Gallery Nurture Sequence

CHECKLIST: AN ART GALLERY'S IMPLEMENTATION GUIDE TO CULTIVATE RELATIONSHIPS WITH NEW GALLERY EMAIL SUBSCRIBERS

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 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.

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.

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 putting a reminder to refresh that email next year. With the sequence running automatically, it is easy to forget to refresh outdated information.