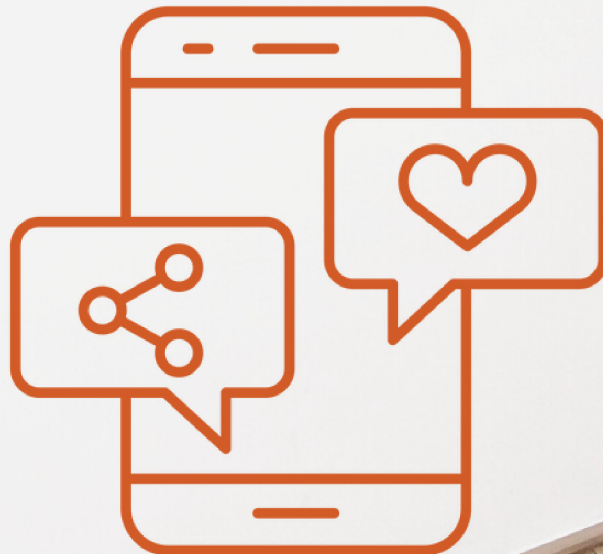


Content Marketing Planning



THE RIGHT MESSAGE
TO ATTRACT THE
RIGHT ART BUYERS



Content Marketing Planning



WHAT CONTENT WILL YOUR GALLERY DELIVER?

Use the check lists below to plan what format your gallery will incorporate into your content marketing strategy to attract qualified art buyers. Remember some content can be created once and repurposed for multiple formats. For example, a blog post can be linked in your newsletter, key messages of the blog can be used to create multiple social media posts, or you could record audio of you reading the post to create a podcast episode.

Thinking about all the ways you create content and then repurposing to feed different marketing channels is a smart way to work more efficiently with your content strategy.

Content Delivery

Frequency

Daily | Weekly | Monthly

<input type="checkbox"/>	Email newsletter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/>	Social media posts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/>	Blog	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/>	Video	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/>	Podcasts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/>	Live Content	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/>	<hr/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Content Marketing Planning



WHAT CONTENT WILL YOUR GALLERY CREATE?

Content Message

Frequency

Daily | Weekly | Monthly | Quarterly

<input type="checkbox"/>	Featured Artwork	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/>	Featured Artist	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/>	Featured Artwork	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/>	Gallery Brand Stories	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/>	Collecting Advice / Care	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/>	Virtual viewing rooms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/>	Online only exhibitions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/>	Newsletter promotion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/>	Gallery Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/>	Event announcements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="checkbox"/>	<hr/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thank you

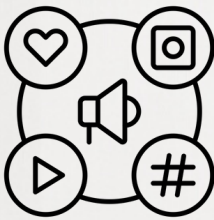


NEED PERSONALIZED HELP?

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

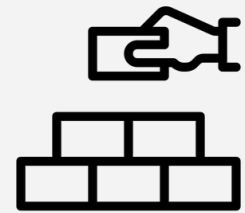
MARKETING PLAN AND INFRASTRUCTURE



SALES PROCESS DEVELOPMENT



GALLERY BUSINESS FOUNDATIONS



Sessions are tailored to your needs and goals.

Go to GalleryFuel.com to learn more about the advisory services programs and schedule a call to see if we are a good fit.

FUEL FOR RUNNING AN ART GALLERY BUSINESS



www.galleryfuel.com

THANK
YOU