



Artisan | HD

2024 ARTIST SELLING GUIDE

How You Can Thrive By Selling Art Online

ARTISANHD.COM

YOUR DIGITAL PRESENCE



Get Started

ART INSPIRES - SHARE IT ONLINE

For many artists, the ability to sell art online has opened up new opportunities and a wider audience reach. If you are looking to expand your presence and sell your art online, this guide is for you!

Building an online presence that complements your foundation in your local art scene can help you thrive and reach new heights!

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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

Take a moment to reflect on your recent art sales, where your buyers found your work, and your pricing approach.

These insights will serve as a solid foundation as you transition from traditional venues to online sales.

Ask yourself these questions:

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

While your answers to these questions may evolve as you embrace digital platforms, they provide a valuable starting point for shifting from galleries and festivals to 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://www.hootsuite.com) or [Zoho](https://www.zoho.com) - for social media management
5. [Canva](https://www.canva.com) - quick asset creation for online promotions

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

Our obsession with quality means every print we produce brims with vibrancy, detail, and unparalleled craftsmanship, capturing the artist's true vision through unmatched customization options.

At ArtisanHD, we are creative partners supporting artists' journeys, ensuring a smooth experience.

OUR SERVICES INCLUDE:

- Free consultation & easy online ordering
- White-label shipping services
- Best-in-class digital printers
- Eco-friendlier printing process for a greener tomorrow
- Meticulous wrapping process to ensure your art arrives in pristine condition
- Rigorous quality assurance on each print
- **5% Loyalty Rewards on each \$1 spent!**
- Rated 4.7 out of 5 Stars



Join us on this journey to elevate your art.
877-948-0009 or support@artisanhd.com

