

Marketing Tools Checklist for Artists

*Below is a listing of marketing tools artists use to promote themselves and their work
Not all are appropriate for you; however, you should consider the value of adding these to your toolkit.*

- Art Resume/CV
- Art Resume/CV (1-2 page grant app version)
- Artist Statement, long version
- Artist Statement, short version (one paragraph)
- Biography, long version
- Biography, short version (100 words)
- Blog
- Brochures
- Business cards
- Cover letter boilerplate
- Database of your contacts
- Description of target market(s)
- Electronic event ticketing system
- Elevator speech
- Email address at your own domain
- Email marketing system
- Facebook page
- Good digital images of your art
- Headshot
- Image of you at work in your art
- Instagram account
- Letterhead
- Linked-in Profile
- Networking Plan
- Newsletter
- Personalized notecards
- Postcards
- Press release boilerplate
- Press release contact list
- Recent reviews/pull quote sheet
- Tiwtter account
- Vimeo/YouTube Channel
- Website
- Work sample description list