

ART SY

Worksheet: Plan Your 2019 Digital Strategy in 30 Minutes



Introduction

Building an impactful digital strategy for your gallery is essential for succeeding in today's art market. While keeping up with various digital channels can be challenging, awareness is the first step to understanding which tools and platforms are most effective for your business.

This 30-minute worksheet will help you assess the strength of your current digital strategy and identify what opportunities you may be missing out on.

The first side of the worksheet, “The Artsy Digital Strategy Framework,” is designed for all galleries. The second side, “It starts with Artsy,” is tailored for current Artsy gallery partners.

Finally, there is a “Resources” section, which can serve as a reference if you want more information about the channels discussed. Covering everything from a collector's buying journey to content creation to email engagement, these resources provide insight into the many components that make up a digital strategy.



The Artsy Digital Strategy Framework

What are your digital strategy goals for 2019?

e.g., launching a new website; reaching more collectors; selling art online; engaging more collectors on online art platforms.

How do you measure success with your digital strategy?

e.g., connecting with collector network internationally; increasing awareness for your artists and programming through more engagement with your online platforms; increased followers.

Who are your target collectors?

Describe the different groups of target collectors that you currently engage with. Which groups are you looking to grow?

What are your biggest blockers to achieving your goals?

Try to identify blockers that are within your control.

Brand

Establish brand presence online.

Current tactics

List the channels you use to create awareness about your gallery online and how frequently you use them.

Plans for this year

e.g., use a new digital advertising channel; build a website; create a profile on an online art platform

Marketing

Get your artists and works discovered by collectors on the hunt.

Current tactics

List the channels you use to market your works for sale, such as art platforms, your website, and fairs. What are you doing on these channels?

Plans for this year

e.g., join an online platform and add metadata about artists and works; update your website with your current information, including your artists' information; establish an email list and newsletter

Sales

Drive sales online.

Current tactics

List the channels that you make the most sales through (e.g., in person, at fairs, via online platforms, or on your website).

Plans for this year

e.g., sell works through an online art marketplace; add an "Inquire Now" call-to-action at the end of emails

Collector relationships

Build lasting relationships with collectors online.

Current tactics

List the ways you meet new collectors (e.g., walk-ins, art fairs, online platforms, or social media).

Plans for this year

e.g., shorten inquiry response time; identify new channels to connect with collectors

Your score

Total your scores to calculate the overall score below.

Give yourself a score from 1-10

+

Give yourself a score from 1-10

+

Give yourself a score from 1-10

+

Give yourself a score from 1-10

=

It starts with Artsy

Your gallery's digital strategy starts with Artsy. If you aren't a partner yet apply today and our Gallery Partnerships team can help [create a customized plan for you](#).

Brand

Establish brand presence online.

Current tactics on Artsy

e.g., linking to Artsy in social media bios; keeping Artsy artist and gallery pages updated

Plans for this year

Write down any plans or tactics you'd like to implement this year. Your Artsy Liaison can be a helpful resource if you get stuck.

Marketing

Get your artists and works discovered by collectors on the hunt.

Current tactics on Artsy

e.g., updating works with proper metadata (tagging works); adding ArtDemand with Liaison

Plans for this year

Write down any plans or tactics you'd like to implement this year. Your Artsy Liaison can be a helpful resource if you get stuck.

Sales

Drive sales online.

Current tactics on Artsy

e.g., listing prices; curating Online Exclusive shows

Plans for this year

Write down any plans or tactics you'd like to implement this year. Your Artsy Liaison can be a helpful resource if you get stuck.

Collector relationships

Build lasting relationships with collectors online.

Current tactics on Artsy

e.g., keeping up with inquiries; talking to collectors through Artsy Conversations

Plans for this year

Write down any plans or tactics you'd like to implement this year. Your Artsy Liaison can be a helpful resource if you get stuck.

Resources

10 Tips to Sharpen Your Digital Strategy



Brand

- [Social Media Toolkit](#)
- [Webinar: Optimizing Your Artists Digital Presence](#)
- [The Gallery's Guide to Online Exclusive Shows](#)

Marketing

- [The Gallery's Guide to Email Marketing](#)
- [The Gallery's Guide to Creating Content](#)
- [The Gallery's Guide to SEO](#)

Sales

- [Webinar: Making Sales in the Offseason](#)
- [Fundamental Shipping Practices for Galleries](#)
- [Webinar: Artsy Gallery Insights Report 2019](#)

Collector Relationships

- [The Collector Buying Journey Online](#)
- [Success Story: Proyectos Monclova](#)
- [10 Instagram Tips for Art Fairs](#)