

SWS October 17, 2020 Presentation

Promoting Artwork and Art Events

Karen Robinette

Free and inexpensive ways to promote artwork & exhibits

- Creating a contact list; family, friends, artist friends, owners of venues & galleries where work has been exhibited, past purchasers, those expressing interest in your work
- Using a theme for the exhibit can help draw interest
- Resume of exhibits and awards
- Write-up or press release about show
- Artist bio and statement (can be displayed on wall with work)
- Business cards on display and back of artwork
- Labels on back of paintings describing artwork
- Labels with contact information and inventory number back upper right corner
- Well—designed wall labels mounted on foam core board that can be read at a distance (add theme or logo)
- Custom price labels
- Inventory list
- Artist cards (who, what, where, when, admission price).
There is a special postage rate for postcards.
Posters (who, what, where, when, admission price). Get permission to post in public places.
- Vistaprint, vistaprint.com (help with designs & printing)
- Mount a poster on foam core board and display with exhibit
- Reception, invite people and reserve seats
- Be prepared to talk about your work at receptions.
- Help bridge your experience as expressed in your art, to how others relate to your art.
- Offer to present an artist talk and slide show
- Spokane Watercolor Society newsletter, website and Facebook page
- Personal email
- Social media accounts
- Newsletters & blogs
- Personal website
- Personal verbal invitations
- Handing out postcards featuring paintings to reception attendees
- Invite people to lunch and view exhibit
- Keep in touch with venues that have shown work in the past
- Send thank you notes to reception attendees
- Send thank you notes to purchasers after purchase
- Express thanks to organizers or owners of venues where exhibits were displayed
- Spokesman Review Free Gallery Listing, features@spokesman.com,

- KPBX Events Calendar, spokanepublicradio.org/community-calendar/events/create
- The Inlander Events Calendar, Inlander.com, Events – select submit
- Feature article Spokesman Review or Inlander
(contact features reporter to set up an interview) (slide #12)
- Donating work to a non-profit to be auctioned or displayed
- *Make More Money Selling Your Art* – Eric Rhoads
- Paid ads – Paid advertising is only effective if used consistently. It is not worthwhile to run an occasional ad. When running paid ads, you must have a clear idea of what you are advertising and who you are trying to reach. Successful advertising is geared to a target market. You need to find publications that will reach the audience that you want to appeal to. Know what kind of response you want from your ads. An account executive can help you determine if their publication is a good fit for you.