galleries often look for corporate and interior design clients to get their artists work to the public. Gallery owners can have openings that are only for this select group of clients. Corporate clients may want an original for a large space and prints for lesser areas so it's important to have a wide selection at various price points (Mullen, 2009). Interior designers usually already have a client that they are working with when they go looking for art, which guarantees a sale (Mullen, 2009)

There are those who wonder if online shops will take the place of "brick and mortar" galleries. India Hart Wood, owner and principal researcher at Hart Business Research, which produced *The CODA Review 2011: Craft Artists, Income, and the U.S. Economy*, sees online sites more as a cooperative competition, not a replacement for galleries (Knight, 2011). For a beginning artist, online sales would be the least expensive way to begin marketing and selling your work. Knight (2011) quoted Christofferson, "It's easier to set up an online shop and see what's working and what's not working and then jump into a brick-and-mortar from there" (p. 46). With gallery space there is a great deal of much overhead with rent and utilities that it is hard to make a profit. Knight (2011) also quoted Doug Heller, director and co-owner of Heller

Gallery in New York, as saying that he sees the Internet as a supplement to his gallery- and a “game-changer” but not a replacement (p.46). Online art sites and galleries will most likely be interconnected in the future, both offering a variety of marketing options for artists to utilize.

.

CHAPTER 4: ANALYSIS AND RESULTS

In the previous chapter I explored ways for an artist/art educator to use a number of marketing tools and resources that exist to promote artwork. In order to establish a successful marketing strategy, each artist must develop a strategy unique to his or her particular situation. The artist's plan must fit in with other obligations. For an art educator, a delicate balance exists between maintaining current routine and creating precise marketing strategies. In this chapter, a roadmap will be established to help guide art educators who are practicing artists through the steps needed to utilize proven art marketing strategies to optimize sales and exposure through the use of the internet. Teaching full-time, creating artwork, and self-promoting one's work can be an overwhelming and monumental task. This chapter will clarify current marketing strategies and demonstrate how to use available resources in the most efficient manner to help guide art educators to become successful selling artists while maintaining a teaching career.

Establishing Work Habits

As with any new business adventure, good work habits are essential. You can have all the marketing tools at your disposal but if you don't establish a good working routine your efforts may be in vain. Stanfield (2007) suggests that you use proper letter writing skills when emailing, read business books and magazines monthly, write at least five hand written notes a week, meet with other artists and people in the community

weekly, update and build a mailing list, review goals weekly, plan each day a day ahead, make a list of things to accomplish, check finances weekly, blog at least three times a week, write on other artist's blogs, and invite someone new to the studio or to see a new piece of artwork each week. A full time art teacher may experience difficulties establishing these working routines due to time constraints, so each art educator will need to analyze this list and decide what will work best for them. I am a list-maker so that is a practice I have been doing for years to keep my priorities in order. My list helps me plan my day and what doesn't get taken care of one day moves to the next's day's list. Reading business and art books and magazines more often would be my second priority to help me stay current on marketing trends and be more involved in the arts community.

Marketing Tools

Before an artist/art educator begins to market their artwork to the public they must establish a specific marketing plan. There are many steps to creating a successful marketing plan and the plan will vary depending on the artist. In Chapter Two I discussed a number of marketing tools that the experts believe should be used by all artists wishing to sell or exhibit their work whether on the internet or through traditional galleries.

Creating a mission statement and writing an artist statement and biography are important first steps in telling others who the artist is and what they do. These three documents will be included in almost everything an artist does to market their work. There are a number of websites available that will give guidelines in writing an artist

statement and artist bibliography. Artbiz.com and Emptyeasel.com are great resources that help artists with marketing strategies and have in-depth instructions on what needs to be included when writing the artist statement and artist biography. Artists can sign up to be added to their mailing list and receive emails with a variety of ideas for the self promoting artist. Each week Artbiz sends out tip and strategies as well as words of encouragement to keep an artist motivated.

Creating a brand is a way to distinguish an artists' work from that of others. If the subject matter varies, an artist needs to decide on one type of image to represent them and their artwork that can be used for advertising. An artist needs to keep the same name to establish continuity and brand recognition when selling through a variety of online and traditional venues. The advertising that is chosen should include some form of the artist's brand so that the potential client will recognize their work immediately. I am in the process of creating linoleum block prints that have a beach theme. I would use one of these designs as my brand image. This image will appear on my website, business cards, shipping labels, receipts, and all future advertising.

The term Web 2.0 reflects how content on the World Wide Web is created and used through social interaction. Users now have the ability to create and distribute information to others free of charge, and access to evaluate this information (Buffington, 2008). As an art educator I have access to digital equipment to create videos and a Mac computer to edit the videos that I create. My expertise is limited but I have taken a few classes and am becoming more comfortable with the process. I have created videos for art techniques that we use on specific art projects that I show to my students. I have not placed any of these on Youtube but hope to in the future. By using Web 2.0 I can create

my own videos, maintain a blog, and participate in social media forums furthering my exposure.

Creating a blog is a tool that can be used to help establish that personal connection between artist and buyer. A blog is a written form of communication between artist, potential clients and other artists that should be included on an artist's website. I am not ready to create and maintain my artist website at this time, but I have visited the sites of other artists, read their blogs, and posted comments. By keeping up with a blog, these artists create an interactive dialog with those who are interested in their artwork and who want to hear about new ideas for future work. Through using a blog an artist can encourage potential clients to sign up for their mailing list to expand their business.

Social networking like Facebook has become a popular tool for disseminating all types of information. I have several artist "friends" who actively use Facebook to show images of new pieces they are working on, and advertise coming events such as art shows or artist workshops. One artist I know travels back and forth to France and uses Facebook to give her global audience the information they need to sign up for her workshops in both countries. Social networking is a quick and easy method to get information to a large group of people and is not confined to just a select few as in a mass emailing.

Websites

The eight websites that I researched in depth were Artbreak.com, Artcrawl.com, Artquest.com, ArtsyHome.com, Ebay.com, Etsy.com, RedBubble.com, and Zatista.com.

Each website offers a number of similar options for an artist to use but some seem more applicable for attracting a better client base.

In order to facilitate the analysis of these websites I have created a table which directly compares the most useful features of each website. Table 3.1 shows that there are a number of similarities and differences among these sites.

Table 3.1 Websites that Market Artwork

Websites	Artbreak (Listing only)	Artcrawl (Listing only)	ArtsyHome	Artquest (Listing only)	Ebay	Etsy	RedBubble	Zatista
Fee Structure								
Listing Fee	free		$14.95	$10.00		.20		
Annual Fee		$250.00						
Transaction Fee			25%		9%	3.5%	Base price	18%
Website Marketing Tools								
Search Engine	X	X	X	X	X	X	X	X
Artist Biography	X	X	X	X	X	X	X	X
Artist Statement		X				X		
Artist Website	X	X		X				X
Customer Service								
Payment options			X		X	X	X	X
Buyer Analysis					X	X		X
Shipping/Returns		X			X	X		
Listing Service	X	X		X				
Tutorials				X	X	X		

Based on my research questions I will discuss the content and structure of these eight websites. The content and structure include the website fee structure, marketing tools, and customer service.

Fee Structure

Seven out of the eight websites studied charge some form of fee payment. The fee structures vary considerably. Artbreak.com, Artquest.com, and Artcrawl.com are websites that are primarily listing services where the website connects artist with buyer. Each of these websites charges a fee except for Artbreak.com. Artbreak offers their services for free unless artists sign up for Artbreak Plus which charges a $5.00 monthly fee. By paying the additional fee of $5.00, the artist receives special services that include an artist's profile page, priority website support, and the artist will be the first to learn about new and experimental website features. Artquest.com charges a listing fee per item of $10.00. There are no additional charges once an item sells. Artcrawl.com charges an annual fee of $250.00.

The non-listing websites are ArtsyHome.com, Ebay.com, Etsy.com, RedBubble.com, and Zatista.com. ArtsyHome charges $14.95 a month but the artist has the option of choosing a commission-based form of payment. If an artist has a limited number of items and lower priced work, it would be to their advantage to go with the Commission Studio on ArtsyHome. Each of these five websites is commission based with each site having a different commission scale. The commission on ArtsyHome.com is 25% per item sold. Zatista.com charges 18% per item sold, Ebay charges 9%, and Etsy.com is the lowest at 3.5%. Etsy does charge a per-item listing fee of .20 cents. RedBubble.com is the only website that has the artist establish a base unit price per item and the company adds their mark-up on each item listed. The base price is the amount the artist wants to receive for their artwork. This price is their wholesale price. RedBubble will make a profit by raising the artists' wholesale price and establishing a retail price. The company then charges the consumer the retail amount.

Website Marketing Tools

One hundred per cent of the websites researched use search engines to help potential customers navigate their way through the websites. Search engines help clients search for artwork by type, style, medium, or subject matter. Etsy.com is presently the only site working directly with Google for product search and recognition. Using Google will broaden the search possibilities so potential buyers will be able to find the type of artwork they are looking for on Etsy.com. It is my belief that the other websites will follow Etsy's lead and connect with large search engines in the future. ArtsyHome.com offers a professional team that is available to promote artists through the use of search engines by using key words, social media, email advertising, and direct mail to help connect artist with buyer. I found all of the websites easy to navigate through except for Artquest.com. This site was harder to navigate through because it appears to have an outdated format and drop-down menu.

One hundred per cent of the websites have a designated area where the artist can add an artist biography which helps to establish that personal connection that buyers are in search of (Grant, 2010; Knight, 2011; Lewis, 2011c). According to their websites, Etsy and Artcrawl are the only two sites that suggest an artist add their artist statement along with their biography.

Artcrawl.com and Artquest.com, both listing-only websites, deal directly with the artist when an item is purchased. Through Artcrawl.com the artist can select five images from their artist page and Artcrawl.com will add these images to DoubletakeGallery.com, which is a consumer website that represents many established artists. Of the eight websites Artcrawl is the only one to offer this service. On Artcrawl.com the artist profile page has a large slide presentation of the artists' work which is impressive. The artist will receive an artist administrative page with control over the layout and content, an artist studio page where the artist can place twenty images, and will have their artwork categorized through a built in search engine to help attract potential clients who may be looking for a particular style of art. The Artquest website claims to receive 5,000-7,000 hits per day. Artquest.com also provides a free

Private Placement Listing for artwork that is priced over one thousand dollars. For a twenty-five dollar fee you can link your artist website to Artquest.com or receive the service for free if you add their link to your website. To help with advertising there is a bulletin board on the website where for twenty dollars a month an artist can post related artist information and services. This is a marketing tool and not an area where you place artwork to sell.

Artbreak.com and RedBubble.com have artist's blogs where, through the use of Web 2.0 the artist can chat with other artists and potential clients. Artbreak.com goes even further and offers the artist the ability to add users as friends, send messages, vote on other artist's work, leave comments, and share using email or the URL (Nicole, 2007). Posted artwork from this site can be sent to Twitter, Facebook, StumbleUpon and many other social sites, offering the artist additional exposure. RedBubble claims to be the "finest and most diverse creative community and marketplace on the internet" (RedBubble.com, 2012). The site has an active blog for members as well as accounts on Facebook, Twitter and Tumblr. This is a community-oriented site full of member blogs which have brought traffic to the site (Dan, 2007). RedBubble offers art cards of the artist's work that can be used by artists as another way to promote their work. Reading through the RedBubble is an enjoyable experience.

ArtsyHome.com, Artbreak.com, Artquest.com, and Zatista.com encourage individual artist's websites offering the ability to connect commercial site with the artist's personal web page. The ArtsyHome website has recently updated its server hardware, has added new subcategories to help an artist display their work in the appropriate location, added a zoom tool and upgraded their purchase options (ArtsyHome, 2012). The Zatista.com site is clean and uncluttered as well as being easy to navigate through. One drawback for this site is that the artist has no control over the layout of their individual shop and must conform to the website's format.

Customer Service

All websites, except the listing-only sites, offer payment options through Paypal, personal checks or credit cards as well as shipping/ returns policies. Paypal offers a guarantee to seller and consumer so I would suggest using this option when available. Artbreak, Artquest, and Artcrawl, as listing services, do not process orders or offer shipping which is handled directly between the seller and buyer. Artquest does offer printing and payment of shipping labels through their website. With each of these three websites there are no guarantees on the artwork that they feature, so it is important for the artist and buyer to research each other so that issues do not arise after the sale. Any exchange of currency is handled directly between artist and buyer so there may be more of a risk factor when selling your artwork on these websites.

Ebay, Etsy, and Zatista offer some form of buyer analysis by suggesting other items a buyer may wish to purchase based on the artwork viewed. These suggestions appear on the side of the screen and offer the client additional options of artwork that they may be interested in purchasing. Zatista offers a feature called Art Explorer where potential clients can pick out artwork that they like and 15 similar artworks will appear on the screen. This can be done a number of times to narrow down the artwork options by personal preference. Etsy.com, unlike the other websites, organizes the artwork into categories of like products which can help a buyer when they are navigating their way through the website.

Artquest, Ebay and Etsy offer tutorials to assist the seller when setting up their online stores and assist with marketing and sales. Ebay offers two sections on their site that are devoted to individual artists and art dealers. Ebay has a great tutorial program that will guide you through each step of the process creating a website that is easy to work with. Zatista.com includes the Art 101 guide that offers articles about buying and selling art, and a glossary of terms about art styles and art mediums. There are four easy steps for an artist to complete to upload their images on Zatista. Artists on ArtsyHome.com can add as many images to their studio as they wish and editing is easy with a simple click of a button. All information on artists is

confidential and artist's lists are never sold or shared with other companies. The website will not list what is bought or sold but they do have testimonials available for potential artists and buyers to read.

Customer Reviews

As stated in Chapter 3, Etsy.com sells art, crafts and vintage items and is growing at a remarkable rate. In reviewing this website I have read a number of blog entries where artists and buyers have voiced their complaints about customer service, products not being received, unfavorable ratings being deleted, imported items represented as crafts, and purchasing ineffective tutorials. Positive reviews seem to be based on product quality, shipping procedures by individual Etsy web shops, and ease of navigating through a well developed site. Even with the negative reviews, which appear to be mostly from buyers, I would still recommend this website, especially for craft artists, because overall it is a good website to sell artwork on.

The only reviews that I could find for Artquest were positive testimonials that were included on the Artquest website. Reviews they post give accolades for customer service, knowledgeable sales associates, professionalism, connecting artists with galleries, and consistent and timely service. Whether these reviews are truly accurate given that they are posted on the website and selected by the Artquest staff themselves seems questionable. There were no negative reviews.

Ebay .com is a website that sells practically everything. Of the eight sites that have been researched, eBay would be the last site that I would suggest an artist display their work on because it is not primarily an artist website, and buyers looking for artwork

would probably not go to it first. However, a writer for artbusinessweek.com suggests listing art on eBay because it is a cheap way to advertise and an easy way to play with keywords for search engines (“Websites for Artists”, 2012). This may be true but I think the time spent on listings and working through keywords for search engines on Ebay could be used cultivating an artist’s “shop” on a website that is devoted solely to the work of artists. There are a number of complaints from buyers and sellers about payment options, damaged goods, issues with settling disputes, and lack of respect for the copyrights of artists. The copyright issue should be a real concern for artists.

On Artcrawl.com there are only nineteen artists featured on the website and there was no information posted on how an artist can be added. The artist has to contact Artcrawl directly to be considered. Because the website only has nineteen artists represented, I would view this site more like an exclusive traditional gallery. I would not recommend this website for the art educator who is trying to begin a career marketing their art while still having a full time teaching position. This website is for the established, full-time artist who has already developed a name and reputation in the arts community.

Artbreak.com is primarily a listing service to connect artists with potential buyers. Buyers who are interested in an artist’s work will notify Artbreak which in turn will contact the artist with the buyer’s information. According to viewer feedback, there is no procedure to handle disputes between artist and buyer. This is a relatively new site so procedural obstacles should be expected. I would still recommend this site for an art educator to consider because it is free to join and the site is easy to navigate through. The artist page has a slide show format that allows potential buyers to see larger

images of the artist's work without clicking on each image. Artists also have the ability through this site to connect to social media which in turn should increase their exposure to potential customers.

ArtsyHome.com features products for the home which are marketed as décor created by artisans for upscale homeowners, interior designers, and trade professionals. This is a great website for artists who produce any items used for home décor such as pottery, sculptures, paintings, wood carvings, furniture, textiles, glass art, leather goods, jewelry, weavings and mosaics. I was unable to locate customer reviews for this site. There are many home shows on television today that inspire buyers to go looking for that certain art element to add to their home. ArtsyHome is an easy way for buyers to shop for those one-of-a-kind works of art that fit the home décor category. The Commission Studio option would work well for a beginning artist who may not produce enough artwork to warrant paying monthly fees.

RedBubble makes its money by selling prints, artist cards, and t-shirts using the artist's original works. The user reviews of this site are, however, less than favorable with a number of complaints over prices, quality of products, distasteful subject matter, and site administrators who delete negative comments. The numbers of negative reviews were substantial, and although I enjoyed the language posted on the website, I felt that the subject matter was distasteful at times. It would be a site that I would not feel comfortable opening from my school computer, which means it is not useful for an art educator as a primary marketing site. Given the time constraints part time artists work under, this is a significant issue with the website.

In looking over reviews, Tired Mom Becky (2012) lists reasons she loves Zatista which include: original works; thousands of items to choose from; prices from $25.00-$19,000.00; fast, well-packed shipping; and the Art 101 guide. This is also a website that I would recommend because it is free for artists to sign up on and working with a commission scale is advantageous for the new artist who may not have a large inventory of artwork to list when they first get started.

Personal Websites

There are a number of free web servers that an artist can use to create a website, but it may be more beneficial to buy a domain name like www.yourname.com, www.yournameart,com, www.yournamepaintings.com., or www.yournameartist.com and have it hosted by a hosting service ("Websites for Artists", 2012). Free websites do have pop-up ads and third party banners associated with them and can be annoying to navigate through. Free sites from an internet provider are also difficult for search engines to find. The artists' website should only contain information about their art and should be personalized to help the buyer make that personal connection with the artist. All entries should be written in first person and start with the assumption that the viewer knows nothing about the artist or their creative process. Limit the number of links that are added to the site. Search engines use keywords to locate websites so it may be necessary to hire a professional who is familiar with keyword strategies ("Websites for Artists", 2012). If an artist is selling on their website, Paypal is a service that will make payments easier for both seller and buyer. Building an artist website is a crucial component for the self promoting artist when marketing artwork. This is a time that I

would suggest hiring a professional web designer. The site needs to look professional, have quality digital images of the artist's work, and be easy for the artist to update as needed. The artist can post videos to the site where they introduce a new technique or add footage from an opening reception in a gallery or other new exposure or events. An interactive blog needs to be established between artist and those patrons interested in the artist's work.

Marketing and self- promoting for art educators who are practicing artists can be an overwhelming task. There is no easy, one-size-fits-all way to go about this difficult journey, but I have discovered some commonalities that will assist an art educator to begin those first steps in becoming a self-promoting artist. Through this study I have attempted to narrow down possible paths and create a roadmap that will assist other art teachers who may wish to seek venues in which to sell their artwork through the internet and traditional galleries. This study and the roadmap that I have created will hopefully shorten the path for other art educators looking to sell their artwork. Below is a road map or guide that should prove helpful with getting started. The map should be read by going to the start line and follow each section by following the dotted line to the finish.

Roadmap to Promoting and Marketing Artwork

CHAPTER 5: CONCLUSION

Based on my review of the literature available that details the use of technology in marketing art and my analysis of it, I feel as though I have some answers to my initial research questions. The research questions were as follows:

1. How do art educators who are practicing artists utilize marketing strategies to promote their work through the use of technology?
    a. What are the current technologies used by art educators who are practicing artists to promote their artwork?
    b. Where do artists/art educators go to sell their artwork and what 21st century marketing strategies are being used?
2. What are the implications of technology for art educators who are practicing artists to promote their work through professional networking?

Instead of detailed answers I have come up with more of a guideline or roadmap that I hope can assist other art educators who wish to market and sell their artwork. There are a number of marketing strategies that have been touched on in this study to help an art educator who is also a practicing artist maneuver through the world of online art sales. There are steps an artist needs to take before ever putting their artwork up for sale whether online, in a traditional gallery or through arts and craft fairs. It is extremely important to establish a good working routine early on. Becoming successful is not a matter of luck but rather hard work and perseverance.

Art educators can start by creating a mission statement detailing their intended business philosophy, an artist statement about the direction their artwork is taking and an artist biography describing the artist and their accomplishments. The artist statement is ever evolving because the artwork or style will vary, so it is important that artists update their artist statement regularly. The artist statement and artist biography are ways for the artist to make a personal connection with potential clients. Buyers are less interested in where the artwork came from than they are in knowing who created the piece and understanding the motivation behind the work. An artist website is another tool that is extremely important when starting to market artwork. Artists can design their own website through an Apple computer, look up templates for web design on the internet, or use the site that I suggested in this research, Fine Art Studio Online (FASO), for free. Some free websites have pop-up ads that tend to make a personal website appear unprofessional. These sites should be avoided. I suggest paying a professional web designer to create an artist's website rather than having the artist create one on their own. There is a monthly fee involved to have an active website, but it is well worth the cost once an artist is ready to begin the process of marketing their work. The website should display the mission statement, artists' statement, and the artists' biography.

Blogging is a way to communicate with others interested in your work and needs to be a part of any website design. An artist should blog weekly about their art, and about new ideas and directions they may be contemplating. This form of communication is also a way to connect with other artists, read what they have to say and add responses. Artists should also post comments on other artists' blogs as a way to get

their name recognized and to keep up with what is happening in the arts community. When people visit the artists blog they should be asked to supply their email address so that the artist can create a mailing list for upcoming shows or to share new work. Through blogging, artists support their arts community and may be making connections that will increase future sales.

Professional quality, archival digital images of the artist's work should be included on the artists' website, documenting each image with title, media and date. Videos showing a technique or giving ideas on creating art can be added to the website and can also be placed on YouTube to reach a large number of people. It is free to post on YouTube. Writing an article for a trade magazine or being a guest speaker in your local community is another way to get name and brand recognition for the artist.

Of the eight websites that I researched it is my conclusion that Artbreak.com, Artquest.com, ArtsyHome.com, Etsy.com, and Zatista.com are all good websites for displaying artwork. Each one has a number of options for listing artwork and all five will attract potential clients to the artist's work.

Etsy.com is an easy website to maneuver through for seller and buyer with simple step by step instruction for placing artwork on the site. Etsy.com has information available on grants, classes and small business advocates who are working to expand the craft industry. Etsy.com will only list handmade and vintage items so this site may be more suited for those craft minded artists. Reviews have contradicted this statement with claims of manufactured, imported items being listed. Easy checkout can be established through Paypal and Etsy.com will make any currency conversions if needed. While visiting an artist co-op in California, the owner told me that many of the

artists that she represented were found on Etsy.com. The reviews of users were mixed about how good this site was for buying and selling arts and crafts. Most of the complaints about the site had to do with how and when items would be shipped and how Etsy handled disputes. I would still recommend this website for craft artists.

Artquest.com is primarily a listing service that has been in business for more than twenty years. The website offers dealers the opportunity to find, buy and sell artwork online. It is a virtual online gallery where an interested buyer simply clicks on an image and the artist's email is made available. All communication and payment arrangements are between buyer and seller. Confidentiality is maintained by not listing or selling names. Artquest.com has between five and seven thousand viewers a day. Artquest.com would be an economical site to begin displaying work. There is no artist page which may make it harder for a buyer to make that personal connection that has been established in this study as critical to successful marketing. The only reviews I found were on the site itself and they were all very favorable.

Artbreak.com is the only listing service site that is completely free to the artist. The artist profile page has a large slide presentation of the artists' work which is impressive. The use of a slide format to display the artists work shows potential clients larger images without having to click on them. Artists have the ability to add users as friends, send messages, vote on other artists' work, leave comments, and share using email or the URL (Nicole, 2007). I would recommend Artbreak.com to art educators as a site to list their artwork on since it is free to join.

ArtsyHome.com is a wonderful site for artists who create one-of-a kind décor items. Individual websites are encouraged and there are sales representatives to assist

the artist as needed. There is no limit on how many items can be displayed and the artist has the option of paying a small monthly fee to exhibit artwork on the site or the artist may choose to pay a commission fee per item once an item sells. The ArtsyHome website has recently updated its server hardware, added new subcategories to help an artist display their work in the appropriate location, added a zoom tool and upgraded their purchase options. For the artist who produces work more on the lines of home decor this is the website I would strongly suggest using.

Zatista.com is a site that is clean and uncluttered as well as being easy to navigate through. The artist has no control over the layout of their individual shop and must conform to the website's format which may be an issue for some artists. Included on the site is the Art 101 guide that offers articles about buying and selling art and a glossary of terms from art styles and art mediums. There are four easy steps for an artist to complete to upload their images. The website's creator originally worked with Ebay, and has included successful marketing strategies to help artists on this new site.

In today's economy many brick and mortar galleries are struggling. Gallery owners are getting creative with their marketing strategies by using the internet as well as presenting "out of the box" openings for their artists. Smaller galleries are looking for emerging artists with artistic styles that complement their space. I would suggest visiting different galleries and talking to the gallery owners, placing them on a mailing list and emailing the gallery with new artwork when it becomes available. Networking through social media is important to getting artwork into galleries. The more people hear about the artist, the more galleries will be inclined to represent them.

Limitations

Due to rapidly changing technology, new methods for displaying and selling artwork through online sources are constantly evolving. Thus, an artist now needs to keep up with current trends in technology to stay on top of the art market. I have limited the technology associated with the World Wide Web to Web 2.0 for this study. Web 3.0 is being developed but will not be used in this study. In this research only eight websites for selling artwork were reviewed in depth. There are many more websites available for those who wish to search further. These websites were chosen based on published articles about art marketing through the internet as reaching the largest targeted audience of art buyers. This research is addressing the needs of an art educator who is also a practicing artist. It is not intended to be used by full-time artists whose sole career is making art. Full-time artists will need to seek additional venues, both technological and traditional, in order to generate sufficient sales to support themselves and their families. Some marketing strategies may be used for both professional artists as well as art educators. This study was conducted primarily with the art educator as a practicing artist in mind.

Summary

The advice and marketing techniques that I have explained in this study can only be used as guidelines. There is no quick route for an artist to be successful with their marketing endeavor and it will take a great deal of time and effort on the part of the art educator, time that few teachers have at their disposal. An artist will have to make

choices, but by implementing the tools and strategies from this research I feel that the road will be a little easier for art teachers who are practicing artists but are looking for an avenue for selling their artwork in the 21st century. As I look towards the end of my teaching career, it is rewarding to see new possibilities out there where, as an artist, I can continue fulfilling my lifelong passion for creating and establish an outlet for sharing this gift with others.

References

Abbott, S. (2005). *Fine art publicity*. New York: Alworth Press.

Apter, R. (2008). Best sellers and great photography crucial to success. *Crafts Report*, *34*(384), 12.

Bannon, A. (2007). Selling on ebay-it's all about marketing. *Crafts Report*, *33*(376), 48-49.

Buffington, M. L. (2008). What is web 2.0 and how can it further art education?. *Art Education*, 36-41.

Buffington, M. L. (2010). Podcasting possibilities for art education. *Art Education*, *63*(1), 11-16.

Carter, K. T. (2011). *Accelerating on the curves: the artist's roadmap to success*. Norfolk: Running Hare Press.

Ching-Chiu, L. (2011). A learning ecology perspective: School systems sustaining art teaching with technology. *Art Education*, *64*(4), 12-17.

Dan. (2007, April 30). *7 tips for selling art online: How to help buyers find your artwork.* Retrieved from EmptyEasel.com: http://emptyeasel.com/2007/04/30/7-tips-for-selling-art-online-how-to-help-buyers-find-your.html 06/2012

Douglas, S. (2009). Survival strategies. *Art Auction*, *33*(1), 24.

Estabrook, L. (2007). Information searches that solve problems: how people use the internet, libraries, and government agencies when they need help. *Pew Internet & American Life Project*. Retrieved from http://www.pewinternet.org/Reports/2007/Information-Searches-That-Solve-Problems.aspx 04/2012

Finkel, J. (2010). Fair value. *Art Auction*, *32*(9), 101-103.

Grant, D. (2010). *The Business of Being an Artist.* New York: Alworth Press.

Griffith, J. (2007). *The official ebay bible*. (Third ed.). New York: Penguin Group (USA) Inc.

Hertert, M. (2009). Business bites: Marketing. *SDA Newsletter*, *22*(4), 20.

LaFever, N. (2010). Expand and enhance your business with the internet. *Crafts Report*, *36*(414), 22-23.

Leibrock, A. (2001). Combat the slow season with successful shows. *Art Business News*, *28*(9), 70.

Lewis, P. (2009a). Creative marketing ideas. *Craft Report*, *35*(398), 18-20.

Lewis, P. (2010b). 8 internet marketing ideas. *Craft Report*, *36*(414), 18-20.

Lewis, P. (2011c). Retail marketing. *Craft Report*, *37*(424), 16-18.

Lewis, P. (2011d). What to do when sales are slow: 8 smart ways to make the most of

your downtime. *Craft Report*, *37*(418), 18-20.

Martindale, T., & Wiley, D. A. (2005). Using weblogs in scholarships and teaching. *Tech Trends*, *49*(2), 55-61.

Moore, S. (2011). The art market apollo. *The International Magazine for Collectors*, *173*(584), 62-66.

Panero, J. (2011). Gallery chronicle. *New Criterion*, *29*(7), 55-57.

Pahle, R. (2012, January/February). *Tweet This*. Retrieved July 23, 2012, from Artbusinessnews.com.

Raphael, M. (2003). Increase sales motion with great promotions. *Art Business News*, *30*(6), 30.

Russeth, A. (2010). Tapped in. *Art Auction*, *33*(6), 60-61.

Samuels, K. (2011). *Administrative notes*. Retrieved from 'http//www.artquest.com 07/2012

Smith, B. (2010). Online sales: 20 ways to sell more product from your website. *Crafts Report*, *36*(416), 32.

Stanfield, A. B. (2007). Energize your business with effective marketing routines. *Art Business News*, *34*(11), 50.

Stanfield, A. (2012, May 23). *5 Painless fixes for a more potent artist statement.*

Retrieved from ArtBiz.com: http://www.artbizblog.com/2012/05/statement-fixes.html 05/2012

Stanfield, A. (2012, June 27). *I am not a writer I write.* Retrieved from ArtBiz.com: http://www.artbizblog.com/2012/06/content-structure.html 06/2012

Tillander, M. (2011). Creativity, technology, art, and pedagogical practices. *Art Education*, *64*(1), 40-46.

Unrath, K. A., & Mudd, M. A. (2011). Signs of change: Art education in the age of the ikid. *Art Education*, *64*(4), 6-11.