

Presents:

## **Affordable Marketing That Really Works For You** **By Robin Sagara, A.C.T.'s Web Marketing Mentor**

This guide accompanies the audio recording  
“Affordable Marketing That Really Works For You” with Robin Sagara.

**Your website, online marketing, and printed marketing materials are just part of your total marketing efforts, you shouldn't have to go broke just to get them and keep them updated. Deciding where, and when, to spend your time and money on marketing can be confusing. Costs can escalate quickly. How do you know what you need and what you don't?**

**I will help you unravel the mystery and confusion of website and both online and print marketing so you can make informed decisions. It doesn't have to be oh so expensive or terribly time-consuming. You've got other things to worry about, right?**



**Robin Sagara, Web Marketing Mentor and A.C.T.'s behind-the-scenes wizard** has a relentless passion to find the very best cost-effective solution for any problem related to business and marketing. She helps artists make a better living by providing highly customized administrative, marketing, web site and creative support. Artists reclaim the time and space they need to do what they do best, create their art!

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Whether you are an emerging, mid-career or established artist, here you'll find the guidance and information you need to make smart and informed decisions about your website, online marketing and printed marketing materials.

**Armed with the knowledge in this PDF workbook and the accompanying recording you will**

- **Experience less stress and a sense of relief from increased clarity on how the many facets of marketing fit together;**
- **More easily shape your art business and career with a clearer vision of what marketing tools and strategies are appropriate for you at this stage in your career;**
- **Be more energetic and productive because you'll save time and money on your website, online marketing, business cards, postcards and other marketing materials;**
- **Strengthen your foundation for a sustainable art business to build long-term success.**

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### Part 1:

#### Why a Web site, online marketing, and digital AND print marketing materials are now necessary to successfully market yourself and your business.

It seems obvious but, hey, we have to start somewhere. And still I get arguments from people about how websites and Internet stuff doesn't work or how it doesn't apply to them.

Back "B.W." (Before Websites), before the internet, there were plenty of ways to market a business, and those ways still do work: Ads in magazines, catalogues, postcards, brochures, word-of-mouth, social and networking events. Lots of ways.



Then came the Internet. That's where everyone IS these days, as you know. They're at their computers looking stuff up, reading, writing, socializing, buying, selling, and working. All the stuff we used to do BW, now it's online as well.

It's just a reality now; it's part of your success (or failure). **As a starting point you'll need a website as an online brochure so your potential clients and customers can get information on you and your company.** Because whether YOU think you need it or not, lots of other people will be online Googling you for information. You might as well have some control over what they see. What if they Googled you and you weren't there?

**But you'll need more than that. You'll need a well-round assortment of marketing strategies combining both online and more traditional methods.** A multi-faceted approach because each facet supports and reinforces the other and it gives you more exposure. You want to be remembered, and it takes more than one, or two, or even ten "impressions" before you really stick in someone's brain. And then you'll want to stay visible so they don't forget about you the next time they want, well, whatever it is you have.

Here's an example of how this all works. Let's say you're a fine artist wanting to sell your art. There are lots of ways to do that (both online and traditional ways). But let's be realistic. I mean, it's not like people are sitting around on a Saturday night saying to themselves, "Hey, I think I'll go online tonight and spend thousands on some fine art." Doesn't really happen like that.

More likely it happens like this: People who like art like to attend local shows and galleries where they see some of your work. You're there talking to people and demonstrating how you create your work. You have business cards, of course, and

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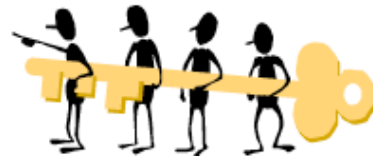
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some colorful postcards of your work, both have your contact information and website address on them. You also have a signup sheet for your mailing list. The people who saw your work, and hopefully spoke to you, take some of the info and go home where they go online and look through your website. Perhaps they sign up for your mailing list there, if they didn't at the show. Maybe they Google you, and see other websites where people have included you and your work. Then maybe they go get a pizza. "Oh darn, they didn't buy anything" you say? Well, no they didn't buy anything YET. Patience, Grasshopper, we're just getting started!

So, anyway, in a month or so you send out a postcard and an email newsletter announcing your new work now on your website, and maybe you've got some shows and events coming up. They see the card, remember how nice you were at the art show, and remember that one piece they liked so much. That night on the computer they go to your website again and see your twitter link and they start following you (or Facebook, whatever). They begin to feel that they know you. They like you, and they like your work. Then they go get a pizza.

Still, no sales, but that's okay. You're out there, you're marketing in a variety of ways and you're staying on their radar. Eventually, they may buy. They may not, but someone else will and maybe they'll come to another show and bring friends, and so on.

In the above example there are 16 different marketing strategies there, all working together and reinforcing each other. What are the 16? They're there, really, I counted on my fingers:



1. Participating in a local art show
2. Talking to potential customers
3. Demonstrating what you do
4. Business cards
5. Postcards
6. Mailing list signup sheet at event
7. Website showing your work
8. Mailing list signup on website
9. Listing in Google and search engines from links to and from your site
10. Inclusion on other's websites showcasing your work
11. Postcard mailing
12. Email newsletter
13. Events page on your website
14. Twitter, Facebook and other social networking sites
15. Personal referrals

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16. Oh, missed one, but you get the idea. Or just count Twitter and Facebook as two separate marketing strategies. ;-D

**Your Notes: What marketing strategies you are currently using and what you think might be useful additions?:**

Thank you for reading this sample from "Affordable Marketing That Really Works for You." You can purchase the product by clicking here.