




MODULE 4

Training Package 4.1

Social media and digital tools

	<p>Lesson's Description</p>	<p>The lesson can be considered as an introduction to digital marketing, which implies the marketing of products and services via digital channels to reach existing and potential customers globally</p>
	<p>Goal</p>	<p>The aim of this lesson is to inform about how digital technology can be used within the arts sector</p>
	<p>Learning outcomes</p>	<p>Knowledge:</p> <ul style="list-style-type: none"> ● Identify relevant social media and digital tools for your work ● Understand the essentials of digital marketing ● Follow guidelines regarding online marketing <p>Skills:</p> <ul style="list-style-type: none"> ● Use the information provided to shape your own digital marketing strategy ● Operate as digital entrepreneurs <p>Attitudes:</p> <ul style="list-style-type: none"> ● Influence and improve your social media presence ● Feel confident in setting up and operating an online business

1. The need for appropriate strategic or marketing management in the arts sector

The twenty-first century has brought relevant changes in the functioning of the arts sector, but above all in the mindset of people (e.g., artists, creators, and especially the managers of arts organisations). They must overcome new market challenges, such as globalisation, the noticeable increasing competition within the sector, and the increasingly accelerated deployment of new technologies. The nature of customers is also changing, no longer being the recipients of art and consolidating themselves as the creators of the market: *“both these circumstances, as well as the high competition in other spheres, the wider*



sphere of entertainment in general, and leisure activities has meant that a large number of cultural institutions have changed their product orientation and began to operate in accordance with market orientation” (Lukasz Wróblewski, 2017).

This shift, however, still raises a lot of debate, sometimes meeting opposition from several representatives of the arts sector. It should be remembered that the product created and offered by cultural institutions is quite concrete. For this reason, it must ensure a maintained balance between opinions about culture (with its inherent value and the need to protect it at all costs, and also the opinion that it should be profitable). *“Appropriate strategic or marketing management in the activities of cultural institutions can significantly contribute to the maintenance of this balance”* (Lukas Wróblewski, 2017). On the other hand, marketing management (in particular digital entrepreneurship), can help artists market their artistic and creative business/artworks by using specific social media and digital tools. As with any other type of human activity performed, it must be economically beneficial.

2. How to use digital marketing in the arts sector

Digital platforms are excellent for sharing creative business/artworks since they offer more opportunities to draw visitors to the websites created (where at some point they will eventually become customers), and they adapt to the current demands of globalisation and new technologies. With this type of marketing, more room for creativity is given; it goes beyond what is typically associated with outbound marketing. The following techniques help to understand which are the different variants and functionalities of digital marketing, focusing on distinct aspects (François Colbert, 2014):

1. **Digital marketing:** All online marketing initiatives fall under this general heading. To engage with their present and potential consumers, businesses use digital channels like Google search, social media, email, and their websites. There is a broad range of strategies to take into account, from websites to online assets like digital advertising, email marketing, online brochures, and more. The most effective digital marketers have a clear understanding of how each asset helps them achieve their main objectives.
2. **Inbound marketing:** Instead of competing for customers’ attention, marketing should be used to attract potential clients to your business (e.g., artworks). Inbound marketing is all about producing and disseminating content to the globe because sharing is caring. Inbound marketing draws qualified prospects to the company in question and keeps them coming back for more by producing content that is specially tailored to appeal to the targeted and ideal clients.



3. **Content marketing:** This marketing strategy focuses on producing, disseminating, and distributing material for the target audience, typically online, with the intention of luring in new clients.
4. **Buyer's journey:** This is the procedure customers use to learn about, assess, and buy a new good or service. There are three steps to the journey;
 - I. *Awareness stage:* the buyer notices he/she has a problem.
 - II. *Consideration stage:* the buyer identifies its problem and sets several options in order to solve it.
 - III. *Decision stage:* the buyer selects a solution.

Five simple tips for setting your digital marketing strategy (François Colbert, 2014):

1. Set a measurable goal
2. Know your audience
3. Know your product
4. Analyse your competition
5. Get ready to measure (e.g., views you get, views of the video, etc.)

4. How to use content marketing to share arts

In order to attract more audiences to the arts sectors, artists need to realise how important content marketing is in creating widespread awareness. Lately, due to the structure and needs of our current system, the digital marketing technique that has proven to be more successful in sharing arts is content marketing (Edward G. Thomas et al., 1993). Since the arts and [creative outlets influence the business sector](#), *“it only makes sense that cultural organisations similarly implement certain business strategies to carry out their own objectives. By integrating content marketing, arts and culture can be shared in a quicker, easier and more efficient way to multitudes of people on a global scale”* (Caroline Steel, 2022).

It should be simple for individuals to show their support for your artistic and creative business/artworks by producing well-written and interesting content. Building a strong customer base that returns time and time can be accomplished by creating a recognisable brand and marketing it on various online platforms. People are more likely to share your material and your art when you provide engaging videos, updates on social networking sites, and educational blog pieces. On the other hand, artists should use content to swiftly follow up with visitors or consumers in addition to creating shareable content. It might be difficult to attract new supporters to the cause, and it can be extremely hard to keep their support after their initial introduction or visit. Fortunately, your internal staff or a marketing team from an outside firm can produce material that builds upon their initial interaction and may persuade them to continue being helpful over time.

For instance, *“if someone visits your museum and cannot find a way to learn about upcoming exhibits or events, you risk losing them to a more interesting institution. Sending out content that can convince people to become devoted consumers can be done by*



promoting your social media accounts, adding clients to an email list, or requesting their home address. Without this kind of material, you run the danger of making your visitors feel unimportant and preventing them from feeling obliged to form a connection with your company” (Caroline Steel, 2022). Artists in the aforementioned sector should build enduring relationships with their visitors or customers and garner support by incorporating digital content methods into their marketing strategy.

In order to create content, the following list presents ten **social media** that can be easily used when putting into practice digital marketing strategies (Tom May, 2021):

1. [Discord](#)
2. [Twitch](#)
3. [TikTok](#)
4. [Clubhouse](#)
5. [Dayflash](#)
6. [ArtStation](#)
7. [DeviantArt](#)
8. [The Dots](#)
9. [Dribbble](#)
10. [Behance](#)
11. [Instagram](#)
12. [LinkedIn](#)
13. [Facebook](#)