

EAST information sheets

06: Marketing

Introduction

As an artist you naturally want other people to see your work or watch you perform. In order to establish your career you will want to reach a position where you are invited to work/perform. In fact, you need other people to know you and know your work. Art is nothing without an audience.

This information sheet will introduce you to marketing and the tools employed to communicate with others and develop a wide audience. Some of these marketing tools may be familiar: business cards, leaflets, flyers, newsletters, posters, advertising and editorial, promotional CDs and DVDs, email newsletters and websites. But it is how you use them that will make all the difference to your profile.

The information sheet is split into 5 sections:

1. Planning
2. Print
3. Direct mail
4. Media and press releases
5. E-marketing

1. Planning

Before you embark on your marketing campaign it is a good idea to sit back and have a good think about a few important questions:

- **Who am I?** or if you are a group Who are we?
- **What do we want to achieve with our marketing?** Do you want to publicise an event or find employment opportunities?
- **What resources do we have?** This includes money and manpower (i.e. people)
- **What is the timescale?** Do you have an event imminent?
- **Who do we want to reach?**
- **What is the key message of this marketing?** For example, the key message of an event invite is the date and time and who the performance is by.
- **How will the success of the marketing be measured?** How will you evaluate success? You don't want to waste time repeating unsuccessful marketing strategies.

For example,

- **Who am I?** A visual artist with an upcoming show.
- **What do I want to achieve with my marketing?** I would like to increase my profile and get more work.
- **What resources do we have?** I have a small budget and me!
- **What is the timescale?** The event is in 4 weeks time
- **Who do we want to reach?** I would like the event to be well attended by arts professionals.
- **What is the key message of this marketing?** The key message will be that I am an up and coming artist and this event is an important arts event.
- **How will the success of the marketing be measured?** I will measure the success of my marketing strategy by how many of those people I hand-picked to attend did so and, in the next months, by

whether my prospects/opportunities and profile has increased.

Now with your plan ready you can use some or all of the strategies below in your marketing mix.

Further information

ECCA (Enterprise Centre for the Creative Arts) produce an information sheet for those interested in a more in-depth look at market research and targeted marketing.
www.ecca-london.org/resources/marketing/market_research/

2. Print

Print is one of the more common tools used for marketing. For artists the distribution of leaflets and posters is a tried and tested formula which has always proved to be effective. Many visual artists also utilise their own skills to produce the printed materials.

Artists working with large organisations will usually find that all print material is taken care of.

Graphic design

You may need to call on the skills of a graphic designer (who will charge on average £150 per day). You will need you to provide a brief (detailing its purpose, target audience, all copy and all images). Colour leaflets can cost as little as £70 for 300. Posters are more expensive.

Low budgets

Think creatively about how you could produce promotional material on a shoestring. Photocopying and home-printing are options but make sure the end product looks professional.

Copywriting

When writing copy for print always consider the ABC (ACCURACY, BREVITY AND CLARITY). Those who are unsure of their language skills should try and get help from friends or associates. Try and get a second opinion on any copy you write.

3. Direct Mail

For invites, brochures and information you will at some point need to use a mailing lists. This is a list of all your professional contacts including arts professionals, arts editors, prospective employers, and sponsors. You should keep these contacts safe in some sort of database (see below).

If you feel your mailing lists is somewhat lacking try approaching a local arts organisation or gallery. If they think your material suitable they might let you include it with their. Though, this might be done in exchange for a day of stuffing envelopes.

Planning

A direct mail shot takes planning. For instance if you are publicising a workshop you need to send out invite to potential users 4-6 weeks in advance in order to arrange bookings. An exhibition/performance will need to be mailed out 2-4 weeks in advance.

Databases

You need to keep your database up to date in order for it to be an effective marketing tool. You could use a program such as Excel to create it or there are various (free) open source programs available on the internet (OpenOffice is a free multilingual software bundle that does everything Microsoft office does. Go to www.openoffice.org to download).

Anyone with a database should first consider the implications of **The Data Protection Act 1998** and an EC Directive Privacy and Electronic Communications which covers direct mail and email marketing.

The principles of data protection:

- Data must be obtained fairly and lawfully so you can't just borrow another group's database and add it to yours.
- Data must be held only for specific and lawful purposes.
- Marketing must be relevant, adequate and not excessive.
- Data must be accurate and where necessary kept up to date.

- Data must not be kept for longer than necessary.

An individual has to the right to:

- Be informed by the data controller (you!) on any information held on them. This includes paper records as well as computer information like information on a database.
- Prevent the processing of their data for the purposes of direct marketing. This means that people can ask you to stop sending them information.
- The removal or correction of any inaccurate information about them.
- Compensation if they can show the Information Commissioner that they have been caused damage.

There are also new regulations concerning email intended to cut down on spam.

- The sender must not conceal their identity
- The sender must provide a valid address for opt-out requests
- Senders can't send unsolicited marketing messages to individuals

4. Media and press releases

A cheap and effective form of advertising if you can get it is editorial - that is articles in the media. It involves sending out press releases to selected people in the media with a view to getting your news in their publications/programmes.

Like direct mail, your press releases need to be send in advance of any event - not too soon (they may be forgotten) and not too late - 2 weeks should be about right for most print but magazines usually need a month or more depending on their frequency. Follow your release up nearer the time of the event. Don't be too pushy. Gauge the interest of your contact and be polite. You should be aiming your press releases at:

Local/regional radio and TV

Local/regional newspapers

Listing magazines

Specialist magazines

National Newspapers

Before you send ask yourself whether your news is relevant to the contact you're sending too. The press room at the Liverpool Echo is NOT going to be interested in your performance in Islington.

Hopefully you will get a response. In this case you need to be prepared to respond quickly to questions.

- Memorise you press release
- Memorise your artists statement.
- Prepare a key message
- Have facts and figures handy (or memorised).

Target your press release. There are sneaky ways of finding out who might be the best person in a press room to talk to. Try these websites for listings:

The Newspaper Society - www.newspapersoc.org.uk

BBC Radio and regional TV - www.bbc.co.uk

All TV channels (including cable) - www.ofcom.org

For all media listings - mediauk.com

Writing your press release

- Ask yourself what is my angle? This could be your USP (unique selling point) or a human interest angle.
- Write your press release as if you were a journalist writing the story. This avoids the journalist rewriting the piece.
- Write factually. Avoid hyperbole and exaggeration.
- Remember ABC (**Accuracy, Brevity and Clarity**)
- Address the 5 W's: **Who? What? Where? When? Why?**
- Get to the point. Avoid Biographical information in the main piece. Attach biographies as extra pages and title them 'notes to editors'.

- Print your press release on A4 paper (your headed notepaper if possible) at 12 point with 1.5 line spacing.

- You should use the following format

PRESS RELEASE

Notice of photo opportunity (if applicable)

Headline (keep it factual)

Story

For more information please contact... *your name and contact details (telephone and email)*

- If you have more than 1 page of your story use page number and write 'more...!' at the bottom of each page before the last.

Further information

ACE (Art's Council England) has an information sheet on writing press releases.

www.arts.org.uk

ECCA's marketing resources include information on targeting journalist and press releases.

www.ecca-london.org/resources/marketing/news_releases/

www.ecca-london.org/resources/marketing/pr/

5. E-marketing

Both direct mail and press releases can be dealt with electronically via email. It is recommended though that you use hard copies and the post. 'Email fatigue' means that the average person will have to ignore significant amounts of their email.

That is not to say though that the world wide web has no benefits. Websites are an excellent tool for the artist: both as a showcase or archive for works/performance and to publicise forthcoming events.

Consider:

- Keep the design clean, clear and easily understandable.
- Consider the navigation. Can the home page and contacts page be found easily?
- Register your site with search engines to increase your chance of being found. Google, Yahoo and MSN are used by 95% of people so concentrate on these.
- links pages increase the traffic on your site and your rating on search engines.

Web designers

If you are competent in HTML it is possible to create yourself a perfectly formed website to your own specifications. Others without those skills may find that they have to call on the services of a web designer. Similar to a graphic designer, the web designer will need you to provide a brief, all copy and images.

Rates for web designers are similar to graphic designers (around £150 a day) or they may work on a page rate (i.e. £100 per page). Extras will include domain name registration (i.e. *www.yourdomain.com*) and server space (the space on the internet where your site will live). This should cost around £40 per year (beware of any web designer who quotes more than this). You should be given email addresses (at least 3) to go with your web domain (e.g. *yourname@yourdomain.com*).

Blogs

An increasingly popular way for artists to create webpages is to create a blog with a blogging service (try www.blogger.com or www.wordpress.org). This is by far the simplest way for you to create a web presence. Even those with very little confidence in their technical abilities will find it a breeze. These sites allow you to easily create copy, upload images and customise your website. You will be given a unique web address (e.g. *www.blogspot.yourname.com*) which you can then use to give in application, proposals and on your CV. They are also regularly listed in search engines.