

**CREATIVE ARTS SOCIETY**

**“CREATING AN ONLINE PRESENCE”  
AND “SELLING ART ONLINE”**

**May 6, 2020**

## AGENDA

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- Intro Joyce LaBaw
- Creating an Online Presence Lisa Zinna and Leslie Kell
- Q's and A's Panel Discussion

## INTRO

- Welcome to our first ever CAS General Meeting Videoconference
  - Thank you for joining us!
  - Please stay muted when not speaking
  - Unmute by clicking on the mute icon at the bottom left of your screen
  - Click on the three dots at the bottom of the screen for “Raise your hand” option
  - Use the “Chat” button on the bottom of the screen to send a message/ask a question
- Future Meeting Schedule – First Wednesdays of September and November
  - September 2<sup>nd</sup>, 2020
  - November 4<sup>th</sup>, 2020
  - Meetings will be in person at the Windsor Park Library if allowed
- We appreciate everyone’s flexibility during these uncertain times

## INTRO

- Exhibit Status
  - Rotating and Curated Venues:
    - Our Venue Coordinators will be in contact with businesses as they reopen
    - In most cases, exhibits will be extended for another rotation
    - Artists will be contacted and plans updated
  - Special Events:
    - Bass Concert Hall – TBD
  - Community Events:
    - Pflugerville Pfine Art Pfest – Cancelled/Refunded; possible Fall reschedule
- Volunteer Opportunity
  - Venue Coordinators for Cypress Grill, a rotating exhibit in south Austin
  - Training and mentoring provided
  - Venue Coordinators do not pay CAS commissions, one CAS entry fee/year waived

## CREATING AN ONLINE PRESENCE

- We'll be discussing:
  - Social media
  - Websites
  - Online shops

## **CREATING AN ONLINE PRESENCE**

Using social media to maximize exposure for your art

- Multiple platforms – not necessary to be active on all of them
- Best to focus on one or two and update these on a fairly regular basis

# SOCIAL MEDIA

## Instagram

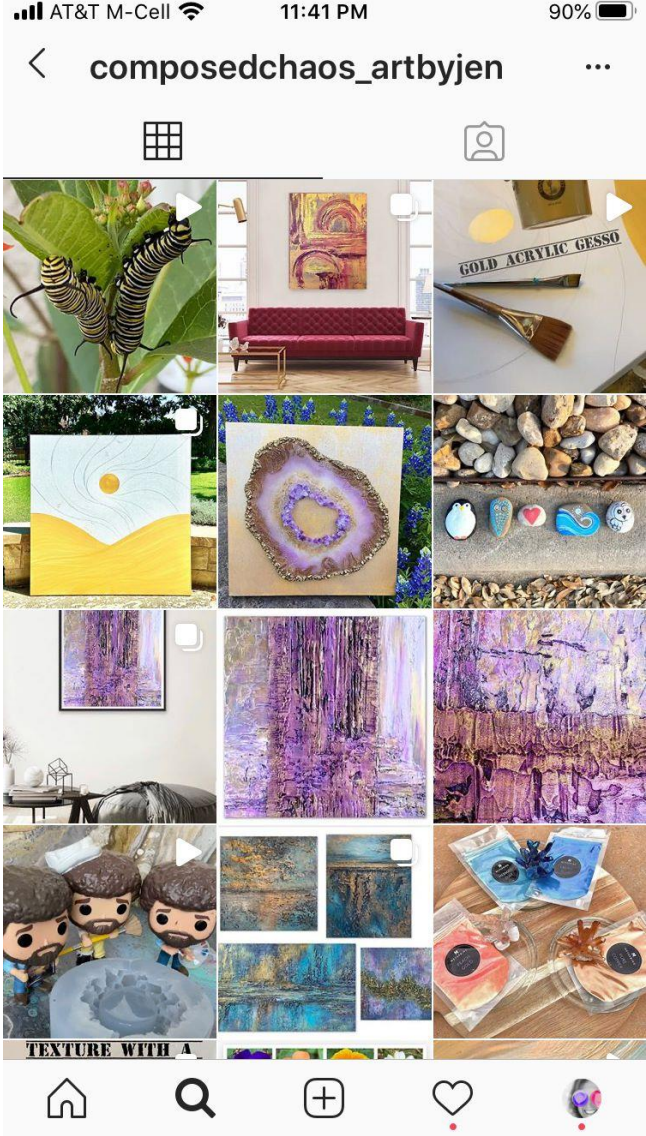
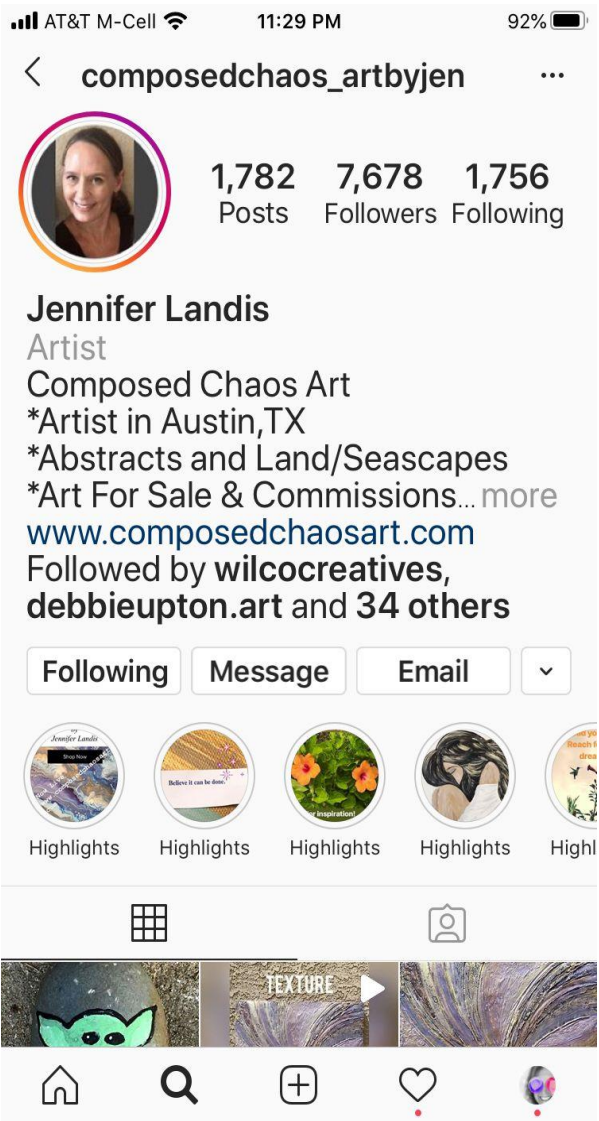
- .One of the most important social media sites for art right now
- .Easy to set up and post on
- .Attempt one post a day
- .Use hashtags (ex. #contemporaryartist #atxartist) to increase visibility
- .Mix up the content
  - .Photos of your art
  - .Yourself
  - .Videos
  - .Your interests (ex. Travel)
  - .Stories about yourself and your art will engage your followers
- .Be active within the art community
  - .Following other artists
  - .Liking other posts
  - .Commenting

## SOCIAL MEDIA continued

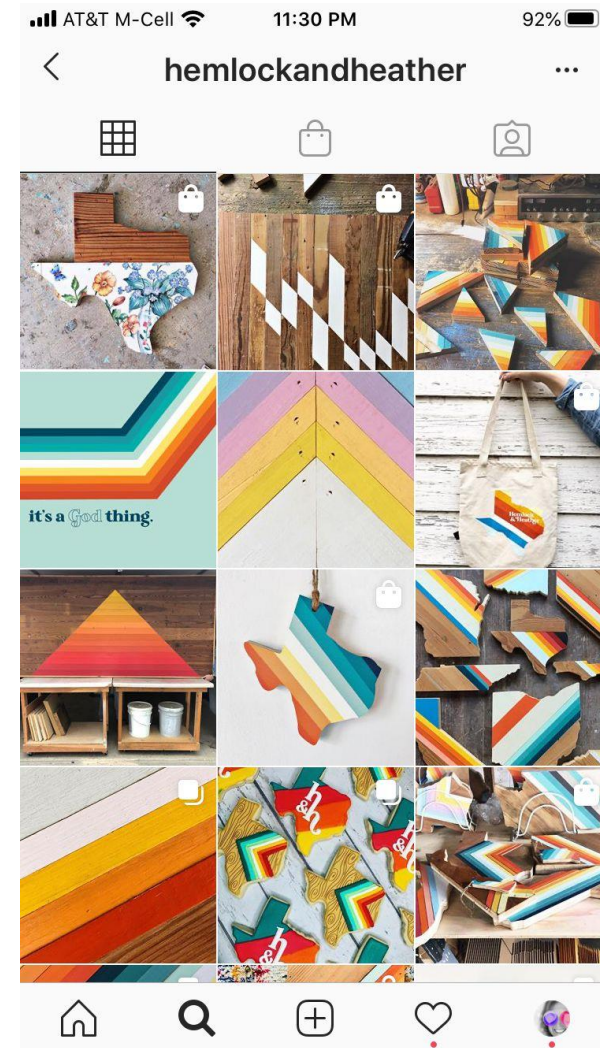
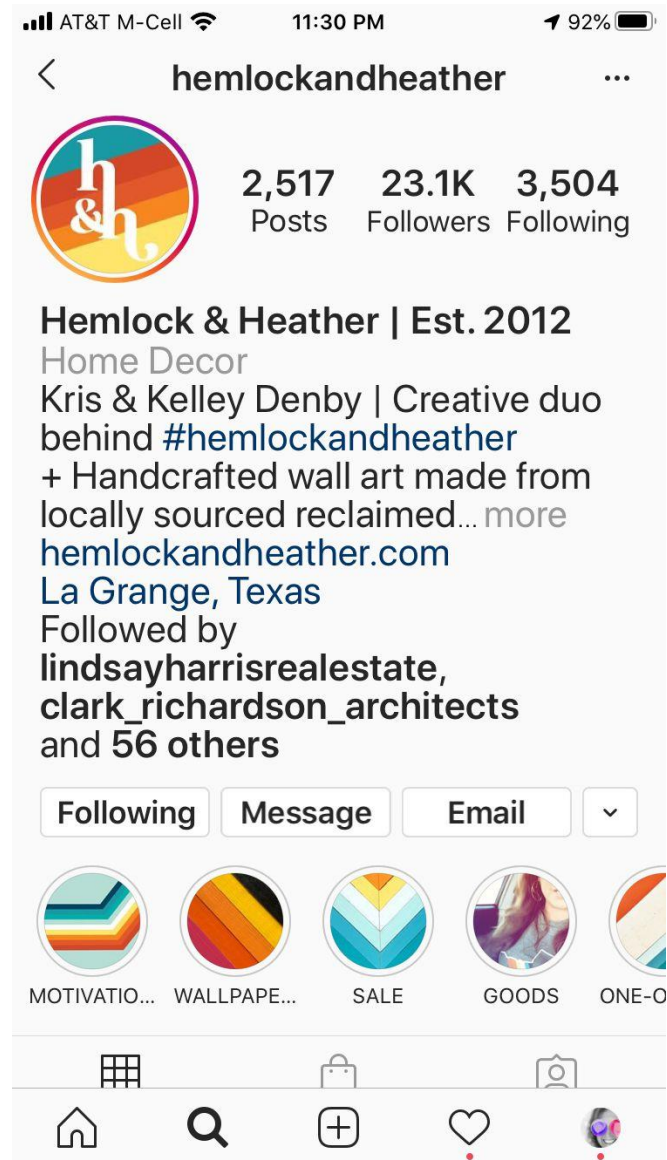
### .Instagram continued

- .Make your feed a source of inspiration
- .Follow artists you admire, museums, beautiful photography
- .There is a wide spectrum of visual excellence you can infuse into your day, every day
- .After you're comfortable with posts, learn how to create “stories” to go more in depth with your personality and process
- .Resources for increasing your effectiveness on Instagram
- .Schedule your posts for regularity using [later.com](https://later.com) (free service for up to 30 posts per month, get tips/tricks for mastering IG in your inbox)

## Instagram Examples



## Instagram Examples



## **SOCIAL MEDIA** continued


### **Facebook**

- Create a separate page for your art
- If you wish to keep your personal page private
- FB Art page should be public
- Post/tell your FB friends so they can Like and Follow your art-focused page
- Use Facebook events to inform your fans about your upcoming exhibitions

## SOCIAL MEDIA continued

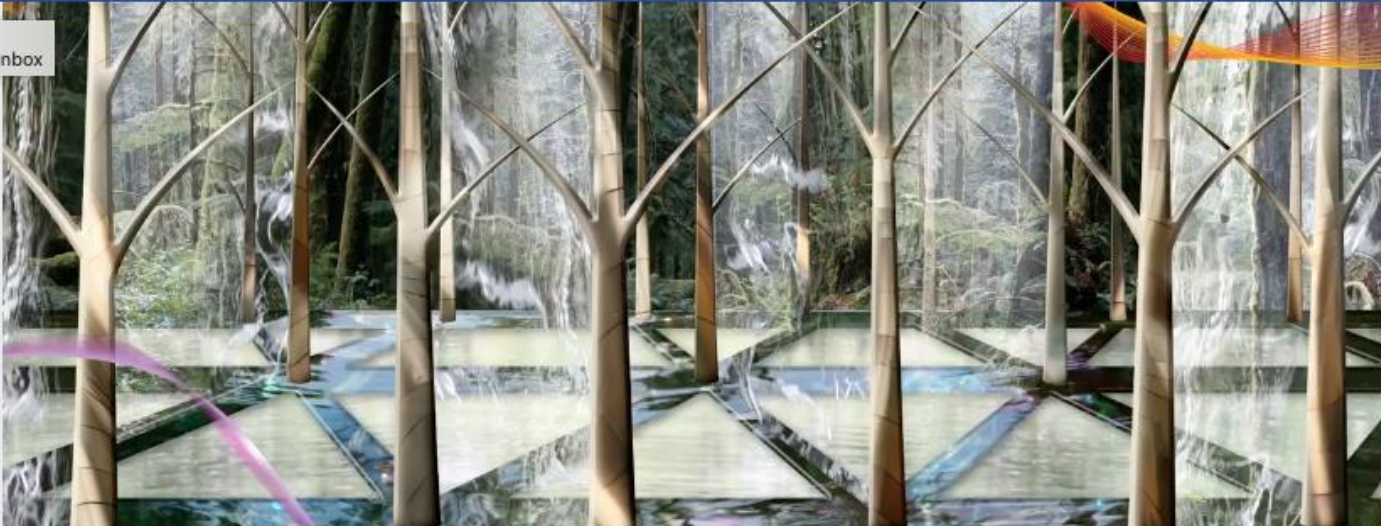
### Facebook example

gmail  
https://mail.google.com/mail/?shva=1#inbox



**Leslie Kell Fine Art**  
@leslie.kell


Home  
Posts  
About  
Mailing List Sign Up  
Shop  
Photos  
Videos  
Events  
Groups






Liked Following Share ...


Contact Us Send Message


Create Post


 Write a post...


 Photo/Video  Tag Friends  Get Messages ...

Ask Leslie Kell Fine Art

"Can you tell me more about yourself?"  Ask

"Can I learn more about your background?"  Ask

"Are you available to chat?"  Ask

Type a question... 

## **SOCIAL MEDIA** continued

### **Twitter**

- Best if you have a way with words and can attract an audience this way
- Can make connections with journalists and publications who can keep your creations in the mind of the public at large
- Hash tags can really enhance your following (ex. #casxatx #contemporaryart)

## **SOCIAL MEDIA** continued

### **YouTube**

- Video content is a great way to get your craft visibility
- Video marketing is becoming increasingly important
- Many artists use their YouTube channels to create lucrative businesses
- Teaching people how to draw, paint, photograph, craft, etc.
- Create viral tutorials to get their name in the media
- Can result in more clients or lead to sponsorships

## **SOCIAL MEDIA** continued

### **Pinterest**

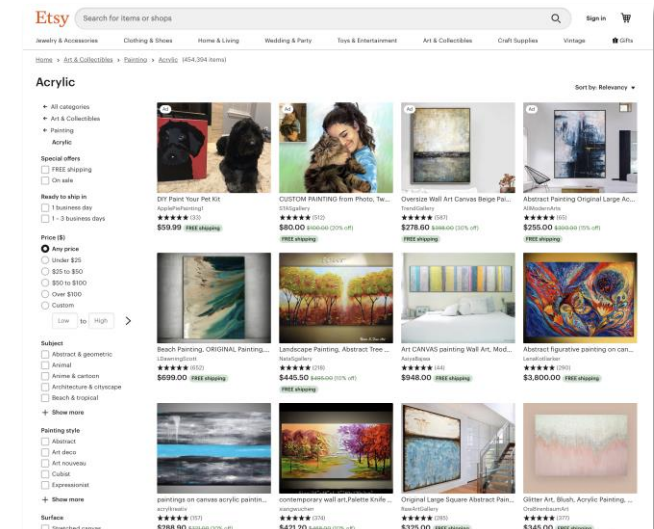
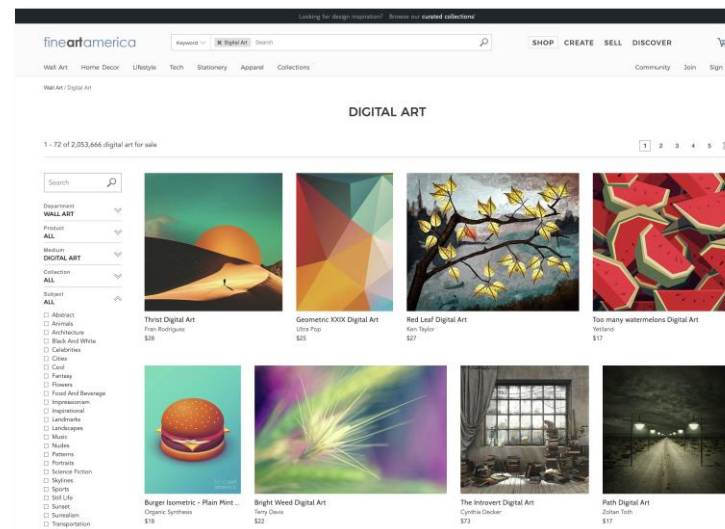
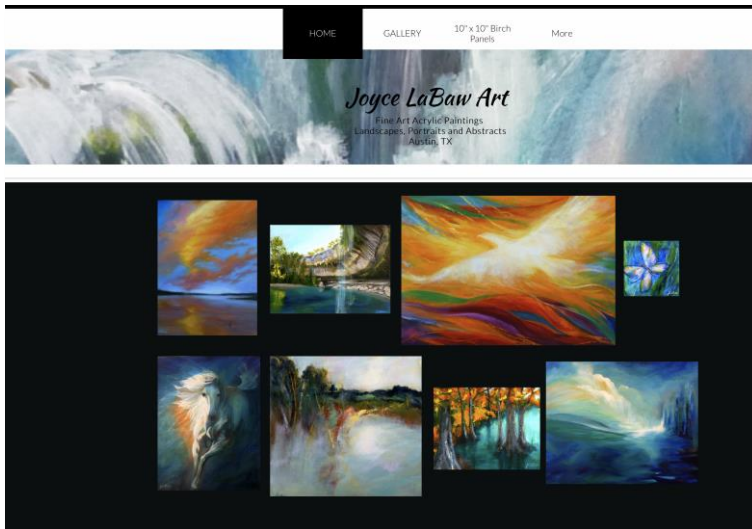
- Particularly interesting for interior designers and artisans
- Another platform to show off your portfolio and handicrafts
- Great venue for inspiration as well as exposing your art to a new audience
- Used by all creatives, but especially strong for those who love decorating and crafting

## CREATING AN ONLINE PRESENCE

- Not everyone is an artist, but most find creativity interesting
- The internet is a way to reach many people
  - Share your story
  - Your process
  - Your #artistlife
- Helpful links to get started
  - <https://www.creativelive.com/blog/social-media-for-creatives/>
  - <https://mymodernmet.com/social-networks-artists/>
  - <https://blog.society6.com/serious-creatives-seriously-consider-social-platforms/>

## How can you get more exposure online?

- Personal website
- Join an Online portfolio site
- Create an Online shop



# WEBSITES

## *Why do artists need a website?*

### The Top Three Goals of an Artist Website



**Project a  
professional  
image**

**Build your  
email list**

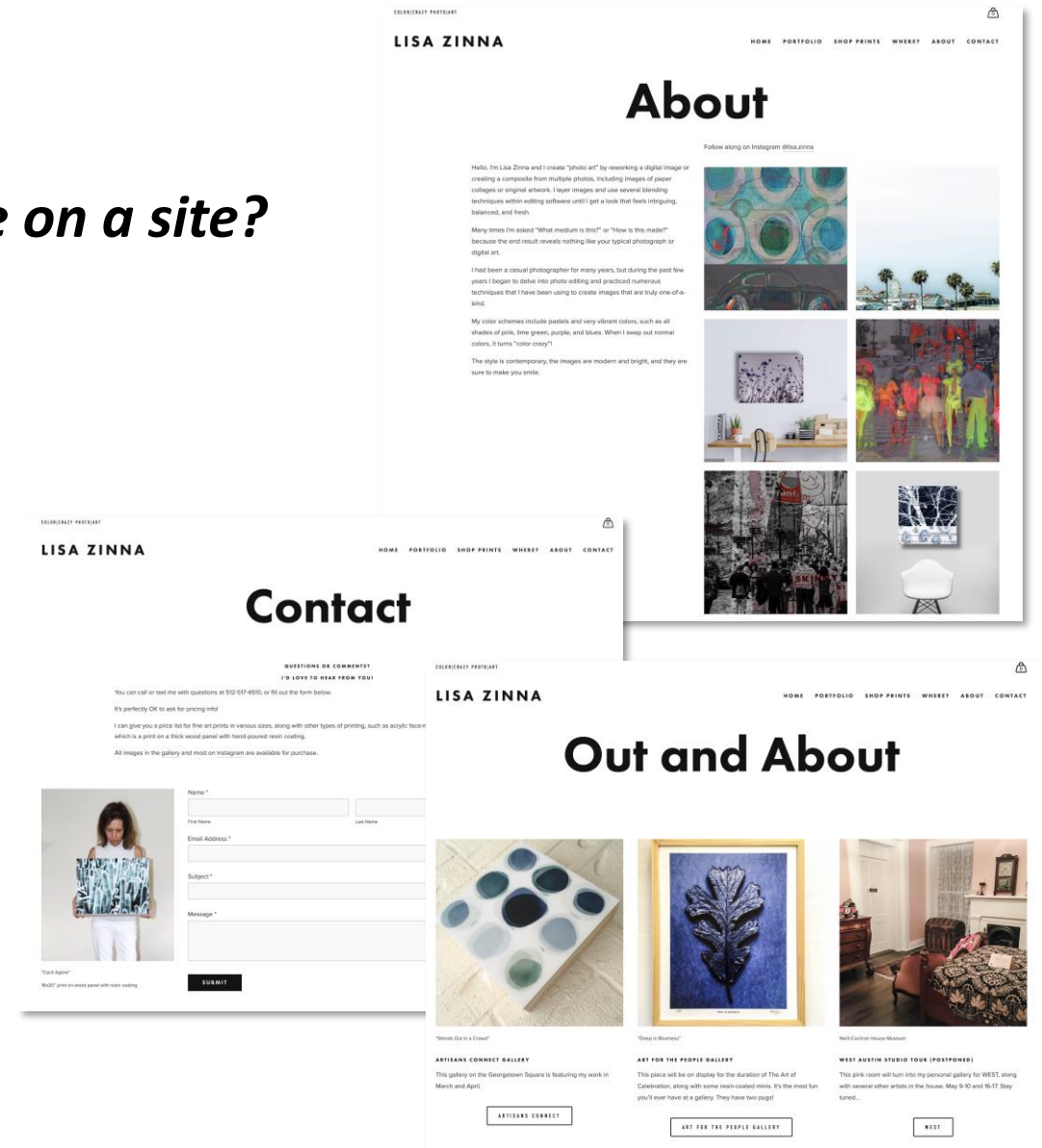
**Clearly guide  
buyers  
on how to  
purchase**

- For easy viewing of high-quality images of your artworks
- Provide a clear call to action on what steps to take next if interested in purchasing
- A simple way to join the artist's email list, connect to social media and other ways to stay in touch

# WEBSITE

## *What elements should you include on a site?*

- Gallery of artwork
- About : include artist statement, CV, press
- Events calendar
- Contact : social media, email
- News / Blog
- Shop / ways to buy



## PERSONAL WEBSITE

- **Domain name** (your address on the internet: [www.lesliekell.com](http://www.lesliekell.com))
  - Purchase from domain registrar (domain.com, google)
- **Host** (The server that stores your files: ex: bluehost, godaddy)
  - Site builder (often also sell domains)

# PERSONAL WEBSITE

## *How to get started...*

### **Begin with a free site builder**

- You don't need a domain name, your address will be part of that site ([HostSite.com/yourusername](#) )
  - WIX, Weebly, WordPress, SquareSpace
  - Templates and easy interfaces, no coding
- Most of these sites are upgradable to a plan that will connect to your domain without their branding for a fee ([YourName.com](#))

## PERSONAL WEBSITE

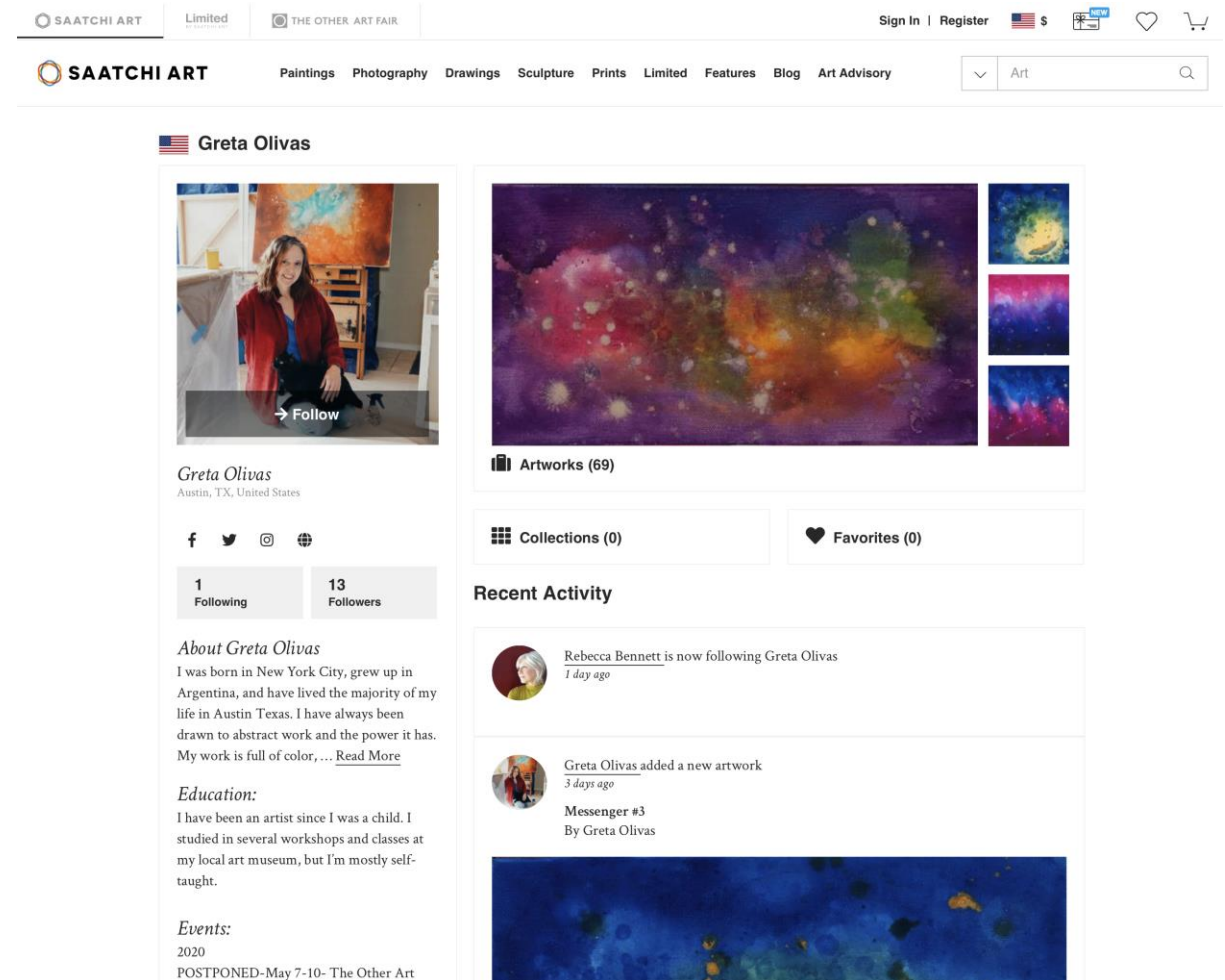
- There are benefits to owning your domain name ([YourName.com](#))
  - More professional, SEO positioning, personal email address, more flexibility, online sales
- Choosing your domain name: Keep it simple, usually your name or business name is best
- Not free:
  - pay yearly for **domain name** (ex. lisazinna.com)
  - pay for **hosting**

# ONLINE PORTFOLIO

## Begin selling with an online portfolio

- You don't need a domain name, you will be part of a larger site
  - [HostSite.com/yourname](https://HostSite.com/yourname)
    - Satchi, Fine Art America, ArtFinder, ArtStoreFronts
    - Options for information such as background, statement, events, etc
    - Sell originals and prints on demand

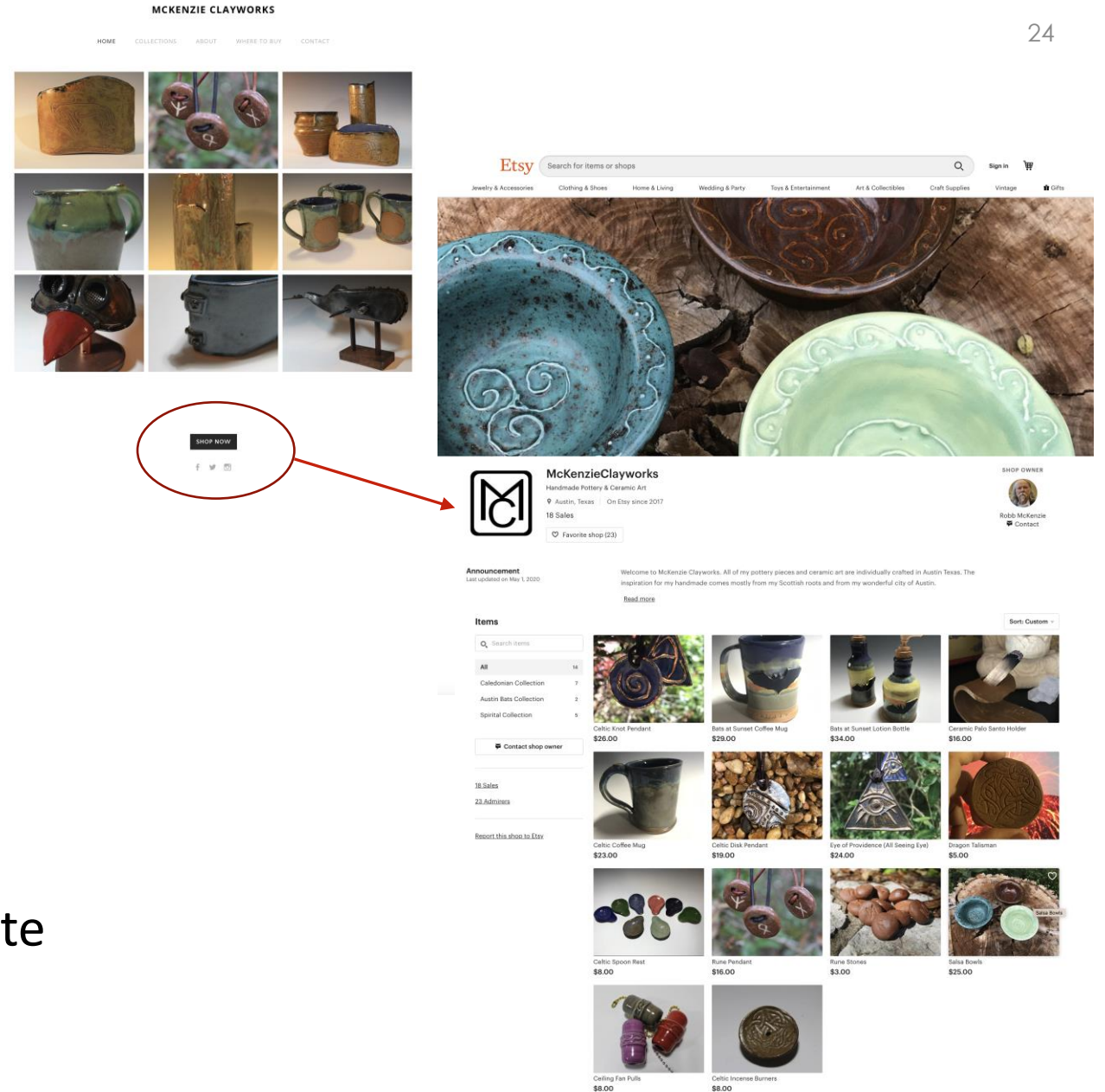
*Need to do your own promotion to attract traffic to your page*



[www.saatchiart.com/gretaolivas](https://www.saatchiart.com/gretaolivas)

## ONLINE SHOP

- Create an online store
  - Etsy
  - Shopify
  - Amazon Handmade
  - Artsy
  - Society 6
  - ArtFinder
- A link can be added to your website to create your own “shop”





<https://www.artsyshark.com/2020/01/29/12-essentials-for-your-website-shopping-cart-or-product-pages/>

## ONLINE EXPERIENCE

- Think about what kind of browsing and shopping experience you want as a viewer
  - Mobile friendly
  - Professional presentation and information
  - Price, shipping, return policies
  - Security

## CLOSING AND Q&A

- Please check out the Members Resources page on our CAS website
  - creativeartsociety.org → Membership → Membership Information
  - <https://www.creativeartsociety.org/members-resources.html>
- CAS YouTube Channel
  - <https://www.youtube.com/channel/UCyn4iFJORn9UtlUFL2xq9UQ>.
  - If you have a video of a demo or presentation that you would like to share with us, please email Robb McKenzie at [webmaster@creativeartsociety.org](mailto:webmaster@creativeartsociety.org)
- Please follow us on social media:  
<https://www.facebook.com/CreativeArtsSociety/>  
<https://www.instagram.com/creativeartsociety/>  
<https://twitter.com/CreativeAustin>
- **Question and Answer Session**

Thank you - - Please be safe and well!