



2021 ARTIST SELLING GUIDE

How You Can Thrive By Selling Art Online

ARTISANHD.COM

YOUR DIGITAL PRESENCE



Get Started

ART INSPIRES - SHARE IT ONLINE

Pandemic times are difficult for all industries, but those that relied heavily on in-person, luxury purchases – like purchasing art – are suffering even more. For many artists, the lack of in-person contact is driving them to find ways to sell art online.

If you are trying to figure out how to sell your art online,
this survival guide is for you!

Building an online presence that draws on your foundation in your local art scene can help you **not just survive in times of change, but learn to thrive!**





BENEFITS OF SELLING YOUR ART ONLINE

Growing your business by selling online can help increase your income.

WIDER RETAIL OPTIONS

Consumers Like Choices

With in-person sales, you may have concentrated on getting originals into the hands of your buyers and you chose the medium to display it.

With online sales, you can provide more choices and allow the buyer to choose from many substrates such as canvas, metal, acrylic. You can also choose extra-large and custom shape options.

Reduced Up Front Cost

Displaying your images online and offering custom printing choices means your buyers will pay for your artwork prior to the creation.

Turning your art into a retail commodity may be a new concept for you. But in a time where it's difficult to count on traditional, in-person sales models, selling online presents unique opportunities.

Selling your art in higher quantities with a more competitive price point allows you to reach a wider audience and take advantage of greater brand exposure.

SOCIAL MEDIA



LEVERAGE YOUR NETWORK

Without galleries, museums, and other public spaces to meet buyers and sell art, it is time to turn towards building an online presence, both through social media and an e-commerce site.

Social media gives your buyers and collectors a direct line to you.

Cultivate an artist's persona online to add to your digital presence. Followers may be curious to see your works in progress or your studio space. Your work will still speak for itself, just use social media to give your work a contextual backdrop.

Do you have a body of work that you can showcase online?

It can be hard to catch the eyes of online browsers with piecemeal work. Work to build up your collection - then post it all at once to encourage browsing and longer time spent on your website or social media platforms. We know your work is amazing, don't overwhelm your audience with too much of a good thing, less really is more!



HOW TO PICK AN ONLINE STORE

Choose one that offers the best fees and makes it easy to work with whoever will be printing your work.

There are two basic e-commerce set-ups for you to consider:

1. Etsy or Shopify

You can set up a no-cost-upfront storefront on a site like Etsy or a low-cost option like Shopify.

Site hosting, security certificates, payment processing, shipping labels, and more are all handled by the website. In exchange, the site takes a percentage of your sales (**note:** a payment processor like Paypal may also get a percentage).

2. Build a Website

Or you can pay upfront to build a website that you can host your work on and sell from directly.

You may need to shoulder the costs of plug-ins, a domain name, security certificates, and more to get this off the ground. Long-term, it may offer the most freedom, though there will be yearly costs associated & you're responsible for all the admin.

BUILD ON YOUR FOUNDATION

If you were a working artist before the pandemic, you're still a working artist now. The venues may have changed, but people's love and appreciation for your work have not.

Go Back to Your Roots.

- What kind of art sales did you make over the last year?
- Where did buyers discover your art?
- What was your pricing strategy at that time?

Each of these questions will need a new answer as you make the digital transition, but you can work from this foundation to pivot from galleries and festivals into online sales.



CHANGING DIRECTIONS



GET HELP FROM A PRO

Getting spotted online - whether its a store or on social media is a complicated game of algorithms, recommendations, and pure luck.

Online selling is different - you have to learn the platform.

Consider working with a marketing consultant to find out how to get your work directly in front of potential buyers.

Alternatively, there are great (and free!) social media and marketing courses out there for small businesses and entrepreneurs.

Below are 5 recommendations:

1. [Neil Patel.com](https://neilpatel.com) - Learn marketing in 4 steps, videos, tools, and podcasts
2. [Social Media Examiner](https://www.socialmediaexaminer.com) - Learn social media, articles, videos, and shows
3. [Google](https://www.google.com) - Yes, Google! The #1 search engine, has a knowledge library
4. [Hootsuite](https://hootsuite.com) or [Zoho](https://zoho.com) - for social media management
5. [Canva](https://canva.com) - quick asset creation for online promotions

WHY **Artisan** HD IS THE RIGHT PRINTING PARTNER

We assist artists like you by creating a quality product to showcase your talent.

Providing white-label services to ship art directly to your customers. Our time-tested shipping and wrapping process means fewer returns due to damage.

PRINTING BY ARTISAN MEANS:

- Free consultation & easy online ordering
- Repeat your custom configuration using our proprietary Print Recipes - or build your own go-to favorites which are saved and ready for simpler reordering!
- Best-in-class digital printers
- Quality Assurance Department thoroughly reviews every print
- Registered users receive **10% Loyalty Rewards on every dollar** spent!
- Our Guarantee lets you buy with confidence - **Rated 4.8 out of 5 Stars**



What can we provide as your printing partner?
877-948-0009 or **support@artisanhd.com**

