

Art Gallery Online Sales Strategy



CHECKLIST



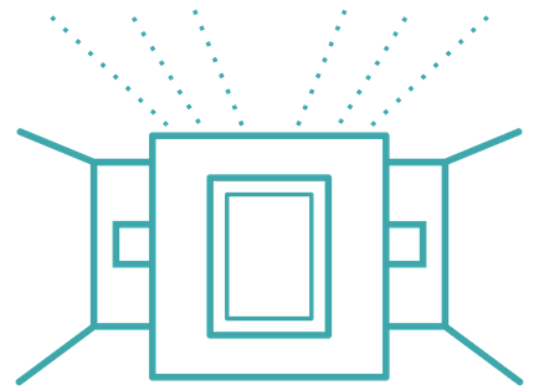
Introduction

FUEL FOR MANAGING YOUR ART GALLERY BUSINESS

The new art gallery business model will likely be a hybrid of online and in-person presentations of art and sales. If this is the direction your gallery is moving for the future, a solid online strategy is paramount.

This checklist will cover:

- Strategy preparation
- Setting sales goals
- Developing online sales channels
- Gallery website
- Online art marketplaces
- Social media
- e-Commerce



First, focus on creating an online experience for art buyers that excels at the sales and marketing basics.

- Consistently tell a meaningful gallery brand story throughout the year.
- Always put the voice of your ideal art buyer into everything you do online.
- Be clear about your gallery's mission, values, and what makes your gallery program unique.

These are essential to attracting the right audience for your artists and establishing trust.

Use this checklist to help you to build a fully integrated online-offline sales experience.



Preparation

OBJECTIVES AND STRATEGIES



OBJECTIVE

Preparation is about painting a clear picture of where your gallery's online sales strategy is today and where you want it to be to realize your future business goals.

STRATEGY OVERVIEW

List all your resources and tools used to implement online gallery sales.

Collect input from everyone involved, including sales consultants and artists to gain an understanding of what is currently working well and what is not.

Define where you want to focus on development and select priority projects.

Preparation

ART GALLERY ONLINE SALES STRATEGY



CHECKLIST

Review all your current online e-commerce channels where your inventory is listed for purchase. Get input from staff and artists as well.

- Gallery website
- Social media shops
- Other online art marketplaces

Analyze the performance of each of your current online sales channels.

- List all strengths and weaknesses.
- Quality of lead generation
- Number of sales
- Ease of maintaining the channel
- Costs

Review the experience buyers currently have from discovery to purchase to post-sale.

- Note where improvements should be made
- Where do buyer journeys typically stall or end
- Identify any tools that could improve the user experience for your gallery's online prospects, such as chatbots, email automation, or appointment scheduling software.

Write down your goals for each of your gallery's online channels.

- Instagram vs. LinkedIn vs. Facebook
- Gallery Website vs. 3rd party platform

Define what metrics are most important to track for each channel to achieve your goals.

Examples might include things like:

- Sales revenue
- Number of followers
- Traffic referrals to the gallery website
- Number sales inquiries from a platform
- New mailing list subscribers from an online channel

Designate one internet-savvy person to manage your gallery's online presence. This helps ensure consistency across all channels.



Sales Goals

OBJECTIVES AND STRATEGIES



OBJECTIVE

Define online sales goals for the gallery and each sales platform over a particular time - annual, quarterly, monthly.

STRATEGY OVERVIEW

When setting online sales goals, consider:

- Input from your staff and artists on your online sales strategy.
- The exhibition schedule and which show inventory will do best on different online platforms.
- Your gallery's sales history by each platform if available.

Try to use the SMART goal methodology when defining your gallery's goals.

SMART is an acronym that stands for:

- Specific
- Measurable
- Actionable/Attainable
- Realistic
- Time-bound

Sales Goals

ART GALLERY ONLINE SALES STRATEGY



CHECKLIST

Decide what percent of your gallery's total revenue you want to come from online sales channels. Be realistic.

Set revenue goals for each online sales channel. For example, you may use Facebook as an information-sharing platform, and Instagram has an e-commerce store.

- If helpful, break revenue goals down quarterly. Depending on how you want to track progress, you may also break down revenue goals by your exhibition schedule or high/low sales seasons.

Define how progress will be measured, what metrics are most important, where the results will be documented, and whom.

Sales goals do not need to be only revenue-based.

Other goals might include:

- Adopt new sales tools or platforms
- Improve the sales process or shorten the sales cycle
- Create additional incentives for consultants
- Establish a new store on social media
- Improve the number of sales closed from a specific channel
- Increase the number of inquiries from a particular channel

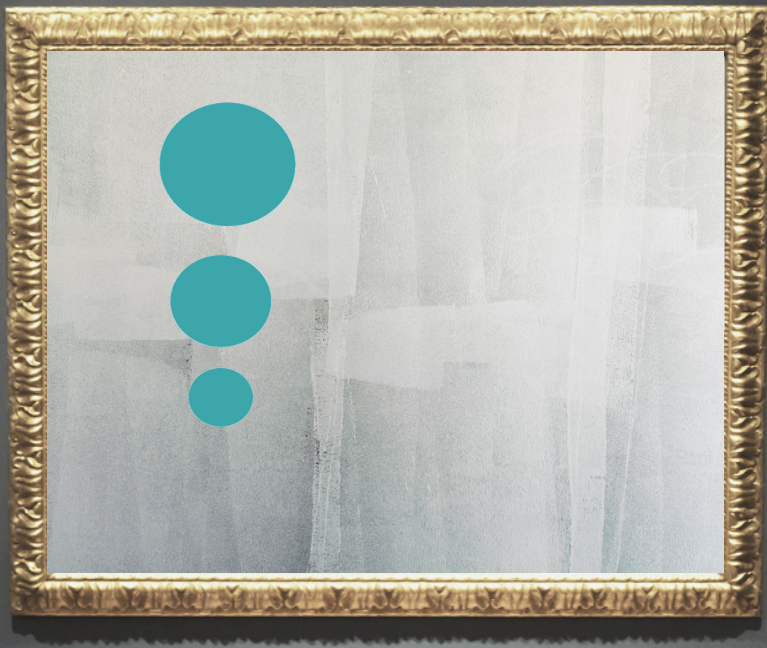


Put your goals in writing and review with everyone involved, so expectations and roles are clear. Each online sales channel will have different opportunities. Ensure your goals fit the SMART goal methodology.



Gallery Website

OBJECTIVES AND STRATEGIES



OBJECTIVE

People won't buy what they don't understand.

The website should eliminate any fear or misunderstanding by providing easy-to-find and consume information to enhance the gallery's buying process.

STRATEGY OVERVIEW

Audit the gallery website and determine areas of improvement that could help drive more sales.

Create a more engaging user experience on the gallery website to help collectors through the sales cycle from discovery to purchase.

Set project priorities, identify resources, and allocate a budget that may be required to develop website changes

Gallery Website

ART GALLERY ONLINE SALES STRATEGY



CHECKLIST

Audit each page on the gallery website to ensure decision-making information is present and accurate. Typically, artist portfolios and exhibition pages are most vital.

Evaluate the following on your gallery's website to aid a buying decision.

- In-depth information about an artwork, including story, technique, if relevant, subject location, artist inspiration, etc.
- Multiple visuals of a piece, including detail shots, installation views, framed and unframed, etc.
- Clearly communicate the next steps of the client journey from discovery to learn more to purchase
- Transparent pricing
- Flexible return and payment options
- Convenient delivery and installation services

Ensure your website is secure (HTTPS:) and that buyers understand how you are protecting them during their sales process.

Identify any additions to the website that might improve the art-viewing experience and prioritize what is most important and what can wait.

For example:

- Viewing rooms can be used to showcase an exhibition,
- Explore virtual exhibit software for viewers to experience your gallery from a VR perspective.
- Zoom to view details capabilities



Gallery Website

ART GALLERY ONLINE SALES STRATEGY



CHECKLIST (continued)

List tools to improve or enhance the site's usability or customer service. Some examples might include:

- Add a calendar plugin to your website to encourage people to come to the gallery "By Appointment Only".
- Navigation structure
- FAQ page
- After-sale support services
- Payment options are easy to find and understand
- Implement chatbots on your website for instant and automated customer support
- Shipping guarantees

Your website will be the most vital online source for buyers. Ensure you are giving prospective buyers reasons to visit the gallery website from other sales channels.

- How often do you post on social media a link back to the website?
- Could you drive back to multiple pages on the gallery website using a tool such as Link.tree on other online sales channels?

Improve lead capture capabilities on your website with lead generation tools.

Examples include:

- Registration form for online viewing room access
- Capture both email and phone number on contact forms to improve sales follow-up
- Chatbots collect email addresses when an inquire is initiated
- Include inquiry buttons for each artwork on the site
- Offer an informational downloadable PDF that is delivered via email
- Place RSVP forms for both in-person and virtual events listed on the site

Provide social proof your gallery is amazing and professional, with testimonials and reviews scattered throughout the website.



Social Media

OBJECTIVES AND STRATEGIES



OBJECTIVE

Differentiate the gallery business from other art market players online by using a compelling gallery brand story that continuously communicates value.

Create a discovery experience and buyer's journey appropriate for each social media platform.

Increase awareness of the gallery and artists with a new audience of art lovers.

STRATEGY OVERVIEW

Define goals for each social media platform.

Implement a content calendar to ensure a diverse range of educational, promotional and branding content is posted.

Establish guidelines for collaborating with gallery artists on social media to help expand reach and create a more well-rounded discovery experience for followers.

Social Media

ART GALLERY ONLINE SALES STRATEGY

CHECKLIST



Be clear about your goals specific to each platform. Please don't treat them all the same.

- Increase gallery brand and artist awareness
- Attract new art buyers
- Generate sales leads
- Sell direct on the platform
- Drive traffic to gallery events
- Encourage engagement with prospects
- Establish authority within the art market



Outline guidelines and expectations for artist/gallery collaborations on social media. These could be incorporated into your exhibition planning throughout the year.

- What do you want from your artists?
- What do your artists expect from you?

Define your strategy for boosting posts and running ads that align with your platform goals.

- Run retargeting ads on social media to those who visit your website. This is where pixel codes coming into play.
- Boost a brand-focused post about your gallery program, mission, or services - Quarterly.
- Promote a post about an upcoming exhibition and tag participants - Monthly.



Social Media

ART GALLERY ONLINE SALES STRATEGY



CHECKLIST (continued)

Establish a content calendar that aligns with what's happening in the gallery at least three months into the future. You could plan quarterly.

- Post consistently three to five times a week. Remember your followers will not see everything your post in their feeds.
- Plan posts to build momentum for shows and presales, during and after an exhibition.
- Create 12 social media captions/posts that are purely a brand story message and schedule them for each month throughout the year.
- Incorporate social influences by posting testimonials and installation shots of sold pieces.

Establish an Instagram store to sell directly on the platform for some of your inventory.

Include prices or price ranges when possible. Doing so helps increase sales.

Make online calls to actions lead to offline interactions, such as clicking to schedule an appointment or RSVP for a gallery event. Offline to online works too.

With so much art on Instagram, be visually distinctive with your images to build brand recognition. This could be as simple discretely as adding your logo, using a specific border, or text overlay on images.

Algorithms often favor posts that use platform features. Experiment with ways to present content that uses a feature, such as Facebook native video or Instagram Guides



Online Marketplace

OBJECTIVES AND STRATEGIES



OBJECTIVE

Have a presence where the gallery's target collector is already discovering art online.

Expand gallery reach to a more diverse range of buyers and increase awareness of both gallery and its artists in new markets

STRATEGY OVERVIEW

Create an integrated and distinctive shopping experience online and in person using an art buying platform.

Audit each online art marketplace being used to determine if the gallery's presence is optimized.

Define areas that could be improved to drive more sales from each marketplace.

Online Marketplace

ART GALLERY ONLINE SALES STRATEGY



CHECKLIST

Select a diverse mix of channels you will use to sell art online. Each could attract different kinds of buyers. Survey your collector base to see what platform they prefer.

Ensure your profile, exhibitions and inventory are complete and incorporate your gallery's value proposition to differentiate from other sellers. Don't forget to check for good use of gallery keywords.

Post previews of upcoming exhibitions along with the press release to encourage more collectors to follow your gallery or reach out. Also, keep your past shows listed on the platform, so buyers get a better sense of your program.

Try platform exclusive shows. Drive traffic to your gallery's marketplace via your newsletter and social media. These are also opportunities to highlight artists that are not currently being exhibited in the physical space.

Have transparent pricing, flexible return, and payment options. If available, use Buy Now options as collectors often filter for pieces with that capability.

Always include in-depth information about an artwork, including story, technique, and multiple visuals of a piece.



Post-Sale Strategy

OBJECTIVES AND STRATEGIES



OBJECTIVE

Create a comprehensive post-sale process that spans from shipping and installation to collecting buyer's feedback to nurturing the relationship for future sales.

The internal process within the gallery must be straightforward to optimize the experience the client has with the gallery.

STRATEGY OVERVIEW

Define any gaps in the process and tools that could make the strategy easier to put into practice.

Ensure the client receives white glove customer service.

Create an easy way for clients to provide feedback or a testimonial so the gallery can continue to learn and improve.

Document a step-by-step process for services and communications between the client and gallery after a sale is complete.

Post-Sale Strategy

ART GALLERY ONLINE SALES STRATEGY



CHECKLIST

Immediately after the sale, offer convenient delivery and installation services. Assist with framing if needed.

- Partnerships with framers, shippers, or installation service provider

Establish a post-sale contact process to follow up on the sale and nurture that collector for future sales.

- Hand-written thank you note
- Provide a package with all the artwork's documentation need for good record keeping.
- Create an evergreen automated series of emails with advice on caring for art, maintaining collection records, how art collections are often built, and best practices for insuring art.
- Ask for testimonials
- Offer referral incentives such as a gift card with a personal note.
- Connect with your clients online, such as following them on social media or connecting on LinkedIn. Stay in touch!

Tag collector appropriately in your client database, noting:

- Online source the buyer came from
- Interests so you can make future communications more personal.

Offer a clear and friendly return policy. Standard policies don't really exist, but consumers are most familiar with a one or two week return window.

- What services do you offer to help with returns?
- Who pays return shipping and insurance requirements?
- Will you handle scheduling pickups?
- Are artworks packaged in shipping crates that can be reused for a return?



Conclusion

ART GALLERY ONLINE SALES STRATEGY

Your approach to structuring your art gallery's online sales strategy will, of course, be unique to your business circumstances. I hope this checklist has provided valuable insight and inspiration for how your gallery might extend your market opportunities and sell more art online.

Remember to first focus on getting your gallery's digital sales and marketing basics right.

- Consistently tell a meaningful gallery brand story.
- Ensure the voice of your ideal gallery collector is included in your online messaging.
- Proactively promote your gallery's mission, values, and what makes your gallery program unique.

To build a solid online reputation, ensure buyer's concerns are addressed through helpful information and clearly defined policies and processes. This is critical to success. Galleries need to build relationships and trust with online art buyers, regardless of channel - website, art platform, or social media.

One of the most significant benefits of shopping for art online is the thrill of discovery. Ensure that your gallery still feeds that joy of discovery and the buying experience is easy and convenient.

Art collectors are likely to continue to buy online from dealers they trust if their experience is positive and expectations are met or exceeded.



Thank you

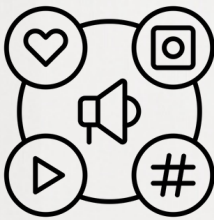


NEED PERSONALIZED HELP?

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

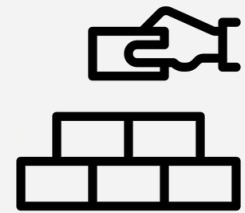
MARKETING PLAN AND INFRASTRUCTURE



SALES PROCESS DEVELOPMENT



GALLERY BUSINESS FOUNDATIONS



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FUEL FOR RUNNING AN ART GALLERY BUSINESS



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