

SELLING ART ONLINE



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SELLING ART ONLINE



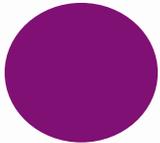
Why bother?



What does 'selling online' mean?



Making a plan



Finding the right place to sell

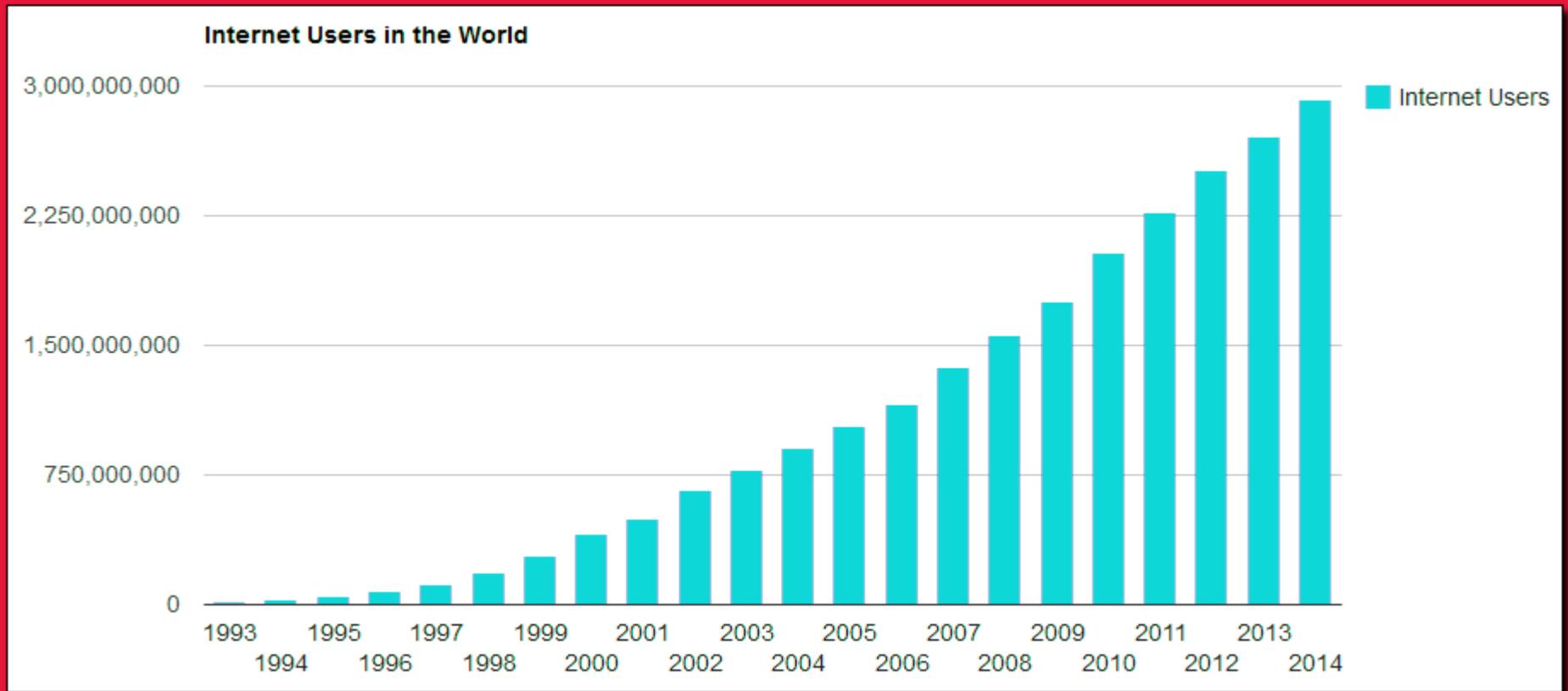


How others have done it

WHY BOTHER?

WHY BOTHER?

It's another world of opportunity



WHY BOTHER?

It's another world of opportunity

2.92 billion internet users world wide
(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?

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)



ArtGallery.co.uk

Home / Premier Gallery / Bestselling Artists / New Artists / Search for Art / Art Gift Vouchers / Special Offers / The Art Gallery / News

Customer Sales and Service 0844 879 7438 or 01666 505152

Moonlight Shadows
By Martin Whittam
£175.00
Free delivery in UK!
Outside the UK?

Despatched within 5 working days
Original artwork with signed Certificate of Authenticity
W 16.00" x H 11.00"
Media: watercolour
Surface: Bockingford watercolour paper.

This happy and cheerful original watercolour painting in the "naive" style will put a smile on the viewers face, would make a perfect gift and will enhance any home. This large painting is sized approx 16 x 11" and is supplied double mounted and professionally framed. It was painted using Windsor and Newton paints on top quality 200lb, acid free Bockingford watercolour paper.

Added

Moonlight Shadows £175.00

Total £175.00 inc VAT

Go to basket

Search 30108 artworks

Price

Size

Type

Subjects

Colors

WHAT DOES SELLING ONLINE MEAN?

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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



The screenshot shows a Facebook event page for 'Wales in Colour' by Mikey Jones. The event is public and hosted by 'THIS'. It is scheduled for 1 March to 4 April, from 16:00 to 19:00, at Undegun, 11 Regent Street, LL11 1SG Wrexham. The event description states: 'This series of paintings looks at Wales documenting various cities, towns and landscapes to capture Wales in all its complexity, beauty, harsh realities and distinctive characteristics that form our Welsh identity. Wales is a country renowned for its diverse natural beauty and proud people. Wales is a place where the elements of the above that together build a vivid contemporary narrative.' The event has 70 people going, 5 people maybe, and 208 people invited. The page also shows a grid of profile pictures of people who are going to the event.

MAKING A PLAN

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

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.

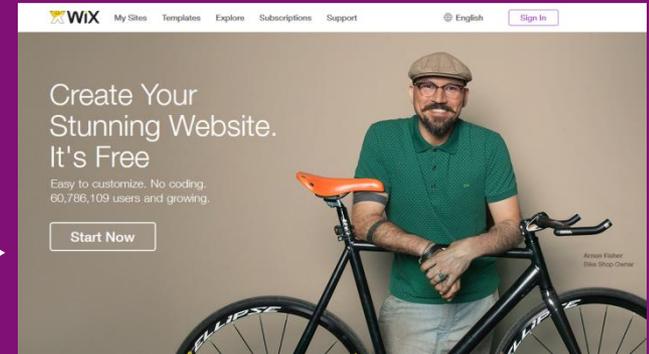
FINDING THE RIGHT PLACE TO SELL

Your own website



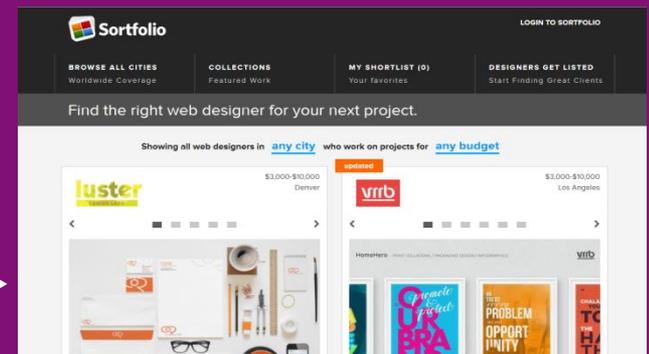
← Wordpress

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

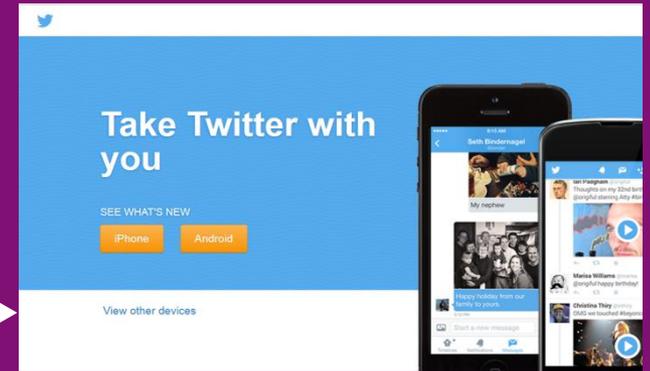
- Can become expensive for sophisticated sites.
- Requires at least basic technical skills.
- Generating traffic can be hard.

FINDING THE RIGHT PLACE TO SELL

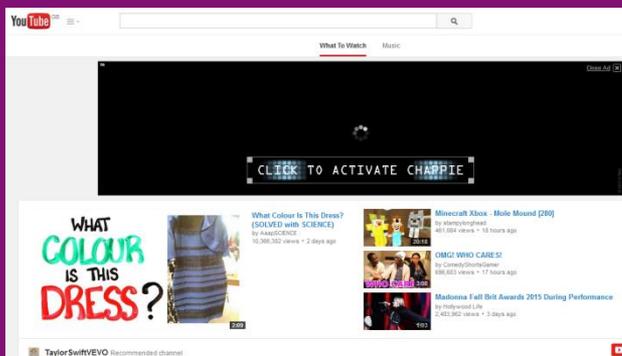
Social Media



← Facebook



Twitter →



← YouTube



LinkedIn →

FINDING THE RIGHT PLACE TO SELL

Social Media

For

Quick, free and easy to set up.

A large ready-made audience.

Very user-friendly

Against

A crowded market place.

Danger of procrastination!

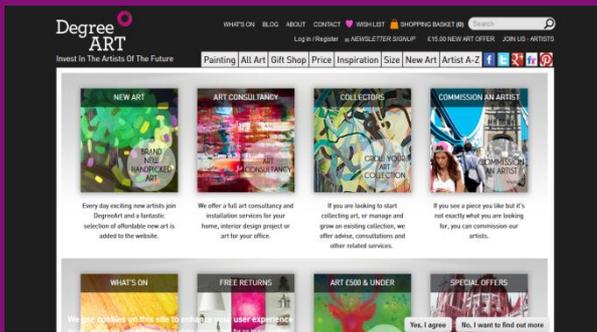
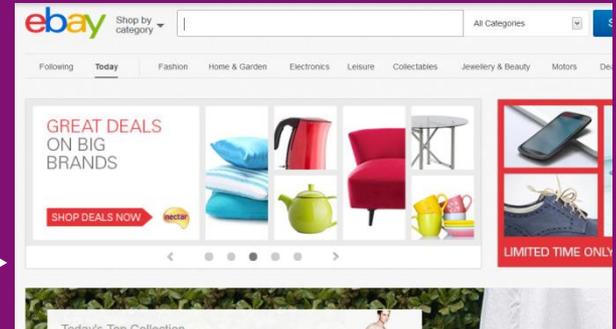
FINDING THE RIGHT PLACE TO SELL

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

HOW OTHERS HAVE DONE IT

Learn from your peers



ZONE Enterprise Hub

HOW OTHERS HAVE DONE IT

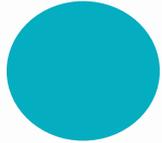
Learn from your peers

The image shows a screenshot of a Facebook page for 'Meg Darlington Contemporary Jewellery'. The page features a cover photo with two small sailboats on driftwood and a large teal brushstroke containing the text 'MEG DARLINGTON Contemporary Jewellery'. The profile picture is a teal circle with a black triangle. The page has 394 likes and a post from February 12, 2014, about an art jewellery challenge. The right sidebar includes a 'Create Page' button, a 'Recent' section with years 2014, 2013, and 2012, and a 'Sponsored' section with an advertisement for Ancestry.co.uk.

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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