

Maximizing Your Email Communications

Whether you are a gallery or an individual artist, your most valuable marketing asset is your mailing list. With the advent of email, your communication just got WAY more efficient, and became virtually free. You can contact your patrons, students, and potential buyers as often as you like, at no charge, and if you know how you can even include images of your work, eliminating the need for postcards. You can't beat that for a business advantage!

As I have continually refined my email mailing list, I have included the following categories in my email software, so I can target specific groups of people with targeted mailings:

- My Main Email Library (this is everyone on my list, both art-related and not)

I then have the following sub-groups:

- Collectors (people who have bought my work)
- Students (who have taken my classes/workshops)
- Art People Local (for local show/event announcements)
- Art People National (for web site updates and national events/announcements)