



VAA

Visual Artists
Association

How to Promote your Virtual Exhibition

Contents

1

INTRODUCTION

2

ESTABLISH THE BASICS - BUSINESS PLAN & EXHIBITION OUTCOME

3

FIND YOUR AUDIENCE - TARGET AUDIENCE & ONLINE PLATFORMS

4

SOCIAL MEDIA MARKETING

5

EMAIL MARKETING

6

MARKETING CHECKLIST

Introduction

Over the past few years, the number of online art sales has continued to creep up. The restrictions of a global pandemic have only propelled that number further and with **65% of online sales platforms expecting to see a permanent shift in the way we buy art, there is no going back soon.**

So how can you make sure your online presence as an artist is as engaging as possible? By taking part in **online exhibitions**. Although you may have reservations about leaving physical exhibitions, online exhibitions open many more doors and sales avenues. **That's why we are teaching you how to get the most out of your next virtual art exhibition.**

The first part of this guide will help you to evaluate your current situation and establish the goals you hope to achieve with your next virtual exhibition. We have then provided you with 3 ways to market yourself virtually. We are also giving you a **sneak-peek of the freebies our VAA International Online Art Exhibition** participants will receive in the coming weeks.



Establish the Basics

When taking part in exhibitions it is essential to establish how taking part in your upcoming exhibition **contributes to your current business plan** and what **outcome** you wish to achieve.

Do you already have a pre-existing business plan? If not, then head over to our **Guides and Templates** page to find our **VAA Business Planner** to get started.

SUMMARY OF BUSINESS PLAN

WHAT WILL A SUCCESSFUL EXHIBITION LOOK LIKE TO YOU?



HOW WILL THIS EXHIBITION HELP YOU REACH YOUR GOALS?

WHAT CONTACTS DO YOU WISH TO GAIN FROM THIS EVENT?

Find your Audience

BRAND, MARKETING & SALES

One of the most effective steps for marketing strategies is ensuring you are **targeting the correct audience**.

Begin to consider the ways you target your current audience. What do you want to keep the same and what do you need to improve on?

What are your current platforms that buyers and collectors can learn of your events through?

Such as: **social media platforms, website, newsletter**

Who is your target audience? Where can you promote yourself to them?

What platforms are you missing out on? Do you keep your website up to date? Are you on all of the possible social platforms?

How can you use this online exhibition to find new collectors? Such as: **Inviting international collectors that are able to see your virtual exhibitions**



Social Media Marketing

USE FACEBOOK,
INSTAGRAM, LINKEDIN,
& TWITTER TO YOUR
ADVANTAGE

Social media is one of the best ways to make a statement.

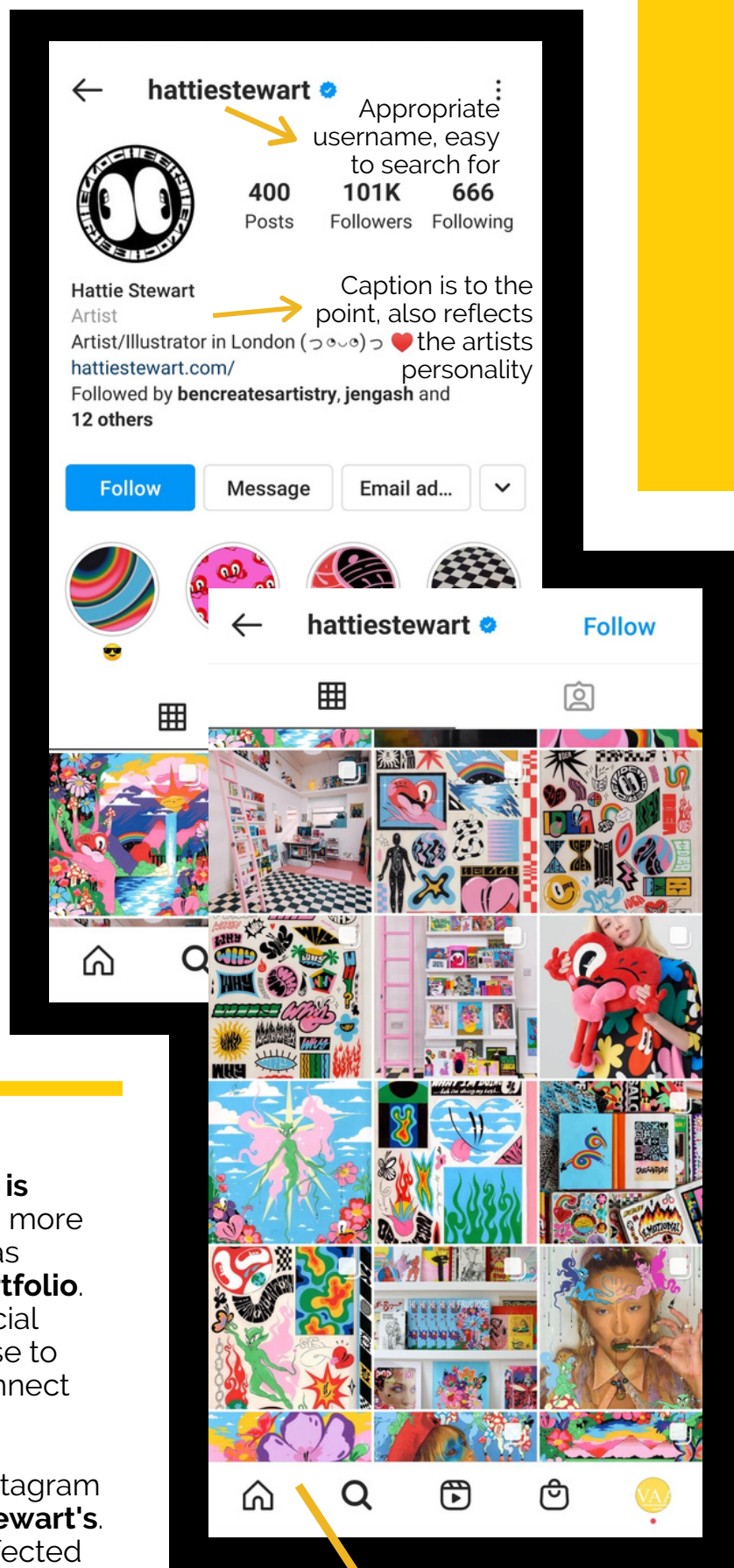
Utilize your platforms to draw attention to your upcoming virtual exhibition.

Make sure you have checked out our previous advice on social media marketing including, our **Evolve Sessions**, our **Hashtag Cheat Sheet**, and our **Article page**, which is packed full of vital information.

In preparation for an online exhibition, it is important to ensure **your online presence is looking its best**. As social media becomes more visually based, especially platforms such as Instagram, it should act as an **informal portfolio**. We recommend keeping two separate social media accounts, a professional one you use to market yourself, and a personal one to connect with friends and family.

A great example of a successful Artists Instagram account is **Artist and Illustrator, Hattie Stewart's**. raking in over **101k followers**, she has perfected the art of social media. her feed is **clean, cohesive, and engaging**.

Your social media should support your business. Go give your profiles a spring clean and plan your posts in advance to make sure your feed is of **top quality and best reflects you as an artist**.



Cohesive colour palette. Artist's feed is a mixture of studio shots, sketchbook work, & final pieces

Email Marketing

WHY IS IT SO IMPORTANT?

Unlike social media, Emails provide you with the space to include all of the information that is often restricted by social media character limits. Not only is there space to discuss your upcoming exhibition, but the nature of email provides a longer attention span for the reader.



HOW SHOULD I STRUCTURE MY EMAIL?

- **Eyecatching email header** - This should provide some information that is included in the following email, almost like a summary.
- **Brief summary of the artwork** which will be featured in the virtual exhibition
- **About the Artist** - This can be lifted from the about section of your website, try to use a compelling quote.
- **Compelling Artwork** - This should be a high-quality image of your artwork
- **Call to Action** - Link to exhibition tickets





Building your Campaign

MARKETING CHECKLIST

The goal is to create a mini-campaign around your artwork. This is similar to exhibiting a physical event. A campaign acts as your springboard to increasing your visibility, creating art sales, and growing loyal followers.

- ☐ 1. Host a **live or pre-recorded session of a virtual open studio** on your social media. Discuss the inspiration behind the work you have featured in the exhibition. The length of your video should range between 2-15 minutes.
- ☐ 2. **Offer 1-2-1 online consultations prior to and during the exhibition to discuss your work in more detail.** You can use free zoom accounts to set up a video call or use apps such as WhatsApp.
- ☐ 3. **Send email invites to your buyers, collectors, and general network.** You can also invite people through direct messages on your social channels. This helps to **build your following**.
- ☐ 4. **Create a Press Release** - Do you have an interesting story or angle on your artwork? Consider writing a blog piece or creating a press release for your local media.
- ☐ 5. If you are open to commissions, **release some commission slots during the exhibition date.**
- ☐ 6. **Consider offering a value offer for the duration of the exhibition,** such as free postage and packaging.
- ☐ 7. **Use the story feature on social media to build momentum** - create engagement pre-event, during the expo, and post-event.
- ☐ 8. **Exhibitions often have Public Choice Awards** - participate and ask your tribe to vote for you, this helps to create loyalty.

Remember, it can **take several touchpoints** before someone buys from you or becomes a fan, so communicating consistently, and engaging well is a key to success.

Get In Touch

EMAIL US AT HELLO@VISUAL-ARTISTS.ORG, FOR MORE
RESOURCES VISIT US AT
WWW.VISUAL-ARTISTS.ORG

