

ARTISTS MARKETING TOOLKIT 2017

“Don’t miss this: Is this Denver’s best art fair? There are plenty of art fairs across the Front Range at this time of year, but the annual Summer Art Market in central Denver remains in the top tier.”

– Ray Rinaldi, Denver Post 2016



LET’S DRUM UP SOME BUZZ ABOUT SUMMER ART MARKET!

PRINT - postcards or business cards (Start this now! Slight investment)

- Place in every bag after purchase- or the next place they can find your work. You want them to be able to contact you again easily.
- If you teach at ASLD, mention your class!
- Use the SAM logos you can find on ASLD.org
- Mail to your contact list, friends, family, give to your students – really anyone you know
- vistaprint.com (usually can find a coupon online)

DIGITAL- (Free and closer to event)

*Email

- Send an email or two leading up to SAM from your regular email or build a pretty one using an email marketing tool
- [Mailchimp](https://mailchimp.com) and [Constant Contact](https://constantcontact.com) have a free feature under a certain threshold of contacts
- Upload contacts, create lists, and use photos to make it eye-catching
- You could even upload the map and let them know where to find your booth

Social – use social media. For artists, I recommend Facebook or Instagram. ASLD has both and they work well together. Invite your friends and tell your followers.

Hashtags - And don’t forget to tag your posts!

- Hashtags are links to everyone else’s posts that use that hashtag
- I recommend starting off with tagging keywords as if you’re searching for you post.
- Tag your posts with #SummerArtmarket2017 #SAM2017, #asld, #artfestival #artistname #media

*Don’t have a contact list? It is never too late to start. If you’re using [Square](https://square.com), [Paypal](https://paypal.com) or any other electronic payment function, you can capture emails to begin reaching out to your patron about upcoming shows, markets, or work. Also it can be as simple as a sign in sheet asking if people want to join your mailing list.

Got other ideas? Let us know! Contact Libby Garon at l.garon@asld.org

ART STUDENTS LEAGUE
OF DENVER

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