

# MARKETING ACTION CHECKLIST *for* ARTISTS

## ARE YOU STRUGGLING TO DECIDE WHERE TO FOCUS YOUR MARKETING EFFORTS?

Maybe you just don't know where to begin? Have no fear! This checklist will guide you through the process of collecting and organizing some of the most important information about your business. Best of all, it will be based on your specific professional objectives and available resources.

### ✓ LIST 3-5 PROFESSIONAL GOALS YOU WOULD LIKE TO ACHIEVE IN THE NEXT YEAR 🏆

Do you want to grow your audience? Do you want to make more money from your art? Try to include both short- and long-term goals. How do the smaller goals contribute to the completion of your larger objective(s)?

### ✓ WRITE A SHORT PERSONAL BIOGRAPHY 🧑

We all have a story. That's what people will connect with, as much as, if not more than your work. Let people know who you are, how you became an artist, and why you create the things you do. Be open and vulnerable, but don't give everything away. After all, a little mystery is a desirable quality in an artist.

### ✓ CREATE A CONTENT INVENTORY 📁

✓ What do you have in your portfolio? Do you have a portfolio??? Do you already know what work people buy? What work do you actually want to continue to produce and sell? Make a list of everything you have and check the items that meet both criteria. You'll use the checked items for the next step.

✓ Collect images of the items that you checked in the above task. Are they a good representation of your art? If not, this is the time to put some effort into getting quality photos. With a little creativity and resourcefulness, you can get good pictures with some inexpensive lights and a good camera phone. Also, try to be consistent in the way you present your work. If done properly, you can re-purpose your photos for multiple mediums.

### ✓ CREATE A LIST OF YOUR CURRENT ONLINE ACCOUNTS 👍

Where are you spending your online time? Is it effective? Are you reaching the right people? It's time to take a hard look at your internet activity. Include personal websites, social media accounts, portfolio sites, etc.

✓ For the social media sites, add how many followers do you have on each. For social media accounts, track your engagement over the past month and make a note of the content that has gotten the most attention.

✓ Chart how much time you are spending on your accounts. On a scale of 1 to 10, rank each of the accounts by how much attention you give them. (1 = little or no use, 10 = frequent use)

### ✓ MAKE A LIST OF YOUR LOCAL CONNECTIONS 👥

This can include other artists, businesses, friends and family, or anyone else who has supported or encouraged your art. We often overlook - or underestimate - the impact of our local networks, but they can be some of our most loyal and vocal advocates.

### ✓ WRITE DOWN HOW MUCH TIME YOU WILL DEVOTE TO GROWING YOUR BUSINESS 🕒

Actually writing a number down makes it more real...and will make you more accountable. Think about how much time you can commit to marketing your work on a daily, weekly, and monthly basis. Be honest with yourself. We often think we will be able to make more time for tasks than we actual do (or are willing to).

Remember, we are trying to determine where to focus your efforts, so you can be effective with the time and resources that you have.

### ✓ CREATE A LIST OF THE PEOPLE WHO MAKE UP YOUR AUDIENCE 👥

Who are they? Where do they work? What do they like? Use the attached Customer Persona worksheet to develop a snapshot of your current and potential customers. This will be extremely useful as you move forward in the marketing process. Knowing exactly who your audience is will help you tailor your marketing specifically to your best customers.

## WHAT'S NEXT?

Armed with the content and data from this exercise, you will be ready to start building your very own marketing strategy. If that sounds daunting, don't worry. We're here to help!

Reach out to us on Twitter or Facebook @KulturePartners