

Thirteen Ways

TO PROMOTE YOUR EVENTS



the Artists 
BUSINESS LOUNGE

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Welcome

You have an event you want to make people aware of. Perhaps it is your art in an exhibition, a workshop, a function, an artist talk, an open studio, an art fair, classes or another type of event... and you might be wondering, *"how can I let people know about this?"*

You may worry that you might be seen as self-promoting (you're not) or as pushy (you're not that either).

Remember only a small number of people will see every social post you make or open every email you send, so your event information is worth repeating. If you don't repeat it, many people who want to know, will miss the information.

People have busy lives and need reminders. It is your event, which means it is YOUR JOB to remind them (in a friendly way, of course).

If you don't tell people, you are depriving them of the chance to experience your art in real life.

If you don't share with them your workshop or classes, they can't benefit from participating.

A lot of artists work tirelessly on their exhibitions and other events, put out an invite and hope for the best. There is a better way... a 'multi-pronged approach'.

Here are some other things you can do to not only promote your event but also elevate your visibility and build relationships.

Start with the promotional and marketing channels you already use - where do you already share content? Focus on where you already have some engagement. Review the options and choose a selection - or use them all.

In all your posts, articles, newsletters etc. include the details of when and where at the end - or at the very least a link to all the details.

To be clear this isn't about reposting the exact same post, or the same invite over and over in different locations. It's about growing out the story, attracting awareness, interest and engagement with the aim of having more people see your art.

1 BLOG POST

- If you blog, write a blog post about the event and what it's been like to be working on it. The bigger the event, the more blog posts you can write - you can start from the very beginning of confirming the event if you like and write a series throughout the progress
- This is especially great if this is a new level of an event for you, say working with a venue, a curator or gallery for the first time, or a group event with new artists, or your workshop, first international or interstate exhibition and so on.
- Write about in what ways this experience has been more than/different to "I created work and it will be shown at [venue] on [dates]"
- Follow up with an after-the-event blog post.

Tip: If you use Pinterest, make a pin that leads back to the URL of the blog post. If you have Canva Pro you can even create and schedule your Pin from Canva.

2. VIDEO

- Create 'behind the scenes' videos to use on vlogs, post to your website, Instagram Reels, Facebook and Instagram stories, or even TikTok or YouTube if you use those platforms.
- You can create links to your videos in your newsletters, blog posts and direct email too.
- *Descript* is a great video editing tool you can use and you can create transcripts and subtitles too!

3. WEBSITE

Add the event details to your Website.

- If you have a News or Events page, post an invitation image and the details there, along with any relevant links.
- If you don't have a news or event page, add a post to your home page, or another page that gets traffic
- Create a special event page
- Would you like to start blogging? (See 1. Blog)

4. NEWSLETTER

- Write a series of newsletters in the lead-up to, during and post, to take your mailing list subscribers along for the ride. Share stories, behind-the-scenes and details so you get them invested but leave something to the imagination.
- If the event is ticketed, make sure you include RSVP details.
- is there a 'bring a friend' option you could suggest?
- Remember to send a 'see you tomorrow' type reminder the day before a specific event, such as opening day, the workshop's first day or your official exhibition opening or artist talk..

5. LINKEDIN

If you use LinkedIn, create and post an article there (yes some art lovers, professionals and collectors have LinkedIn profiles).

Tip: If you've created a blog post, use that for your article.

6. SNAIL MAIL INVITES TO BUYERS

- Post an invite with a personalised note to previous buyers. Yes, they may already be on your newsletter, but if they have purchased from you.
 1. you may have their postal addresses
 2. they are **7 times** more likely to buy again than people who haven't already bought
 3. they have already shown their support of you and your career. So put some extra effort into your buyers.
- This doesn't mean you **HAVE** to print traditional hard copy invites. If you have art cards you can handwrite the details, or include a printout of the details inside the card along with your handwritten notes.

7. DIRECT EMAIL

Not everyone who likes you and your art will be on your mailing list.

If you have particular people you'd like to invite, send them a personal email, text, or even DM. Or phone them and send a message after your call with all the details.

Let them know when you will be there (if you will be present) so you can catch up, or if you won't be present for some reason ask them to let you know what they think of the show.

8. GUESTING

- Do you know anyone who has a podcast? Being interviewed on a podcast is a great way to promote your exhibition. The podcast doesn't have to be art-specific as long as there is some relevance for you and your audience.
- Do you have a local radio show you listen to - send a pitch for an interview?
- Is there a podcast you'd love to be on? Get the details and direct message the podcast creator - they are often looking for guests and as long as your content is relevant to their audience it could be a win:win. Just know that there will be recording and editing time so pitch as early as possible

9. PAID ADVERTISING

- You can run paid ads to online publications, print publications and to a Facebook / Instagram audience.
- Facebook and Instagram ads can run from the same Meta account and you can target specific locations and interests for a short period of time.
- Google Ads are another option and Art Listings such as Art Guide or Art Almanac may also be options.
- If you are going to use paid ads, choose an option to fits your budget and timeframe. I'd also encourage you to consider outsourcing this if you aren't familiar with running oaid ads.

10. SOCIAL MEDIA - YOUR PROFILE

- Update your bio and your about information to include the exhibition.
- Update your profile link to go directly to the event information (change it back after the event).

11. SOCIAL MEDIA - EVENT

- Create an event on Facebook and invite your friends (don't limit it just to people who live in the right location, as some people love to share and especially if you have an online component to your event).
- If your event is on a Facebook Group or Page, share it to your personal timeline.
- If the venue or organiser has created an event - share that one and invite people to the event.

12. SOCIAL MEDIA - POSTS

- Create multiple Instagram and Facebook posts, each with a story or relevant fact. Add a hashtag with the event title.
- Don't just post the invite and details and keep reposting that over and over. Mix it up - gallery view, studio view, getting ready, installing, a story about the title, about the people you are working with (that can work for both solo and group shows)
- Post about the event to any relevant groups you are part of on Facebook

Tip: Use a scheduling tool like Planoly so you can set up a lot of posts in advance.

13. SHARE CONTENT

Sharing content and encouraging others to share your content are great ways to increase the visibility of your event.

- If the venue is creating posts and newsletters, share these.
- Tag and repost relevant posts, comment on and share the venue's posts. These posts help you extend your reach, tap into someone else's content creation that's totally relevant for you and build your relationship with the venue/organiser.
- Remember to create and use your event hashtag
- If it's a joint or group event, interview the other participants on video and share that with each other's accounts. You can do this for group events too, just choose an artist who you feel some synergy with or where there's some kind of shared element (an experience, a method, an approach) that you could use.



Of course, there are many more ways you can promote an event, such as:

- sending out press releases
- submitting your information to 'What's On' style event listing pages
- creating and posting flyers

What other ways have you promoted your exhibitions or events?

More Resources & Services

Marketing for Artists: 30 Days of Marketing Content

Completely transform your marketing. Learn how to make more impact, drive greater engagement and conversions,



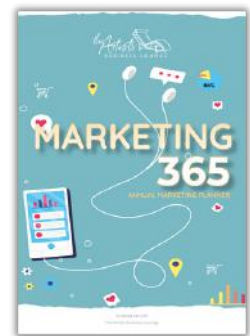
The Artists Business Lounge Success System program

Our signature program features regular group coaching calls, Q&A calls, guest experts, access to over 20 online courses, community, templates, resources and so much more.



Marketing 365 - A Perpetual Marketing Planner

An eBook with tips to help you plan, track and review your marketing activities so you don't miss any key dates and opportunities and can easily monitor results.



A full year of newsletter prompts and ideas, this board is included in the course *The Art of Profitable Email*. Includes resources, links and tips so that you can leverage your subscriber list and make a living doing what you love - creating art.

Individual Coaching - the fastest way to make progress

My eyes and attention on your art business. Together we craft a plan tailored to your specific needs and stage of your career. From a one-off session, an activation workshop, through to a 3, 6 or 12 month program. Get in touch here.

Standalone Courses

Money Mindset for Artists, The A-Z of Exhibitions, Grants for Artists, and more. See the options here.

Do you want to find out more? Book a complimentary 20-minute 'Let's Chat' call via our website

The Artists Business Lounge

Art Business for Artists

The Artists Business Lounge was launched by Australian Artist and Coach Amanda van Gils in 2020 to support artists to grow their careers and business through individual coaching, online courses, group programs and resources, all designed for visual artists who want to achieve more.

We cover a broad range of topics essential for every artist from strategy, identifying your target audience, grants, pricing, marketing, developing your vision, working with galleries and so much more.

The Artists Business Lounge is here to help you take the next steps in your art career, all without neglecting that most important thing you do – creating your art.



Visit the website
theartistsbusinesslounge.com/



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Email
support@theartistsbusinesslounge.com

Meet Amanda

Amanda van Gils is a professional artist who has been exhibiting extensively - in over 100 exhibitions - since completing her Graduate Diploma at The Victoria College of The Arts (VCA) in Melbourne, Australia in 2000.

As a lifelong learner, Amanda has spent decades acquiring and testing all sorts of strategies for artists.

With a parallel career as a consultant, manager and coach, Amanda has also learned a thing or two about business.

Amanda loves supporting artists to flourish in their chosen fields.

In 2008 Amanda established an 'artists supporting artists' online forum (TLF) and she has curated three exhibitions - NetWork at The Art Gallery of Ballarat (38 artists), Exchange, an exhibition and art swap involving 55 contemporary artists and Table21 featuring 12 artists from The Artists Business Lounge group program.

Amanda launched The Artists Business Lounge at the end of 2020 and has clients in Australia, the US, Canada and the UK.