

# **ARTIST GUIDE:** INTRODUCTION TO PUBLICISING YOUR OPEN STUDIOS EVENT



WITH KIND PERMISSION OF

**SOW**  
somerset  
art works

# INTRODUCTION

Promoting your work helps you to reach audiences, build a relationship with them, and sell to them. Through various techniques, you can showcase your work, engage people by telling stories about how and why you created it, sustain that relationship with your audience, and in some cases sell your work to them.

# TELLING YOUR STORY

It's helpful to take a step back and see your art from the point of view of your audience and potential purchasers. Think about what you want to say, and also think about what others might be interested in. It can be helpful to chat with friends and colleagues to gauge what they find interesting about your work – it might not be what you expect.

It can be daunting to describe your art, to talk about why you created it, how you made it, and what inspires you. It's often hard to put down in writing something which you've been absorbed in for a long time. It's vital, though, that you go through this process. One of the appealing things about buying work directly from the artist is that people like to have met you, to know something about you, and have an insight into how you created the thing they've bought. The things artists often take for granted can be fascinating to others.

You might be telling your story through your website, social media, for an artist statement, an exhibition guide, in a press release or in a media interview.

For more information, see our Guides: [Telling Your Story](#), [Social Media](#) and [Creating a Website](#).

# SHOWCASING YOUR WORK

Audiences expect to find your work online. Most artists have a website, even if it's just a simple one. It helps people check who you are, see the sort of work you create and get in touch with you.

One of the most important things in getting your work to audiences is having good images – photos and videos. You can use these on your website, on social media and send to print and online media. If people are considering whether to visit your studio, attend an exhibition or buy your work, they need something to inspire them, and good images are vital for this.

You can find out more in our guides: [Photographing Your Work](#), [Creating Simple Videos of Your Work](#), and [Livestreaming on Social Media](#).

# KEEPING IN TOUCH WITH YOUR AUDIENCE

People can take a long time to make a purchase; they might first visit your studio, then read about you in a magazine, check out your website, follow you on social media, and then visit your studio a year later to make a purchase. Other people have favourite artists who they buy from several times – sometimes for themselves, sometimes as gifts for others. People like to build a relationship with you.

Newsletters are a good way to keep in touch with people on a regular basis. You don't necessarily have to communicate with people frequently, but information about your latest work, exhibitions you're taking part in and a peek behind the scenes are useful ways to keep your audience engaged.

If you prefer to communicate using the spoken word, podcasts are a good platform. Podcasts are becoming increasingly popular and are a good way to engage more deeply with your audience – they give the listener a clearer idea of who you are as they listen to your voice.

Social media is another good way to keep in touch. Instagram is very popular with artists. It's a great place to show off your art, and its use is increasing. Twitter users engage frequently; it's a good place for sharing news. Facebook is the largest social media platform. It's good for sharing visuals, and you can create groups to share news and ideas. YouTube is the second most popular search engine, so by having videos on YouTube, people are more likely to find you online.

To find out more about these and other social media platforms, read our [Guide to Social Media](#). For more information about creating newsletters, see our [Guide to E-newsletters](#), and for podcasting read our [Guide to Creating a Podcast](#).