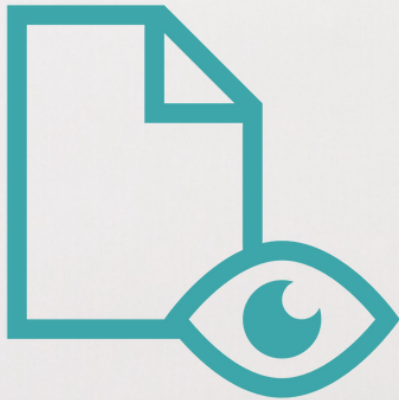




WORKBOOK

# Art Gallery Year-End Review



# HOW TO USE THIS WORKBOOK

Conducting a comprehensive year-end review is such a vital part of your art gallery's success.

## **The goal of your review process should be to:**

- Recognize and celebrate gallery successes
- Identify what worked well and what did not
- Understand what you can do differently next year

Use this workbook at the end of every year to compare your progress and as a planning tool for upcoming years.

## **Workbook Sections**

### **Gallery Management Review**

List the goals you had for the management of the gallery. This section is to review goals such as hire new staff member, expand or renovate gallery space, implement a new management software, etc. Sales and marketing goals are reviewed in a separate section.

Check which goals were accomplished and note what changes you might make next year if any.

### **Exhibition Review**

List all the exhibitions you had showed during the year. Think about how each one was successful and what lessons you might apply to next year's strategy. You may also include other gallery events in this section, such as pop-ups, art walks and art fairs if they apply to your gallery business.

### **Marketing Review**

This section consists of a marketing goal review and Q & A for website, SEO, social media and email marketing analysis. The questions are designed to get you thinking about how effective your marketing was overall, how your strategy is trending compared to last year and help you recognize areas of focus for next year.

### **Sales Review**

This section is formatted the same as the marketing review. You can review your goals to note what was accomplished during the year and what changes to consider next year. The Q & A section should get you thinking about key sales metrics and how effective your sales process is tracked.

# GALLERY MANAGEMENT GOAL REVIEW

Annual Goals	Mission Accomplished	Changes for Next Year
	<input type="checkbox"/>	
	<input type="checkbox"/>	
	<input type="checkbox"/>	
	<input type="checkbox"/>	
	<input type="checkbox"/>	
	<input type="checkbox"/>	

# MANAGEMENT ANALYSIS

**What was the gallery's biggest accomplishment this year and how has it impacted the business?**

**What was the gallery's biggest disappointment this year and how has it impacted the business?**

**What did you enjoy or get the most energized about this year? How can that carry over into next year?**

**What was your greatest worry running the business and how can that be lessened or eliminated next year?**

**What moved the gallery closer to the long-term vision for the business? How so?**

# EXHIBITION REVIEW

Exhibition	Successes	Lessons Learned

# MARKETING REVIEW

Marketing Goals	Mission Accomplished	Changes for Next Year
	<input data-bbox="764 478 883 598" type="checkbox"/>	
	<input data-bbox="764 730 883 850" type="checkbox"/>	
	<input data-bbox="764 993 883 1113" type="checkbox"/>	
	<input data-bbox="764 1266 883 1386" type="checkbox"/>	
	<input data-bbox="764 1539 883 1659" type="checkbox"/>	
	<input data-bbox="764 1801 883 1921" type="checkbox"/>	

# WEBSITE ANALYSIS

**What changes did you make to your website this year?**

**What is the percent of new visitors to your gallery's website? Compared to last year?**

**Which sites are sending the most traffic back to your gallery site? Do they align with your goals?**

**How does mobile traffic compare to desktop on your site this year?**

**Where do site visitors click the most on your homepage?**

# SEO ANALYSIS

**Which search engines drive the most traffic?**

**What are the highest converting keywords?**

**Compared to last year, which keywords improved and which dropped for your gallery rankings?**

**What pages are ranking for your gallery name in a Google search? Do you own the majority of these sites?**

**Are there site crawl issues such as unavailable pages (404, 500 errors)?**

# SOCIAL MEDIA ANALYSIS

**How effective has social media been to drive referral traffic to your site? Compared to last year?**

**Which social media channels have the highest engagement? What is the difference in your posts on that channel?**

**How has post reach changed this year on each social channel? Compared to last year?**

**Which post types get the most comments and shares?**

**Has direct contact from social followers to the gallery increased or decreased?  
What is the greatest contributing factor for this change?**

# EMAIL MARKETING ANALYSIS

**What is your email list growth rate?**

**What is the average open rate of your gallery email campaigns? Compared to last year?**

**What is the percentage of unsubscribes this year? Compared to last year?**

**How have newsletter call-to-actions performed this past year?**

**What has been the fallout since GDPR went into effect at the end of May?**

# SALES REVIEW

Sales Goals	Mission Accomplished	Changes for Next Year
	<input data-bbox="764 478 883 598" type="checkbox"/>	
	<input data-bbox="764 730 883 850" type="checkbox"/>	
	<input data-bbox="764 993 883 1113" type="checkbox"/>	
	<input data-bbox="764 1266 883 1386" type="checkbox"/>	
	<input data-bbox="764 1539 883 1659" type="checkbox"/>	
	<input data-bbox="764 1801 883 1921" type="checkbox"/>	

# SALES ANALYSIS

**How accurate are sales forecasts? What changes could be made next year?**

**What is the sales vlead to close ratio? Compared to last year?**

**What event or initiative had the greatest impact on sales this year? What lessons can be learned for next year?**

**What percentage of sales were from new clients vs. repeat buyers?**

**How effectively were sales tools used in the sales cycle? What improvements could be made next year?**

# Thank you

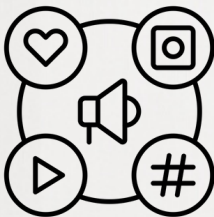


## NEED PERSONALIZED HELP?

I know you face new challenges every day that might be unique to your gallery business. If you feel working together one-on-one would benefit you in overcoming some of those challenges, I invite you to explore my Art Gallery Business Advisory Services.

### Programs

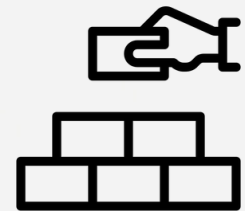
#### MARKETING PLAN AND INFRASTRUCTURE



#### SALES PROCESS DEVELOPMENT



#### GALLERY BUSINESS FOUNDATIONS



Sessions are tailored to your needs and goals.

Go to [GalleryFuel.com](http://GalleryFuel.com) to learn more about the advisory services programs and schedule a call to see if we are a good fit.

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# FUEL FOR RUNNING AN ART GALLERY BUSINESS



[www.galleryfuel.com](http://www.galleryfuel.com)

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THANK  
YOU