Professional Tools to Make Your Marketing Efforts Shine

You will be using a myriad of tools in your marketing in order to create publicity that goes out in many formats. Before we get to those specific tools, let's take a look at your marketing itself.

Have an opening coming up? Attending an art fair? You need to let the world know! This document presents a list of ideas, followed by lots of resources that will help you create materials you needed to use these publicity outlets.

Depending on the level of importance, you may choose to do everything on this list. The more people you need to alert, the more you need to "invest" in getting the word out. **You would ALWAYS send an email in every marketing campaign and it tops this list**. Other marketing ideas include:

- In your regularly scheduled announcement email campaign – put this into your email marketing calendar and begin planting the seed at least 6 weeks before the event.
- If it is a group show, your email could highlight other artists and they can do the same with their lists, creating terrific exposure for all involved.
- Send a formal email event announcement with built in online registration forms.
- List your event in online calendars.
- Submit your event for listing in the "calendar" section of newspapers in your area.
- Run an ad in a local newspaper.
- If you are in a group show, consider pooling resources and running ads in newspapers and magazines.
- Send out a snail mail postcard – again if it is a group show, use several photos and combine all mailing lists. This can be an excellent way for each person to be in front of new eyes.
- If it is an Art Fair, you might ask if there is advertising space in their announcement emails or on their website. They may also send postcards and you might be able to pay to have your cards sent to their lists.

Brainstorm as many ways as you can to get eyes on your artwork and your brand in front of Art buyers. This will require a lot of coordination and more importantly, you will need to have compelling images and create content that sets a tone of excitement.

In the next section, we share a comprehensive set of links to explore the endless free or nearly free tools to help you get noticed and draw in buyers to your events.

Your Photographs Are the Gateway to Your Success

Each additional layer of publicity you use needs to continue in theme and branding. When people see an email, then see a postcard and then read an ad in the newspaper, they will feel each contact point and you'll add to their sense of familiarity. You must have photographs in different formats to work with different media. An image saved for use on a website is not usable for a magazine ad, and vice versa. You will need different versions of every photo to use on different occasions. Editing photos of your work is part of your "job description". If you can't do this, you should budget for a professional to not only take your photos, but to size them for various applications for future use.

Even with a collection of photos on your hard drive, you will need to create other formats to be versatile for use in situations that arise. In order to put together cohesive messaging, you need to learn to work with photographs, fonts, and general design principles. The internet is full of free or very nearly free tools to help your images and finished ad materials look their best. There are some that only work on a Mac and others only work on a PC. Many will work with both. No logo, yet? It's time to get that created, too!

Photo Editing

Your computer will have a built-in photo editor. Use this for common editing like cropping and resizing. Some ESPs have built-in editors. This is handy for working on emails in your template and when you need to crop or even increase contrast. If you want to work on more sophisticated edits, but don't want the expense of a professional grade (and costly) software program like Photo Shop, here are two possibilities:

PIXLR.COM - FREE

This is an excellent photo editing tool. Simply upload a photo, or enter the URL of a photo, and you can resize the image *(email best practices: don't upload full-sized images)*, add text, recolor, and more.

FOTOFLEXER.COM - FREE

Just like Pixlr.com above. Some folks have a preference for one or the other. This one also connects directly with social media sharing sites like Flickr, Facebook, etc.

Graphics made easy

CANVA.COM

This is an amazingly simple design tool that is free for everyone. There are some images on the site with a $1 price tag, but chances are you will find what you need for free. Confused about how to size an image for a Facebook banner or a postcard? Canva has templates that let you design in many different sizes for specific online and offline applications.

Give it a try – you can't fail! This could be the tool your need to create a simple and elegant logo or next postcard. They even have many dozens of FREE tutorials about design principles. It's worth a visit just to learn a trick or two from this site.

COLOR COP - FREE

A must-have tool! This is a desktop widget for your computer that lets you use a small eyedropper to select any color you see on your screen. It indicates the hex number (a hashtag followed by six letters/numbers) and the RGB color (three numbers that, together, give you the color for print) ***Important: Be sure you click on the link to download Color Cop, and NOT on an advertisement!***

COLOR PICKER – $1.99

Okay – it's not free, but close! If you are reading this on a MAC, this is by far the best tool for everything related to color. Don't let the techie stuff on the site worry you. This is easy to use and has some great features, like being able to save colors onto a "swatch" and so much more. If you are putting together your first template and want to totally match your colors with your website theme colors, this is the best money you will ever spend. Just updated for Yosemite, this adds even more terrific tools. If you are a graphic artist or illustrator, this will make your work-flow seamless. Download the app and be amazed.
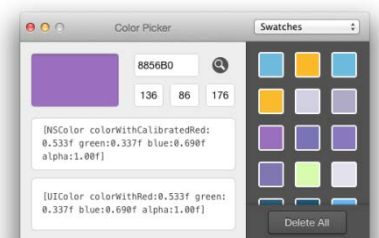
Content Resources – stuck for something to talk about in your email?

ALL TOP - FREE

The purpose of Alltop is to help you answer the question "What's happening?" in "all the topics" that interest you. Alltop collects the latest headlines from top stories around the web in all categories. How does this help? You can research trending topics in the world of art. What's more, you can set up your own "MyAlltop" and tag those topics of interest to you, giving you tons of content ideas.

FEEDLY - FREE

A completely free way to keep up with art news – or anything else that interests you – across all devices including Smartphones, tablets and all computers. You decide what information you want to see, and it "feeds" it to you. You can bookmark articles to revisit later.

GOOGLE ALERTS - FREE

This free tool allows you to set up as many "alerts" as you like. You input a "search query", and then tell Google how often you would like the results sent to you (i.e., daily, weekly). If your search string shows up anywhere on the web, you'll receive an email alert. Start with your own name! See what buzz is out there about you. You might also do one for "call for artists" or "new gallery opens in (name a city)". You can get some

very specific links sent to you! HINT: use quotations around your query. The word new or gallery will show up a lot, but "new gallery" will be less frequent and "new gallery opens in Seattle" will be rare. Put in several cities that you think would be worth investigating.

SLIDESHARE.NET - FREE

An overlooked resource for information, as well as a place to put information that you wish to put out into the world. This site has an abundance of tutorial styled slide shows and some just plain interesting things, too. You might be inspired and want to "share" your story here too!

Large File Transfers:

WETRANSFER.COM - FREE

Use Wetransfer.com to transfer extra-large sized files – up to 2GB. That might not be big enough for some of you, but there is a paid version that increases the file size to 10GB.

DROPBOX.COM - FREE

Dropbox gives you up to 3GB of online storage for anything. You then can share items or folders with anyone you like (or no one – your choice). They have a paid service, too. The added benefit of having images in the cloud and safely stored may be worth it to you. But if you just want to use it to transfer files, upload to Dropbox, and then share them. You can then remove them to save space for other sharing needs fewer than 3GB.

Freelance Assistance – when you need a quick helping hand

FIVERR.COM

Every offer is 5 bucks. Of course, there are extras that you can opt for, but the cost is still all reasonable. You may need someone to design your logo. Or maybe you just want a press release written. This can be a useful resource for everything from proofreaders to copy editors. Need a postcard designed? Of course, on the other side of the coin, you may want to offer to do various art projects on that site! If you are a graphic artist or illustrator or have some other skills to offer, this could be a doorway to increased income for you.

FREELANCER.COM

Another resource for online freelance assistance, for everything from graphic artists to data entry to website development. Again, you may want to list your services here.

ODESK.COM

Similar to Freelancer, this site offers online assistance with those little tasks that you can't do yourself, or don't have the time to do.

Social Media Management Tools

The idea behind these tools is that you can merge Facebook, Twitter, Pinterest and so forth into a single functioning platform. You can control several messages, schedule posts, and generally save time while maintaining your presence online. The best known is **Hootsuite**. Another alternative is **MarketMeSuite**. They both have advantages and disadvantages.

Webinars and Other Face-to-Face Options

SKYPE – MOSTLY FREE

This is the most widely used video calling program, and for what most people need, it is completely free. Use Skype on all devices and on all platforms. You can screen share, or even add multiple people to the session if you subscribe to Skype Premium. This site offers very professional tools at your disposal.

As the most popular, it is likely that many of your friends and family, and most importantly, your clients are already comfortable using Skype. For most artists, this tool would be great for showing a client several options from your studio. If an email creates interest in knowing what just came out of the kiln, this is a great way to share! Or, schedule meetings with your galleries and let them see your latest work. This kind of interaction after an email announcement can really move sales along. Did a client just call and ask about a piece? Connect with them on Skype, bring up a photo of your art and screen share. Talk in real time so that you know your client is "on the same page".

GOOGLE+ HANGOUTS

With a Google+ account, you can have up to 10 people on a single video call and many other tools at your disposal. This too is free. All participants need to have a Google+ account. It is very competitive with Skype, but not as many people have signed up for Google+.

GO TO MEETING - FREE

For a more formal meeting, this platform works well for small groups of up to three people. You can video conference without any download for free. The other person doesn't need to have an account. There are ads on the screen with the free version, which may not be the professional "face" you want to present.

JOIN.ME
ANYMEETING.COM

Both of these are very competitive. Just like Go To Meeting (GTM), the other person doesn't need an account. You can use them for free, but again, they both have ads that will show up on their screen. This and GTM are both quite robust when you upgrade to "pro" programs.

Free images for downloading – even artists need a little extra something.

FREE IMAGES.COM - FREE

This is the free site of iStockPhoto.com. You must create a free account to download images. Also, be aware that, as the free site, iSockPhoto's goal is to drive you to their paid site, so they feature some of the paid images on the top and bottom of the free images.

[STOCKVAULT.NET - FREE](STOCKVAULT.NET)

This is the free photo area of Shutterstock.com. Like above, they feature some of their paid images on the top and bottom, so you want to focus on the images in the center area of the images found.

[PIXABAY.COM - FREE](PIXABAY.COM)

The free image site of Shutterstock.com. As with the others, once you search for something, the first row will be Shutterstock images that they hope you will want to purchase; the images below that are the free ones, so be aware of that.

[EVERYSTOCKPHOTO.COM - FREE](EVERYSTOCKPHOTO.COM)

All images on this site are free, so search away!

[BING.COM IMAGES - FREE](BING.COM)

There is a small trick to the free images at Bing.com. Not all images on the site are free! Here's how you determine the free ones: 1. Search for what you are looking for. 2. Once the images come up, click on "License" and select "Public Domain". Surely it is not necessary to point out that you should never use copyright protected images. Yet, there's the warning!

[MICROSOFT OFFICE IMAGES - FREE](MICROSOFT OFFICE IMAGES)

This will be a big surprise. There are some really nice (and some really silly and dumb) images and photos on this site. Seriously - this is not the old "clip art" that you may have experienced in the past! This black and white photo was one of the first images that came up with a search for "trees". You may never need to download an image – you are an artist! But it's nice to know there are resources available for free.

Don't let your creativity rush aimlessly into the sky. Keep this Resource Guide someplace easy to find. The tools on these six pages are worth the price of this entire course!