

OFFICE HOURS

October 27, 2017
LIVE WEBINAR STARTING SOON

Holiday Marketing Playbooks PART 2



Today's Schedule

FB Live Broadcast



The Holidays



The Playbook



The Steps and
the why



Q&A

ANNOUNCEMENTS

- We are skipping them. That is all
- Side note... this week is a bit of a rehash of the last webinar. Made quite a few adjustments though and really decided to take things more visual. Which I am confident will really help piece this all together.



HOLIDAYS ARE COMING

Countdown, Stats, and Why.





Update the Countdown

How many days left?





WHY IS THIS IMPORTANT?

More art is sold in the 4th quarter than any other quarter all year. In many cases more in the 4th quarter than the other 3 combined. There is no better time of the year to be marketing your art. Important thing to recognize and prepare for.

Cyber Monday Growth Rate

Online Sales for Cyber Monday



Source: Adobe - based on analysis nearly 900 Million visits to 200 retailers' websites on Cyber Monday

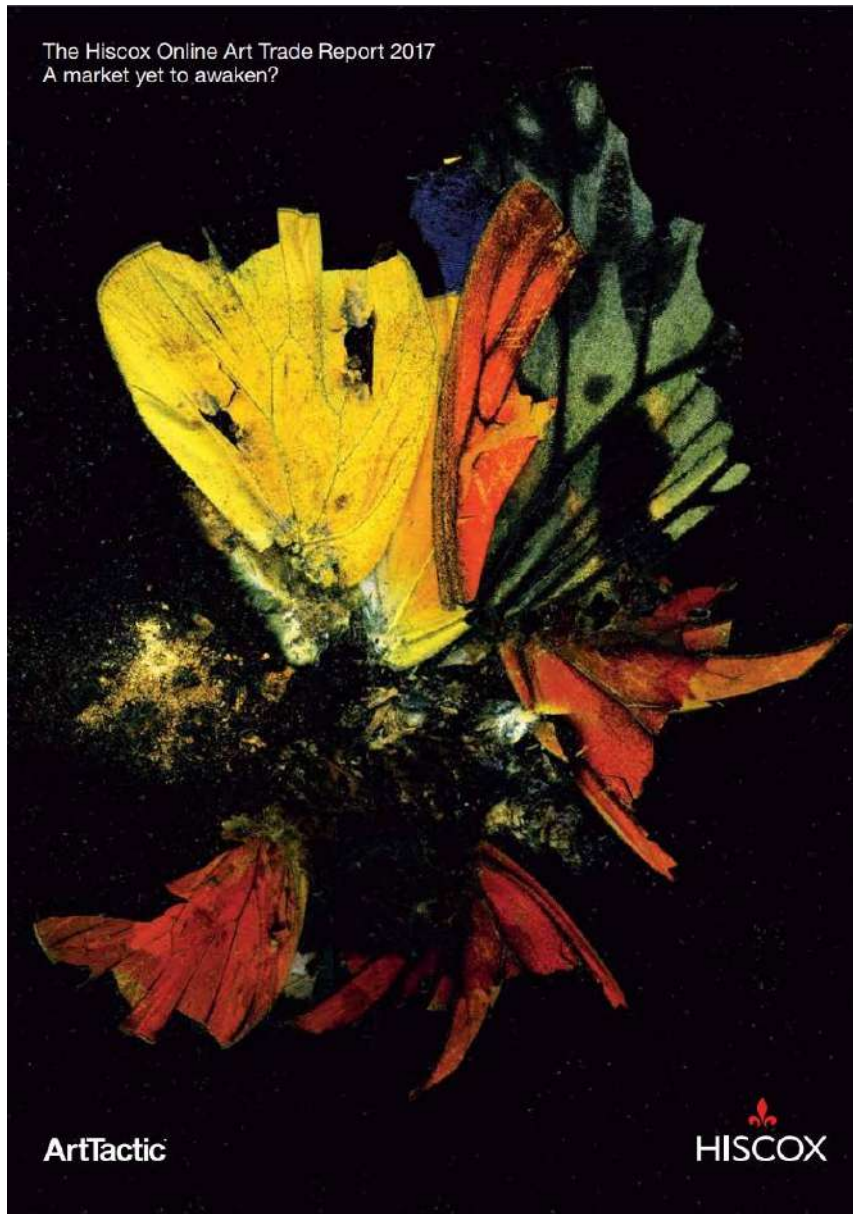
BlackFriday!com





MEH. THAT IS RETAIL DATA.

What about art? I sell art.



2017 HISCOX REPORT



HISCOX

Chris paste a link to their website in the comments in case anybody wants to download.



DO WE REALLY NEED DATA?

Especially data to tell us allot of sales go down at the end of the year. Good time to have your art front and center with buyers.



SO QUESTION FOR YOU?

What does your Holiday Marketing Strategy look like?





damejoyce.com



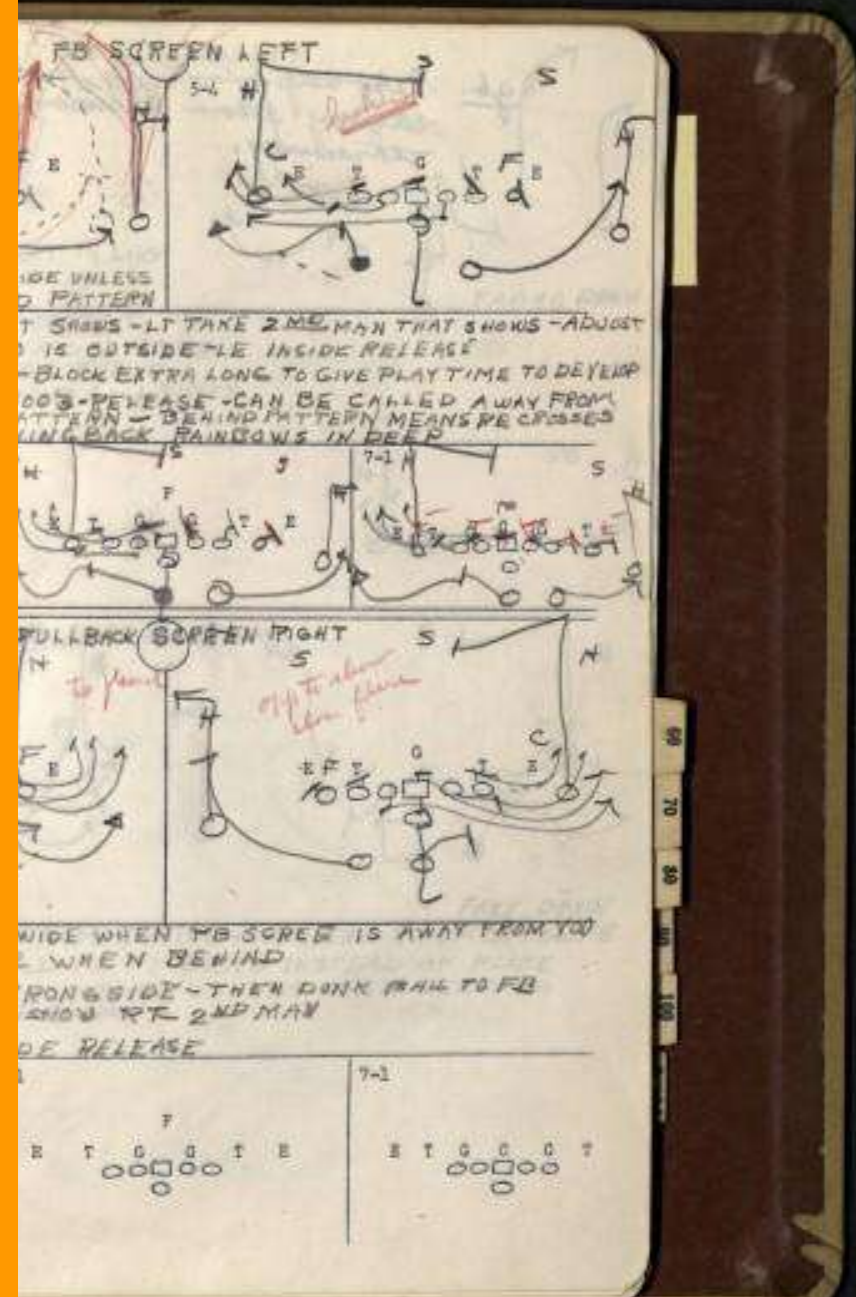
LET'S FIX THAT

We want to give you one. So. Let's talk about the playbook.



The Playbook

Your Holiday marketing strategy for \$ales, \$ales, and more \$ales.

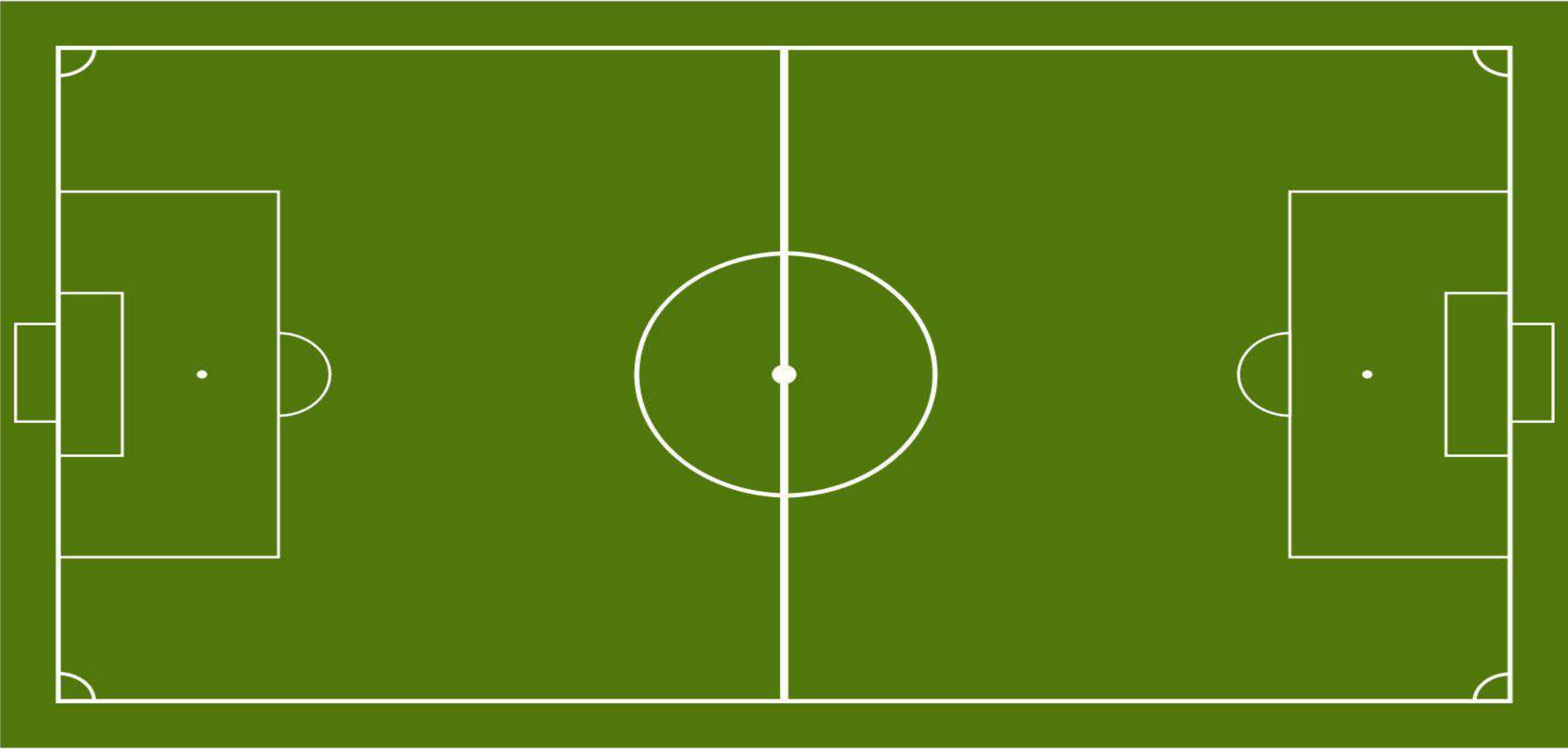




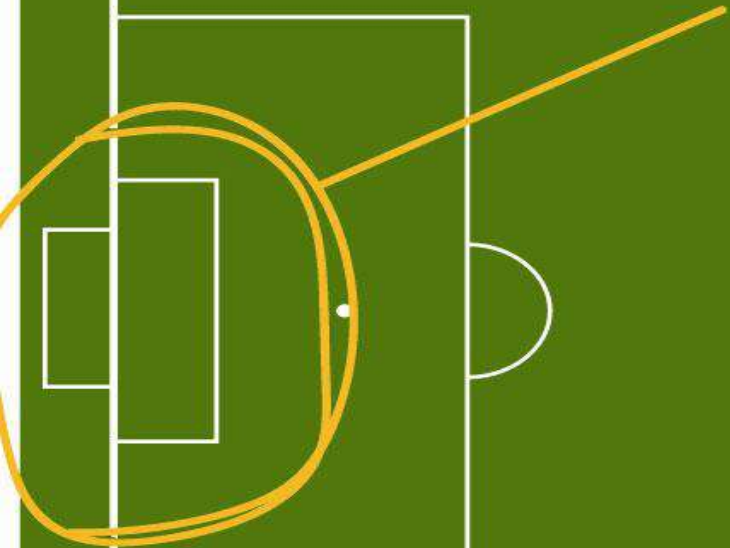
THE PLAYBOOK

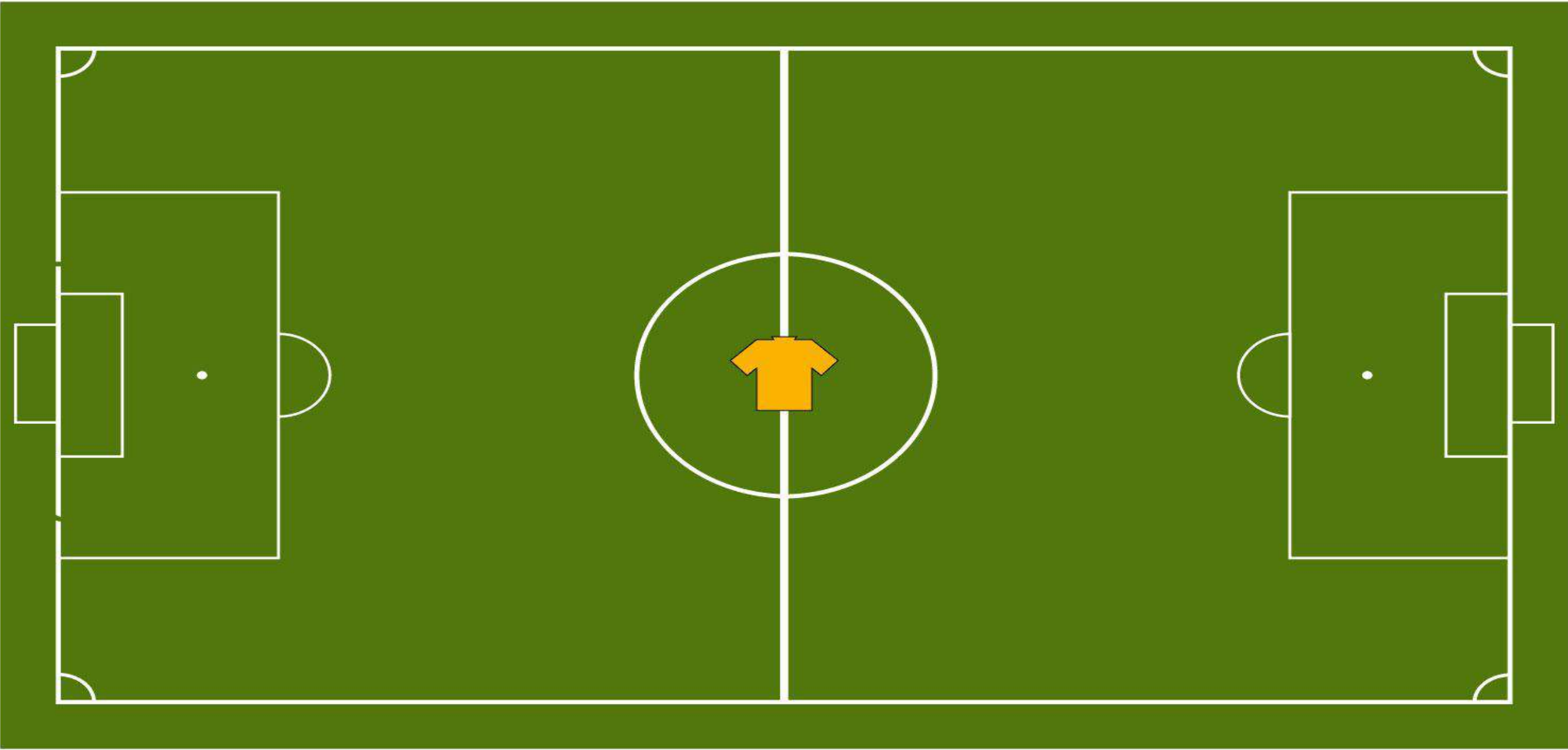
Let's start with an analogy shall we?





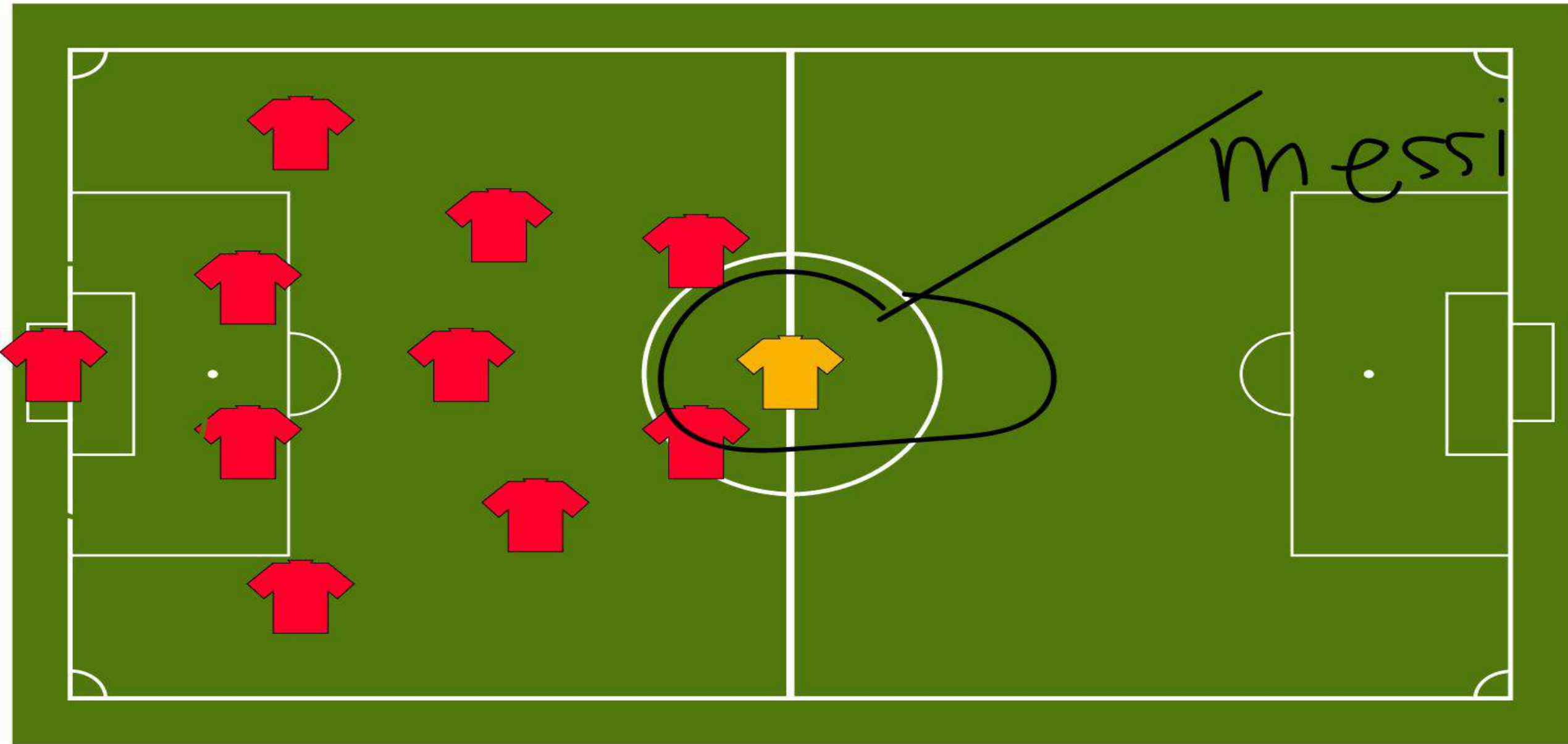
Sales





WHAT DO MOST ARTISTS DO?

They think their holiday campaign is Lionel Messi (greatest player in the world) and is gonna score all day long for them. Problem there.





DO THAT. YOU'RE GONNA LOSE.

Attention today is too fleeting in addition to all of us having WAY WAY WAY too many distractions.

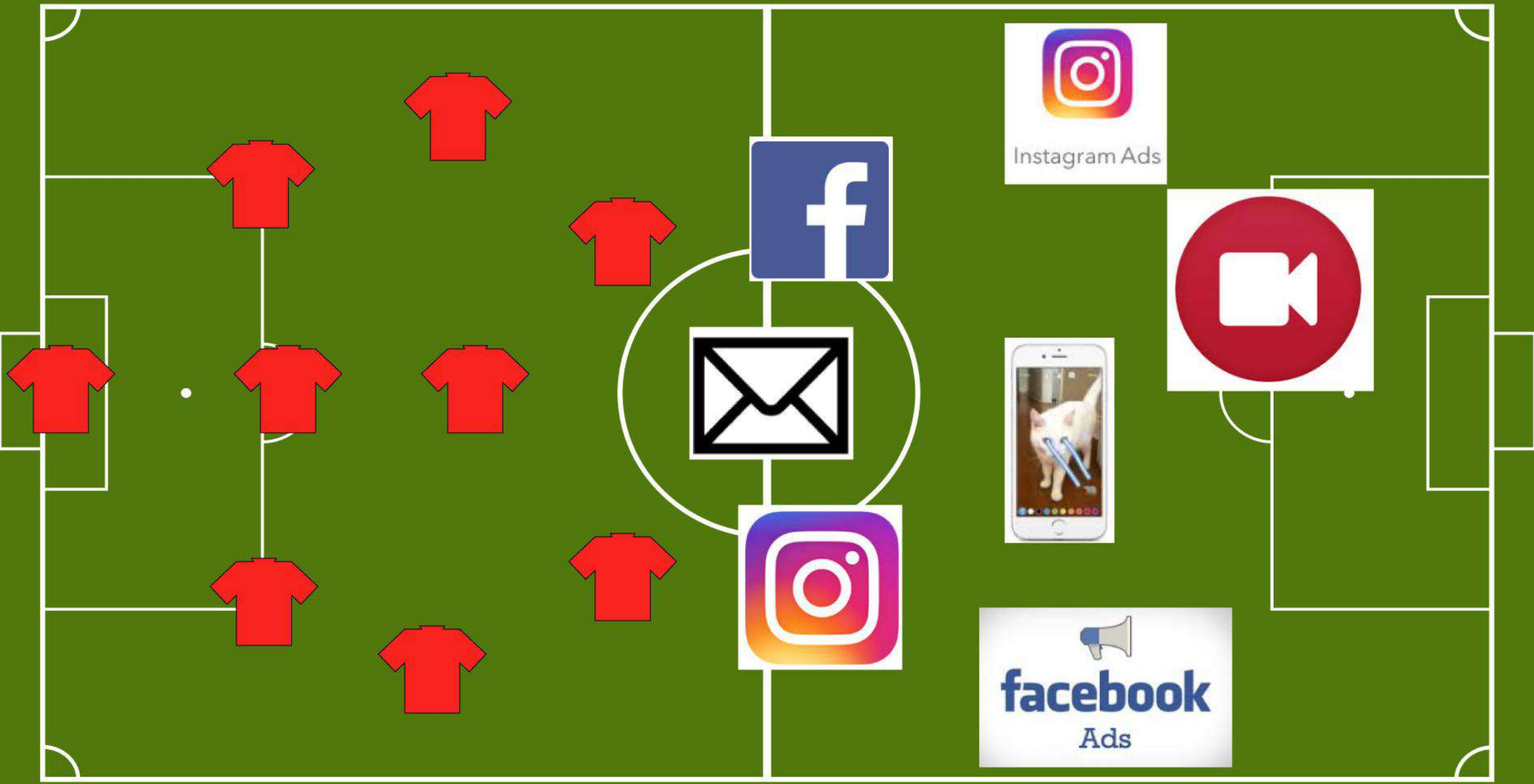




SO WHAT IS AN ARTIST TO DO?

How is an artist to survive against these odds, these distractions?

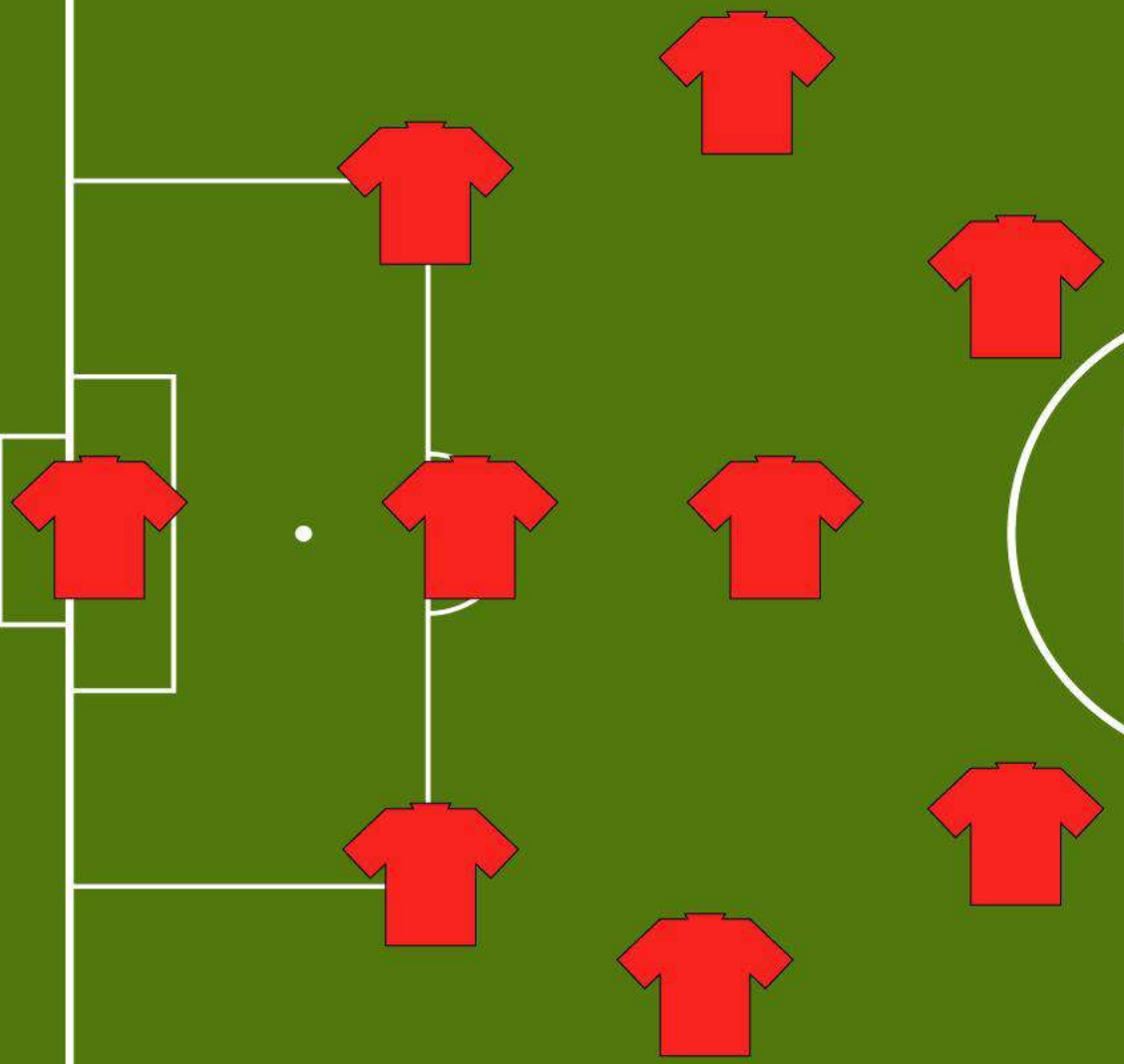





Instagram Ads




facebook
Ads





DO THAT YOU GET NOTICED AND YOU WIN.

It just being taught how to align the pieces and get them all working together.
It works 100% of the time it's tried. Crazy effective.



WHAT DO YOU NEED

The basics you need to participate.

- A proper website equipped to sell art.
- An ESP like Mailchimp, Aweber, Constant Contact, etc
- An email list
- A Facebook page and Instagram account
- A FB ads account
- Your email list uploaded to FB

REGARDLESS OF WHERE YOU ARE / HOW SOPHISTICATED

You can use this playbook. All of it takes practice so you just run what part of it you can run, and get to the other parts as you get better. You will do much better than most even running the most basic parts. So let me lay the plan out, so you understand it, then you can determine what you can and can't do.



The Steps and the “Why”

This can feel complicated. So let's break down the steps and make it sound easy... which it is.





BIG PICTURE

Here is the game plan.



THE GAME PLAN

Holiday Marketing Playbook Basics



CREATE A
DISCOUNT



GIVE DISCOUNT
SCARCITY



COORDINATED
EMAIL & BLAST
ALL CHANNELS



(SIDE NOTE) - See Amazon?



EASY ENOUGH RIGHT?

It is. Ahh but there is quite a bit of nuance involved. This playbook has incredibly tactical parts to it. More than we could ever cover in a 1 live broadcast. Step #1 though is to understand things conceptually and why they work.



THE STAGES of the game breakdown.

- #1 Pre Season Training (off season training)
- #2 The Warmup (warmups before the game)
- #3 The Offer (the game)
- #4 The Resend (half time)
- #5 The 24 Hour Warning (last mins of the game)



#1 - PRE SEASON TRAINING

Summer bodies are created in winter right? Something you should be doing is emailing your list regularly what we call romance content - i.e. non salesy stuff. Well ahead of the holidays. You should be doing this all year.

#1 - TRAINING

3 different levels, which are you at?

- A. You are **regularly** emailing your list romance type of content (at least once a month)
- B. Sending romance but **infrequently**
- C. You have **never** emailed your list really

What to do for each

What **not** to do is make the first email they have seen from you in awhile(or ever) be a right hook, or a sales ask, think a relationship. Even 1 email can change this up.

“Hey have not heard from you in a few months or ever,” you pull a “nice to see you, let’s jump into bed.” Don’t do that. Don’t be that guy or gal. Instead use some romance, some get to know you.





SEND SOME ROMANCE EMAILS

Tease the fact that the sales are coming. Great way to do this is with a P.S.

What might that look like...



I Am An Email

NON SALESY LANGUAGE

NON SALESY LANGUAGE

NON SALESY LANGUAGE

Cheers,
Patrick
Patrick's Photography
www.patrick.com

*Take note I am **NOT SELLING**
ANYTHING in this email (which is the
important part)*

P.S. The holidays are coming. I don't discount often, but when I do, it's around the holidays. Stay tuned to future emails.



#1 Pre Season Training

Motorcycles, Dogs, and Sunsets Inbox x



Patrick Shanahan

2:57 PM (4 minutes ago)

to me

Dear Steve,

The only thing better than a wheelie in Glamis.... nothing!



Patrick Shanahan

www.patrickglamisphotos.com

P.S. I don't often have sales but when I do the discounts are steep like the Glamis sand dunes. Stay tuned and as always ride safe!



So regardless of where you are

You can start with this part of the technique. Early birds can and should start doing this today. For the rest of you if you can do it once or twice ahead of the sales email you will be ok.



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#2 - WARMUPS

Email your list and you let them know the deal is coming and give them more details about it. Get ready for the game.

#2 WarmUps

I am done with wheelies Inbox x



Patrick Shanahan

to me ▾

for at least the next 48 hours.

Why.

I need to get [the store](#) ready for the steepest, craziest sale I have all year.

Store favorites like this wheelie time here.



Speak soon,

Patrick Shanahan

<http://patrickglamisphotos.com>



Personality, include some that works for you. this is an example of a sh\$& post

Search bar with a magnifying glass icon.

The conversation has been marked as unread. [Undo](#)

□ ↕ ↻ More ▾

□ ☆ 🕒	Patrick Shanahan	I am done with wheelies for at least the next 48 hours. Why. I need to get the store ready for the steepest, craziest sale I have all year	7:31 am
□ ☆ 🕒	Patrick Shanahan	Motorcycles, Dogs, and Sunsets - Dear Steve, The only thing better than a wheelie in Glamis.... nothing! www.patrickglamisphotos.com f	Oct 26



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#3 - THE OFFER

PRO TIP: It does not matter. Do what works for you. Just make sure there is something on the table. Then email it to your list. We have extensive documentation on this and it will all be in the resource page.

#2 The Offer

Start your Engines - the Sale is On Inbox x



Patrick Shanahan

8:03 AM

to me

Hey Steve,

It's Monday. From now till Friday we have gone full title.

[Take 20% off storewide use coupon code "wheelietime".](#)

Deal expires Friday at Midnight and when it's gone it's gone.

Knock out your gift needs early with some of my best sellers.



Wheelie Time



Download

The San Hound



Questions or comments just hit reply and let me know. We are standing by and ready to help.

<http://patrickglamisphotos.com>

Patrick Shanahan



THE STAGES of the game breakdown.

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#4 - THE RE-SEND

Email to un-opens. Most ESP's make this easy to do yet nobody does this. It works incredibly well. Why. People are busy and likely are going to ignore your first email. Increase your chances by sending a 2nd.

#2 The Re-Send

ICYMI - It's our biggest sale of the year right now Inbox x



Patrick Shanahan

to me ▾

and I don't want you to miss it.

Whats up Steve,

Not sure you saw my last email so I am sending you another one (we are all crazy busy around the Holidays I know)

[Take 20% off storewide use coupon code "wheelietime".](#)

Get some wheelie time on your wall!



Questions or comments just hit reply and let me know. We are standing by and ready to help.

<http://patrickglamisphotos.com>

Patrick Shanahan



THE STAGES of the game breakdown.

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#5 - DEAL EXPIRATION

Email. The last email you send letting your list know the deal is gonna expire in say 24hrs or 48hrs or whatever.

#2 The Re-Send

24 hrs left till the sale leaves the desert. Inbox x



Patrick Shanahan

to me ▾

Wanted to send a final reminder that the sale is about to ride off.

You have 24hrs left to lock in your biggest discount of the year.

[Take 20% off storewide use coupon code "wheelietime".](#)



Patrick Shanahan



Sum it all up.

- 5-7 emails all hyping up and promoting a single offer.
- That alone is more than what **98% of artists** out there are gonna do. Do it, and only it, and you will win.
- It is just a start of the playbook though.
- It's the collegiate level... let's talk about going pro.
- What?

WHY?

Copyrighted Material

NOBODY WANTS TO
READ YOUR
SH*T

AND OTHER TOUGH-LOVE TRUTHS TO MAKE YOU A BETTER WRITER



STEVEN PRESSFIELD

Bestselling Author of *The War of Art* and *Turning Pro*

Copyrighted Material

NOBODY IS GONNA READ

Your emails, or click your links, or buy your art. They are too busy. There is too much noise. The Holidays are too crazy. You want that happen you have to stack the deck in your favor. You have to do everything you can to make them read your emails. You need to be remarkable.

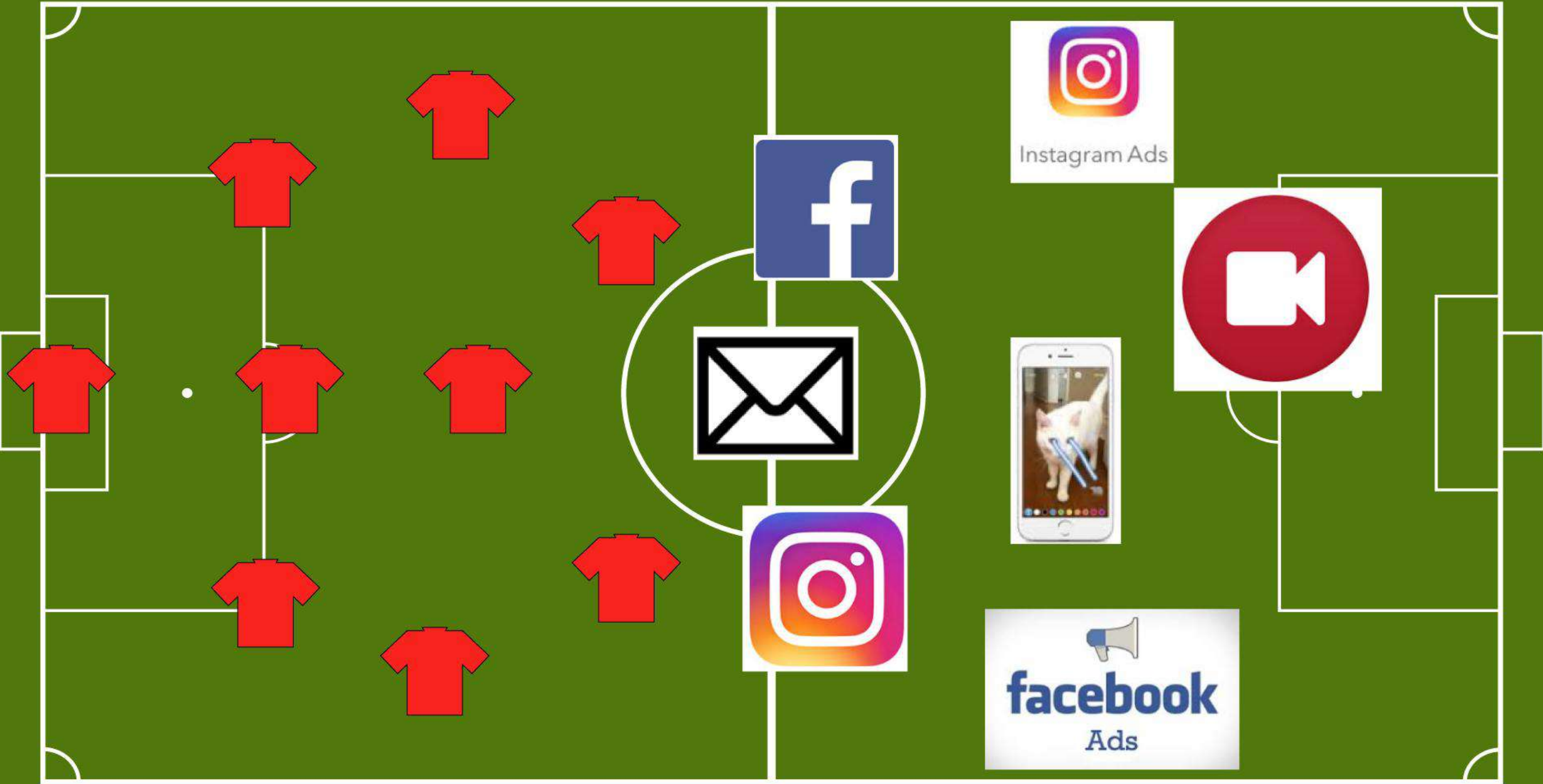


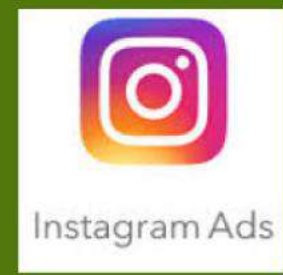
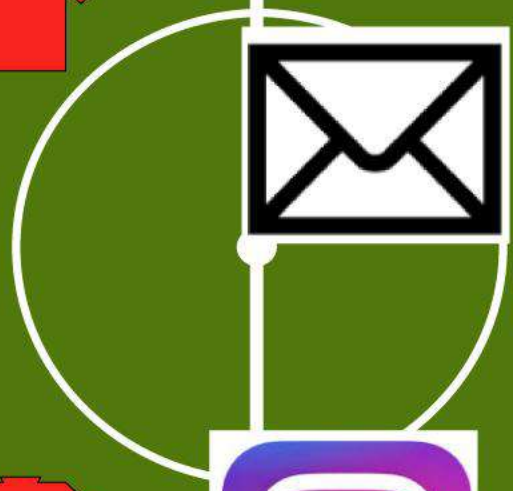
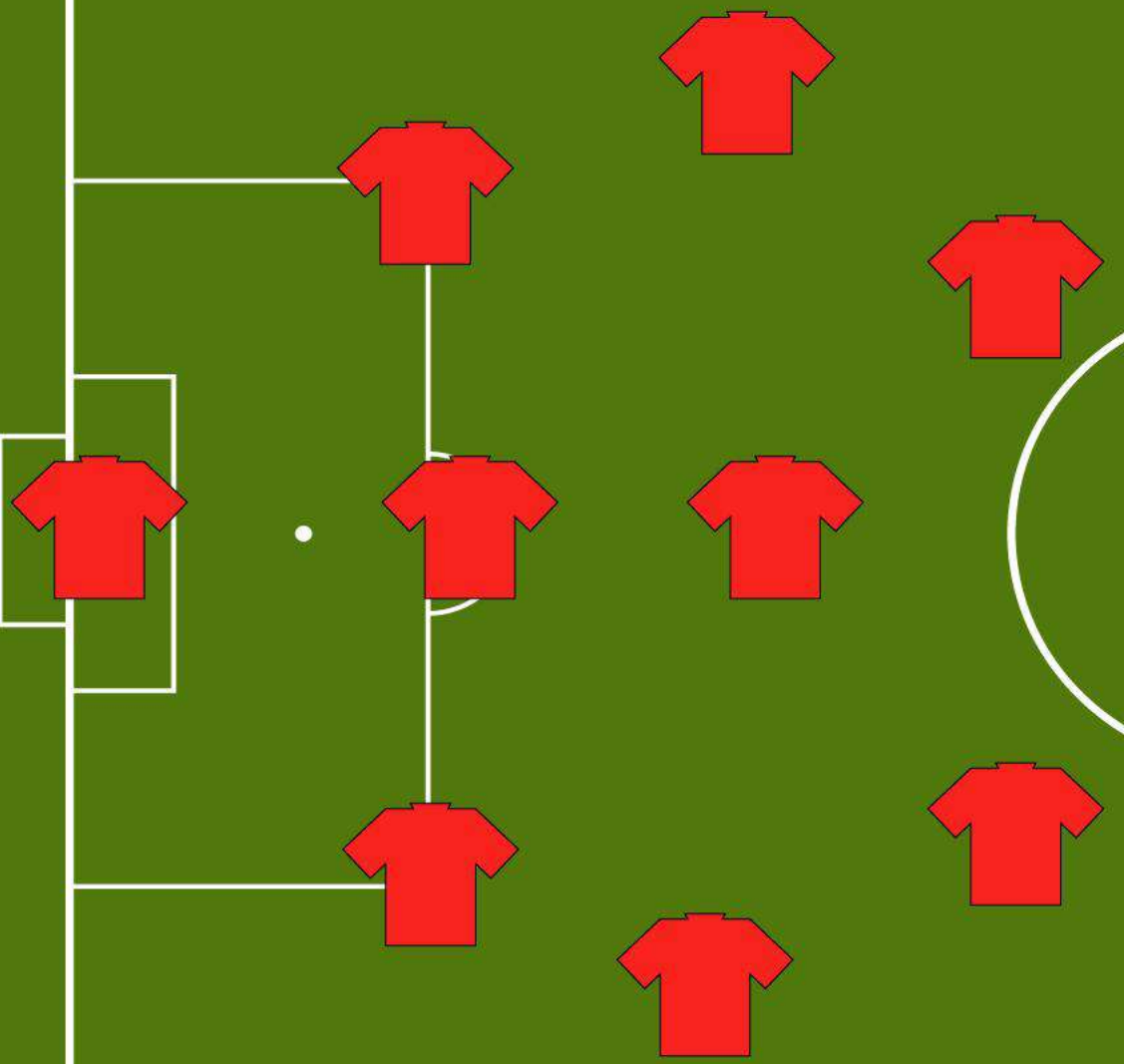
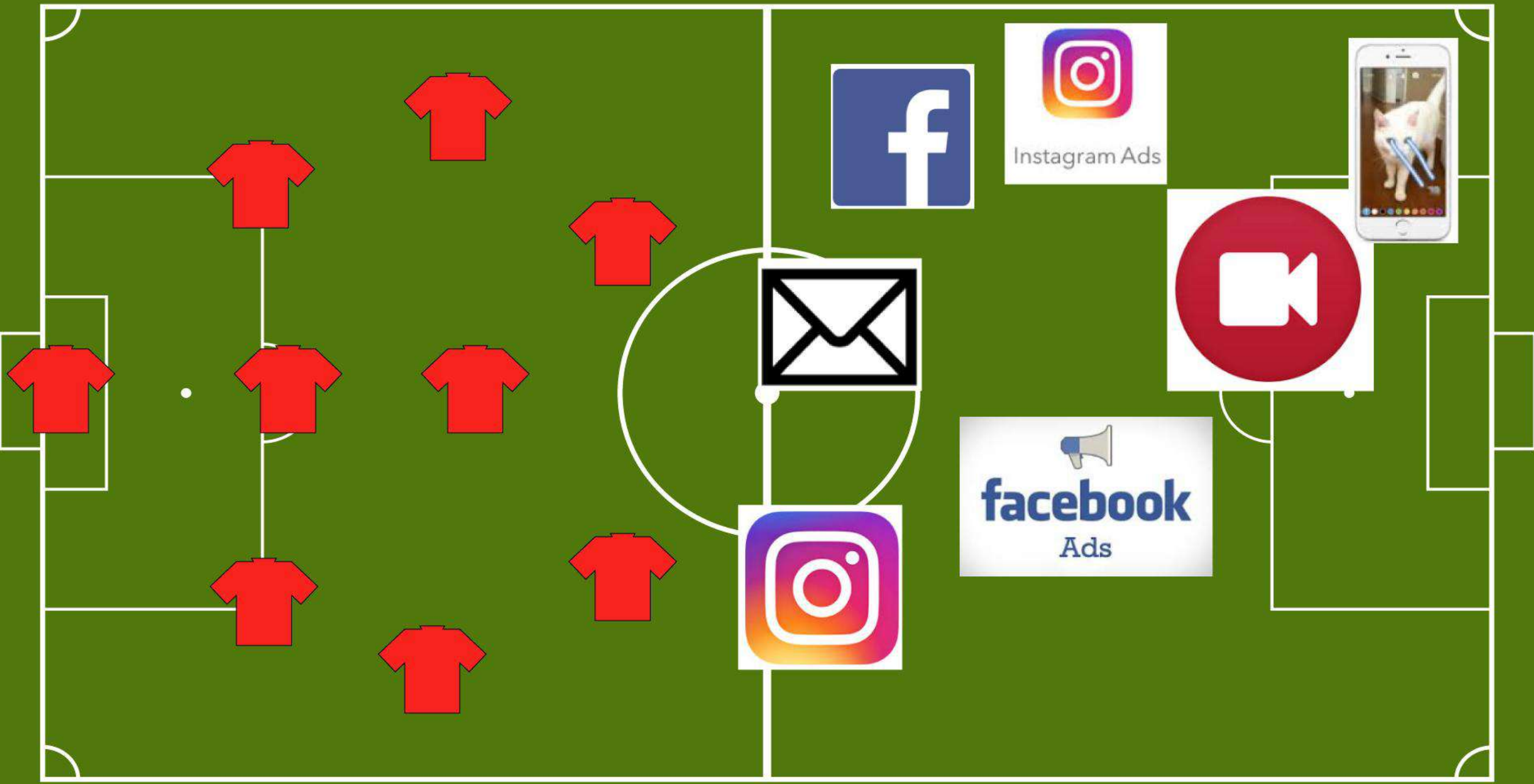


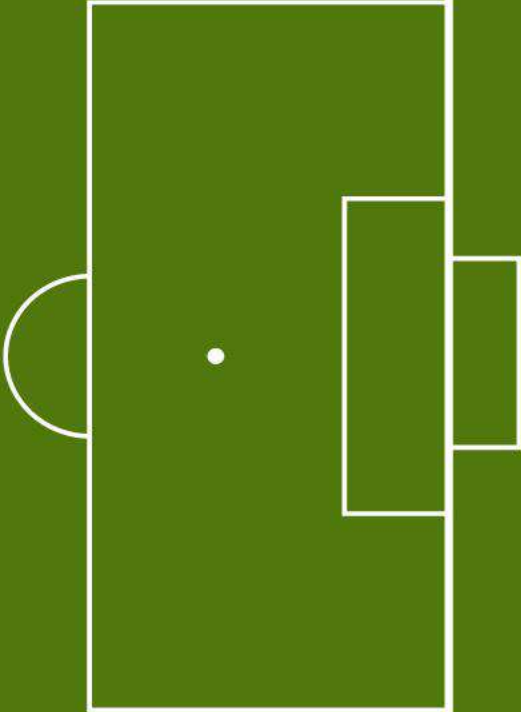
SO HOW DO YOU DO THAT?

You coordinate everything you have in your arsenal. Back to the analogy.











ALL YOUR PLAYERS

Are a team. Get them moving together, and playing together in formations and you will win.





YOU ARE AT WAR

A war for **attention**. So marshal your forces. Line them up and get ready to attack.

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#2 - WARMUPS (**beginner**)

Email your list + an Organic FB Post + Instagram post all coordinated with the same message.

#2 WarmUps

I am done with wheelies Inbox x



Patrick Shanahan

to me ▾

for at least the next 48 hours.

Why.

I need to get [the store](#) ready for the steepest, craziest sale I have all year.

Store favorites like this wheelie time here.



Speak soon,

Patrick Shanahan

<http://patrickglamisphotos.com>



ASF FB Training

Published by Damon Hossfeld [?] - Just now · 🌐

The wheelie party is over. For the next 48 hours as I get the store ready for the biggest sale we have all year. Stay tuned and keep an eye on your email.



Boost Unavailable

Share



#2 WarmUps





#2 - WARMUPS (**intermediate**)

Email your list + an Organic FB Post + Organic Instagram post + Instagram Story. All free to do that btw.



FOR THE NEXT
48
HOURS



**GONNA BE IN THE
TRAILOR COOKING
UP MY BIGGEST
SALE OF THE YEAR**

GET READY



**KEEP AN EYE
ON YOUR EMAIL**



#2 - WARMUPS (**pros**)

Email your list + an Organic FB Post + Organic Instagram post + Instagram Story + FB ads + Instagram Ads (whatever else you have that is arsenal specific; snail mail, youtube, pinterest, phone calls, whatever.)



ASF FB Training

Published by Damon Hossfeld [?] · Just now ·

The wheelie party is over. For the next 48 hours as I get the store ready for the biggest sale we have all year. Stay tuned and keep an eye on your email.



Boost Unavailable

Share



joearprints



joearprints The wheelie party is over. For the next 48 hours as I get the store ready for the biggest sale we have all year. Stay tuned and keep an eye on your email.

2 MINUTES AGO





LET ME SHOW YOU SOMETHING

THE STAGES of the game breakdown.

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- **#3 The Offer (the game)**
- **#4 The Resend (half time)**
- #5 The 24 Hour Warning (last mins of the game)



#3 & #4 - Offer + Resend (beginner)

Email your list + Re-send + an Organic FB Post + Organic Instagram post all coordinated with the same message.

#2 The Offer

Start your Engines - the Sale is On Inbox x



Patrick Shanahan

8:03 AM

to me

Hey Steve,

It's Monday. From now till Friday we have gone full title.

[Take 20% off storewide use coupon code "wheelietime".](#)

Deal expires Friday at Midnight and when it's gone it's gone.

Knock out your gift needs early with some of my best sellers.



Wheelie Time



Download

The San Hound



Questions or comments just hit reply and let me know. We are standing by and ready to help.

<http://patrickglamisphotos.com>

Patrick Shanahan





ASF FB Training

Published by Damon Hossfeld [?] · Just now · 🌐

The firework going off signifies the start of my biggest sale of teh year. Take 20% off storewide with cc wheelietime. Deal expires Friday at Midnight



Boost Unavailable

Share



joeartprints



joeartprints The firework going off signifies the start of my biggest sale of teh year. Take 20% off storewide with cc wheelietime. Deal expires Friday at Midnight!





#3 & #4 - Offer + Resend (intermediate)

Email your list + Re-send + an Organic FB Post + Instagram post + IG story all coordinated with the same message.

**TAKE 20% OFF SITE WIDE
USE CC
WHEELIETIME**



DEAL EXPIRES FRIDAY AT MIDNIGHT



**IT'S COMPLETELY
ON**

**MY BIGGEST SALE
OF THE YEAR
IS LIVE**





#3 & #4 - Offer + Resend (Pro)

Email your list + an Organic FB Post + Organic Instagram post + Instagram Story + FB ads + Instagram Ads + Instagram Story Ad (whatever else you have that is arsenal specific; snail mail, YouTube, Pinterest, phone calls, smoke signals, the kitchen sink, whatever.)



ASF FB Training

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The firework going off signifies the start of my biggest sale of teh year. Take 20% off storewide with cc wheelietime. Deal expires Friday at Midnight



Boost Unavailable

Share



joearthprints



joearthprints The firework going off signifies the start of my biggest sale of teh year. Take 20% off storewide with cc wheelietime. Deal expires Friday at Midnight!



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#5 - 24HR WARNING (**beginner**)

Email your list + an Organic FB Post + Instagram post all coordinated with the same message.

#5 24 HR

new offer post type?

24 hrs left till the sale leaves the desert. Inbox x



Patrick Shanahan

to me ▾

Wanted to send a final reminder that the sale is about to ride off.

You have 24hrs left to lock in your biggest discount of the year.

[Take 20% off storewide use coupon code "wheelietime".](#)



Patrick Shanahan

Posts



ASF FB Training posted an offer.

Published by Damon Hossfeld [?] · Just now · 🌐

24 HRS LEFT on my BIGGEST sale of the year. Don't miss your chance. Take 20% off storewide with cc wheelietime. Deal expires tomorrow at Midnight.



Be the first to save this offer



Save



Boost Unavailable






Share



#5 24 HR

 **joeartprints** 



joeartprints 24 HRS LEFT on my BIGGEST sale of the year. Don't miss your chance. Take 20% off storewide with cc wheelietime. Deal expires tomorrow at Midnight!

42 SECONDS AGO





#5 - 24HR WARNING (intermediate)

Email your list + an Organic FB Post + Instagram post+ story all with the same message

#5 24 HR

DEAL EXPIRES IN

24

HOURS



DEAL EXPIRES IN

23

HOURS



**DON'T
MISS YOUR
CHANCE
TO HAVE SOME
EPIC
WHEELIETIME
ON YOUR WALL
FOR
20%
OFF**

#5 24 HR

DEAL EXPIRES IN
22
HOURS





#5 - 24HR (Pro)

One last set of ads.

#5 24 HR

Posts



ASF FB Training posted an offer.

Published by Damon Hossfeld [?] · Just now · 🌐

24 HRS LEFT on my BIGGEST sale of the year. Don't miss your chance. Take 20% off storewide with cc wheelietime. Deal expires tomorrow at Midnight.



Be the first to save this offer

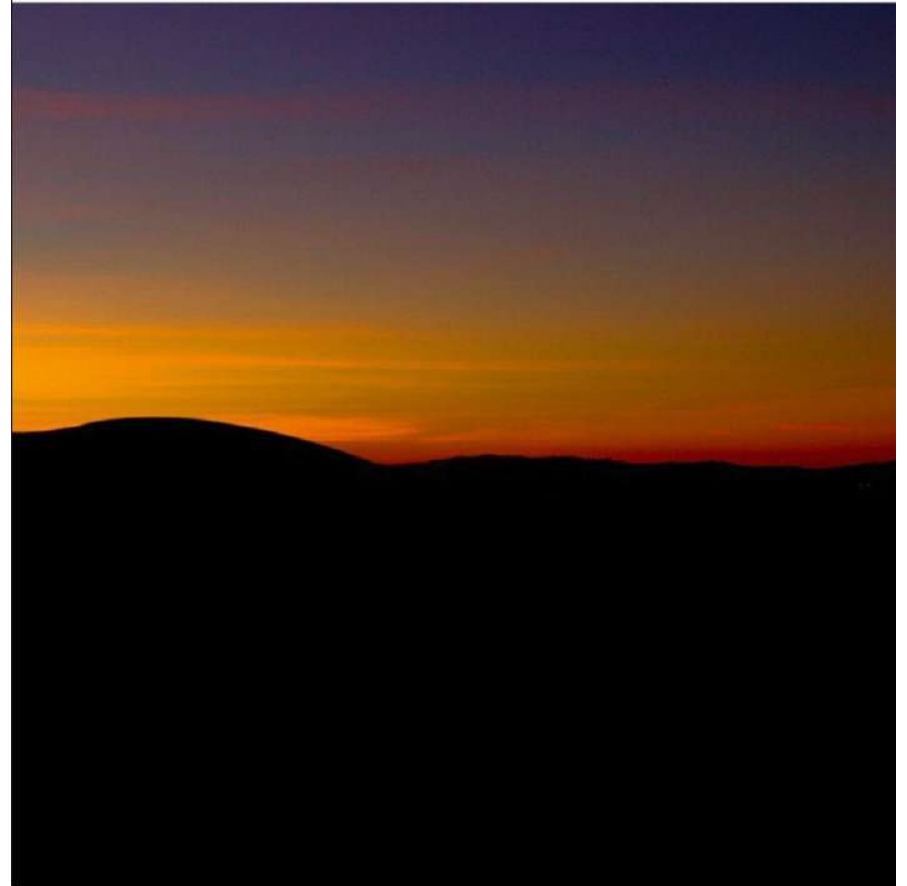
Save

Boost Unavailable

Share



joartprints



joartprints 24 HRS LEFT on my BIGGEST sale of the year. Don't miss your chance. Take 20% off storewide with cc wheelietime. Deal expires tomorrow at Midnight!

42 SECONDS AGO





SUM IT UP

Most Artists... they are gonna send an email or two or a post. What are you gonna do?





RESOURCE PAGE

In process. Likely till the end of next week till it's really set but we are close.





WHAT ELSE DO YOU HAVE

In your arsenal? That is specific to you? Put it to work.





BONUS OPTION #1

Have a show you can do just ahead of the season. Go listen to this podcast episode about how Kim leveraged this.





ine Online and Offline Selling with Artist Kim Vergil



001: How to Combine Online and Offline Selling with Artist Kim Vergil

Learn how to combine online and offline art selling tactics. How to stack a number of small wins into a big win.

[SUBSCRIBE](#)

Show Notes

- ✓ Kim Vergil's [website](#)
- ✓ Kim Vergil's [Instagram account](#)
- ✓ For more on holiday email marketing strategy, Art Storefronts has put together some killer articles. We recommend:
 - ✓ [How to Sell Your Art with Creative Newsletter Content](#)

Transcribe

[▶ Read the transcribe](#)



BONUS OPTION #2

Leverage the announcement bar... which BTW now has built in scarcity and countdown timer ability.



CHRISS-TEST

[HOME](#)

[SHOP ART](#)

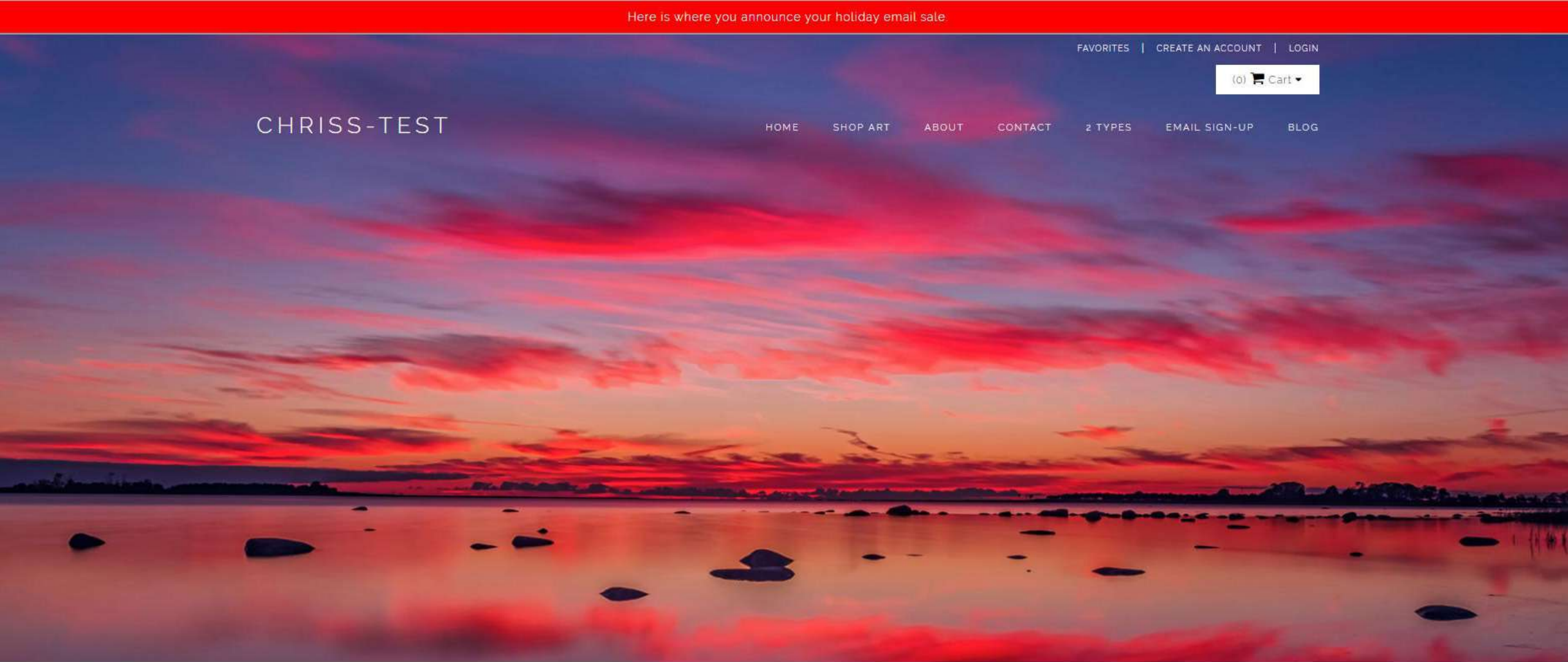
[ABOUT](#)

[CONTACT](#)

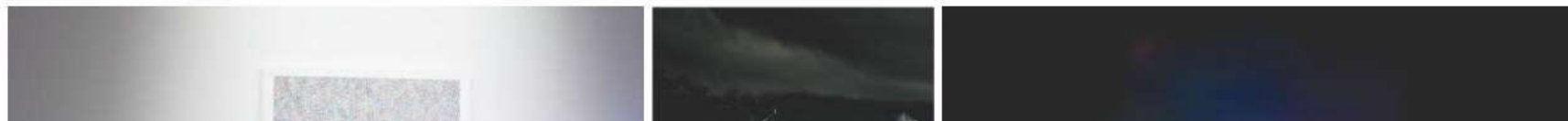
[2 TYPES](#)

[EMAIL SIGN-UP](#)

[BLOG](#)



HOME



[Edit Site](#)

[Edit Design](#)

[Save](#)

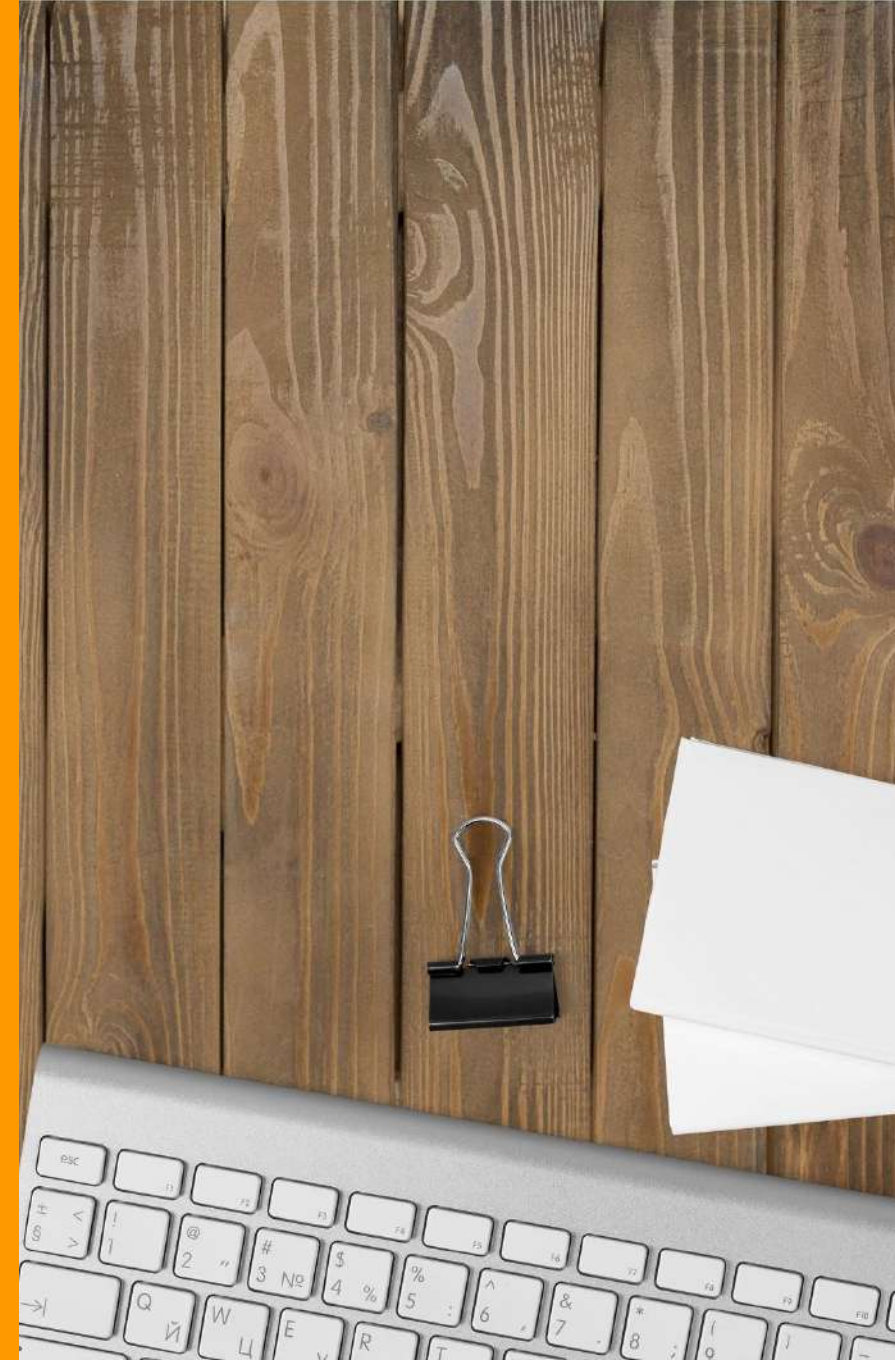


BONUS OPTION #3

Are you going to be doing any art fairs? Change up the fishbowl and announce your sale. Biggest sale of the year coming up. Join my email to be notified of when it drops.



Q&A



Mary Ahern

<https://www.maryahernartist.com>

Have you done market testing for what percentage coupon works best for email sign-up forms? I've heard that 30% is the trigger point for motivating the most people.



Saya Behnam

<https://sbehnam.artstorefronts.com>

My artwork and site focus on natural color, using flowers and spices (saffron, hibiscus, pomegranate, etc.) to color my paintings, instead of acrylic for example. On my site, I have 2 sections of products with about 30 pieces, and I highlight on my homepage that my site is about "Co-Creating Art with Nature."

Now, my question is: I have a series that I did a few years ago that is NOT in natural color (I used acrylic), but the series sold well. In your opinion, should I add this series as a 3rd section on my site or will it dilute the fact I highlight on my site my use of natural coloring in my paintings?



Michelle Arnold Paine

<https://www.michellepaine.com>

My site isn't live yet – I plan to get it going around Nov. 10th. I will be out of the country for 2 weeks (Thanksgiving - Dec. 8). So what's the best way to handle that in terms of my site? For example, Etsy has a "shop announcement" section, as well as the ability to turn your shop "on vacation" so you don't get orders you can't fulfill. I'd love to sell prints during that time, but obviously, if I sell originals, that will present a problem as I won't be able to ship them until I return.



Debra Davis

<https://www.debradavisfineart.com>

Is there anything you can do if you don't have an email list yet?



Debra Davis

<https://www.debradavisfineart.com>

Is there a way to automate Instagram Stories so you can do each hour?

Sounds like a good idea.



Thank you

