SELLING ART ONLINE

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SELLING ART ONLINE

Why bother?

What does ‘selling online’ mean?

Making a plan

Finding the right place to sell

How others have done it
WHY BOTHER?
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It’s another world of opportunity
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It’s another world of opportunity

2.92 billion internet users worldwide  
(as of 2014)

89.8% of UK Population online  
(as of 2013)

890 million daily active users on Facebook  
(as of Dec 2014)

The value of the online fine art market is expected to more than double to $3.76 billion in the next five years  
(Reuters)
WHY BOTHER?

Selling online can make life easier

It makes it easier for you to find your customers.

It makes it easier for your customers to find you.

It provides you with a gallery in every city, town and village in the world.

It’s quick.

It’s cheap.

It’s easy.
WHAT DOES ‘SELLING ONLINE’ MEAN?
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There is more than one way to sell
(find the one that works for you!)

Direct online sales (e-commerce)
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- Direct online sales (e-commerce)
- Indirect online sales
What does selling online mean?

There is more than one way to sell
(find the one that works for you!)

Direct online sales (e-commerce)

Indirect online sales

Promotion of offline sales
MAKING A PLAN

Where your customers look, be there!

Make a sales and marketing plan (for on and offline!)

Wherever your potential customers are looking, they should be able to find you.

Make it as easy as possible for them to give you their money!
Making a Plan

Where your customers look, be there!

List all of the products and services you offer.

For each one, think about;

- Who the customers are for it -
- How many of them there are -
  - Where they are -
- What sort of people they are (income, hobbies, interests) -
  - Where they are likely to look to find you -
  - Where you can go to find them -
FINDING THE RIGHT PLACE TO SELL
Sell in the right place, not every place!

There are many ways to sell work online.

For each way, there are many places to sell from.

Explore your options.

Weigh up the pros and cons.

Do what’s right for you and your business.
FINDING THE RIGHT PLACE TO SELL

Your own website

Wordpress

Wix

Weebly

Freelance Designers
FINDING THE RIGHT PLACE TO SELL

Your own website

For
• Can be done for free
• Ready made templates available
• Give a professional impression
• Direct sales to customers save commission

Against
• Can become expensive for sophisticated sites.
• Requires at least basic technical skills.
• Generating traffic can be hard.
FINDING THE RIGHT PLACE TO SELL

Social Media

Facebook

Twitter

YouTube

LinkedIn
## FINDING THE RIGHT PLACE TO SELL

### Social Media

<table>
<thead>
<tr>
<th>For</th>
<th>Against</th>
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<tbody>
<tr>
<td>Quick, free and easy to set up.</td>
<td>A crowded market place.</td>
</tr>
<tr>
<td>A large ready-made audience.</td>
<td>Danger of procrastination!</td>
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<td>Very user-friendly</td>
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FINDING THE RIGHT PLACE TO SELL

Other people’s websites

- Member only sites
- Auction sites
- Open access sites
- Gallery sites
FINDING THE RIGHT PLACE TO SELL

Other people’s websites

For
- A ready made audience.
- Reach customers who haven’t heard of you before.
- Deal with ecommerce on your behalf.

Against
- Beware of the small print.
- Commission rates can be high.
HOW OTHERS HAVE DONE IT
Learn from your peers

ZONE Enterprise Hub
HOW OTHERS HAVE DONE IT

Learn from your peers
Things to remember

- It’s another world of opportunity
- There is more than one way to sell
- Where your customers look, be there!
- Sell in the right place, not every place
- Learn from your peers
THANK YOU!

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