Social Media Marketing for Artists

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The old model - the funnel

AWARENESS

CONSIDERATION

EVALUATION

BUY
The new model:
The Consumer Decision Journey (CDJ)
CONSIDER

ADVOCATE

ENJOY

BOND

BUY

EVALUATE
CREATING YOUR PLAN:

Moving customers around the loop
<table>
<thead>
<tr>
<th>CDJ STEP</th>
<th>YOUR MESSAGE/CONVERSATION</th>
<th>YOUR PLAN</th>
<th>YOUR METRICS</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>WHAT DO YOU WANT TO SAY?</td>
<td>HOW AND WHERE WILL YOU CONVEY YOUR MESSAGE?</td>
<td>HOW WILL YOU KNOW IT’S WORKING?</td>
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<tr>
<td></td>
<td>WHAT DO YOU WANT CUSTOMERS TO KNOW?</td>
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AWARENESS, EXPOSURE

- Making the most of existing marketing efforts: shows, fairs, etc
- Ensuring that your work is easily found
### AWARENESS, EXPOSURE

#### YOUR MESSAGE/CONVERSATION
- Approachable
- Presenting owning your art as a “real possibility”

#### YOUR PLAN
- Homepage with basic information
- Add link to page to profiles, programs, event websites etc.

#### YOUR METRICS
- Traffic to page or other profiles
- Correlation between successful sales at events and traffic to site
LEARN, COMPARE, CONNECT

• Allowing consumers to learn more, see more, and ask questions
• Photos and videos
• Making potential customers feel like "insiders"
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- Behind the scenes photos or videos
- Small tutorials
• Customers aren’t just buying your work. They’re buying a connection with your idea, with you.
COMMITMENT, BECOMING PART OF SOMETHING

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- Offer additional information about the work to the customer
- Invite the customer to sign up for a newsletter etc.
RELATIONSHIPS, EXPERIENCE

- Follow-up after purchase
- Make customers feel special, access to inside information
RELATIONSHIPS, EXPERIENCE

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- Monthly newsletter with images of new work
- Invite customers to join your FB page, follow you on Twitter, follow your Pinterest board
CONVERSATION, CONNECTION

• Give fans something to say and a reason to say it
• Let them spread the word about your work
CONVERSATION, CONNECTION

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- Respond to comments
- User Google alerts to watch out for mentions of your work
LOYALTY, LASTING CONNECTION

• Make it easy for customers to become fans, loyal customers
LOYALTY, LASTING CONNECTION

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Be yourself
Have an opinion
Be your brand
Don’t apologize for making a living.
Choose **one** step/tool to start with.

Make a plan and stick to it.
Don’t think “I don’t have time to do all of this.”
Questions?

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