



ARTSY

3 Ways to Promote Your Exhibition Virtually

What's Covered

Introduction	3
The Strategy	
– Brand and Marketing	5
– Sales and Collector Relationships	6
3 Ways to Promote Your Exhibition Virtually	
– The Artsy Gallery Profile	8
– Email Marketing	10
– Instagram	12
Conclusion	13

Introduction

For many galleries, exhibitions serve as central moments to share their artists' work and connect with their network. But did you know that bringing your physical exhibitions online can significantly expand your artists' following, while increasing your reach to both existing and potential collectors?

While a physical gallery space remains pivotal for many galleries, investing in an online presence is now one of the most effective paths to grow your gallery business in the future. According to the 2019 Hiscox Online Art Trade Report, the online art market grew 11% YoY—almost two times as fast as the total art market. Additionally, 50% of buyers who spend over \$100,000 per year on art visit online art platforms multiple times a week, for an average of 10–30 minutes.

This means that collectors are online, and they're serious about buying art. So how do you make their online experience effective and engaging? By using online exhibitions.

From email marketing to social media, our team of digital strategy experts put together a worksheet you can complete in under 30 minutes to help you understand how to successfully bring your exhibition to your second storefront: online.

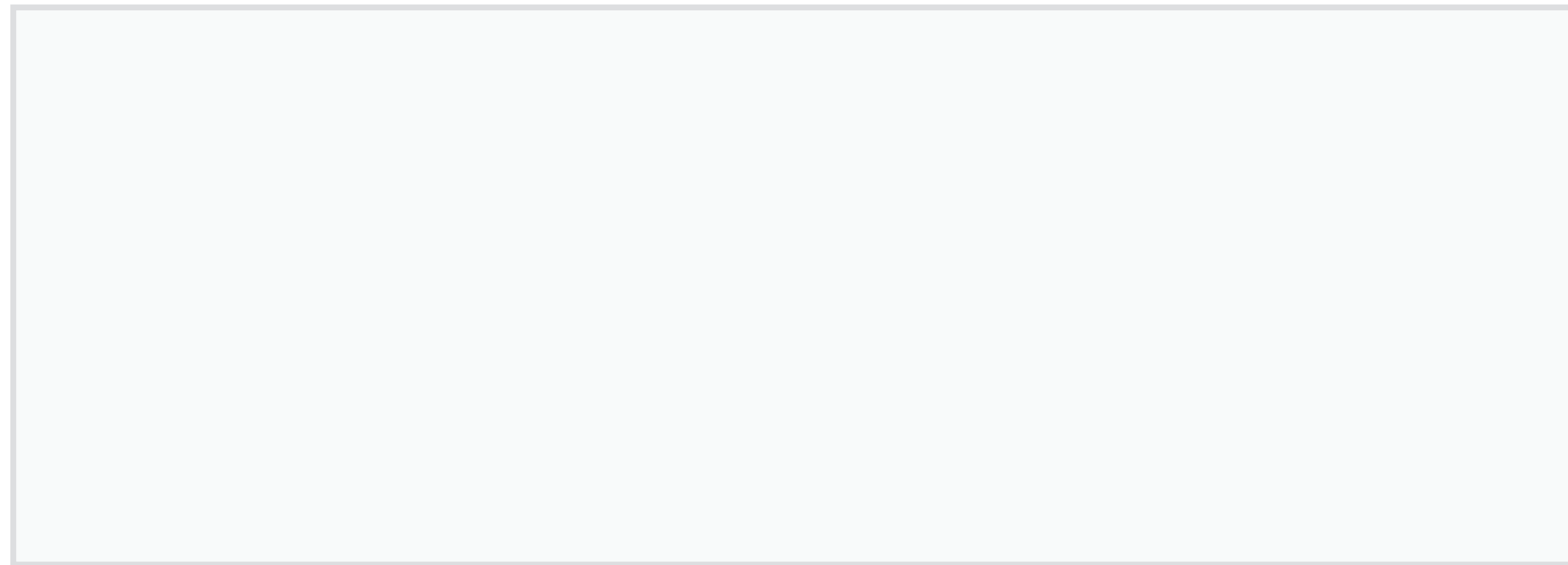
The first part of the guide helps you evaluate, with a worksheet, your current digital strategy for exhibitions and where there might be room for improvement. The second part walks you through the three primary channels for a digital strategy (online art platforms, email, and social media) to help you understand how they work together to drive traffic to your exhibition online.

The Strategy

Establish your exhibition schedule and plan for the next 6 months

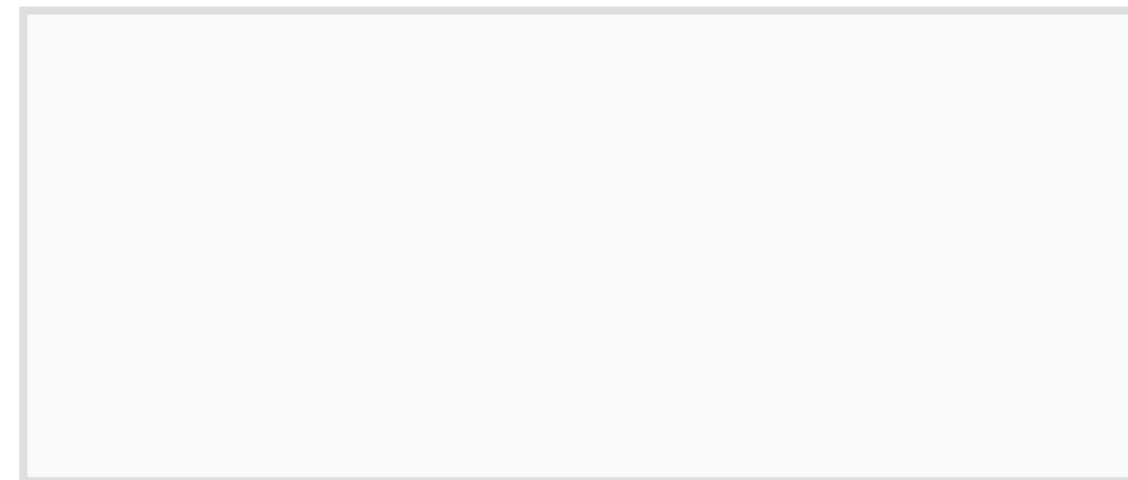
What exhibitions are you planning for the next six months?

List all exhibitions you have planned for the next six months, including fairs and online programming



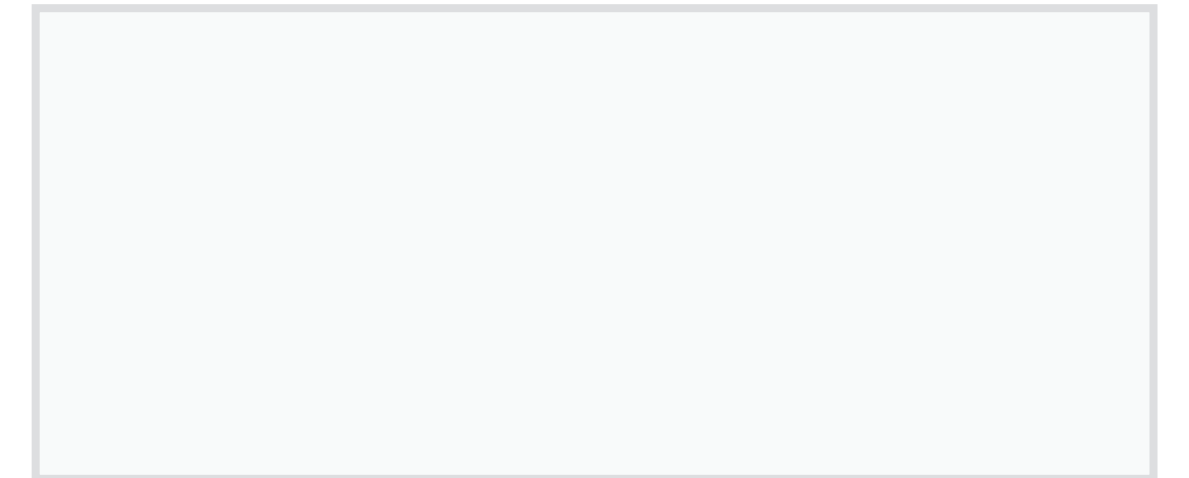
How do you measure success for your exhibitions?

Such as: number of works sold, press mentions, visits to gallery, new names in sign-in book, new social media followers



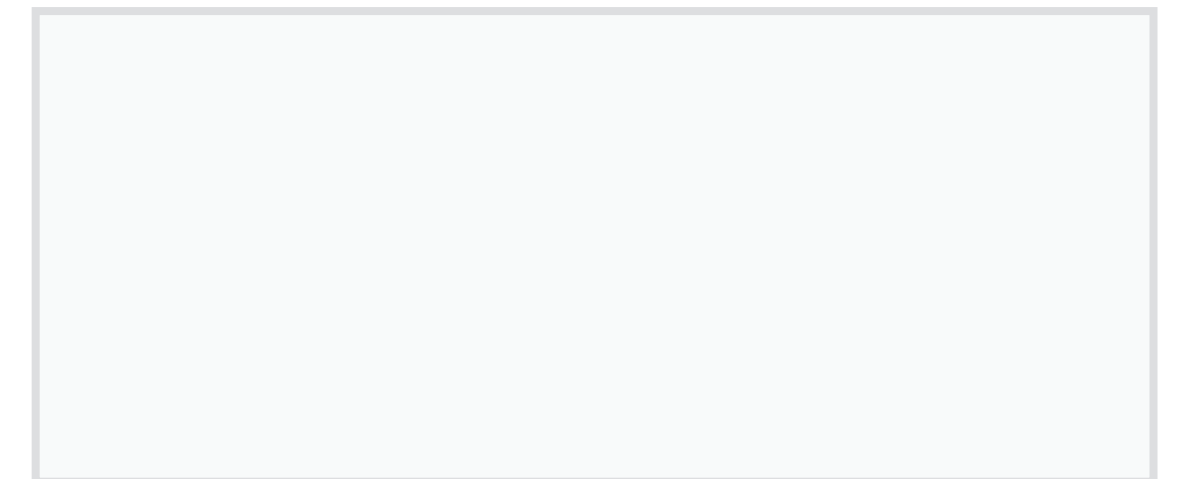
Who is your target audience for an exhibition?

Such as: existing collectors, art enthusiasts, press



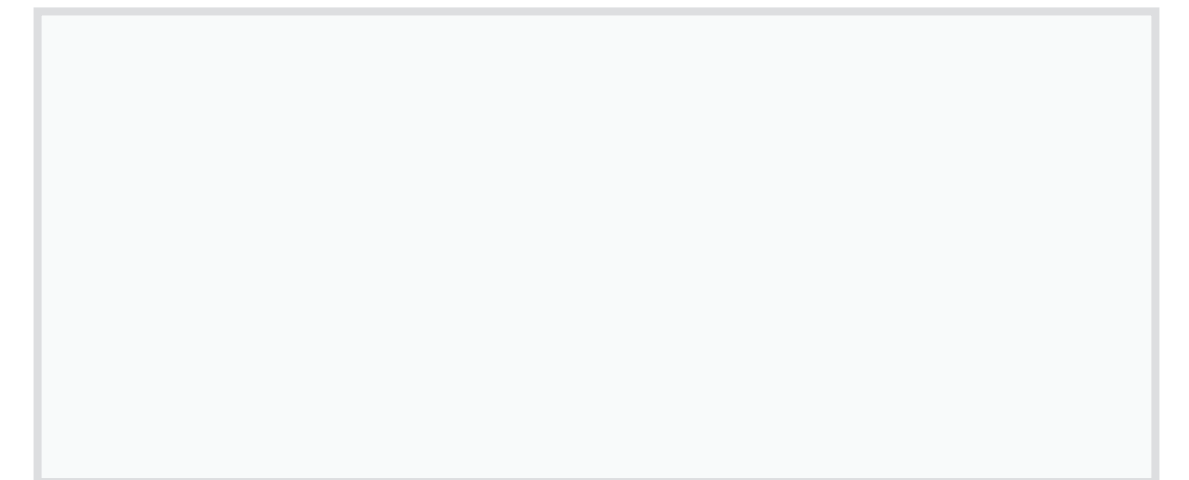
How do collectors engage with your exhibitions? What channels do they use to contact you?

Such as: walk-ins, fairs, emails, online art platforms, social media



What are your biggest challenges to achieving your exhibition goals?

Such as: difficulty tracking viewers/visitors, attracting new collectors, selling works



Brand and Marketing

Understand how you currently advertise your exhibitions and what you may want to change in the next six months

How do new and/or existing collectors discover your exhibitions online?

Current tactics

Such as: email newsletters, openings, online art platforms, fairs. What are you doing with these channels?

Plans for the next six months

Such as: add shows to Instagram content, join online platform, update your website



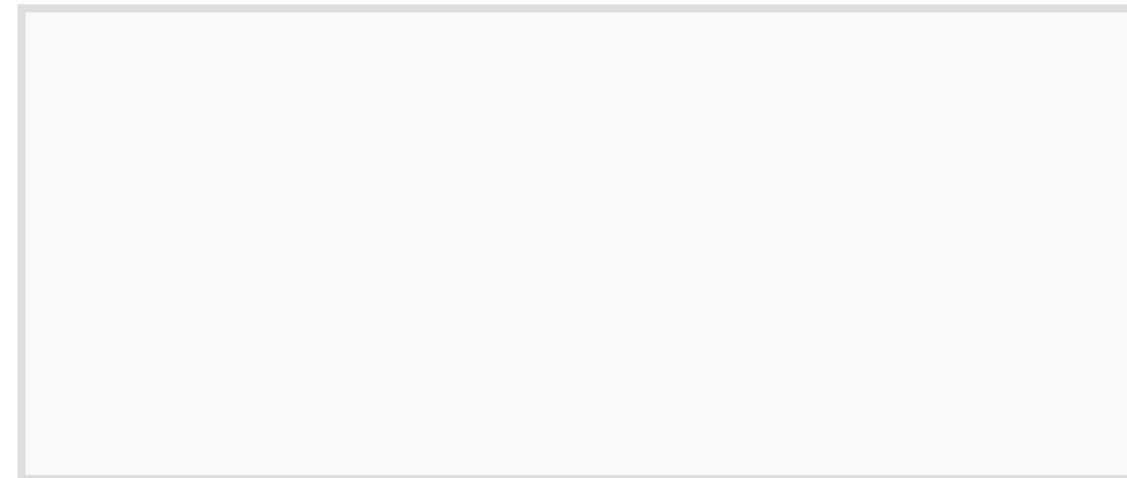
Sales and Collector Relationships

Learn how to drive sales and build lasting relationships with your collectors through exhibitions online.

How do patrons currently inquire about or purchase works?

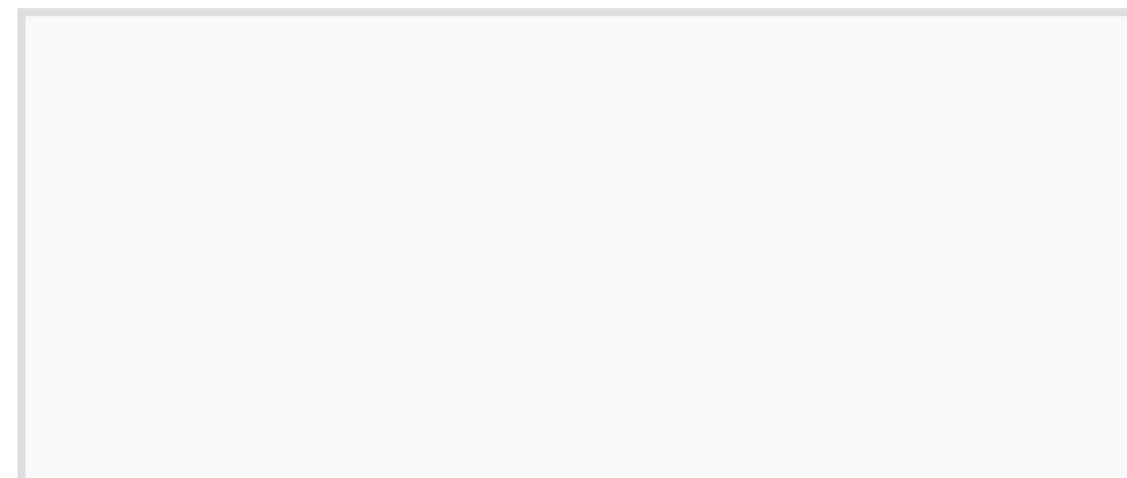
Current tactics

Such as: in-person requests, over the phone, private appointments, email inquiries, Instagram direct messages



Plans for selling work in the next six months

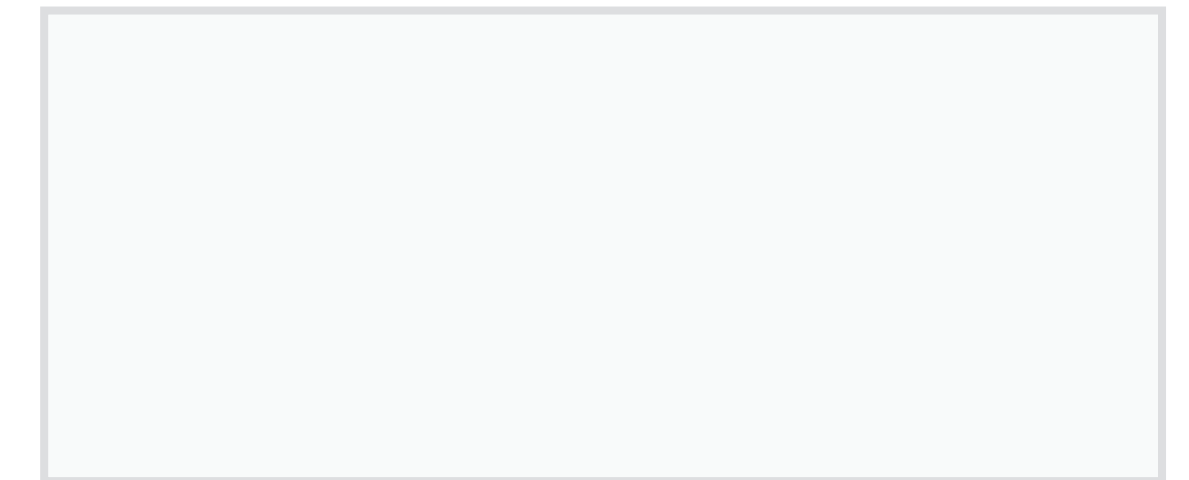
Such as: sell works through an online art marketplace; add an “Inquire Now” call-to-action at the end of emails; include “Purchase Now” call-to-action in Instagram bio; gallery walk-ins



How do you build relationships with collectors who engage with your exhibition?

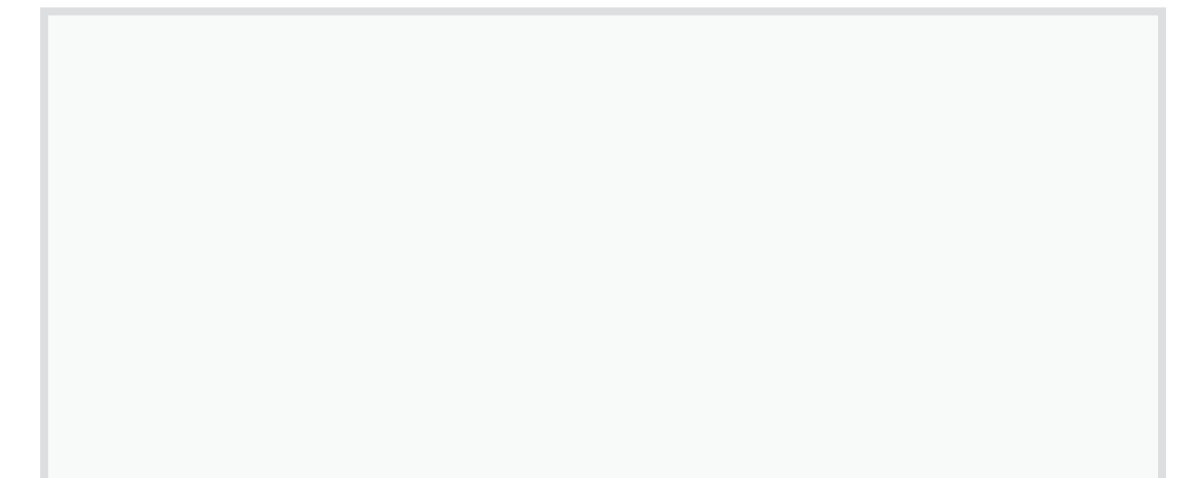
Current tactics

List the ways you meet new collectors (e.g., walk-ins, openings, art fairs).



Plans for engaging with collectors in the next six months

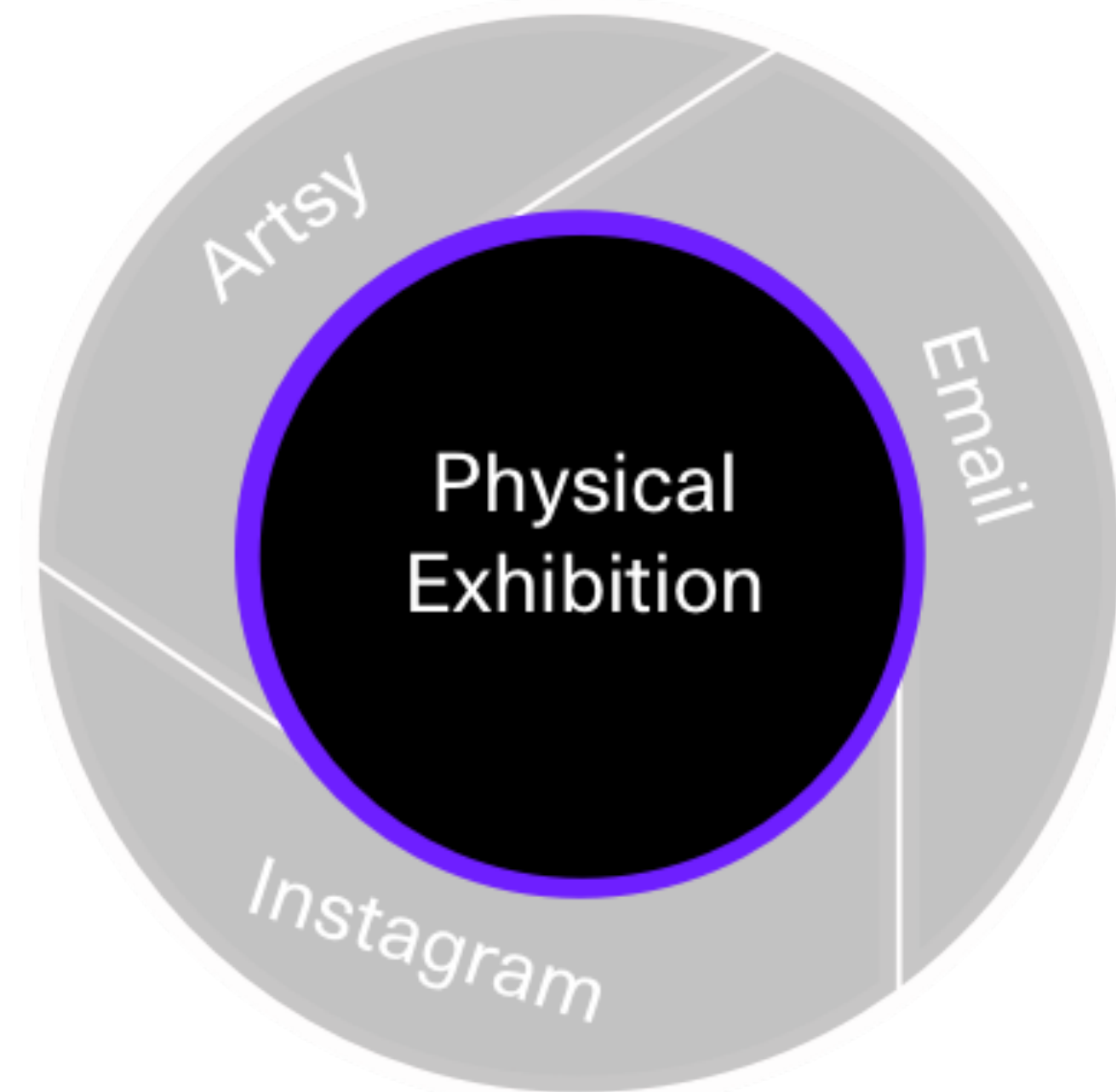
Such as: use an online platform to connect with collectors who cannot see your exhibitions in person; send collectors additional works through email via a content management system



The big picture: How do online art platforms, email, and social media work together to drive engagement with your exhibition?

No matter the size of your business, a strong digital strategy is about using multiple digital channels and tools (as long as you have the time to maintain them!) to support existing business goals. Today, many galleries use their own website as the central axis and foundation for their digital strategy, but supplemental channels are becoming increasingly necessary to reach a wider audience and have the tools to convert traffic to sales.

Now that you have a sense of your own digital strategy in relation to promoting physical exhibitions, learn how these platforms can add value to your gallery's digital presence.



The Artsy Gallery Profile

Bringing your exhibition online starts with Artsy.

What

Online art platform

Why

Artsy has over 1.5 million users from 190+ countries, delivering an audience of qualified collectors to engage with your gallery's exhibition. Each gallery partner receives access to a dedicated gallery profile page. In addition to artworks, the gallery profile page can also host entire shows online, allowing collectors to experience your exhibition even if they can't make it in person, while also getting the benefits of Artsy's high ranking in search engines.

Finally, when thinking about a digital marketing strategy for your physical exhibition, consider your profile page on Artsy to be the north star you link to from your other channels (e.g., Instagram and email). This provides collectors with the best possible user experience by driving them to a place where they can not only learn more about your artists and their works, but also inquire about or purchase a work with the click of a single button.

How

GIVE CONTEXT

Just as you would have an exhibition sheet at your gallery, include a summary of the exhibition at the top of the show page on Artsy. This provides an informative and welcoming point of entry for the collector, contextualizing what they're about to see and guiding their experience of the curated works.

UPLOAD FEATURED WORKS

Take the time to photograph high-quality images of the works in your exhibition and add them to your gallery page so collectors can scroll through the entire show. If they're interested in a work, they can click on the image, and it will take them to a page where they can see its dimensions, virtually hang the work on a wall with Artsy's augmented reality feature, and purchase or inquire about the work.

ENCOURAGE COLLECTORS TO EXPLORE

The bottom of every show page includes a space for past exhibitions. Just as a visitor might ask to view other works by an artist, they can easily familiarize themselves with your gallery program on Artsy. Not only does this nurture the relationship with a collector, but it creates more opportunity for them to follow your artists and purchase work.

Example Artsy Exhibition Page

INSTALLATION SHOTS

This rotating carousel allows you to include photographs of the physical exhibition.

The screenshot shows an Artsy exhibition page. At the top is a search bar and navigation links for Artworks, Auctions, Galleries, Fairs, Magazine, and More. Below the navigation is a carousel of installation shots. The first shot shows a large painting with a yellow background and a colorful archway. The second shot shows a gallery space with several smaller paintings of the same archway series. Below the carousel is the exhibition title 'New Dawn Fades' and a description: 'Court Tree Gallery proudly presents New Dawn Fades. A collection of paintings by Brooklyn artist Christian Nguyen. This body of work is inspired by Claude Monet's Rouen Cathedral series. Nguyen's primary focus is architecture and how it embodies the mind, body and soul.' To the right of the description is the gallery name 'COURT TREE GALLERY' with a 'Follow' button and social media icons for email, Facebook, and Twitter. Below the gallery name are the dates 'May 11th - Jun 8th', the address 'Brooklyn, 371 Court Street, 2nd Floor', and the opening reception 'Saturday, May, 11th, 5pm -7pm'. At the bottom of the page are three individual artwork thumbnails, each with the artist's name 'Christian Nguyen' below it.

HIGHLIGHT WORKS

A person in the image gives the work dimension and keeps the shot from looking too sterile.

LOGISTICS

Add relevant details about the opening, such as dates of duration and the night of the reception.

Email Marketing

Keep your existing audience engaged and up to date about upcoming exhibitions

What

Email Newsletter

Why

Email is one of the most simple and effective ways to consistently engage your collector base. An engaged subscriber list represents a qualified audience of collectors, art enthusiasts, and press who want to hear updates about your gallery and artists. Additionally, email is a digital channel that gives you more “real estate,” or room to include information. It also allows you to easily link out to your website or an online platform like Artsy, enabling collectors to further explore your exhibition and inquire or purchase a work.

How

CRAFT A COMPELLING SUMMARY

Any email announcing an exhibition should include relevant information about the show, such as dates and a brief description of the featured works. The purpose of the body text is to encourage your audience to further engage with

whatever content you’re marketing, so include a call to action such as “view the exhibition on Artsy.”

FEATURE THE ARTIST

Whether they’re a seasoned collector or simply an art enthusiast, the majority of people who interact with galleries do it because they are interested in the represented artists. Even if it’s just a few sentences, make sure to include background about the exhibiting artist(s) in your email. This is an effective way to capture your audience’s attention and encourage them to click through your email to learn more.

INCLUDE AN EYE-CATCHING IMAGE

The art world is a highly visual industry—use this to your advantage in an email. Entice your audience with a high-resolution image of a featured work that links out to your Artsy page. Artsy partners also have exclusive access to Artsy-designed templates for social media. These help create visual consistency and make it easy for you to “plug-and-play” your works.

Example Email Template

HEADLINE

Catch their attention—the larger font size indicates with visual cues that this piece of content is most

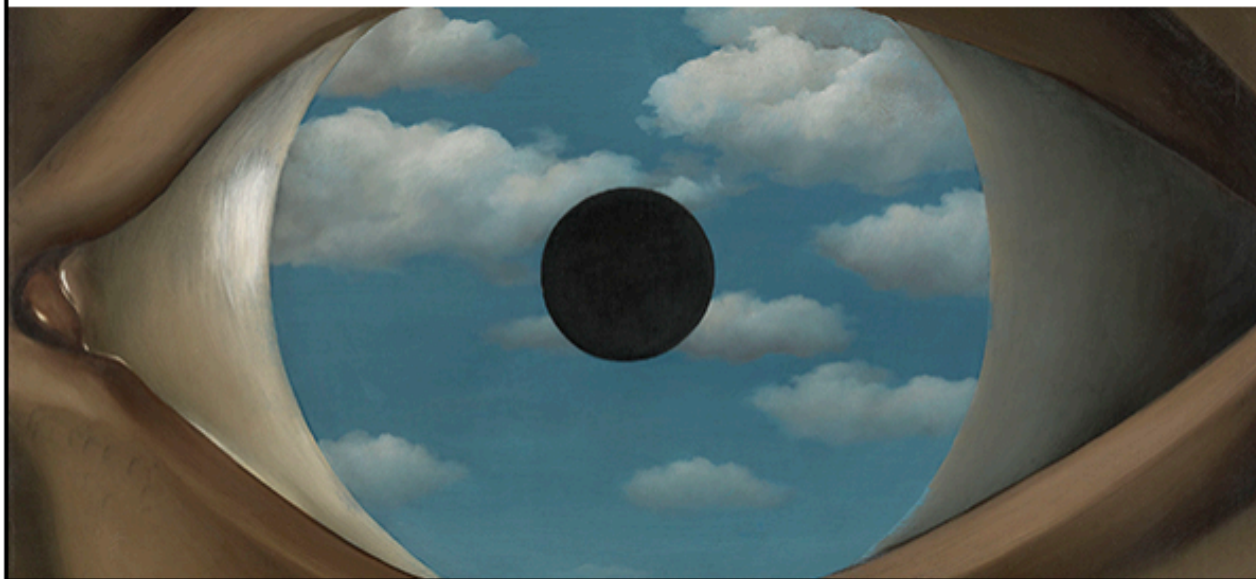
IMAGES

Showcase the exhibition. Make every image in your email clickable so they can take your audience to your gallery website or Artsy show page.

SEPT 16 – NOV 18

Artsy for Galleries is pleased to present "Exhibition"

[View the exhibition online](#)



René Magritte, *The False Mirror (Le Faux Miroir)*, 1928. © Art Institute of Chicago / Artists Rights Society (ARS), New York. Courtesy of [Art Institute of Chicago](#).


Context about the exhibition and work. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud. Labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.

About the artist.

Add artist biography here.

René Magritte, *Tentative de l'impossible*, 1928. © Centre Pompidou / Artists Rights Society (ARS), New York. Courtesy of Centre Pompidou.

[Learn more](#)



[Explore the virtual exhibition](#)

[Artsy](#) • 401 Broadway 26th Floor, New York, NY 10013 • [View in browser](#) • [Unsubscribe](#)

[Twitter](#) [Facebook](#) [Instagram](#)

CALL TO ACTION

Add relevant details about the opening, such as dates of duration and the night of the

Instagram

Curate quality images and stories about your exhibition for a new and existing audience

What

Instagram post

Why

Perhaps the most popular social media platform in the art world, a strong Instagram presence can build your gallery's brand and significantly increase awareness for your business. When executed carefully, crafting a compelling post on Instagram is the perfect way to announce an exhibition to your gallery's audience and encourage them to engage digitally.

How

LINK IN BIO

In addition to whatever you chose to put in your post's caption (e.g. the title of the exhibit and the opening date), your Instagram bio is a great place to include information about your exhibit. Last year, over 85% of Artsy inquiries came through mobile. Use bit.ly to create a short vanity link that directs collectors to your exhibit's Artsy page so they can easily view the entire show on their phone. Bit.ly also offers analytics to track clicks on your link.

ADD A FIGURE IN PHOTOS

Adding a person into the frame gives the work dimension and keeps the shot from looking too sterile. Experiment with using a person from your team to pose in front of a work in the exhibition. This will help give the work scale and encourage collectors to engage with the post by liking, commenting, or going to your bio to learn more.

USE TAGS AND HASHTAGS

Including relevant hashtags and tagging your artist is one of the best ways to boost discovery for your exhibition. For hashtags, our social media team recommends using a maximum of five and trying to strike a balance between critical mass and specificity (e.g., "painting" is too broad; the name of the work is too narrow). Additionally, ask your artists to include a link to the exhibition's Artsy page in their bio. This will increase your posts' reach and help drive traffic to a place where collectors can inquire about or purchase works.

Did you know Artsy gallery partners who use our exclusive Story templates and tag @Artsy in their posts increase the chances of being shared to the Artsy Instagram account, which has almost 1 million followers?

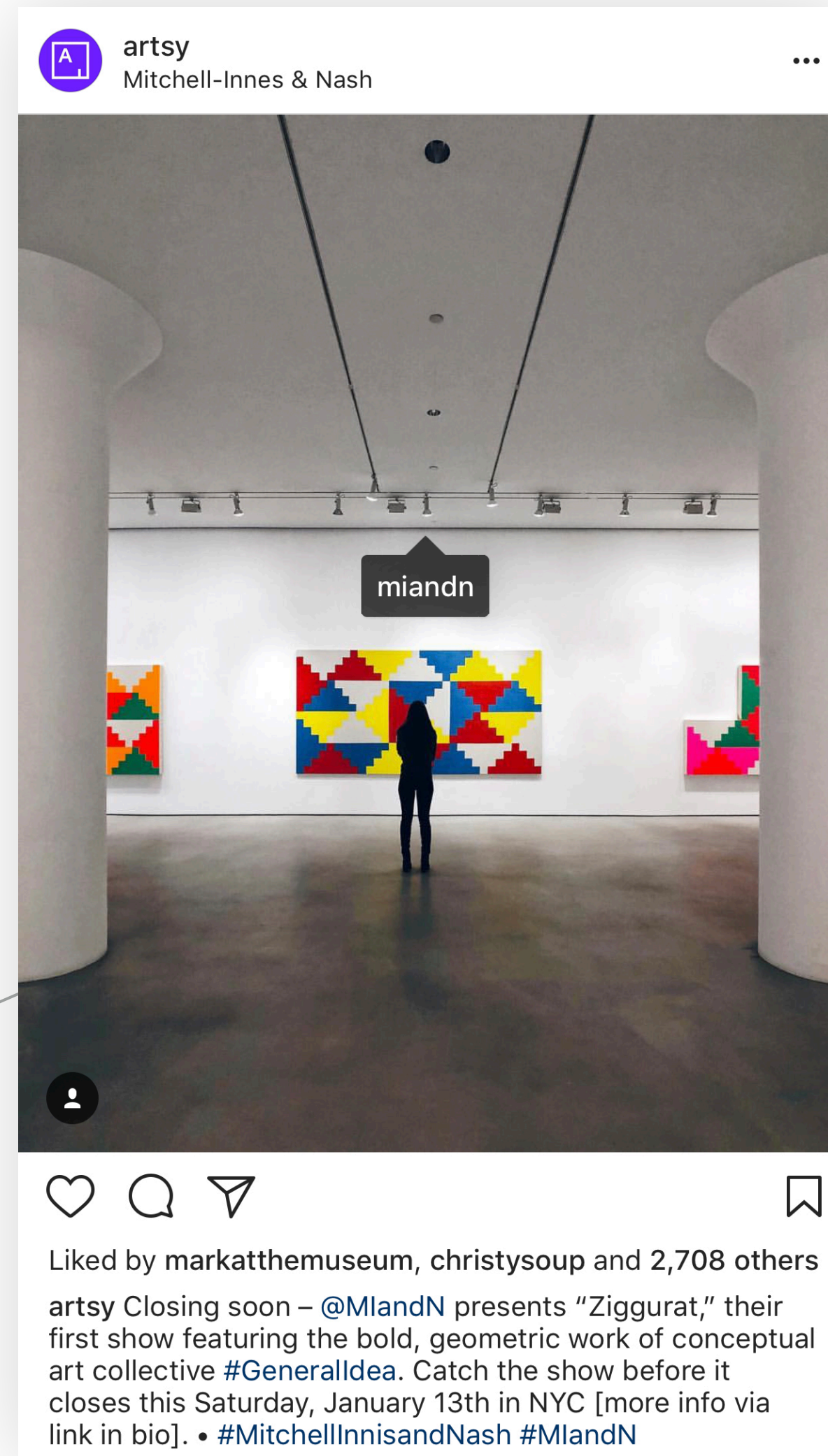
Example Instagram Post

USE A GEOTAG

Adding a geotag is a quick and easy way to make your post more discoverable.

ADD A FIGURE

A person in the image both gives the work dimension and keeps the shot from looking too sterile. Experiment with posing figures in your photos. You might be able to capture a visitor as we did, but also consider using your team to “play visitor” and help stage your shot.



Installation view of The Estate of General Idea: Ziggurat at Mitchell-Innes & Nash, NY, 2018. © The Estate of General Idea; Courtesy of The Estate of General Idea and Mitchell-Innes & Nash, NY

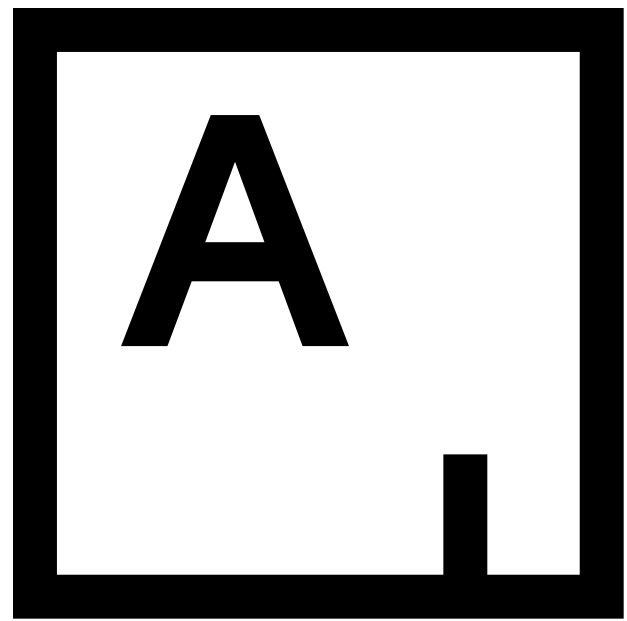
DIRECT TO MORE INFORMATION

Share brief details about the show in the caption, but use the link in your bio to direct collectors to a digital version of your exhibition, either on your website or Artsy profile.

Conclusion

As you move forward with planning your exhibition programming for the year ahead, make time to build a multi-channel integrated digital strategy to extend the reach of your exhibitions to a wider audience. By using a site like Artsy as the host or foundation for your exhibition online, you can easily represent your exhibition in any digital channel, whether it be email or Instagram. Having all your channels work together will help you drive traffic to your gallery and inquiries to your works.





Join Artsy

[Artsy for Galleries](#)

[Artsy for Institutions](#)

[Artsy for Auctions](#)

Follow Us @Artsy

[Instagram](#)

[Facebook](#)

[Twitter](#)