



# Gallery Email Nurture Sequence

An art gallery's guide to cultivate relationships with mailing list subscribers

# What is an Email Nurture Sequence?

- Nurture sequences are a set of emails triggered to go out automatically based on a specific action, such as entering an email address and submitting the form to join your mailing list. These emails are sent on a predetermined schedule.
- Emails in the sequence are created in advance and put into an automation through your email marketing provider. This marketing strategy is often called Email Automation, Nurture Series or Drip Campaigns.
- Subscriber nurturing using email automation is overlooked by the gallery sector, yet other industries use it most effectively to convert leads into clients. This makes a good opportunity for you.
- This type of marketing campaign is sent over the course of weeks or even months with the primary goals of establishing a relationship with new subscribers, keeping your leads re-engaged with your newsletter and helping to moving prospective art buyers forward through the sales cycle.

# Goals for your Gallery

Most new subscribers to your gallery's mailing are people you don't know. You don't know their motivation for signing up, but you know they are a warm lead who understand your gallery might have something they want.

## Two Worthy Types of Nurture Campaigns and Potential Goals for your Gallery

Goals of creating a **welcome email sequence** for new subscribers.

- Make a positive first impression
- Introduce your gallery's unique offerings and value proposition
- Set expectations for future emails
- Encourage engagement and interaction

Trigger:

Joining the mailing list or new client added to mailing list

Goals of creating a **re-engagement email sequence** for inactive subscribers.

- Reignite interest in your artists and gallery program.
- Helps keep your mailing list clean which improves overall deliverability and open rates.

Trigger:

Subscriber who has not opened any emails for a specific time-period.

# 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?
  - Discover new artists
  - Learn about the art scene
  - Find out about social events
  - Add to their knowledge of collecting wisely
- Select the top 3 reasons to guide your goal planning and the messaging within your sequence.

## ✓ Plan email content

- Start with a simple welcome message for new subscribers that explains your gallery program and where else subscribers can engage with you, such as social media .
- Your sequence should help readers feel the passion you have for your artists and ignite emotion.
- Plan at least 3-5 emails covering different topics
- Consider what common questions you are asked about the gallery and your artist rosters to address in your emails.

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



# Ideas for Email Topics

In addition to your initial welcome email, other emails in the series might include these topics:

- Video tour of the gallery
- Your gallery's origin story
- Introducing gallery staff
- Debunking a myth about the art world
- 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
- Why keep records of your art purchases
- Art collector/client interview
- Favorite books about collecting
- Top blog posts from the gallery
- Video about how to properly hang art
- Benefits of living with art
- Share your process for selecting artists or exhibition themes

.... 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.
- Plain text emails work well because they have a more authentic feel. This format also stands apart from your regular HTML newsletters.
- Always maintain your gallery's brand. Try writing as if you are speaking directly to the reader with a conversational tone.
- Include a call to action in each email, i.e read a blog, respond to a short survey, follow on social media, etc. 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.
- Confirm each email supports your goals.
- The content or topics of your email should not be dependent on something timely, like an exhibition schedule. They need to be evergreen.

## ✓ Create a schedule

- Set up emails to go out at different intervals over the weeks or even months depending on your goals. Re-engagement campaigns could cover a longer period of time than a welcome series.

# Welcome Series: How to Schedule

The best schedule for sending a nurture email series can vary depending on your audience and goals. However, here are some general guidelines to consider:

- **Welcome Email:** Send a welcome email as soon as a new subscriber hits the sign-up button. This is your opportunity to immediately thank them for subscribing and set expectations for other emails you will be sending to their inbox.
- **Remaining Emails in the sequence:** For an art gallery, three to five emails over a few weeks makes sense. You don't want too much time to pass while their interest is high, but you don't want to be too aggressive either. It's a balancing act.
- **Regular Gallery Newsletter:** Once the nurture campaign is complete, they can begin to receive your regular gallery newsletter. Sending both at the same time means you risk them getting two email in one day. That could increase unsubscribe rates. Two newsletters monthly is good to stay top of mind without being overbearing.

# Example Welcome Automation

Email	Schedule	Topic	Call to Action
1	Immediately after signing up	Welcome, Introduce the founder and Gallery mission	Link to a blog post about launching the gallery and invite to follow you on social media.
2	3 days later	Send a survey where they can tell you about their needs and tastes	Fill out and submit the short survey. Keep to 3-5 questions.
3	5 days later	Introduce your gallery program and how you select artists	Explore the gallery artist roster on your website
4	5 days later	How to develop an eye for good art or any other topic that might appeal to your typical buyer	Link to the blog post or video about the topic and to contact the gallery to discuss how you can help.

Begin to receive regular gallery newsletter.



# Re-Engagement Series: How to Schedule

- The timing of a re-engagement campaign can vary but consider sending them after a subscriber has been inactive for six months to a year.
- Send three or four emails scheduled 48-72 hours apart from each other. Use subject lines that grab attention and fit the purpose. For example, Let's Catch Up..., Long time no see, <Name> or Are we on the same page?
- Your first email should let your subscriber know that you've noticed they have not engaged with your gallery's newsletter in a while. Give them opportunity to unsubscribe or confirm their continued interest as a call to action.
- Other emails in your series can be similar. You're hoping they are will open one and give you feedback. Remind them of the benefits of your gallery and being on the mailing list. You can also talk about your gallery's mission and value you bring to art lovers to try to reignite interest.
- No response? Your last email can say you will remove them from your mailing but invite them to resubscribe anytime.

# Step 3: Tracking

It is to be expected that your nurture sequences will evolve and develop over time. Tracking and testing different schedules, content and subject lines will help guide you to find the sweet spot for your campaign goals. It is good to be making constant iteration to your emails.

## ✓ Track results

- You will gain insights into how your email nurture campaigns are performing and be able to optimize your strategy over time.
- Compare to the same metrics for your regular email newsletter. Your nurture sequence will typically have higher numbers.

## ✓ Key Metrics

- Open-rate
- Click-Through Rates (CTRs)
- Conversion Rates
- Bounce Rates
- Unsubscribe Rates

Average Open Rate	Average Click Rate	Hard Bounce	Soft Bounce	Unsubscribe Rate
26.27%	2.95%	0.30%	0.51%	0.28%

Average email stats for the arts (e.g., galleries, museums, musicians, theatre, film, crafts)  
Source: Mailchimp January 2022

# Step 3: Optimize

How can you use tracking metrics to evolve and develop your gallery's nurture campaigns?

- Start by setting goals for each metric based on your gallery's objectives. If your goal is to build brand awareness, focus on tracking open rates. If your goal is to start a discussion about a prospect's needs, you might track conversion rates on related calls to action.
- Track these metrics over time and look for trends or patterns.
  - Are open rates increasing or decreasing?
  - Are your conversion rates improving?
- Identify areas where you can optimize your emails. For example, adjusting the messaging or schedule or make a call to action more prominent.

# Summary

- Continuously cultivating relationships with new art collectors is essential 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 readers curious 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 living spaces.
- As you create your gallery's email nurture sequences, remember this strategy is more than a one-time email campaign that you set and forget. It is an ongoing campaign, something that you will continuously adjust and develop over time but will play a key role in establishing a positive connection with your gallery as a resource within the art world.

# Thank you

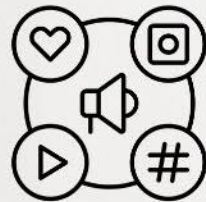


## NEED PERSONALIZED HELP?

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

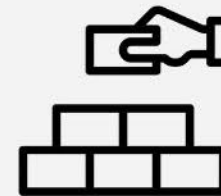
**MARKETING PLAN AND  
INFRASTRUCTURE**



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Sessions are tailored to your needs and goals.

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THANK  
YOU



Worksheet:

# Gallery Email Nurture Sequence

# Worksheet: Email Nurture Sequence

**Description:**

**Goals / Outcomes:**

**Title:**

**Email 1:**

**Summary:**

**Email 4:**

**Summary:**

**Email 2:**

**Summary:**

**Email 5:**

**Summary:**

**Email 3:**

**Summary:**

**Email 6:**

**Summary:**