

DiGiPort

Digital Marketing



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Introduction



Being an artist in any profession requires knowledge of digital marketing. It doesn't have to be difficult and intimidating to create and manage a website, send emails, and participate in social media. Determining your goals and working from there to prioritize where to invest your time and energy is one method to navigating these digital waters. The purpose of this learning plan is to provide all the necessary skills and competences for every artist to feel confident enough to use the available digital tools and promote their work.



Learning outcomes



Understanding the importance of digital skills and tools for CCS professionals to promote their work



Knowledge to apply technical skills in creating and formatting digital media content, take advantage of digital opportunities



Learning outcomes



Learn about the key elements of a digital marketing strategy and how they affect corporate goals. Learn how to set targets, report effectively and track KPIs



Better comprehension of audience's communication needs and how they interact with your brand.



Theory



Artists belong in a profession that during the COVID-19 pandemic have dealt with many difficulties, especially due to the lack of sufficient financial support as reported in many countries. So the need to be creative has risen. Thankfully, "creativity" is a basic element of people working in artistic sector. Along with the digital evolution and all the opportunities that offers we want to traverse that imaginativeness in the digital environment.

No matter the artistic goals you are working on, the creation of visual identity is an important step of every professional. While you can set multiple goals, it is best to concentrate on a small number that will allow you to monitor your progress and work toward them. The two questions you need to answer are below:

- What is my specific objective?
- What is my target audience?



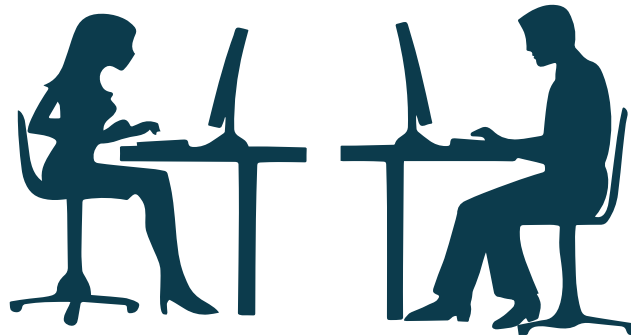
Tips and examples

- What is my specific objective?

! Do you want to sell your products, entice people to attend your event, boost content engagement, or establish your authority?

- What is my target audience?

!The better idea you have about your target audience the best marketing techniques you are going to place.



5 Ds of Digital Marketing

Let's learn some important terms of digital marketing.
The 5 D's.

- Digital devices
- Digital platforms
- Digital media
- Digital data
- Digital technology.



The world of electronic marketing is made up of different pillars. Together, they offer insights on how marketing initiatives might be more effectively implemented. The 5D's enable effective communication between the brand and its target market and offer insights into consumer behavior for better business strategy development and execution.



5 Ds of Digital Marketing

DIGITAL DEVICES

devices such as mobile phones, tablets, laptops, TVs, and gaming consoles.



DIGITAL DATA

The data that companies gather on the demographics of their customers and how they interact with them

DIGITAL PLATFORMS

browser or apps from the major platforms or services, that's Facebook (and Instagram), Google (and YouTube), Twitter and LinkedIn.

DIGITAL TECHNOLOGY

known as the martech **stack**, is what companies employ to build interactive experiences, such as websites, mobile apps, in-store kiosks, and email campaigns.

DIGITAL MEDIA

including advertising, email and message, search engines, and social networks as means of reaching and interacting with audiences

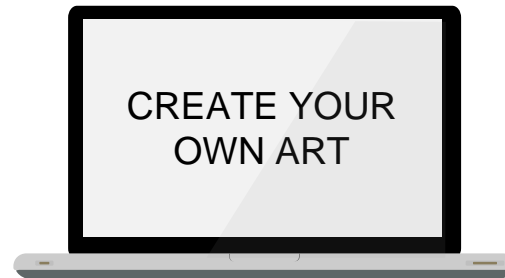


Create your website

An essential tool for every artist is to develop a digital identity. And what better way to do so by having your own website, designed by you, custom made for your needs, including all information you want to share with your audience.

However, if creating a website from scratch is not what you are looking for, there is another option to gain your visual identity. There are already established platforms with high visibility that can host your art and act as portfolio of your work.

We have included information for both options in the slides below, so take a look and decide what is best suited for you.



Create your website from scratch



WordPress

WordPress hosts the vast majority of clients. The design is customizable and user-friendly. Your own free basic website can be made.



Squarespace

A platform recommended for beginners and ecommerce. It's very easy to use but you need pay for it.



Weebly

Weebly has a free plan, and four paid plans. It's one of the more affordable website builders on the market, but long term you will need a more developed platform.



Wix

With 200 million users, Wix is the largest participant in the website creation industry. most of clients are hosted on WordPress. The structure is user-friendly and adaptable. You can create your own basic website for free.



Use existing platforms



Behance

Behance is to art-sharing websites what LinkedIn is to social media networks. It is designed for those who want to make a living from digital art, making it less suitable for hobbyists..



Dribbble

Dribbble offers creatives in the visual space such as designers, photographers, and illustrators an opportunity to share their work with a huge community of artists.



Portfolio

Portfolio makes it simple to construct a stunning portfolio to showcase your talent, whether you're making a typical website with a full gallery for your work or a single splash page website.



Coroflot

Similar websites like Dribbble and Behance include Coroflot. Additionally, it's one of the most well-known design communities out there, with more than 150,000 projects from designers, photographers, and artists published each month.



Create your website

Whatever you decide to do in the end, to either create your own website or take advantage of existing tools, you need to have certain things in mind.

Some things to consider once creating your own website

1. Have a URL that is easy to remember.
2. The website should be well structured and easy to navigate.
3. The design and colors should have a nice look.
4. Have specific objectives of what you want your audience to see.
5. Showcase the creations that matter and not everything you create.
6. Update constantly website content.
7. Be yourself.



Create your website

If you decide to create your own website another tool that you need not to forget is the monitoring of your progress. Google analytics has been until now the main tool to serve this purpose effectively. However after the fuss created by Local authorities in Austria (Datenschutzbehörde), France (CNIL), and most recently, the Italian Supervisory Authority (The Garante), issued statements stating that "a website using Google Analytics (GA) without the safeguards set out in the EU GDPR violates data protection law because it transfers users' data to the US, which is a country without an adequate level of data protection," after receiving numerous complaints regarding privacy and conducting extensive investigations. Other alternatives providing the same information is Matomo. Check the website for more information.



Create your website

You can check the video here on how to set your Google analytics on your platform. The process is easy and the tutorial guides you step by step on the actions you need to implement.

 **How to Set Up Google Analytics - Tutorial for Beginners**



<https://www.youtube.com/watch?v=f3X-hYRxBL8>



SEO-Search Engine Optimization

Search engine optimization, or SEO, is the process of enhancing website traffic in both quality and quantity as well as brand exposure through unpaid (also known as "organic" search engine results).

Organic results are those that are obtained without paying for them through good SEO (i.e. not advertising).

While paid advertising, social media, and other online channels can drive traffic to websites, search engines account for the vast majority of all online traffic.

In a nutshell: SEO has ~20X more traffic opportunity than PPC (pay-per-click) on both mobile and desktop.



SEO-Search Engine Optimization

Take the time to thoroughly comprehend the commercial objectives of a certain website because each one is unique. This will not only assist you in deciding which SEO-related areas to concentrate on, where to track conversions, and how to set benchmarks, but it will also assist you in developing talking points for discussing SEO projects with clients, bosses, etc.

You might be able to handle some fundamental SEO tasks on your own, depending on your resources, learning curve, and the intricacy of your website(s). Or, you can decide that you'd prefer the assistance of a professional. Any way is ok!

We have made our research and we have found for you an online guide named

"The beginner's guide to SEO" containing detailed and valuable information on what SEO stand for and how to use it effectively.

Spend some time to learn from this guide.



Social media

Only people living under a rock are not familiar with social media. Social media usage has grown significantly in recent years, among both consumers and enterprises. And since popular platforms like Facebook, Instagram, Twitter, and LinkedIn are constantly getting better and adding new features, it's safe to conclude that social networking and social media marketing aren't going anywhere any time soon. Social media platforms may be incredibly beneficial for your company, allowing you to connect with your target market.

However...

You don't have to be active on every social networking site (Facebook, Instagram, Twitter, TikTok, YouTube, LinkedIn, etc.). You need to make adjustments to your material to meet the platform(s) that best suit you and your business as well as where your audience is located.



Social media

The benefits of social media to boost a marketing strategy for a business is commonly known. We have gathered the most important benefits of social media for your professional accounts and we will guide you through tips and strategies to take advantage of the possibilities. In the next slides you will find 6 steps, that if you follow with devotion you will reach your desired result 🐱



Source



Social media

STEP 1

Instead of wasting time on numerous platforms, choose one-two that work best for you and focus more on it.

STEP 2

Define your target audience and stick to content relevant to them

STEP 3

Always, always, always utilize gorgeous, brilliant, high-quality photographs on your page.

STEP 4

Establish a KPI (Key Performance Indicator), reach for it, and use tracking tools to check if you're hitting it

STEP 5

Post daily or at the very least 3-4x/week and never leave IG story die. Upload one story daily.

STEP 6

Schedule all your posts prior to be more organized



Social media

Now that you had a taste on the aspects you need to focus on, while creating your digital campaign, we will assist you a bit more and break down each step, for better understanding and for enhancing your knowledge and skills, so you will fully benefit of the great range of tools that exist out there and you will feel confident enough and eager to start building your own.



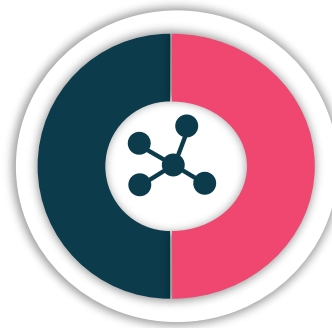
Social media-STEP 1

As described in STEP 1, it is important to decide in which social media platform you will operate according to your content. We have enlisted a few aspects you need to consider before you determine your best options.

The demographics of social media networks (Older demographics are now found on Facebook, whilst Gen Z is well known for using TikTok)

Learn from competition. What are other successful professionals doing?

What are your available resources? What kind of material are you capable of producing effectively AND regularly?



What can your business execute best?

Determine your specific goals. For example, LinkedIn is great for B2B marketing. Instagram is great for selling e-commerce products.

Try something new, then evaluate the results. If you can, choose two or three platforms and evaluate the outcomes



Social media-STEP 2

STEP 2 focuses on identifying your audience, either they are buyers of your art, fans or just audience. There are a few things to consider while deciding the profile of your target group.

1. Define your current audience and check for similarities among them

Gender	Age range	Geographic location	Occupation	Any other similarities you can think of
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

2. Limit this group to no more than two buyer personas and give them catchy names that are simple to remember, like “Art loving James”, ‘Sassy Mary”. This will enable you to picture them and we will call them Personal Buyers Persona.

3. Brainstorm your ideal collector - don't hold back! If you want Harry Styles to buy your art, profile him.

Name	Description
<input type="text"/>	<input type="text"/>

No fans or buyers yet?
No problem. Just do 2-3
“Ideal Buyer Personas”.
When building them,
be honest as to the fit
between your art and
the buyer — would
they respond positively
to your work?



Social media-STEP 3

STEP 3 highlights the importance of high quality contentwise on each platform you operate. Let's see the benefits of this tactic.

BENEFITS OF HIGH QUALITY MATERIAL ON PLATFORMS

Website users are more likely to remember stories told through visuals.

Your brand stands out from the competition with unique photos and high quality text

A polished end product is ensured by attention to technical details.

Images of high quality will enhance your textual messages



Social media-STEP 4

An important component of the data needed to ascertain and explain how a firm will proceed in order to fulfill its business and marketing goals is the use of key performance indicators (KPIs). KPIs assist businesses in determining if they are moving in the correct direction and, if not, where they should focus their attention. We have listed below indicatively some KPIs you should consider as examples. Take use of the ones you find more suitable for you.

KPI Examples for Arts, Entertainment, and Recreation

- Album publication over total submission
- Average ticket price per season
- Cost per broadcast hour
- Cost per performing night
- Cost per production hour
- Cost per viewer/ listener
- Donation percentage of total revenue
- Donation increase / decrease over time
- Employer satisfaction rate
- Employment rate
- Gallery showing over total submission
- Graduation rate

- Increase/decrease number of performance nights per year
- Market share
- Net surplus percentage
- Number of kindergarten through 12th grade school tours per year
- Occupancy rate
- Percentage of broadcast hours by genre
- Percentage of national content (broadcasting organizations)
- Percentage of overhead against total expenditure
- Profit percentage
- Ratio of amateur versus professional performers
- Revenue
- Seating efficiency
- Special/guest appearance cost per revenue
- Television show rating
- Utilization rate (recording studio, concert hall, art studio)
- Viewers/listeners for each medium as a percentage of total population

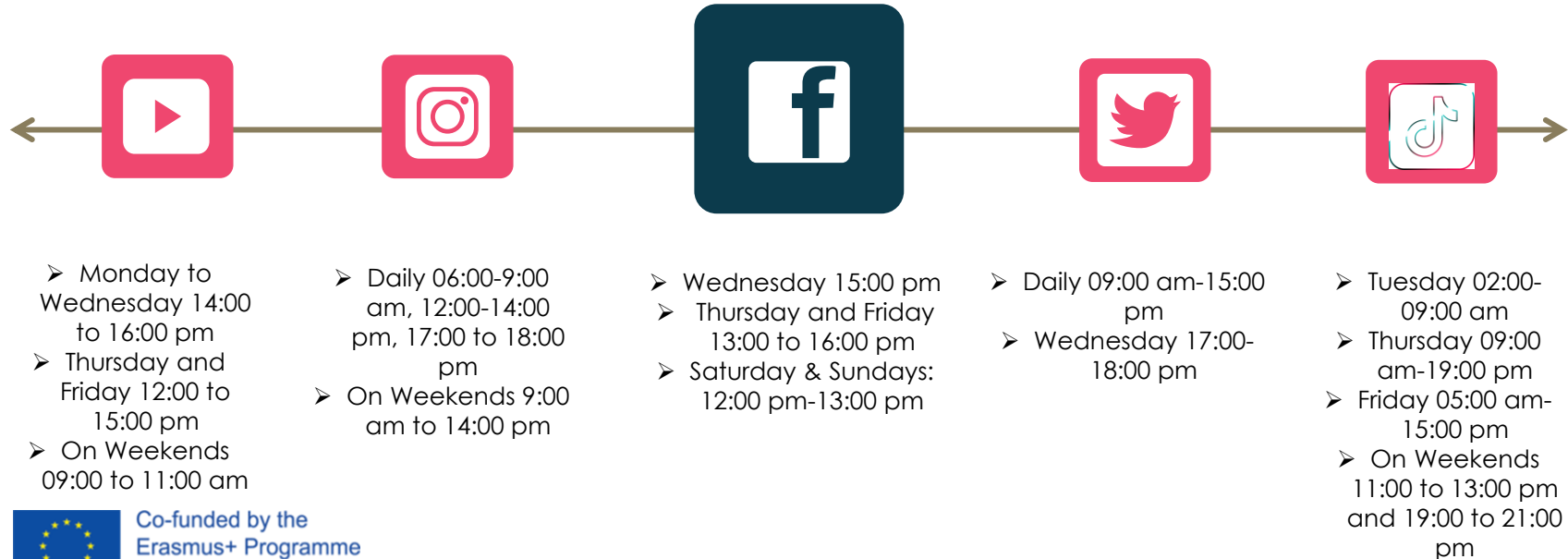
PERSONAL KPIs

- Number of awards
- Number of gallery showings per year
- Number of public appearances per year
- Number of published recordings
- Number of renowned awards (e.g., Billboard, Oscar, etc.)
- Ratio of won competitions over participated



Social media-STEP 5

As described in STEP 5 we need to make daily posts on social media to boost our business. However, there are specific times and dates that have been reported as more effective and at the same time there are dates and times that are considered the worst times to make posts. Check below the basic timeline to make posts and you can review this [Report](#) for more details.



Social media-STEP 6

Last but not least, STEP 6 suggests the usage of scheduling apps, that will assist you in planning, organizing, and automating the publishing process across several platforms.

TIP: Recall that the majority of these apps also provide additional functionality like social listening or social analytics.

Check below indicatively some scheduling tools:



Buffer, one of the first social media scheduling applications on the market, has expanded far beyond its intended purpose. Visual planning tools can help you organize future campaigns, and you can also assess the effectiveness of your social media posts and videos. Small-business-friendly pricing includes a free tier for users that only use three social media networks and publish no more than ten times each month.



Another pioneer and stalwart in the sector is Sprout Social, but with more enterprise-focused capabilities and a more stable platform. Its starting price of \$99 per user per month is not the most SMB-friendly.



As part of its platform, Hootsuite also provides scheduling, planning, and publishing management capabilities. Additionally, it uses the APIs of platforms like Facebook and Twitter to link with them, and it has a built-in analytics dashboard so you can track the progress of your postings over time. The cheapest Hootsuite plan is appropriate for a solopreneur and starts at \$49 per month.



A few more tips and examples

- Use of “sacred hashtags”

!Do not be afraid to create your own hashtag. Keep in mind that occasionally users can follow hashtags (just like they follow other users). It's much simpler to keep in touch with people and involve them in your communications once they start using the hashtag you generated.

- Performance analytics

!As we discussed about google analytics for website platforms, the same logic exists also on social media, where all of the social media platforms generate performance analytics. However, some social media platforms such as Instagram requires a professional account to provide these kind of information.



A few more tips and examples

➤ Paid advertising

! Every day, connections are made on Facebook and Instagram. Making a connection with your business is simple because your small business ads might appear as consumers search for things they're interested in.

You control who sees your Instagram or Facebook advertisement. Using ad targeting, you may choose the people who are most likely to click on your advertisement by limiting the audience by interests, gender, or region.

Check the article for more information.

[Paid Social Media: A Guide To Social Advertising Success](#)



E-mail campaign

Even if e-mail is considered the most old marketing method it is still rather powerful and efficient. We have listed below a strategy to follow to create a strong e-mail campaign.

1. Never purchase a mailing list. Instead, create a new one through creative marketing strategies and alluring offers.
2. Every six to twelve months, go over your email list and delete any recipients who don't read your messages.
3. Send relevant emails to encourage users to open them. This is a tried-and-true way to raise IP reputation.
4. Create groups of consumers based on their behaviors and interests, then tailor your communications to each group.
5. Don't just limit yourself to email; develop an omnichannel marketing plan and send out consistent messaging over a variety of platforms.
6. Deliverability of emails is essential. Select a reputable email marketing platform with a track record of excellent deliverability.
7. An unsubscribe button would look best at the top or bottom of the email, with text that is approximately 8 points in size.



E-mail campaign

If you are interested in proceeding with email campaign and have a little spare time you can check this analytic video on how to boost your email campaign.

Best Practices for Boosting Email Engagement



<https://www.youtube.com/watch?v=9iKJTalYO8Y>



Examples/Good Practices



“WhiteCupContest”

Back in 2014, Starbucks created a very interesting challenge, with user-generated content. They launched the WhiteCupContest. With this campaign, people were asked to submit their own cup designs. The coffee company received 4,000 submissions from artists all around the world in only three short weeks. Participants posted their designs on social media using the #WhiteCupContest. The winning entry would be printed on a special Starbucks reusable plastic cup. Because the Winning cup was so well-liked, Starbucks continued selling it more than a year later. The brand led a similar competition in 2016 with its #RedCupArt challenge since the social media campaign created so much interest.



Examples of competition entries



[source](#)



What can we learn

We are aware that Starbucks is a well established brand with a great amount of consumers and the comparison between a corporate giant and a newly established small business is uneven, however there are a few things that we can learn from the implemented tactics.

1. Creation of fun contests and campaigns according to your field of expertise that will boost your brand and show your creativity.
2. Engage with target audience. Sensation of involvement.
3. Enhancement of credibility when effort is recognized and rewarded (prizes to competition winners)



Examples/Good Practices



“From Instagram to live exhibition”

Elisa Valenti is a body-positive artist who paints powerful depictions of women's bodies, many of which are self-portraits tracing her personal path to self-love. Her main platform for interacting with viewers of her work was Instagram. One day she decided to fill an application for participation in a fair where she got accepted one week prior to the event. She did not have a lot of time to prepare herself, but here is what she shared about her experience. “The art fair model is a great way to get to know your followers. It’s a good way to learn how to express your story. It teaches you how to deliver a great elevator pitch about your work. ” She announced her participation on Instagram to inform and invite her followers. In order to stand out as an exhibitor she transformed her booth to look and feel like her actual studio, same coloring and plants, creating a feeling of familiarity and engagement to all her followers that attended the fair.



Valenti selling her art to a customer



source

What can we learn

There are many things that we can learn from the above story, but we will focus on the ones that have to do with digital marketing. Elisa by constantly updating her feed on Instagram, she gained a number of loyal followers that had a clear image on her routine, art style and even images about her own home. This was very helpful when she transferred her exhibition from social media to a live performance. She created an environment similar to the one that her audience was familiar with and also gave them the chance to meet her in person.



Quizzes



Artist and digital Marketing

We have created a questionnaire for you to check your knowledge after everything you have read in the above slides. Go ahead and check your knowledge.



1. _____ marketing refers to achieving marketing objectives through applying digital technologies such as websites

- (a) Internet
- (b) digital
- (c) email
- (d) Viral

2. A Website's main page is called its

- (a) Home Page
- (b) Browser Page
- (c) Search Page
- (d) Bookmark

3. What is one of the primer things to consider when building your website for your business?

- (a) The design of your website
- (b) Define your audience
- (c) How many projects of yours you will upload to the platform
- (d) To insert your personal information (contact information)



4. Having high quality graphics and content is not an important aspect for your visibility

- (a) True
- (b) False

5. What does the acronym KPI stand for?

- (a) Key Predictive Indicator
- (b) Key Predictor Index
- (c) Key Performance Indicator

6. When building your brand it is best to create a profile on each social media platform

- (a) True
- (b) False

Correct answers: 1b, 2a, 3b, 4b, 5c, 6b



Activity 1: Quality over quantity

As we have already mentioned, the visual aspect is very important and in STEP 2 is described the importance of using high quality images and content on your professional website. We are going to review an example of a bad design for a website.

Suzanne Collins, a well known artist, I mean who does not know Hunger Games. You would imagine that such a famous person would have paid attention to their professional website, however the design is outdated and the profile picture is not that clear. This is an example of not such a good website.

Suzanne Collins

HOME WORKS BIOGRAPHY INTERVIEW

FLY YOURGIRL

WELCOME

Hi! Thanks for visiting my website. Here's a picture of me with a rat in Central Park. If you've read my fantasy series, *The Underland Chronicles*, you will have a clue as to why I chose this photo. If not, you may want to click around and find out a little more about my books. Or visit the Scholastic website for cool games and info!

[Click here to check out Scholastic's Underland Chronicles website!](#)

THE BALLAD OF SONGBIRDS AND SNAKES
SUZANNE COLLINS

#1 USA TODAY BESTSELLER
#1 NEW YORK TIMES BESTSELLER
#1 WALL STREET JOURNAL BESTSELLER
#1 PUBLISHERS WEEKLY BESTSELLER
BARNES & NOBLE YA BOOK CLUB

SELECTED WORKS

PICTURE BOOK
YEAR OF THE JUNGLE
"Important and necessary."
--Kirkus Reviews, STARRED REVIEW

WHEN CHARLIE MCBUTTON LOST POWER
"A clever, humorous story in rhyme."
--School Library Journal

SCI-FI
MOCKINGJAY
"...every bit as original and thought provoking, as *The Hunger Games*. Wow."
--Los Angeles Times

CATCHING FIRE
"...doesn't disappoint when it

<https://www.suzannecollinsbooks.com/index.htm>



Activity 1: Quality over quantity

Instructions:

1. Students should be divided into small groups, and each team should prepare and present, using Suzanne Collins website as an example, what changes they would make to make the website successful.
2. Following the presentations of each team's ideas, there will be a group discussion.
3. All participants will elaborate utilizing the ideas from the previous step to produce a concise guide that covers everything a prospective artist should take into account when designing their website.



Type of Activity: Group Activity



Duration: 30 mins



Materials: paper, pens

Useful links:

<https://www.weidert.com/blog/top-10-most-effective-marketing-strategies>



Activity 2: One step ahead

We have already highlighted the importance of social media, the quality of the content BUT also the consistency that is required on posts in order to engage your audience, create liability for your target group and soooo many more.

Let's have a look on this video that contains valuable information on how to proceed with planning your content for your social media accounts.



<https://bit.ly/3eBxR2d>



Activity 2: One step ahead

Instructions:

After viewing the video, learners will need to answer the following questionnaire to gain clear insight on the most important parts of social media post strategy.



Type of Activity: Individual activity



Duration: 20 mins



Materials: paper, pens



Activity 2: One step ahead

1. How regularly do you need to post on your social media accounts according to the video you just viewed?

- (a) Every single day
- (b) Once a week
- (c) Twice a week

2. How do we call the calendars used for organizing our social media posts?

- (a) Personal calendar
- (b) Digital calendar
- (c) Marketing calendar

3. What is the first thing to consider when you create a post for your business?

- (a) How much time will it take to create the post
- (b) Have a clear directive
- (c) How much engagement will you have

4. Why is it suggested, on the above, video to post every single day?

- (a) Algorithms are activated that boost visibility
- (b) So that your audience won't forget about you
- (c) To have as much content as possible

Correct answers: 1a, 2c, 3b, 4a



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<https://bit.ly/3RycrSd>