

# 20 Smart Strategies for Promoting Your Art



## 1. Join local art competitions.

This will get your art in front of many interested buyers. And, you can leverage any awards in your marketing campaigns.



## 2. Joint venture with other artists.

Are there any local artists who have a similar style and audience to you? Could you do a joint-venture with them? For example, you could promote their work if they do the same for you.



## 3. Get featured in art magazines.

A single article in a major art magazine could get you in front of thousands of potential fans.



## 4. Get featured on blogs and online publications.

Same as for physical magazines, however, this tends to suit more “viral” content. If you have some kind of unique story or process, this would be a great option.



## 5. Work with large brands *outside* of the art niche.

The art niche is relatively small. Look for opportunities in other industries. For example, my sister is an avid photographer. She reached a deal with a major transport company to travel to a remote location and take photos, all expenses paid.





## **6. Try to get your art shared by large social media profiles on Facebook and Instagram.**

Social media is all about traction. Getting “shared” by large pages can help you get off the ground.



## **7. Create a Youtube channel documenting how you create your art.**

Take people behind the scenes at how you work. Just be aware that this may attract amateur artists, rather than art collectors.



## **8. Host a giveaway for your art.**

Can you give away one of your paintings to gain newsletter subscribers?



## **9. Lend your art to local storefronts.**

Can local storefronts (cafes, hotels, other businesses) display your art along with your contact details?



## **10. Grow an email newsletter of your most loyal fans.**

Stay in touch with your loyal fans via email. You can also leverage your newsletter to grow other avenues (such as social media profiles).





### **11. Write about your art on a blog.**

Blogging is not as popular as it once was, but it can still be a valuable asset to your business. Give fans a behind the scenes look at what you are doing. As you build up content on your website, you will also start to attract “free” traffic from Google and other search platforms.



### **12. Submit your art to online forums and other social platforms.**

Instagram and Facebook are the major players. Try to post good, consistent content.



### **13. Approach local galleries to represent you.**

Physical galleries still have a place, despite the growth of online platforms. A gallery can get your art in front of active buyers.



### **14. Set up an art stall at local markets.**

If you produce inexpensive, “popular” art, this might be a great option for you.



### **15. Gift your art to friends and family for exposure.**

A simple way to get traction early on.





## 16. Create and sell small artworks at breakeven, with the goal of making sales of larger works on the back end.

Try to grow your customer base using low-priced products on the front end, with high priced products on the back end. This strategy works well with art stalls, prints, small works, books or merchandise.



## 17. Submit your art to online marketplaces.

This should be one of the first things you do. Submit your art to relevant online galleries. In Australia, I use [Bluethumb.com.au](http://Bluethumb.com.au).

However, there is virtually no barrier to entry, so competition is stiff.



## 18. Grow a buyers list.

Make sure you keep in contact with buyers. It is MUCH easier to sell to someone who has previously purchased from you.



## 19. Paid advertising.

Can be incredibly effective if done well. However, only venture into paid advertising if you are already making sales organically.

Facebook and Google ads are the main players here.



## 20. Set up referral systems.

Do you have systems in place that prompt your fans to refer your work to others? This is a great way to leverage your current fan base to reach more people.




# Thanks for Reading!

Thanks for taking the time to read this cheat sheet. Hope you found it useful! Feel free to share with any friends who might find it useful. You can send them the following link:

<https://drawpaintacademy.com/free-art-tools/mfa-cheat-sheet/>

For those of you who want to learn more about the marketing and business side of art, I suggest you check out my [30-Day Marketing for Artists Email Course](#).

Happy painting!



Dan Scott

Draw Paint Academy

[dan@drawpaintacademy.com](mailto:dan@drawpaintacademy.com)

