

Checklist: Online Marketing for galleries



1. Set Your Goals

Do you want...

- Attract more visitors to your gallery's website or reach out to new collectors?
- Raise your artists' profile?
- Sell more art?
- Motivate existing clients and collectors?

If you're having trouble defining your goal, ask yourself the following questions:

- Are only a few people visiting your website, even though you own a great site through which you've already managed to make new contacts and generate sales?
- Does your gallery programme feature many aspiring but still unknown artists?
- Do you have many clients who purchased art works once or twice and did not return?
- Did you expand your programme and are now looking for new collectors?

Once you've established your personal goal, you'll need to determine your audience.

2: Find Your Audience

- Where can I find my audience?
Are you frequently visiting art fairs and exhibitions, or do you prefer to find new art online?
- Which media and social media channels does my audience use?
Use the same channels as your audience.
- Where does my audience live?
Are you selling local artists to local collectors? In that case, you'll find your audience in your area.
- What's my audience's average age?
Which artists and issues does this age group favour?
- What does my audience like?
Make use of your audience's interests to advertise within your preferred media or to define a target group for Facebook Ads.

3: Optimise Your Website



- Offer visitors interesting, relevant, and up-to-date information on your gallery, artists, and events.
- Gallery websites depend on good and high-res images. Allow your visitors to view more details and zoom into images! Ideal are image sizes between 1000-3000 pixels.
- Include relevant links to artists' websites, online shops, your social media profiles, and more. Make sure to also use key words in your link text: "Find out more about the exhibition opening by [artist name]"*
- Your texts should include relevant key words for appropriate search results. Your gallery's name, your most important artists, as well as aspects of your programme (e.g. post-war art, contemporary art, art from Asia, etc.) are among the most important references.*
- Make sure visitors can view your website on smartphones and tablets problem-free. Up to 20-30% of online visitors view websites over smartphones and tablets (customer's survey results 2017), and even Google loves Responsive Websites.

4: Distribute Newsletters

- Choose a relevant and interesting topic for your readers
- Specify a benefit for your readers in the subject line. For a subject line that works, enter up to 50 characters.
- Address your readers as personally as possible.
- Include links to further information: your website, your artists, exhibitions, or Facebook Events. You may also link to your social media channels in your newsletters.
- View opening and click figures after each dispatch and try to find causal links.

5: Use Social Media

- Create your own profile to share your news
 - E.g. art fair participation, artists' awards and accolades, published interviews, new art works and artists, and more
- Make use of various communication methods to offer viewers glimpses behind the scenes of your gallery, to present art fair and exhibition installations, or to interview visitors or artists live and on-site.
- Link to your artists via @name, or to other media and relevant persons using corresponding hashtags (e.g. #ArtFair, #ContemporaryArt, #painting, #sculpture or #Basel) to reach a wider audience
- Create Facebook Events (e.g. exhibition)
- Use Facebook Ads and Retargeting Campaigns by Facebook
 - You may promote exhibitions, special offers, new art works, and more.

Further tips for galleries and artists can be found on our [blog](#)