

A ART MARKET GURU

HOW TECHNOLOGY
BENEFITS ARTIST PROMOTION
AND ADMINISTRATION

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SUMMARY

In the past, galleries were fully in charge of their artists' careers: from administration to display and promotion.

The last 5 years, however, have seen a radical shift in the relationship between gallery and artist with the maturation of internet-related technologies. The internet has facilitated the influencing power of social media outreach, Customer Relationship Management (CRM) software, and online portfolios. The digital transformation of the art marketplace has opened a huge opportunity for artists to take charge of their own careers. Artists no longer have to rely exclusively on galleries to manage their success anymore.

Technology has reshaped the traditional pathway to success in the art industry by giving artists direct autonomy in marketing and sales and strengthening their brand identity in the process. Artists benefit from being able to access a global mass audience at their fingertips, streamline time-consuming administrative processes, and now have more time to focus on what matters most — creating art.

The report, "How Technology Benefits Artist Promotion and Administration" looks at three main business functions that every artist, dealer, gallery owner and curator needs to consider when managing an artist's career: marketing and promotion, sales, and general administration.

Artists, dealers, gallery owners and curators can make use of various marketing tools, services and platforms to build their international audience. Social media is an effective marketing platform for artists, which has introduced new strategies to the marketing discipline. For instance, Facebook and Instagram include built-in business tools that allow individual ads to reach specific, customizable target demographics. Additionally, CRM software tools allow artists to create effective marketing campaigns and reach buyers through bulk-emails.

According to the 2018 Hiscox report, online art market sales are estimated to double by 2023, making it a growing market worth tapping into. Artists have the option of selling artworks at digital galleries such as Saatchi Art, Artprice or ArtandCollect, reaching customers directly through social media, and creating their own e-commerce websites.

Artists can efficiently run their administrative processes using accounting, inventory management, and social media management tools. Most software works on cloud-based systems that are accessible on multiple devices, which enables effective collaborations, and ensures data security.

The Report also reviews the technologies appearing on the art scene that are intended to aid artists in the tasks of authentication and provenance to boost the value of their works. Software tools are also emerging to provide artists revenue from works that are sold on to collectors beyond the primary market in the same way writers and musicians benefit from copyright laws.

This report offers some technology solutions to the thornier problems that come with running any art-related business. The report in no way endorses companies or products, nor does it recommend any of the organizations or their offerings. In no way is the report meant to be exhaustive of all the issues and challenges businesses in the art market have to meet, or of possible technology applications.

MARKETING AND PROMOTION

In this section we explore software tools, web outlets, and other considerations for artists, curators or artists' managers to help strengthen their online presence. We delve into website building resources, web design elements, effective content, social media management, and PR platforms.

Website Development for Artists

Developing a personal website is an essential step in developing your online presence. Thankfully there is a wide array of drag-drop platforms, which provide an easy-to-use and highly customizable solution without having to rely on programmers.

Several website development platforms were developed specifically for artists to display their work on the web. Popular solutions include Fine Art Solutions Online, Viewbook for photography related content, or Fabrik for beautiful portfolio websites.

For integrated software and website solutions for both artists and galleries, the Artlook platform provides great services. Their easy-to-use and affordable tool helps with a variety of tasks ranging from marketing, managing, organizing, sharing and selling artwork.

Another comprehensive tool is Artlogic. Their offering includes software solutions for databases, websites, and applications, serving hundreds of the world's top galleries and artists.

The website's administrative features include sales tools, advanced contacts management, integrated e-commerce, inventory tracking, invoicing and cataloging – ideal for artists' studio management, gallery businesses or collectors. The cloud-based software can be accessed from any device, at any time, suiting international collaborations and teamwork.

Artlogic's sleek website templates are also effective for showcasing artwork.

