

## *Tips to Sell Your Art on Facebook*

### **A Step-by-step Plan to Sell Art on Facebook**

#### **Step 1 - Set Up Your Facebook Page**

- Create a Facebook Page specifically for your art business.
- Fill out all relevant information including your bio, contact details & a link to your website (if you've set one up or have one that is applicable).
- Choose a profile picture with a striking Bio.
- Create a good cover banner with a photo.
- Make sure it represents your brand or showcase your artwork.

#### **Step 2 - Build Your Portfolio**

- Upload high-quality images of your artwork to your Facebook Page.
- Organize your artwork into albums based on categories, collections, or themes.
- Write engaging descriptions for each artwork.
- Including details such as dimensions, medium, pricing & what inspired the work.

#### **Step 3 - Engage Your Audience**

- Post regularly on your Facebook Page to keep your audience engaged.
- Share behind-the-scenes photos or videos of your creative process.
- Do artist interviews with fellow artist friends.
- Tell Art stories about your work.
- Do a behind the scenes creative perspective for specific artworks.
- Encourage interaction by asking questions.
- Running polls gives you an overview of what people like or want.
- Hosting a live Q&A sessions.
- Give value before they commit through a small free element.
- Give your new audiences an interesting ways to hang their art.
- Use the artworks in spaces or create mock-ups to share.
- Do a special gift-ideas section to engage them to consider buying art for friends.

#### **Step 4 - List Your Artworks for Sale**

- Utilize Facebook Marketplace to list your artworks for sale.
- Create individual listings for each artwork.
- Including clear, attractive images, detailed descriptions & clear pricing.
- Optimize your listings with relevant keywords to increase visibility in search results.

#### **Step 5 - Promote Your Art**

- Take advantage of Facebook's advertising tools to reach a larger audience & potential art buyer's.
- Create targeted ads based on demographics, interests & behaviors to reach users who are likely to be interested in your art.
- Share your listings regularly.
- Posts about your processes.
- Share your work on other social media platforms.
- Do an art-related group session or build a community around what you do to expand your reach of offers.

#### **Step 6 - Engage with Potential Buyers**

- Respond promptly to comments. React positively to DM's, these messages may be from your future clients.
- Handle enquiries professionally from potential buyers.
- Provide additional information or images as requested.
- Answer any questions about the artwork & processes.
- Offer a personalized, friendly shopping experience to build trust & rapport with potential buyers.

#### **Step 7 - Finalize Sales and Arrange Delivery**

- Once a buyer expresses interest in purchasing an artwork, arrange payment & delivery details.
- Provide multiple payment options such as PayPal, Stripe, or direct bank transfer for convenience.
- Coordinate shipping or pickup options for sold artworks to ensure that transactions are conducted securely.

#### **Step 8 - Provide Excellent Customer Service**

- Strive to provide a positive buying experience for your customers.
- Secure the artwork so they receive it in mint condition.

- Address any issues or concerns promptly without arguing with a client.
- Be professional at all times.
- Offer an alternative as an add-on. There may be room for one more item that you have not listed yet.
- Follow up with buyers after the sale to ensure their satisfaction & to encourage repeat business.

By following these steps, you can effectively sell art on Facebook, grow your audience, multiply your customer base over time & become known for your art on your own platform.

Remember to:

- Stay consistent with your uniqueness.
- Engage with your audience.
- Provide excellent customer service.
- Improve & maximize your success.
- Keep track of your growth.
- Monitor what is working well.
- Eliminate what is not working.
- Continue to engage with contents & offers that align with your audience.
- Ask for Feedback.
- Keep records.

Use the Chart below for Sales, Client's Addresses & Feedback/Testimonials

