

5 Days of Winning Social Posts... That You Don't Have to Think too Hard About

SOCIAL MEDIA CHALLENGE

Want a plan to get more visitors to your website, sell more art, get more followers?

There's 1928340928* website pages dedicated to how "they" did it. But they are not you. (*made up number, I'm probably low.)

I want you to have a social media plan that reflects your personality, your favorite platform and how you like to use it. If all of these things do not fall into place, you'll just be a robot spitting out content that no one cares about. And you won't enjoy doing it. And it'll be a waste of your time.

So I've made you a plan that is flexible. It tells you what to do, in an effective way, without taking away any of your personality.

It is only 5 days long so you'll feel motivated to finish. You can always rinse and repeat if you like the results.

THE STEPS

1. Decide on your goal. It can be anything: get more subscribers, fill some commission slots, or get people to share your work,.
2. Pick one product or one series to feature all five days. I recommend this be the product/series you are most excited about at the moment or the one you've sold the most.
3. Pick one social media platform. You can use these posts across all your platforms if you like, but just make sure you post 5 consecutive days on your favorite.
4. Combine the five image types with the 5 description prompts in any order you like. I recommend creating this all at once so you won't have to think about social media

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for a few days, but you do you.

5. Make sure to add a “Call to Action” to the end of each post that reflects your goal.

IMAGE TYPES

- #1. Video - If you are too scared of the camera, you do not have to be in the shot. Your face and your voice are optional - but would be most welcome!
- #2. With its inspiration
- #3. “The Scan”
- #4. With tools and/or in your workspace
- #5. Add some “life” in the frame - you, viewers, hands/arms/feet, plants, pets

EXAMPLES OF IMAGE TYPES



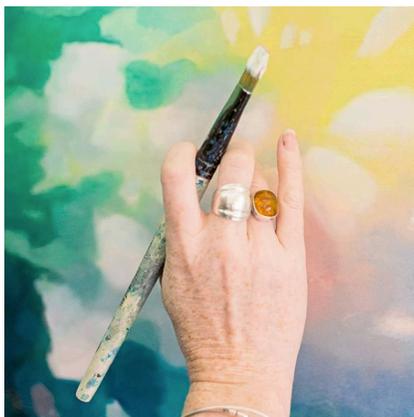
#1 @reynaartdesign



#2 @radlerart



#3 @debbie_monson



#4 @eibhilincrossart



#5 @jan_lamr_art



#5 @kelleewynnestudios

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WRITING PROMPTS

Day 1: Why would someone who buys this want it in their home (or other appropriate space)? Would it make them feel a certain way? Remind them of something?

Day 2: Why is this art unique? Is it the size, the technique, the inspiration, the subject matter?

Day 3: Address one objection they might have to buying.

Day 4: Add some form of urgency. It could be early bird pricing, a sale, an extra goody or something else if they follow your call to action by a certain date.

Day 5: Celebrate your results! If you don't feel comfortable with this one, share a quote that relates to your art.

Screenshot your mini campaign with the photo and description and email it to me! (*jessica@theartistmarket.co*) I want to see what you come up with. I'd also love to hear what you liked, disliked, or problems you had.