



Society6 Artist Webinar Transcript | 6.16.21

## Promote Your Society6 Shop on Social Media

**Speaker:** Welcome to our webinar where we'll be going over, how to promote your Society6 shop on social media!

My name is Tristan and I'm the Artist Community Success Associate here at Society6. I'm focused on educating our artist community on how they can utilize our tools to grow their artist businesses. I'm also a photographer and sell my own work through Society6. Joining me today will be Ali Peugh, who oversees the Artist Community and will be moderating the Q&A throughout the session. We also have a very special guest with us today, Estacey Cadorna who is the Social Media manager here at Society6. Estacey will be answering some of our frequently asked questions and will provide additional insight and best practices on how to engage with your audience on social media. Thank you so much for joining us today Estacey, it's a pleasure having you.

We love hosting these webinars because they give us an opportunity to connect with our community on a more personal level. This also creates a space where you can provide feedback about the tools you'd like to see on the site. Our priority is optimizing your experience with us, and we're excited to continue offering new tools and services to our artist community based on your feedback.

This webinar will be packed with useful information whether you're a regular user of social media or haven't yet taken the plunge into using any of the many platforms out there. So we recommend having a pen and paper handy.

Before we begin, let's go over our:

### House rules

- First, this webinar is being recorded, so if you have to leave early or wish to share this information with a friend, we will be sending out the recording and the presentation to anyone who has registered. That way, you can reference it afterwards.
- Ali will be answering as many questions as possible throughout the webinar, so again, please utilize the Q&A feature on your zoom

- dashboard. For any questions we feel might require a more detailed response, we will save these for the end to be answered live.
- Lastly, all attendees are muted and your videos are off

Cool, now that we've cleared that up, we'll introduce ourselves a little bit:

### Who is Society6?

Here at Society6, our mission is to empower creative expression. We are an open, global community of more than 400 thousand independent artists from over 160 countries. Society6 was founded with the vision to support artists by providing a marketplace for selling their original work and connecting them with fellow artists and customers across the world regardless of their level of expertise.

We have over 75 art, home decor and lifestyle products for you to sell your designs on to the thousands of customers that shop with us daily.

One of the best perks of being a part of our community is that as artists, you will always retain the rights to the artwork you make available via Society6.

Okay, so now that we've introduced ourselves, let's talk about: what you can expect during this presentation

**Speaker:** Social media has become one of the most influential and important virtual spaces, where the platform is not only used for social networking but is also a great way of digitally advertising your brand and your products. As artists selling your work, you should consider yourself a business. And as a business, you want as many people knowing about you as possible. In the US alone, 91.9% of businesses are using at least 1 social media platform for marketing. If utilized efficiently, you can do a great deal of advertising without even having to pay for it! It also provides an amazing opportunity to interact with your audience and really connect with them on a personal level, giving you the chance to tell your story. On most of these social platforms, businesses can access built-in analytic tools to see how many visitors are interested in the content that you're sharing and how many clicked on any call to action. These are known as "insights", and you should be using them to monitor the amount of traffic that's coming to your social media page and viewing your content. Being an active member of social networks will help you create brand awareness, which can convert to sales on your Society6 shop.

Today we'll be going over 3 key topics that every artist should get familiar with. These topics are:

- Understanding the importance of driving traffic to your shop through social media

- Tips for effectively sharing your shop and products with followers
- How to maximize earnings with the Artist Affiliate Program
- And we'll end with Q&A

Before we jump into these topics, please take a moment to answer this quick poll question:

**Are you promoting your Society6 shop on Social media? If so, how many social media platforms do you use?**

Alright, Let's talk about our first topic which is: why it's important to drive traffic to your Society6 shop through social media.

We often have artists asking us what kind of promotion they get from Society6 when they sign up. So before I dig into what you can do, I wanted to share a few of the ways our team collaborates with our artist community to drive sales of your products.

When you sign up for Society6, you're joining an incredible platform that handles all of the heavy lifting of manufacturing and shipping products to the millions of customers that shop with us. You are supported by our marketing, product, social media, SEO and PR teams who work hard to build brand awareness and drive customers to Society6. This includes:

1. Opportunities for brand partnerships, custom art collaborations and selling through our wholesale retail partners
2. Daily emails, seasonal catalogs and other direct mail pieces
3. We spend millions of dollars on marketing campaigns across multiple paid and organic social and search channels
4. We also have a dedicated PR team that is always looking for opportunities to highlight your products with well-known publications
5. And then there are our on-site collections and artist features

Even with the great deal of marketing that we do, it is still so important that you promote your own shop on social media platforms to increase awareness of your products. Uploading and enabling artwork in your shop is only the first step. Maximize your sales opportunities by expanding your audience! Here's a few reasons why if you're not already, you should be using social media as one of your marketing tools:

1. It increases exposure to your shop:
  - Although tagging your artwork efficiently on Society6 is very important for customers to find you on the site, it is just as

- important that people outside of society6 can become aware of what you offer.
- Some of your followers may not even know that you're selling products through Society6 until you begin to advertise to them
  - Additionally, they may not know the variety of products you offer. If they love your artwork, they'll love to know that there's a bunch of options for them to choose from
2. Another reason is, this is a chance to inform your followers of new artwork you have for sale:
    - There is artwork out there for everyone - so keep your followers up to date on your latest pieces that are available for sale. Get them excited by posting about it as soon as it goes live!
    - If a design has received good feedback and has seen some success, use this insight to start a series. Create different variations of that artwork and keep your followers involved in the process. (you'll be surprised at the amount of engagement you receive when you ask your audience what they are interested in).
    - We launch new products a few times a year so be sure to keep your followers up to date on this as well.
  3. You'll also want keep followers up to date on current promos:
    - Shoppers love a good sale (let's be honest, we all do). Take advantage of our attractive discounts by sharing them with your audience which will encourage them to shop your items.
    - Be sure that you're also subscribed to our newsletter so you can stay in the loop with which items are currently discounted and for how long.
    - Every week we share overlays of our current promos that you can add to your own images to share with your customers. I've included a few examples of that on this slide.
  4. And last but certainly not least, it gives you a chance to engage with your followers who may become customers:
    - Using social network platforms provides a great opportunity to show the face and personality behind the artwork. For the shy artist, networking might sound like the last thing you'd want to do. Sharing parts of yourself might sound exhausting (trust me, I know the feeling) but people love getting to know the story behind who they are buying from. Sharing things like what inspires your style, where you come from, and your core beliefs can make a huge difference with influencing someone to purchase your art.
    - It also gives customers the chance to interact with you and potentially suggest what they'd like to see more of.
    - Remember, Authenticity is everything! Don't make the mistake of only posting ads about your work that you have for sale. Find

some balance between your work and your life. You are human after all!

Okay, now that we understand why it's so important to take advantage of social media to promote your shop, let's ask Estacey some questions we get quite frequently.

**Speaker:** Estacey, so many of our artists share this sentiment, which is the idea that they need to have a massive social media presence in order to see any success. Is this true?

**Estacey:** I definitely think that's just a common misconception. In fact, a lot of our best top-selling artists don't have a huge following on social media. I think it's just a kind of human instinct to want to see our success in real life with some kind of visual meter to know that our efforts are making an impact. But in this specific case of follower count, it's really the quality of your following that carries more weight. Yes, growing your following is super important and we all want to see our community grow and it's very important to our success but it isn't the key factor in seeing success. More than focusing on that number, I would focus more on attracting the people that you want to attract and who you want to connect with. Attracting people that are genuinely interested in your work and your journey and in your perspective as an artist, those are the people you want to invite and engage with in your community, because those will ultimately be the ones to support you whether they are purchasing your work or sharing it with their own communities. Those are the actions that make a really big difference.

I think if you're focused on growing your follower count to that ideal number, you'll get followers possibly but it doesn't mean they will interact with your content and from an engagement standpoint, if you have a bunch of followers that aren't liking, commenting or sharing or saving your content then it doesn't really push your reach to a new audience or to the audience you already have. The "algorithm", (which feels like a dirty word), does prioritize content that is engaged with. So if you have a following that engages with your content then ultimately that will be prioritized in the feed and that will reach a lot more people. So don't let the number of your following dictate your success and try not to get defeated if you don't see a lot of growth. Focus more on the engagement you have with your community and you'll see results from there.

**Speaker:** That makes a lot of sense. Something else we get all the time from our artists is, they aren't sure which platforms they should be using. Are there any that should be considered over the others?

**Estacey:** I think first and foremost, find the platforms that offer the best tools for you to showcase your work and that represents you as an artist. There's 2 ways to go about it and that's from a social networking perspective and from

a portfolio/inspiration perspective. So for social networking, think about the networks that you use to communicate in a 2-way conversation with your audience. So Instagram, I would say is a great tool. It's a huge platform for us that we focus on for the visual aspect but also for the features that you have on that one platform, the ability to share short-form videos, long-form videos and IG stories. There are so many different ways you can utilize that platform in a way that is most authentic for you and there are so many ways to interact with people as well whether that's through comments or DMs or sharing. You can really reach people that are inside and outside of your direct community and it also has tools that we will dive into later from a business perspective. I think IG is really great but also think of the type of content you want to share and which platforms would work best for that. So for example, if you are an artist that wants to share more educational videos or your technique and more step-by-step process videos, you can look into platforms like Youtube where you can post long-form videos. I think Tik Tok is such an interesting platform. Its new to us and its new to many people but its so multifaceted and I think that the community there, once you connect with them, they're so supportive I've found, especially within the artist community and I think if you're worried or have doubts about the quality of your content, Tik Tok is a great platform to experiment with since it doesn't rely so heavily on having "quality" content. It's more about story telling and the relatability of your post that leads to success. If you're able to hop on a trend, it's also really great for reach. Then going from more of an inspiration/portfolio perspective Pinterest is a really great platform as well. I'm a huge supporter of Pinterest and really leveraging it to get your content discovered. If you use it in the right way it's also a super easy way to upload a lot at the same time. It's not something you have to constantly update. You can just put all of your work there in batches and you don't really have to maintain it so it's a little less lift for those that are having trouble with planning on finding room in their schedules for having a presence on social.

**Speaker:** Thanks Estacey.

This leads us to our next topic: [how to effectively share your shop and products with followers.](#)

Let's start with some statistics shall we?

The usage of social media around the world is ever-increasing. The latest social media statistics show that there are 3.78 Billion social media users worldwide in 2021 – and this number is only going to continue growing over the next few years. One of the main reasons for this is due to the ease of access with almost all social media platforms available via an app on our phones. The same can be said for how easy it is these days for customers to make purchases.

We're also spending way more time on our phones these days. Data shows that an average of two hours and 30 mins are spent per day per person on social media. As social media is becoming more integrated into our daily lives, there are more and more opportunities for small businesses who are looking to reach out to their audience through social media marketing.

Of the Billions of people using social media platforms, 54% of users are using the platforms to shop products and find reviews and recommendations. The key is to find out which social media platform your target market is using most often and how to make the most out of it.

Although there is no one size fits all approach to promoting your shop, there are some key best practices Society6 artists should consider when promoting themselves on social media.

1. First, you want to provide customers with a direct link to the products they'll love
  - People love convenience, so if you can save them the extra steps of searching for your work and instead providing links to your shop or products, this can be the difference between closing the sale or losing a customer.
  - We have share links available on our product preview pages that you can use to post your item listings on Facebook, Twitter and Pinterest. There are some changes coming to our artist shop page layouts which will include additional sharing options, so stay tuned for that!
  - We believe that you should never share a link to your Society6 shop if it isn't your artist affiliate link. We'll talk more about this later.
  - A great pro-tip is to always use your bio on Instagram, Tik Tok, Twitter or any other platforms that offer an "About me" section to share your shop and product links.
2. Next, post the product preview images from Society6 on your feeds
  - We make it easy for you to have high quality product images without having to purchase any products! While viewing a product in your shop, you have the option to either right click and save the preview image from our site or take a screenshot. Sharing these previews along with a short description about the artwork can really entice your audience to shop with you.
  - Most items have a "View in a room" or lifestyle preview, so be sure to use this along with the other product preview images
  - It's also a great idea to get creative with how you share your product images. We've included a few examples here of how Society6 artists are promoting their products in their own style.
3. Utilize built in analytics on Facebook and Instagram

- We spoke a bit about this in the beginning of the presentation. To use these features you'll need to have a business account.
  - Analytics are a great way to see how successful your content has been. If something you've posted saw high engagement, try using a similar approach for your next upload.
  - You'll begin to notice that the amount of engagement you receive will fluctuate depending on the day and time you are sharing content. Over time with consistent sharing, you'll learn when your popular times are.
4. Increase your discoverability by tagging your photos and using relevant hashtags
- "Relevant" hashtags are important. You can tag your posts with broad keywords such as (#illustration) or get specific with keywords like (#floraltypography).
  - Hashtags are another great way to permanently appear in a discoverable feed. Use hashtags you think customers would use to find work like yours.
  - It's also worth mentioning that tagging your photos is a more effective way of getting discovered than adding a handle in the caption. This is because when you tag something, that work is discoverable permanently from the accounts you're tagging. By adding someone's handle to a caption, at best, they get a notification that you mentioned them, but then quickly slips off their radar as they see a long list of notifications.
5. Lastly, build community
- Cultivating a community around your artwork is really important to growing a loyal customer base. Responding with meaningful comments and engagement shows that you're invested in your fans.
  - Being responsive in a timely manner is also key. This is a tried and true rule of sales born well before the Internet. If you want someone to purchase something, point them in the right direction *while they're looking*. Otherwise, they may go somewhere else.
  - Your goal with each post should be to reach as many people as you can. Try creating dialogue in your captions and comment feeds.
  - It's also a good idea to try finding similar accounts to yours OR accounts that would love your products. Like their pictures, make nice comments and get recognized. You never know, they may follow you and even buy your products! So don't wait until they find you—go and find your audience!

Okay, with all of this useful information we just shared, we know there are still some questions our artists have that will be better answered by the professionals.

**Speaker:** Estacey, in terms of frequency, do artists need to post something every day or even multiple times a day to see results?

**Estacey:** That is a great question. I think posting consistently vs posting every day is more important. Similar to the following question, yes posting every day is ideal, but realistically it's a lot of work and a lot of you might have full time jobs or families or priorities that make it difficult to post once a day so I think a good way to start is to just set a goal to build on and form a habit. So start with posting 1 time a week consistently, then try for 3 times a week and kind of gauge how much your bandwidth can take and what content is resonating the most and use that time to see what times you aren't able to post and what content is resonating because a lot of the times you may think that high "quality" content that takes time to produce might perform better but a lot of times, just on the fly iPhone content can perform very well and gives you a lot more content to push on a more consistent basis. So I think it's better to spread content consistently rather than try to all at once go from one a day every day then run out of content and go dark for a period of time when you're just in the middle of gaining that momentum. Try to keep your momentum steady and that will make more of an impact. I think something that's very helpful is working with several tools and working around weekly themes that make it more turnkey. For example, "motivational Monday" or "work in progress Wednesdays". Those are really easy themes to get in the cadence of posting around and there will always be a work in progress so most likely you'll never run out of content in that sense and it helps with not having to reinvent the wheel so take into consideration ways you can be active without relying on the feed. Stories on IG is a great way to show your followers that you're being active without having to plan in advance and be able to share in real time content.

**Speaker:** Good to know.

We spoke a bit about the platforms artists should be using when promoting their shops. Can you talk to us about the different tools these platforms provide and which are the most effective for artist's to get the most out of their accounts?

**Estacey:** Yeah, I've actually been seeing some of you in the chat talking about this and it's great to see a lot of you are already utilizing these platforms. We already mentioned turning your profiles into business accounts, which is step 1 in terms of gaining all of the features available. There are also other great tools to share your work. Definitely focus on sharing your work across platforms and linking your Instagram to your website and sharing your Society6 link on your other sites because it doesn't just help in terms of cross promotions but it actually also helps with SEO as well which is a great way to

bring additional traffic and awareness to your site and your shop. Some helpful tools that I've used in the past that are super inexpensive and really easy to learn are "**Later**" and "**Planily**". These focus on Instagram but they do have the ability for you to schedule on platforms like Pinterest and Facebook and they're really easy to learn and they don't only give you the ability to schedule from a tagging perspective but they allow you to schedule and have an actual visual of your feed so you can see how all the posts look together before you actually push them live which is super helpful. Later specifically has a feature where you can do a "link to buy" where all your posts can be linked to a specific page which I've seen a lot of you ask about in the chat as well. So if someone goes through that specific link and they scroll through your feed and see something they like, they can click directly to wherever that link is pointing to so that's a great way to point people directly to a specific piece of art or website or feature very easily within this tool. A lot of artists I've seen are also using Linktree which is a great link in bio option so you have multiple ways to not only link to your shop but to your website and other social media platforms or any features or press coverage that you may have garnered. Another one that is very easy to use is **Canva**. So Canva is really great if you want to template some of your content. You saw in some of the examples, people having these really awesome Instagram stories; so Canva will allow you to use some pre-created templates to use on your own work. Put your own look and feel onto it and then plug in the images as you please so you have the ability to have a consistent brand look and feel across all of your sites. They even let you have Instagram highlight covers, which is really awesome. Those are low maintenance and not very costly but still great to start out with.

**Speaker:** Very useful information. Thank you Estacey.

So now that you know why and how you should be sending customers to your Society6 shop via social accounts, it's time to put these methods into practice. But wouldn't it be great if there was some way to earn even more money for each purchase that's made by a customer who shopped through your links?

Well, that's exactly what the Artist Affiliate program is all about!

The Artist Affiliate program is the way that we give back to our artist community because we know the traffic you drive to your store is meaningful and we want to reward our artists for being a great partner. It also allows us to track the traffic you are sending to your shop. Many Society6 artists have successfully utilized the Artist Affiliate Program to increase the earnings on the sales they're referring to their artist shop! With no fees for being an affiliate and no restrictions on how often you can use your link, there's no reason for you not to take advantage of this!

Here's how it works:

The first step is to apply. If you scroll down to the bottom of the Society6 site, under the “Artist” category, you will see the Artist Affiliate Program option. We’ve also linked it here on this slide. Completing the application form on the following page should take no more than 2 minutes. Then you’re done and ready to start sharing your link! (Just a quick note - you may need to sign out of your account then sign back in to start seeing your unique product link on each preview page.)

The affiliate links work by “cookie”-ing the traffic that comes to your Society6 shop or really anywhere on Society6. A cookie is a tracker that helps us determine who sent them, so whoever clicks your link will be “cookied” for 30 days. A visitor doesn’t have to make an immediate purchase for you to earn sales commission. As long as they are using the same browser and same device that they used to click your link, any purchase during that period counts as your referral.

So to further clarify, let's say a customer goes to your Instagram page and clicks through the affiliate link in your bio. If they purchase one of the items in your shop, you will receive your 10% earning as usual, along with an additional 10% of the net sale since they came through your affiliate link. Now, let's say they came to the site through your link but they purchased an item from someone else's shop.. You will still earn your affiliate earning of 10% of the net sale because they used your unique link. As long as it's within 30 days of clicking the link and they aren't on a new device or browser, you'll be making some extra earnings!

Share your link for individual products, or add this URL slug to your account URL address to send customers directly to your shop with the affiliate cookie. The custom URL slug will always begin with “?curator=” followed by your shop username. I've included an example of what your shop URL with the URL slug added would look like here as well as an example of a product link with the URL slug included.

You can keep an eye on your affiliate earnings through the earnings dashboard by switching the “Payment Type” drop down to “Affiliate”. We covered some of the most important subjects you'll need in order to effectively promote your shop on social media platforms. There are so many useful resources that can be found on our blog and you can always reach out to our team for additional support.

Now we'd like to take a moment to answer some questions we've received that require more detailed answers. If you haven't asked a question yet, feel free to do so now using the Q&A tool!

There are a number of resources offered on our site that are designed to provide guidance and support to make the artist experience as simple as possible. Thank you so much for taking the time to join us today. We're excited to see you grow your business with Society6!