



Gallery Email Nurture Sequence

Checklist: An art gallery's implementation guide to cultivate relationships with new gallery email subscribers

What is an Email Nurture Sequence?

What?

- A series of 3-5 emails sent in a set in a predetermined sequence to mailing list subscribers
- Emails are pre-crafted and sent automatically on a predetermined schedule

Why?

- The purpose is to introduce subscribers to your gallery, artists, and services at an unintimidating, comfortable pace
- An email nurture sequence is a opportunity to build relationships with new art collectors

How?

- Planning, Creating, Tracking

Step 1: Planning

✓ Set gallery goals

- Consider the primary reasons people join your gallery mailing list. What are they looking for and how can your sequence help?
- Use the top 3 reasons for your sequence goal planning

✓ Plan email content

- Start with a simple welcome message that explains your gallery program and where else subscribers can engage with you, such as social media
- Plan at least 3-5 emails covering different topics

This is a long-term strategy. The intension is not to sell immediately.



Ideas for Email Topics

In addition to your welcome email, other emails that follow might include:

- Video tour of the gallery
- Introducing gallery staff
- Feature three top artists or newest artists to your gallery
- Highlight services offered
- Survey inquiring about the subscribers tastes and needs
- List top annual gallery events with “add to calendar” button
- How to discover your taste in art
- Caring for a collection
- Art collector interview
- Favorite books about collecting
- Top blog posts from the gallery
- Video about how to properly hang art
- Benefits of living with art

.... The possibilities for email topics are endless.



Step 2: Creating

✓ Create emails for sequence

- Build your emails out in your email marketing platform. Keep them brief, but informative
- Always maintain your gallery's brand
- Include a call to action
- Confirm each email meets your goal objective

✓ Create a schedule

- Set up emails to go out at different intervals
- The welcome email should go out immediately after a subscriber signs up
- Space your other emails in the sequence to go out as early as a few days or as long as a week apart

Each email should offer an opportunity to either contact the gallery, respond to a survey or click to your website to learn more on a topic. This increases the value to your readers and enables you to track success and better understand what kinds of calls-to-action are resonating the most.

Step 3: Tracking

✓ Track results

- Track important metrics, such as open rate, clicks and engagement
- Compare to the same metrics for your regular email newsletter. Your nurture sequence will typically have higher numbers

✓ Refresh

- If an email in your sequence is tied to your gallery events for the current year, I recommend creating a reminder on your calendar to refresh that email next year. With the sequence running automatically, it is easy to forget to refresh outdated information.

Summary

Continuously cultivating relationships with new art collectors is critical for long-term success. Your art gallery's email list is one of your most valuable assets because it is comprised of warm leads for future sales.

An email nurture sequence provides new subscribers light, educational content to build awareness about what your gallery offers and keeps them interested enough to keep opening your regular gallery newsletter.

Implementing this strategy is an excellent way to overcome the challenge of keeping subscribers engaged and ensuring they feel comfortable reaching out to inquire about a piece of art or asking for guidance about incorporating art in their home.