



Using the Art Marketing Weekly Program

Welcome to the program! I'm so happy that you've decided to invest your time and energy in learning to market your art effectively. I'm sure you're going to be a huge success!

You can always work at your own pace, but just remember that the more aggressive you are with your marketing, the sooner you'll see results. Try to incorporate as many of the tactics into your own strategic plan as you can.

Now, get ready and start working your way through these steps:

Step 1: Watch the initial set of videos.

You have a number of things to get squared away before you start really working the program, but these are mostly things you'll do once and only update every six months or even annually. In other words, these are one-and-done activities. Be sure to use the worksheets that go along with these videos to set up your strategic plan and tactics, to define your brand and target audience, and then to set up all of the different promotional items you'll need.

Step 2: Watch the remaining videos you need.

Once you're set up and ready to go, you can start watching the rest of the videos, or at least those videos related to the tactics you've decided to use. You'll find these are loaded with specific instructions, examples, and tips on doing these activities like an expert.

Along the way, if you have any questions or ideas, please visit the Art Marketing Weekly Facebook group. If you've got a question, chances are good that someone else has had it, too, so it may already have been answered. And if not, post your question so that others can benefit from our conversation.

Step 3: Contact me for your private half-hour consultation.

When you've got everything set up the way you think it should be, feel free to contact me to schedule your half-hour consultation included in the price of the program. We'll go over

everything together, and if I see anything I think may improve your marketing efforts, I'll be sure to point those out. My email address is connectwithjenking@gmail.com.

Step 4: Follow the weekly e-newsletters.

In my opinion, you should be engaged in social media every day, and my weekly e-newsletters will always include a reminder to do it along with suggestions for posts and other smart ideas.

But all of the other marketing activities you'll do on a regular basis will probably only be done once a month, so each week's newsletter will be devoted to a different activity or a different phase of the funnel. I'll remind you of what needs to be done, and I'll be providing plenty of useful tips, too. This way, you never have to worry about forgetting some important aspect of your plan. It'll be covered in the e-newsletter!

Step 5: Monitor the outcomes.

Before you really get started in earnest, I recommend taking stock of where you are right now. How many unique visitors are you getting on your website each month? On average, how many pages do they view before exiting? How many people open your e-newsletter? On Facebook, how many friends do you have on your personal account? How many Likes do you have on your professional artist page, if you have one? How many followers do you have on other social media platforms that you continue to use? It'll be so fun to watch those numbers increase over time!

Remember, the Art Marketing Weekly Facebook Group is always there for you!