



Office Hours For Artists

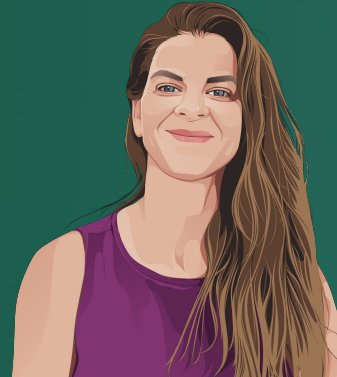
*Online art sales: How to
implement e-commerce
as an artist.*



Nicole Slater
Artist Consultant



Melanie Ross
VP of Gallery Solutions



Laura Mychal
Artist Liaison, Artist



Christine Ancalmo
Customer Support Specialist

Thank you for joining us today!

We will begin momentarily.

We invite you to turn your camera on and be ready with questions or topics of conversation.



Introduction

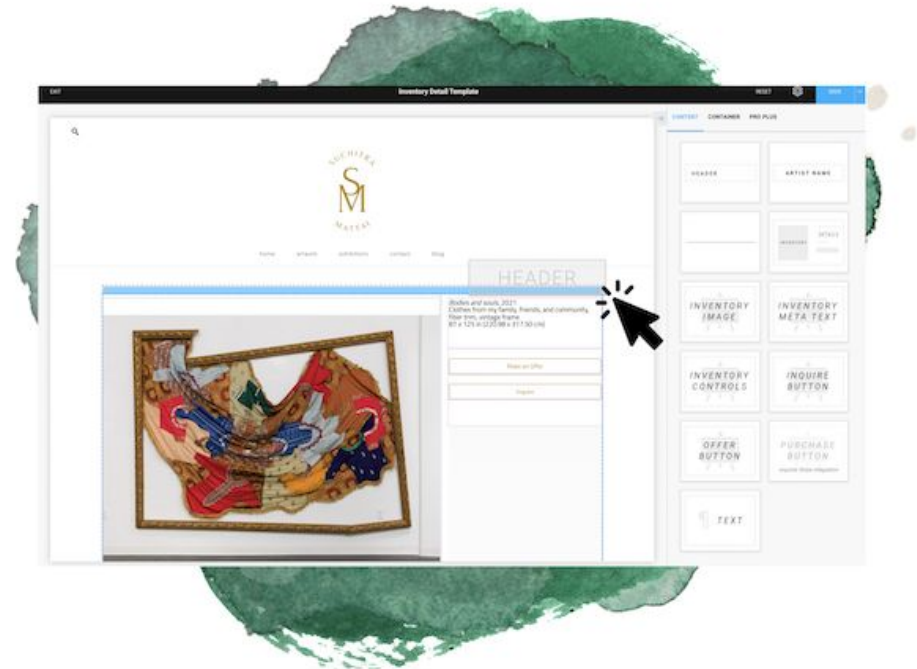
- Trends in e-commerce
- *Is selling work online for you?*
- How to succeed





- **Successful Artist Websites**

- Prices/Availability
- Inquire Buttons
- E-commerce with Stripe
- Invoicing



Office Hours

Topic: Artist Websites

What do collectors, curators, and fans expect to see?

artcloud
FOR ARTISTS

56:02



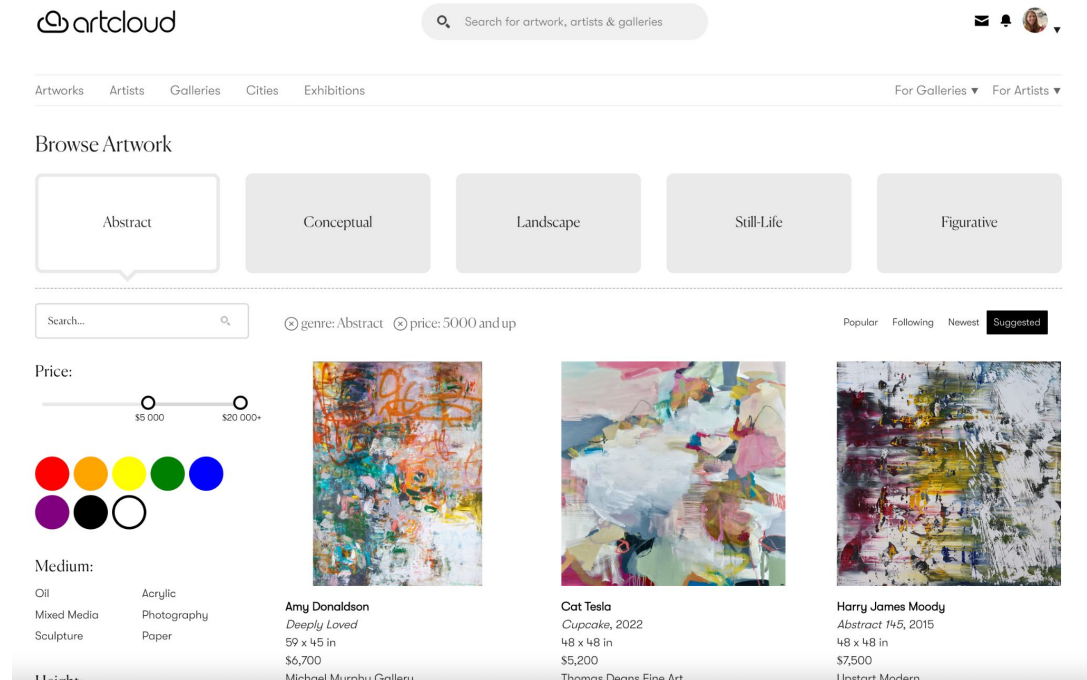
Online Platforms

- Making Sales

- **ArtCloud** Marketplace
- Facebook/Instagram

- Other Marketplaces

- [Saatchi](#)
- [Fine Art America](#)
- [UGallery](#)
- [Etsy](#)





art & light All products Taylor Adams Alicia Armstrong Emma Ballou Eric Benjamin More

Listed by art & light

Overflow by Olivia Perreault
\$450.00

[View on Website](#)

This will take you to artandlightgallery.com

Save Like Share

Details

Store Information [View shop](#)

art & light
3.7K followers
[View business information](#)

[Follow](#) [Message](#)

1:11

Instagram

emmajshiplely
Sponsored

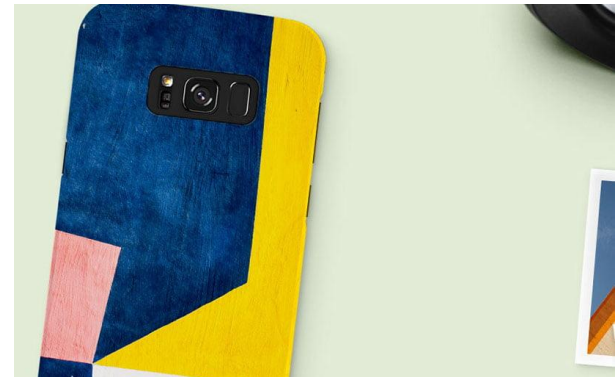
Shop Now

emmajshiplely Lynx Rectangle Tray - Pink / Small
Shop with Emma J Shipley to add a touch of extraordinary into your home 🧡👉
🇺🇸 US delivery available
✂️ Ethically sourced materials
👉 Hand-drawn designs



Fine Art vs. Merchandise

- Editions (giclee)
- Licensing
 - Hotels
- Merchandise
 - Print on demand
 - Mugs, phone cases, t-shirts etc.
 - Cards/Calendars





Fine Art vs. Merchandise

Resources

- [Society6](#)
- [Fine Art America](#)
- [Zazzle](#)
- [Teespring](#)
- [CafePress](#)
- [TeeFury](#)
- [Printify](#)
- [SunFrog](#)
- [RedBubble](#)

SELL PRINTS



Upload your images and offer them for sale as canvas prints, framed prints, metal prints, acrylic prints, wood prints, art prints, posters, and more.

Set your own prices for each of our available print sizes, and when a buyer places an order, we take care of everything for you, including: printing, framing, matting, stretching, packaging, shipping, insuring, processing credit cards, dealing with your customers, and sending you your profits each month!

Fine Art America is the largest custom framing company in the world. We offer hundreds of different frames and mats in a variety of colors and materials.

Your prints will be hand-crafted by our expert framing staff at one of our 14 global fulfillment centers and shipped directly to your buyers with a 30-day money-back guarantee.

[View Wall Art Products](#)

SELL GREETING CARDS



Sell your images at 5" x 7" folded greeting cards. Our greeting cards are print 110 lb. paper stock using digital offset printers.

Cards may be purchased as single cards, packs of 10, or packs of 25. All greeting cards ship within 48 hours and include white envelopes for mailing and gift-giving.

Each card is coated with a UV protectant on the outside surface which produces a semi-gloss appearance.

The inside of each card has a matte white finish and may be customized with a text message up to 500 characters in length. The message is centered on the inside of the card and printed in black 18pt font.

The artist's name and the name of the image is printed on the back of each card.

[Try Our Greeting Card Configurator](#)

SELL PHONE CASES



Transform your images into iPhone cases and Galaxy cases. Simply upload your images, set your prices, and start selling!

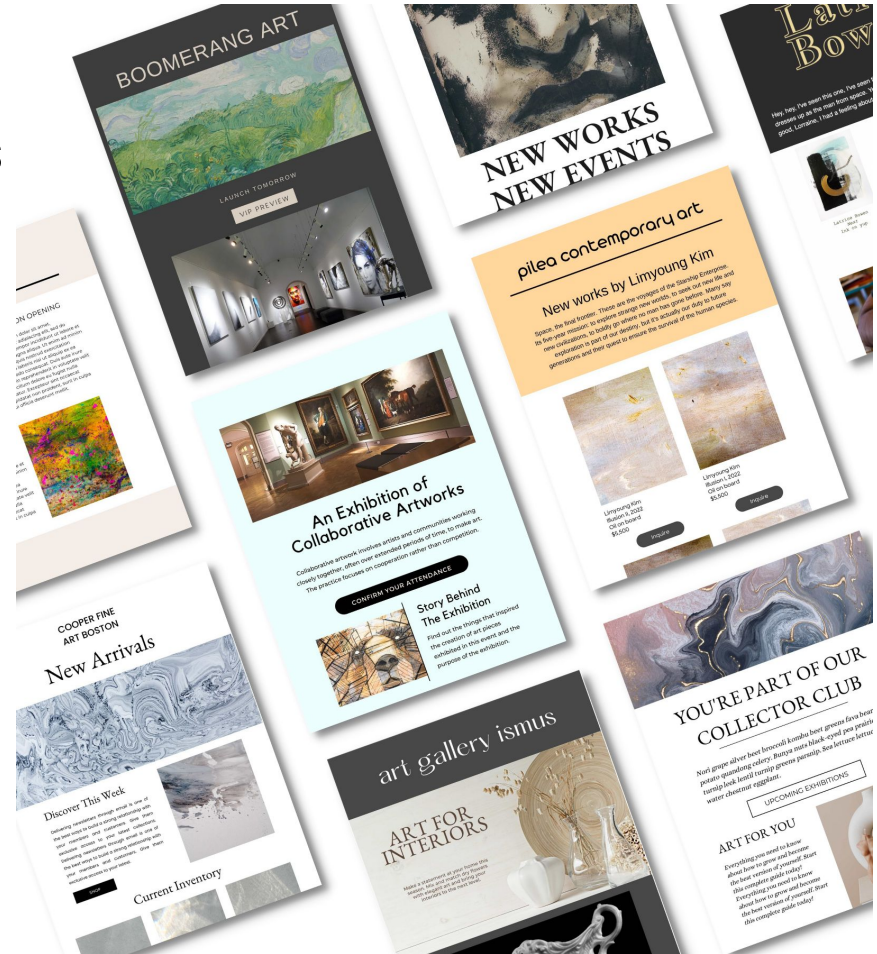
Your image gets printed directly onto the case and wrapped around the edges for a beautiful presentation. Simply snap case onto your phone for instant protection and direct access to all of the phone's features.

All phone cases ship out within 1 - 2 business days of your order date, and each case comes with a 30-day money-back guarantee.

[View Phone Cases](#)



- Newsletters
- Postcards + Letters + Catalogues
- Social Media
 - How to Post
 - Link to your Website
 - Linktree
 - Grow your Followers
 - Capitalize on followers
- Ads





- Giveaways
- Marketing Roll-Out
 - Pre Launch
 - Release
 - Post Launch



chris_firger · Follow

Unknown Mortal Orchestra · That Life



chris_firger Alright folks! The print drop begins tomorrow (9/5) at noon on my website, and to celebrate I'm doing a GIVEAWAY! One of you will win one (1) medium-sized print of your choice. Entering is easy - 1. "Like" this post, 2. Tag/mention a friend in the comments. On WEDNESDAY 9/6 at NOON ET I will pick a random comment from this post as the winner! Enjoy this last preview of the prints - "Food, Drink, Entertainment", "Lemon and Teal", and "August". Ps: I've seen fake accounts get created when other artists have done giveaways so please be aware that you will only ever get a message from this



Liked by **nicoleslaterconsulting** and **3,030 others**

SEPTEMBER 4



Add a comment...

Post



- **Community Building**

- Visit Galleries
- Local artist talks and events
- Markets/Fairs
 - Business cards
- Online forums/groups
 - Facebook Groups
 - [ArtCloud Artist Facebook Group](#)
 - Meetups





Promoting + Marketing

Art Fairs for Artists

- [SuperFine](#)
- [Clio](#)
- [The Other Art Fair](#)



Questions



Let's hear from you!

support@artcloud.com



*Up Next October 18: Successful Email Newsletters
from your studio to their inbox.*

Resources for Artists

[ArtCloud Knowledge Base: For Artists](#)

[ArtCloud for Artist Facebook Group](#)

[ArtCloud for Artists YouTube Playlist](#)



 artcloud

**For Artists
Community Group**



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**For Artists
Platform Tour**