

# Vantage21st

## Websites for Artists

### New Media Marketing That Works!

---

#### Art Event Marketing

The most effective marketing is **high touch**, personal contact

#### 1. Brochures, Post Cards or Other Hard Copy Mailings

- Send out a minimum of **ten** brochures by regular mail.
- The 2011 SAT Brochure requires a standard .64 cent stamp.
- Send brochures three weeks prior to the event date.

#### 2. E-Mail Marketing

- E-mail marketing is the MOST effective new media marketing.
- Be **concise**.
- Send an **invitation**, be personal.
- Spin the tour as a **FUN** event!
- Talk up your work; let people know you have new and beautiful pieces to share.
- Talk up anything new you are doing like a new process or media.
- Your EXCITEMENT must come through loud and clear.
- Tell people how GOOD you are!
- Promote a piece of new work you are excited about.
- Attach a photo of your work.
- Embed a photo of your work in the email.
- Attach the studio tour map and artist list PDF files.
- Refer people to your website. Include your website address.
- Always say: "**Please forward this email to friends and family.**"
- Include Studio Tour hours.
- Include your physical address.
- Include your phone number.
- Include a link to a MapQuest, Google or Yahoo! map to your studio.
- Include a link to the SAT website saying:  
"Plan your tour, download a tour map list of artists & studio locations." [www.skagitartiststogether.com](http://www.skagitartiststogether.com)."
- Showing with other artists? Include the other artist names and media.

#### 4. When to Send Your Email

- Send TWO promotional emails.
- #1: three weeks before the event date.
- #2: one week before the event date.

See "How to Send Bulk Email at: [www.skagitart.com/contributions.html](http://www.skagitart.com/contributions.html)

#### Questions? Ask John Sedgwick

[john@vantage21st.com](mailto:john@vantage21st.com) – 360.855.0109 M–F 10:00am–5:00pm - [www.vantage21st.com](http://www.vantage21st.com)