

ART_SY

Artsy's Digital Marketing Kit for Galleries

OVER 10 STRATEGIES ACROSS 3 MARKETING CHANNELS,
WRITTEN BY EXPERTS IN DIGITAL MARKETING AND
THE ART WORLD



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Introduction

Digital marketing is ever-evolving, and it plays an incredibly important role in our connected world. Regardless of whether your gallery is just starting out or has been in business for many years, it's always a good time to think about digital strategy.

In order to bring the best content available directly to galleries like yours, we asked experts in marketing and the art world to put together a comprehensive kit. This is the result—a guide that includes the best practices in email marketing, SEO, and social media. Explore their recommendations below and begin your gallery's digital marketing journey.



Tian Wei, *Yellow*, 2013. Courtesy of October Gallery.

Email Marketing

According to the [Data & Marketing Association](#), email marketing is one of the most cost-effective marketing channels around. In fact, it brings in \$40 for every \$1 spent, outperforming other channels such as search, display, and social media. Read on for the top three tips from Artsy's email marketing specialists to help you leverage email and effectively promote your gallery's programming at a low cost.

1. GROW YOUR SUBSCRIBER LIST

It takes time to grow your email subscriber list, but investing energy in doing it correctly (by not renting, buying, or sharing contacts) will reap long-term rewards. Start by taking advantage of your audience by collecting information from people already visiting your gallery's website. Add an email sign-up on the website's most popular pages and subpages, as well as the top navigation bar, sidebar, or footer. Because these areas of your gallery's website are highly visible, collectors will likely see your email sign-up, regardless of the pages they're browsing. Another option for growing your subscriber list is to leverage in-person events such as fairs, on-site events, and ongoing exhibitions. Simply ask visitors to leave their name and contact information at your gallery's front desk or fair booth.

2. LEARN HOW TO ENGAGE YOUR USERS

Once you have a subscriber list, the next step is to start writing an email itself, right? Email marketing specialists would disagree. When you consider the fact that most people will never see the contents of your email—the art industry's average open rate hovers at 26%, and the average click-through rate is around 6%—the first course of action should be to think about the email's subject line. Below, browse some of Artsy's 10 tips for creating a winning subject line—one that will boost your open rates and keep your message out of the spam folder.

HAVE YOU TRIED LEADING WITH A QUESTION?

Asking a thought-provoking question in the subject line catches readers' attention by addressing them directly. Example: "Which show has X publication talking?"

OR CAPTIVATING READERS WITH AN ELLIPSIS...

A great cliffhanger can make your email stand out in the fullest inboxes. When it comes to emails, curiosity drives clicks. Example: "Guess which artist is back in New York..."

For eight more tips, [read our article](#).

Email Marketing

3. ESTABLISH YOUR METRICS FOR SUCCESS

Before sending your next email, ask yourself: *What is the goal of my email marketing? Am I trying to grow my subscriber list? Do I want people to attend my gallery events? Am I trying to reach more collectors? Am I urging current collectors to purchase?*

After you determine what your overall goals are, as well as specific aims for individual emails, you'll need to figure out which metrics will determine whether or not you're successful in progressing toward that goal.

Here are examples of the most common [email marketing metrics](#):

- Open rate
- Click-through rate (CTR)
- Unsubscribe rate
- Deliverability
- A/B testing results

4. ASSESS YOUR EMAIL TEMPLATE

What makes an email visually compelling? Take a look at the breakdown on the next page to see which aspects will help you stand out in the inbox.

If you love email templates, you're going to love this: Did you know that Artsy partners have exclusive access to email templates? To learn more about being an Artsy partner and how to access email templates such as the one on the next page, [contact our gallery partnerships team today](#).

Email Marketing

HEADLINE

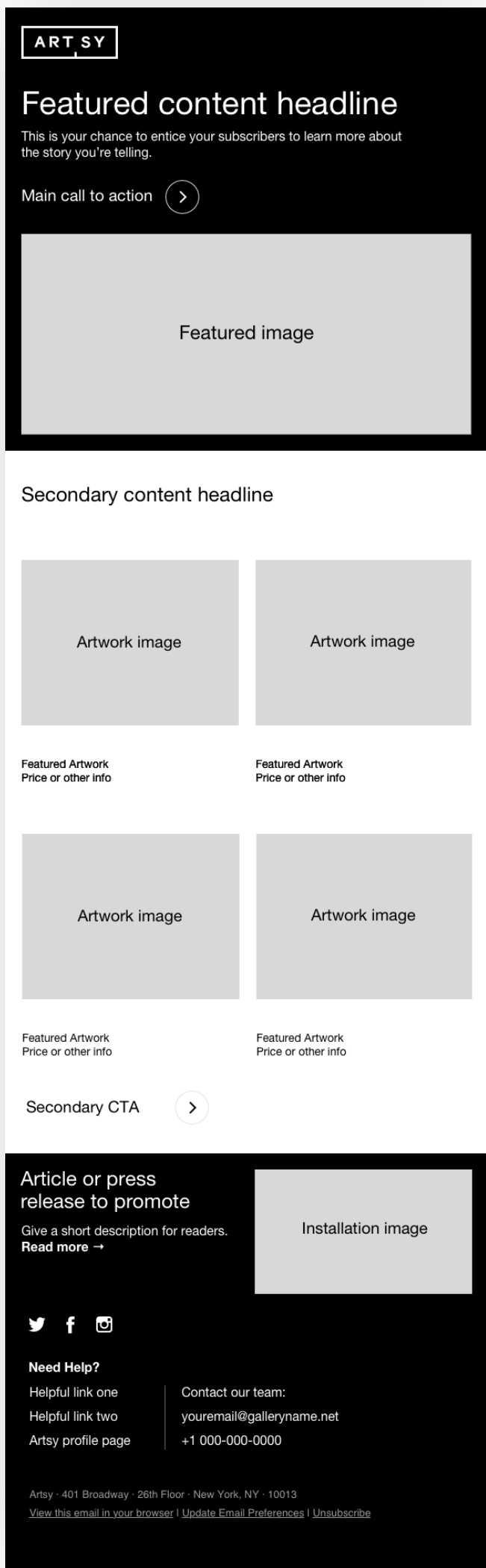
The larger font size indicates with visual cues that this piece of content is important. Secondary headlines indicate a lower tier of importance.

IMAGES

There are six images in total to reduce the email length, since long emails do not have high engagement. The logo is at the top. Every image is clickable and takes the email recipient to your gallery webpage or Artsy show page.

BONUS

This email contains individual components, and is not a single image file pasted into the body of an email. This template is mobile-responsive, meaning that various components render in different sizes depending on the width of the screen an email subscriber is using. A mobile-first approach is recommended, as many email recipients use their mobile devices to read the content.



EMAIL COPY AND CALL TO ACTION

The email copy is short and to the point. Succinct copy is an email copywriting best practice, even for long-form content such as newsletters and press releases.

There are clear main and secondary calls to action (CTAs). Your email should have two CTAs at most. The more you ask subscribers to do, the less likely they are to do it.

STYLE

There are only two colors used in the text. The chosen font is easy to read. Text formatting, such as bolding and italicizing, is used sparingly.

Search Engine Optimization (SEO)

Potential collectors are searching for your artists and gallery on the web—so make sure your gallery is showing up in the results. Understanding the main factors of search engine optimization, or SEO, ultimately helps your website show up more often and higher up in search engine results, leading to more visits to your site.

This is the main objective of SEO: getting your website in front of more people, leading to increased site traffic and more collector inquiries. After following the steps outlined in this kit, you will be on your way to increasing your gallery's visibility online and ensuring that collectors can find your website.

1. LEARN THE BASICS

SEO is the process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine.

Google, Yahoo, and Bing continuously crawl the web, attempting to index as much of it as possible. Usually, this is done by following links from one page to another. These search engines make copies of the pages they find and store them in their caches, creating a library of billions of pages on the internet.

Each search engine attempts to have an up-to-date snapshot of the internet, so that when someone inputs a search—typically called a “keyword”—the engine can return relevant results based on the information in its cache. In other words, when you search for something online, you're not actually searching the live internet—you're searching the search engine's index of it.

The higher your content appears on the search engine results page (SERP), the more often people will click on it. This is known as the click-through rate (CTR). In fact, approximately 30% of all clicks go to the first result on the first page, meaning it has the highest CTR. This placement is also known as “rank one” or “position one.” For example, if the query “Andy Warhol” is searched 100 times and your site receives 20 of those clicks, it has a 20% CTR for that search.

Search Engine Optimization (SEO)

2. IMPROVE ON-SITE SEO

Google's main ranking algorithm analyzes over 200 factors, so it's impossible to cover them all. In this kit, we'll go into detail about the factor that's most influential and easiest to implement: on-site SEO.

KEYWORDS

Online searching involves users inputting keywords into a search engine, such as Google. The search engine then returns what it deems to be the relevant results to match the search. As you consider implementing SEO improvements on your site, think about keywords as the building blocks for every SEO strategy.

In order to do that, it's important to understand what keywords your site currently ranks for, which ones it should rank for, and how your audience uses search engines. Examples of keywords for your site could include names of artists, styles, movements, and even your gallery itself.

Google has two tools that can help you better understand your audience and keywords: Google Trends and Google Keyword Planner. Google Trends is a free tool that shows patterns in what keywords users are searching for; while Keyword Planner tells you the search volume for any term you enter into its search bar, and also lets you download your results in case you'd like to keep track of search volume for your keywords. To learn more about these two tools and how to best use them, download our comprehensive SEO toolkit.

Keyword density refers to the number of times your keyword is mentioned, divided by the total number of words on the page. Aim for a density of 2–4% to strike a balance between your natural content and the needs of optimal search engine performance.

ORIGINAL CONTENT

Because Google has a tendency of penalizing websites for “duplicate content” — defined as content that already appears in Google's index on other websites or on your website's other pages — our SEO specialists recommend ensuring that at least 70% of your content is unique. Websites with high rates of duplicate content will be outranked by the originator. For example, Wikipedia shows up ahead of pages that copy its content.

Search Engine Optimization (SEO)

3. TRACK YOUR RESULTS

Once you begin implementing on-site SEO strategies for your website, how do you measure its progress? The easiest way to start is with Google Analytics—a free tool that helps you understand and measure traffic on your website, mobile website, and mobile app, as well as the behavior of your visitors, such as potential collectors or critics looking at your artists.

To understand the impact of your SEO strategy on your gallery's website, you can break down tracking into two categories: one for sessions and visits, and another for conversions and goals.

SESSIONS AND VISITS

The first thing to look at in Google Analytics is the number of your website's sessions, which can generally be thought of as website visits, and should not be confused with visitors or page views. A website's session count is a key metric that's included in individual reports within Google Analytics.

Looking at website sessions by traffic source lets you understand which channels are performing better or worse than others. For instance, if an artist in your show promotes your gallery's website through his or her social networks, you might see an increase in social traffic. If your show receives a mention in a large publication, you might see an increase in referral traffic. If your gallery is mentioned in an offline setting, such as the news, an ad, or a movie, there will likely be a boost in direct or organic traffic.

CONVERSIONS AND GOALS

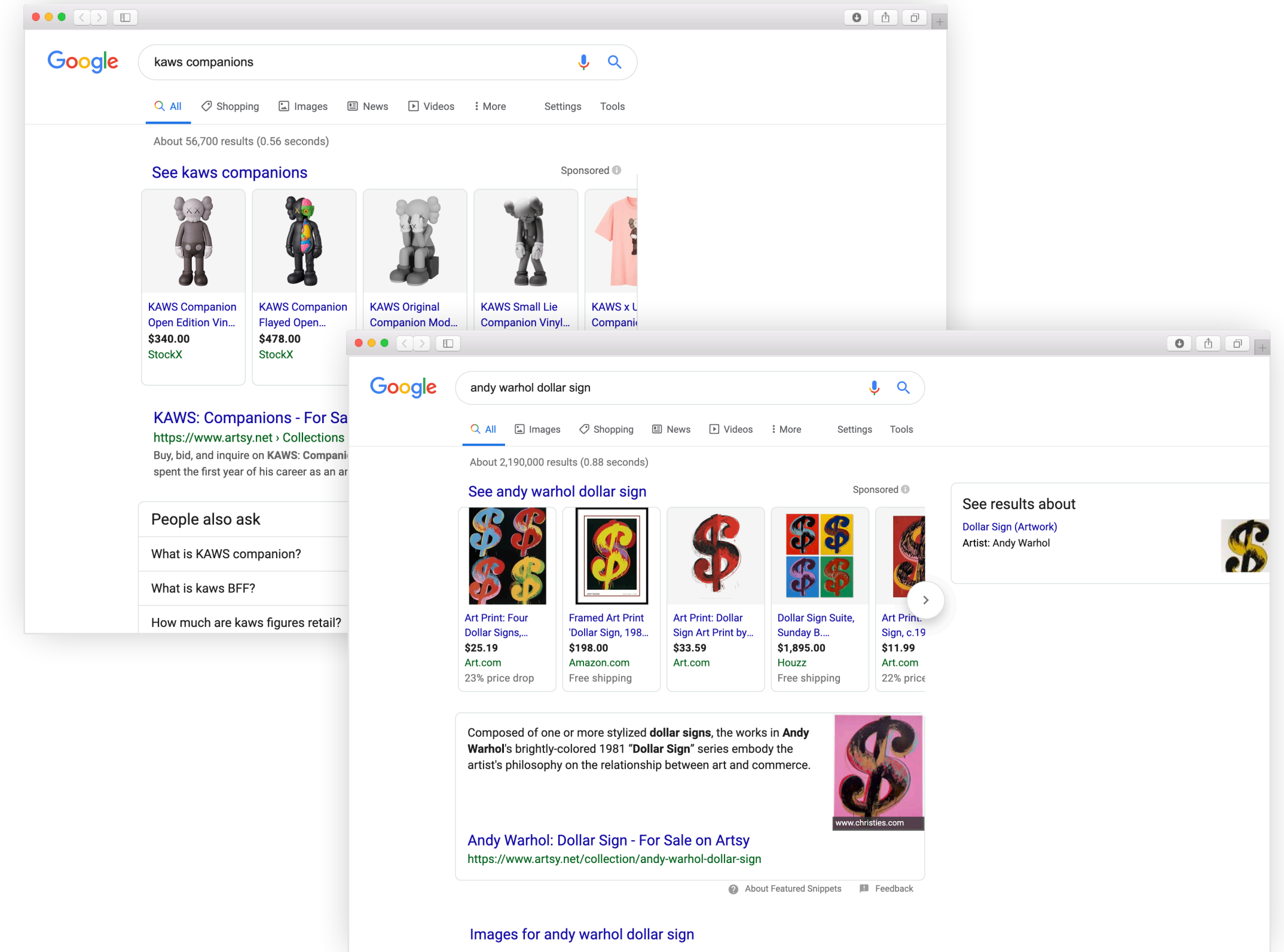
After understanding what sessions are and how different channels can be affected, you should consider engagement metrics—indicators of how visitors interact with your website and its content. Engagement metrics are also referred to as “behavior metrics,” and are included in many of the reports within Google Analytics. The basic engagement metrics are bounce rate, pages per session, and average session duration.

If your website isn't quite ready to track things like registrations and inquiries, you could begin by determining which level of engagement might count as meaningful. For example, a meaningful interaction could be when a user spends over three minutes on your site, or visits more than five pages.

Search Engine Optimization (SEO)

Here's a question we often get about SEO: "This sounds like something I should be doing, but how long will it take for my website to start receiving more traffic?" The answer depends on a few things, such as how optimized your site already is, where you currently rank for your keywords, and how quickly you can make changes to your site. Unlike other marketing channels, SEO is a long-term investment with long-term, compounding returns.

As an aggregator of the world's art and the #1 most visited art marketplace on Google, Artsy's partners benefit from our strong SEO. If your works are listed on the Artsy platform, collectors visiting Artsy and searching for any given artist will be exposed to those works. Learn more about how your gallery can benefit from Artsy's organic reach as an Artsy partner. [Reach out to our partnerships team today.](#)



Social Media

If your gallery is like many others around the world, your team has already created accounts on Instagram or Facebook in order to reach your audience. Here's how you can build off of the social media strategy you've started in order to reach collectors, and make it easy for them to discover and inquire about works. Our tips below focus exclusively on Instagram, but you can [learn more about broader social media strategy](#) by exploring our Social Media Toolkit.

1. SET A SCHEDULE

Success on Instagram relies on quality over quantity, and consistency over frequency. Your bandwidth and resources will ultimately determine how often you post, but we recommend picking a cadence and sticking to it. If you're revamping your strategy, we recommend building on learnings. First, determine the best times to post; then, post a couple of times a week at those times. If you notice that engagement is picking up, keep going. If engagement dips, do some investigating to determine what to tweak. For example, did you try a new style of image, or post at a different time?

When posting on Instagram, we recommend syncing your timing with the relevant time zone(s) of the majority of your followers. Are you based in Europe but have a significant American following? Post around 6 p.m. European time, and you will hit the U.S. in the early afternoon. If you post at 9 a.m., your followers in New York City will be fast asleep.

2. DECIDE ON YOUR POSTING CADENCE

How long a post continues to be served is dependent on how much engagement it initially receives, so use Instagram's built-in insights to determine where your followers are, and keep timing top of mind. This will increase the likelihood of your post surfacing for your followers hours (or even days) after you initially post.

However, don't be afraid to break this rule every once in a while. These days, Instagram is more influenced by news and current events than it ever has been in the past. It's better to be relevant than to wait for your "prime time."

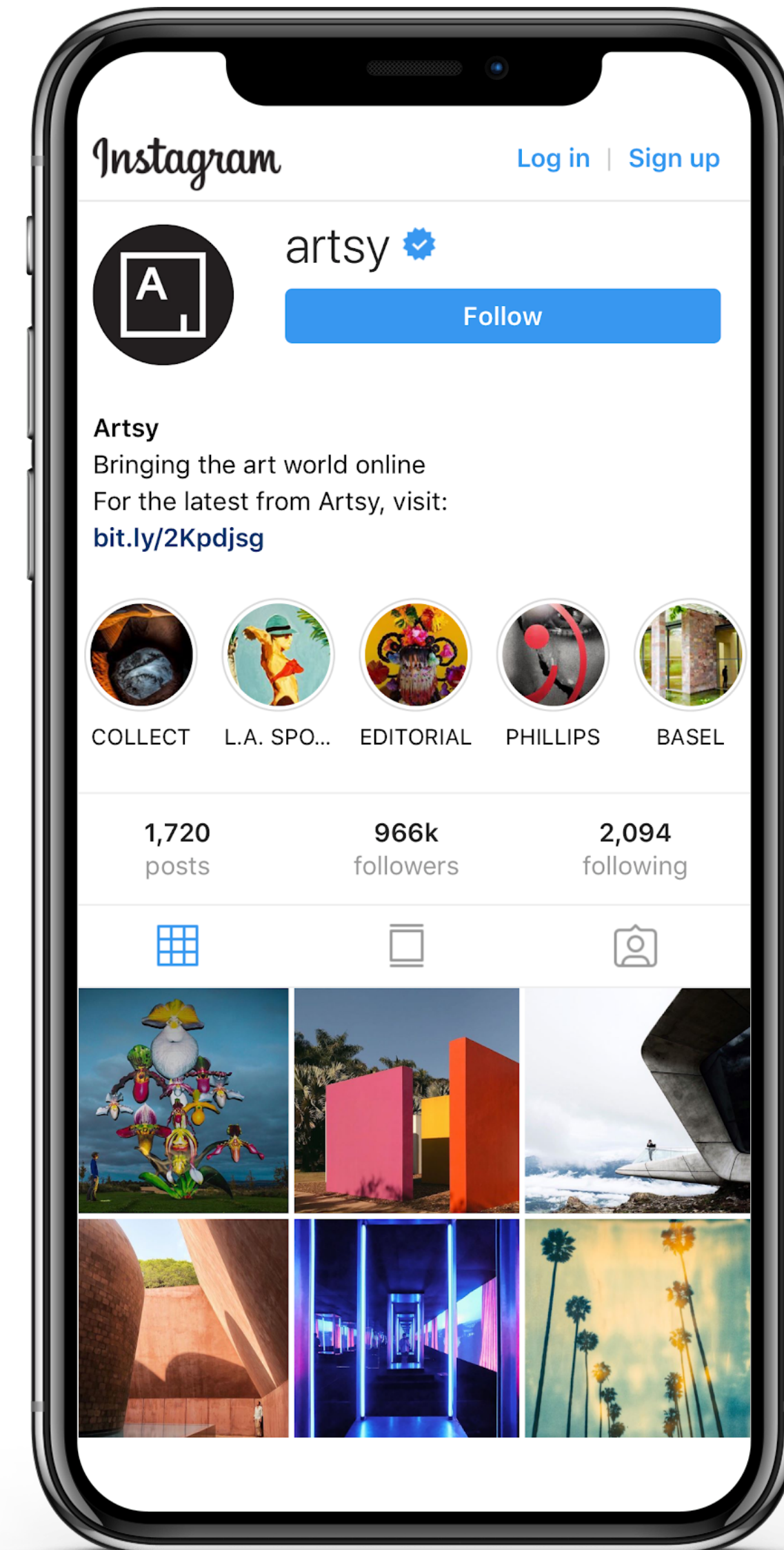
Social Media

3. MANAGE YOUR ACCOUNT EFFECTIVELY

Take advantage of easy-to-use apps such as Planoly and Iconosquare. Planoly allows you to schedule your Instagram posts with its calendar functionality. You can also schedule content to automatically upload — complete with drafted captions — days, weeks, and even months in advance. With Iconosquare, you can mine for analytics and data from your Instagram account. Among other things, Iconosquare allows you to measure your growth over time, as well as your posts' engagement and hashtag performance. Perhaps most notably, Iconosquare also gives you a heatmap that shows you when your followers are online and helps you determine the best time to post.

BONUS

Created by Artsy's design team and only available to Artsy gallery partners, our Instagram story templates are available to help galleries craft beautiful content with ease. Partners can use them to help increase their Artsy followers, offer their Instagram audience a seamless buying experience, and establish visual consistency across all their digital channels. These templates are also available for Instagram posts and emails. Become an Artsy partner today and immediately access these [exclusive Instagram templates](#).



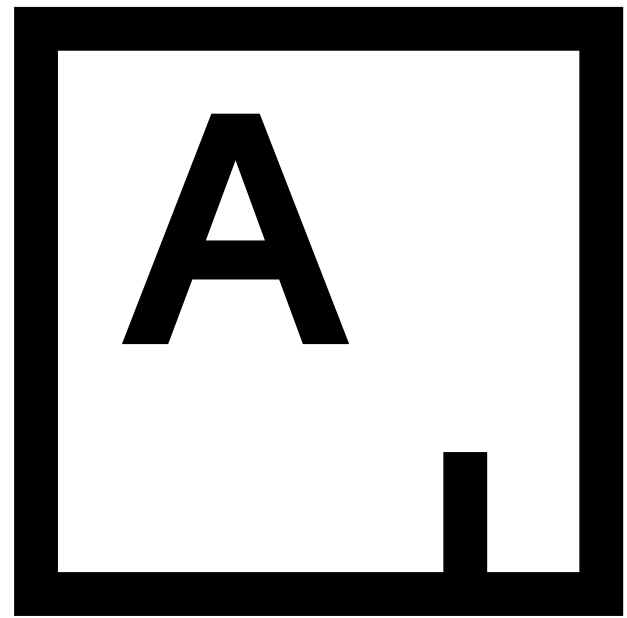
Conclusion

After you've developed your gallery's email marketing, SEO, and social media strategy, be sure to bring it all together. The hard work of creating an engaged audience may be completed, but have you ensured that the collector engagement you fostered can convert to sales? Having an Artsy presence is the fourth foundational step in your gallery's digital marketing journey. To learn more about Artsy partnerships, [reach out to an experienced member of our partnerships team today.](#)

MORE RESOURCES

If you would like a deeper dive into any of the topics discussed above, explore our full-length resources below:

- [Gallery's Guide to Email Marketing](#)
- [Gallery's Guide to SEO](#)
- [Gallery's Guide to Social Media: Intermediate](#)



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