

HOW CAN ARTISTS USE EMAIL MARKETING TO PROMOTE GALLERY SHOWS?

- By Susan Mumford -

Long gone are the days of galleries taking responsibility for marketing exhibitions. With artist – gallerist relationships being described more and more as partnerships, there's an increasing expectation of artists to effectively partake in promotional efforts. Here are three tips on email marketing to help artists play a serious role in marketing (and that won't eat into too much studio time).

1) GROW THE MAILING LIST WHILE YOU SLEEP

The first step is using a professional email marketing platform such as Mailchimp, Campaign Monitor or Constant Contact. Within the platform, build a sign-up (or 'opt-in') list. Copy the 'embed' code or find an opt-in plug-in for the platform, and add this to the toolbar or sidebar of your website. This enables you to capture visitors to your website who are interested in joining your mailing list. You needn't manually add them to a list as the embedded form automatically adds them. The next time you send an email campaign, you'll be engaging with new subscribers who added themselves without you touching a single key!

In this digital age, collectors like to hear not only from galleries but also artists. Therefore, you'll discover that your gallery's clients also sign up to your mailing list. It's essential that dealers acknowledge this interest of their clients, and that you honour the client relationship with the gallery by sending enquiries from gallery clients back to the dealer, gallery manager or sales person.



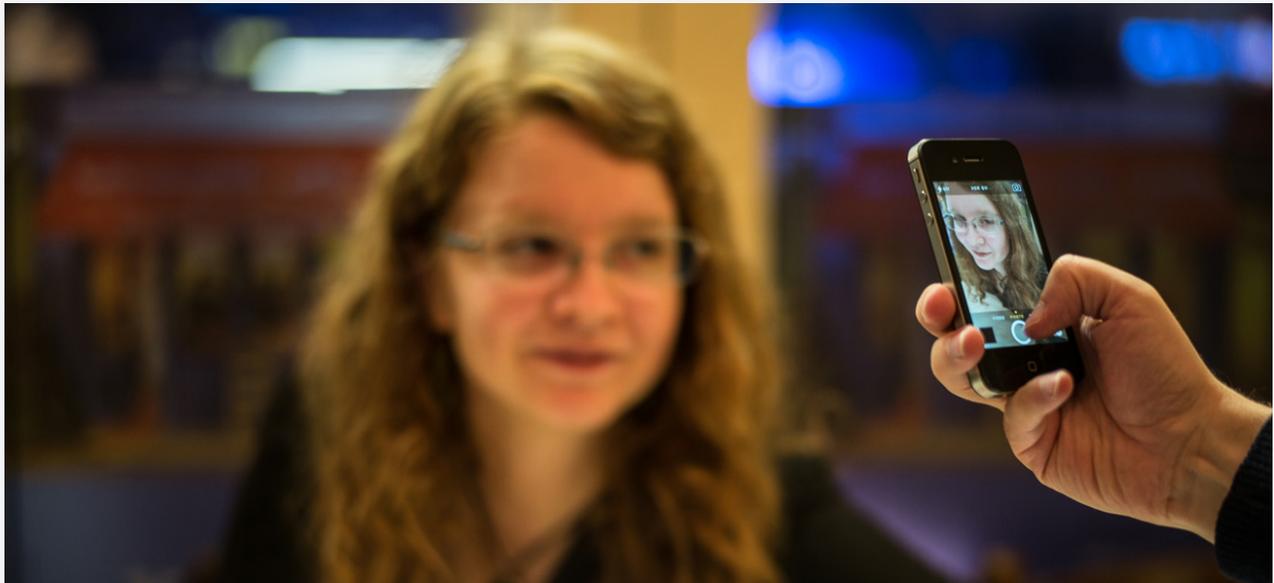
Top tip: Don't put your email list opt-in form at the bottom of the website!

2) INCLUDE CONTENT IN EMAIL MARKETING

Many artists go for months if not an entire year without emailing their audience. They're losing out, as many people who are interested in attending shows simply don't know about them. This also applies if you're active on social media since not everyone on your list uses social media, or at least the platform/s on which you're active. Despite the high number of emails received this day in age, it's still an incredibly effective way to send updates to clients, dealers, fans and prospects.

Since 'content' is increasingly important with inundated inboxes, ensure you do one of two things: send content-focused emails in addition to e-vites OR include interesting, informative content (such as images and writing on current pieces in progress) within promotional emails. Once you're happy with





an email campaign design of your own, either set that as a 'template' with your email marketing account or simply copy and edit the design for new emails. Using the same layout time and time again makes it easy for readers to digest and saves you many hours along the way.

3) WHAT TO INCLUDE IN YOUR SUBJECT LINE

Make it stand out! Whatever you do, don't be overly general with subject lines such as, "new exhibition" or "new paintings". It's not of interest! A couple of excellent items to include are the title of the show and date & time of an event. Ideally keep it as short and catchy as you can fathom.

Top tip: Providing that you yourself is the sender, there's no need to put your own name in the subject line; you're losing front and centre promotional space with redundancy.

Susan Mumford is a game-changer in the 21st Century art world. Based in London and spending increasing time in New York City, she's the founder of two organisations that provide support to art world professionals: the Association of Women Art Dealers (AWAD) and Be Smart About Art. Her personal mission is to empower and inform individuals who run and manage creative enterprises, profitably marrying creative & professional practice with integrity. Keep up with her movements online at [@susanjmumford](https://www.instagram.com/susanjmumford)

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