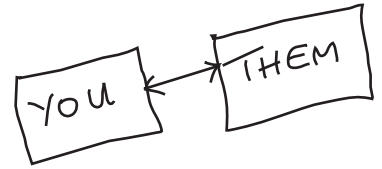




Redfront Cheat Sheet Marketing for Artists

1) WHAT IS MARKETING?

a) The textbook answer is that it's a mutually beneficial exchange, not necessarily involving money. So, providing, perhaps, an experience or fulfillment in exchange for something else like recognition or, of course, money.

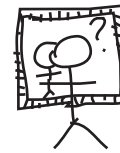


b) The reality answer is that it's about deciding who you are and what you have to offer (most of the time more than one thing), finding a fit with an audience or a "target market" and then endlessly promoting yourself or "it". Always remembering that the audience is a part of the process.

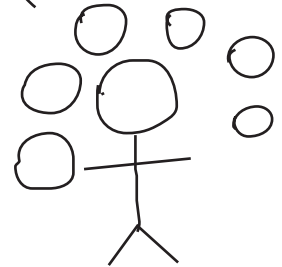


2) WHAT ARE THE FIRST STEPS IF YOU'VE NEVER DONE ANY MARKETING BEFORE?

a) Find yourself, who you are, what drives you and what is uniquely yours. If you're constantly evolving then ask yourself where you're at right now.



b) Find your product(s), i.e. what you want to give (sell, exchange) to others. It will most likely be more than one thing. Try and describe these products as simply and specifically as possible. They need to be tangible. Find the individual unit of your product, i.e. a sculpture, a workshop or a performance. Think about what benefits it will give to people. Remember that your products are little parcels of who you are as an artist. Finally, think about how and where people can get their hands on these parcels. This is important. Be creative.



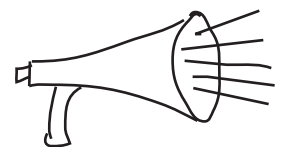
c) Find your audience(s) - Don't worry about age, gender, geography and ethnicity. Think about attitude, lifestyle and behaviour. Think about whether they are like you, where they go and what do they do. Really consider how you could describe this group or these groups. Decide if you're selling one thing to many groups, many things to one group or something in between.



d) Go back to b) - Once you've described your target groups think about your product(s) again and whether it's really a good fit. Maybe you could change what you're offering to make it more appealing. If not, perhaps you can rethink the groups you came up with to make them better prospects. It's all about where you give and where you stand firm. Repeat this to-ing and fro-ing until you have these products and audiences as refined as you can.

3) WHERE DOES PROMOTION COME INTO THIS?

Communication methods come and go, but people (you and your audience(s)) are constant. Get that relationship right and then use the communication methods that suit. If you've done step 2) correctly then this part will be much clearer. Here are some methods: leaflets, posters, meeting people, the telephone, newspapers, email, a website and social media, i.e. Facebook, Twitter, MySpace, YouTube and many others. Take the time to learn about using these methods properly but don't cling to just one or the other. Mix and match. Remember that they are disposable. What matters more than anything is that the method you choose suits what you want to talk about, who you want to talk to and what you want to say. Some of the methods allow you have to have a conversation and many of them are free. Explore.



4) WHAT WILL IT COST ME?

If you're working with a venue, for instance, then you may have to provide them with leaflets and posters. Beyond that a lot of expenditure can be replaced with hard work and a willingness to learn. Remember that your time is a resource too and keep a perspective on the whole thing. Of course, if you get a buzz out of telling people how great you are then it won't seem like work.

