

Closing the Gap Between Artists and Retailers




www.NAMTA.org/marketstudies

India Hart Wood, President, Hart Business Research

Featuring NAMTA retailer panelists Howard Krinsky, Scott Cronshaw, Tony Mines, and Kevin Lavin

The Gap Today

RETAILERS		ARTISTS
<ul style="list-style-type: none"> – Marketing mostly via Facebook, e-newsletters, retailer's website 		<ul style="list-style-type: none"> – On <u>artist's blogs and sites</u>, <u>Google</u>, <u>YouTube</u>, <u>Pinterest</u>, Facebook, e-newsletters
<ul style="list-style-type: none"> – Social media postings mostly about sales and new products 		<ul style="list-style-type: none"> – Want postings about sales, <u>artworks</u>, <u>how-to videos</u>, new products, <u>quick tips</u>, <u>demos</u>, <u>product reviews</u>, etc.
<ul style="list-style-type: none"> – Retailer survey did not ask about encaustics, adhesives, printmaking, mixed media 		<ul style="list-style-type: none"> – Excited about <u>encaustics</u>, wet media drawing, panels, <u>adhesives</u>, <u>printmaking</u>, <u>mixed media</u>
<ul style="list-style-type: none"> – Retailers say their strengths are great staff, quality, wide selection 		<ul style="list-style-type: none"> – Want you to offer quality, <u>items in stock</u>, wide selection, <u>reasonable prices</u>

Introduction

– Today: 5 x (5+5)

Five sections, I talk five minutes, you talk five minutes

– *NAMTA Artists & Art Materials Study*

- Get the study at NAMTA.org/MarketStudies
- Produced by Hart Business Research (India Hart Wood)
- Surveyed 6,015 active artists and 150 art materials retailers in the USA and Canada (This presentation only covers the USA data)
- *Artist Survey Results* posted in January
- *Retailer Survey Results* report available today!
- *Market Summary*, including market size and growth, available June

– Note: This presentation includes only USA data.

Presentation Overview

- I. What works for marketing
- II. What works for social media
- III. Marketing to younger and older artists
- IV. Product trends to consider
- V. Store features to attract more customers

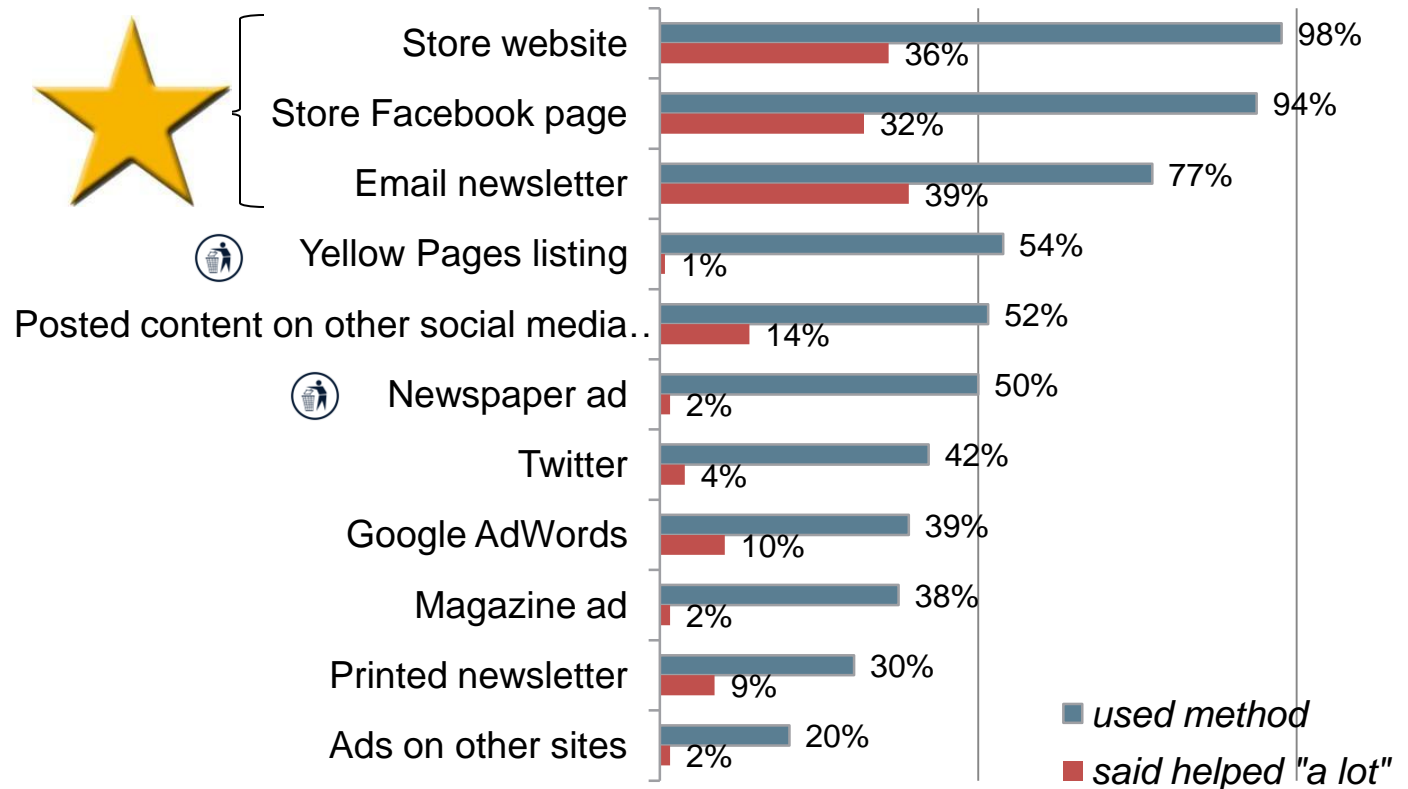
*Goal: Close the gap between
what retailers are doing and
what artists really want*

I. What Works for Marketing: Recommendations

1. Leverage word-of-mouth marketing, especially through artists online.
2. Save money! Discontinue marketing methods that no longer deliver results.
3. Use email if you don't already. It works.
4. Make sure your store is high in Google search results.
5. Have a great Facebook page. This may be more important than your website.

I. What Works for Marketing

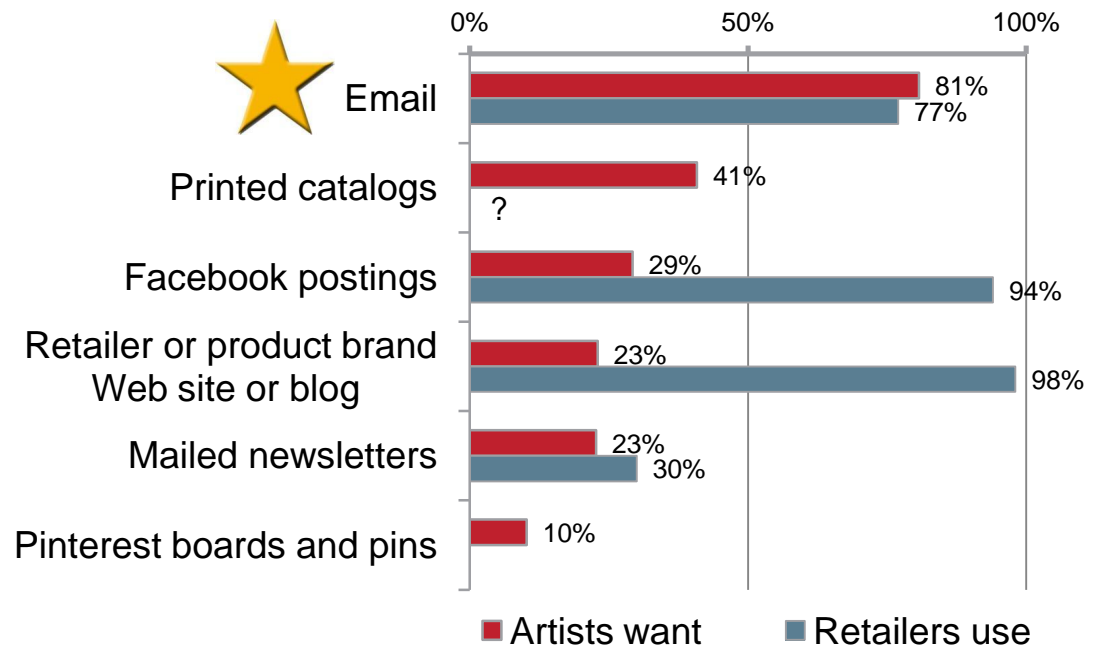
What **retailers** use and how well each works



Retailer survey: "How much did the following promotional methods help your sales in 2014? Please rate each promotional method as to whether it helped your sales a lot, some, not at all."

I. What Works for Marketing

How **artists** want to hear from you vs. what **retailers** are using



Artist survey: “How would you like to hear from your favorite art supply stores and brands?”
(Artists typically picked two.) Retailers were not asked if they used printed catalogs.

I. What Works for Marketing

Where the **artists** and opportunities are



	Professional	Student	Recreational
Books	78%	64%	75%
Individual artists' Web sites or blogs*	77%	74%	73%
Magazines	70%	47%	69%
Search engines (Google, etc.)	61%	63%	57%
Google Images	55%	70%	48%
Gallery or museum Web sites	59%	50%	49%
YouTube	43%	40%	46%
Facebook ✓	52%	44%	43%
E-newsletters ✓	50%	16%	43%
Pinterest	37%	41%	36%
Brand or manufacturer Web sites	40%	15%	36%
Retailer Web sites ✓	38%	16%	36%
Online art communities (DeviantART, Wet Canvas, etc.)	36%	40%	34%
E-learning Web sites	16%	7%	20%
Instagram	20%	45%	12%
Smartphone apps	14%	25%	13%
Flickr	9%	8%	6%
Snapchat	1%	6%	1%

*Likely on Facebook, Tumblr, Pinterest

✓ Where more than 50% of retailers are now

Artist survey: "Which of the following resources do you look at regularly regarding art?" (% of USA artists)

I. What Works for Marketing

Questions and comments?

What has worked for your store?

II. What Works for Social Media: Recommendations

1. Embrace this art-friendly media!
2. Focus on Facebook, YouTube, Pinterest.
3. Want students? Use Tumblr.
4. Post more than just sales and new product announcements! Post artworks, how-to, quick tips, product reviews, events.

II. What Works for Social Media

Where to find **artists** on social media

Professional

#1. Facebook

#2. Pinterest

#3. YouTube

#4. Wet Canvas

Student

#1. Tumblr

#2. DeviantART

#3. Facebook

#4. Instagram

#5. YouTube

#6. Pinterest

Recreational

#1. Facebook

#2. YouTube

#3. Pinterest

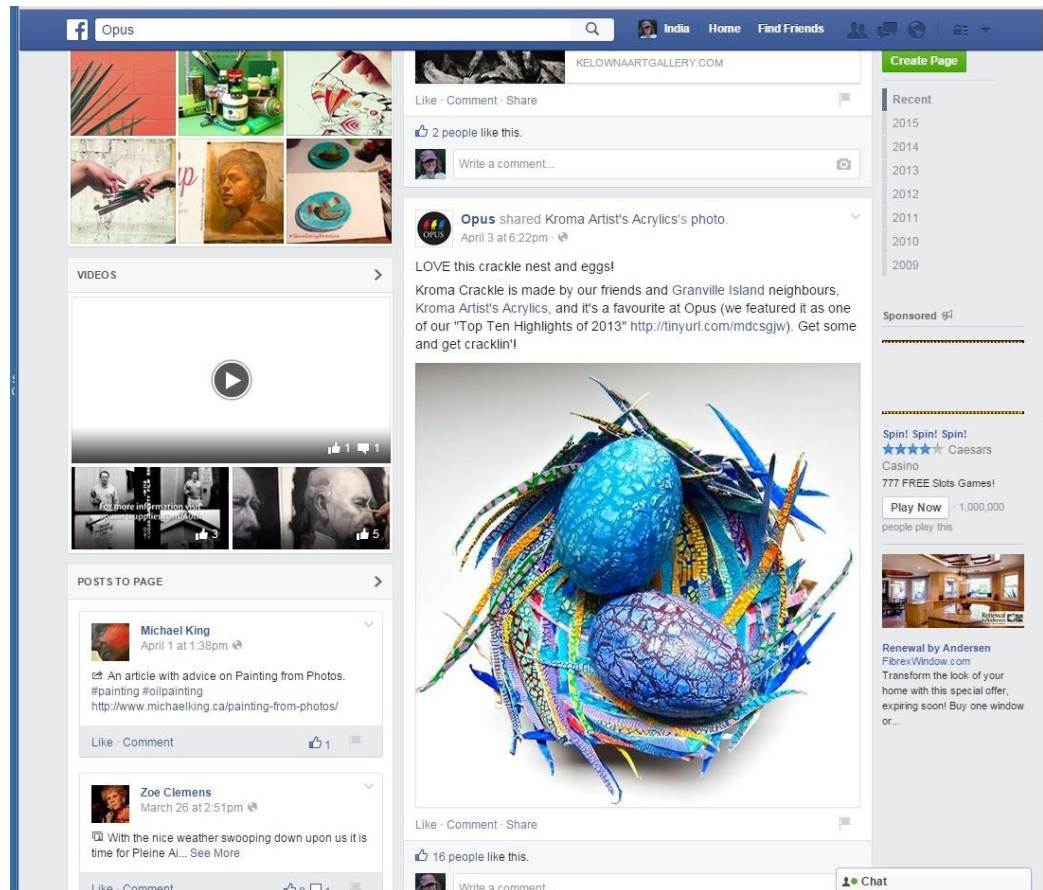
#4. Wet Canvas

Where are you?

Artist survey: “What specific art-related websites, online communities, Facebook pages, Pinterest pinners or boards, YouTube channels, apps, etc., do you look at regularly?” (These are the social media sites most used by artists. The ones in **bold** are significantly more used than the ones below them.)

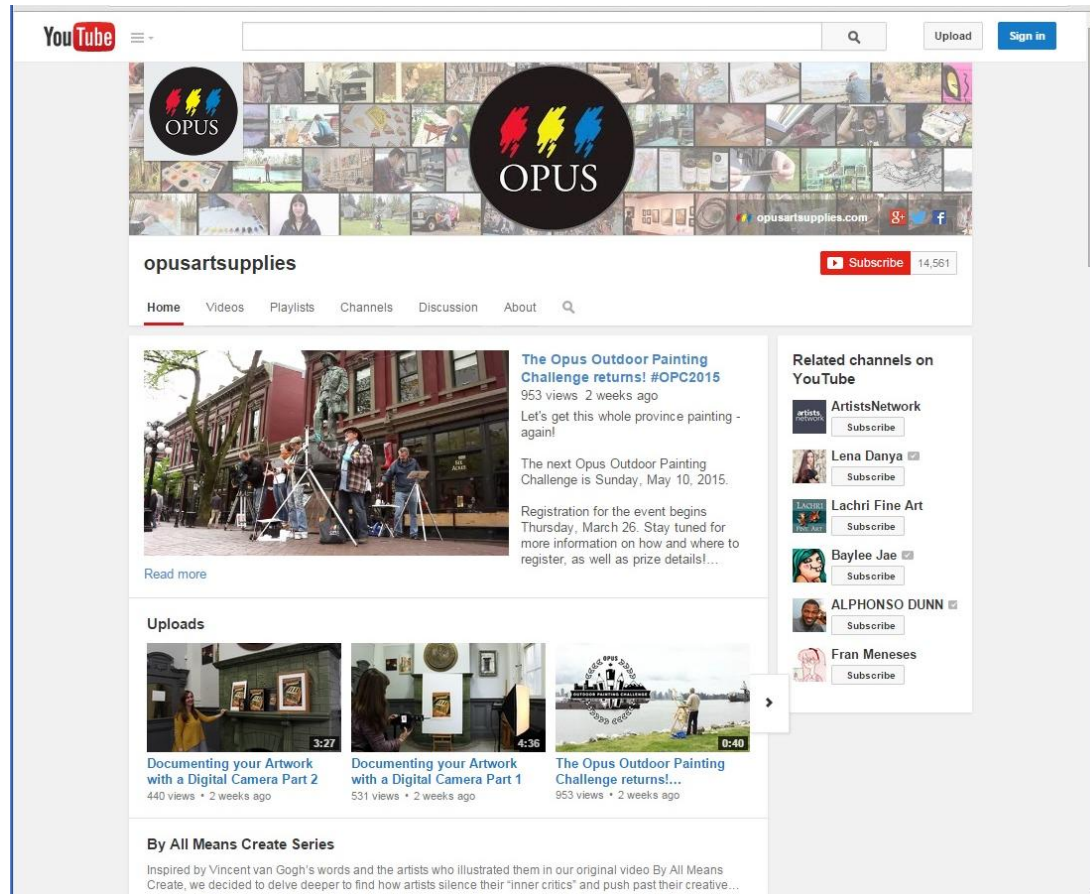
II. What Works for Social Media

Facebook
example:
Opus Art
Supplies



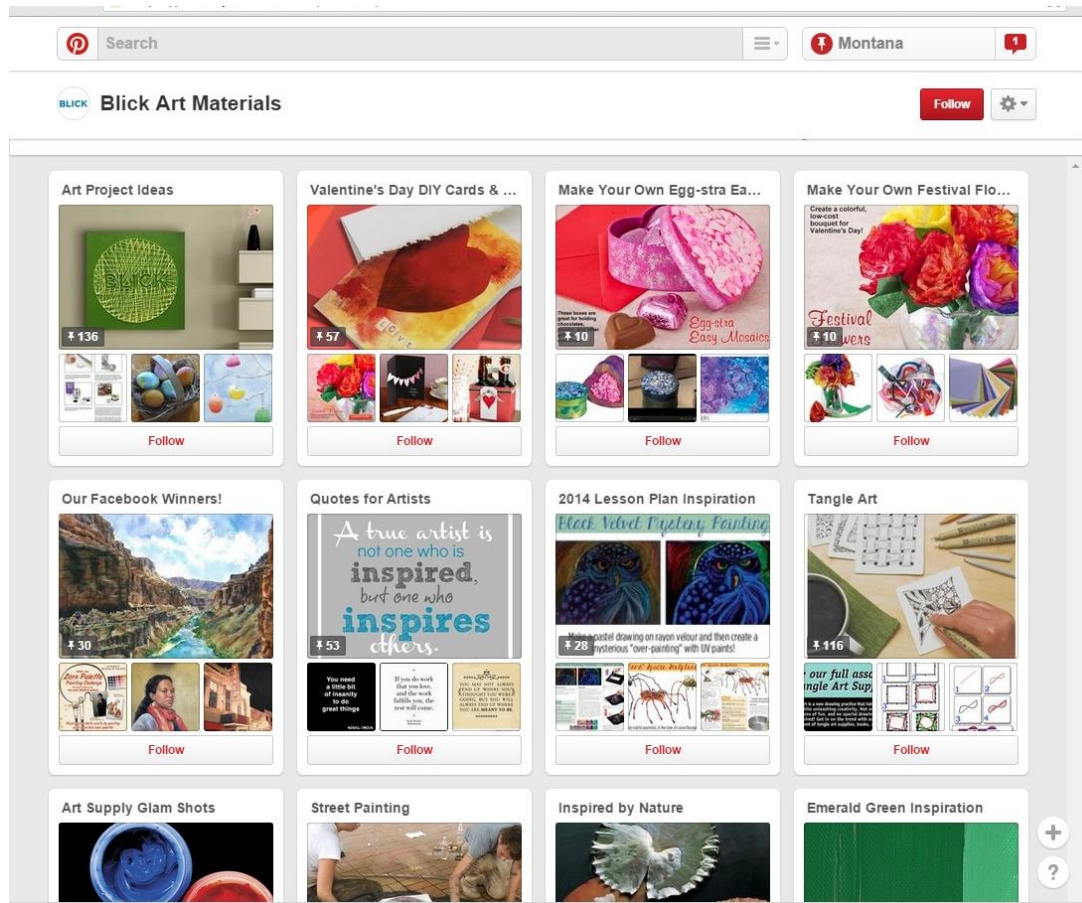
II. What Works for Social Media

YouTube
example:
Opus Art
Supplies



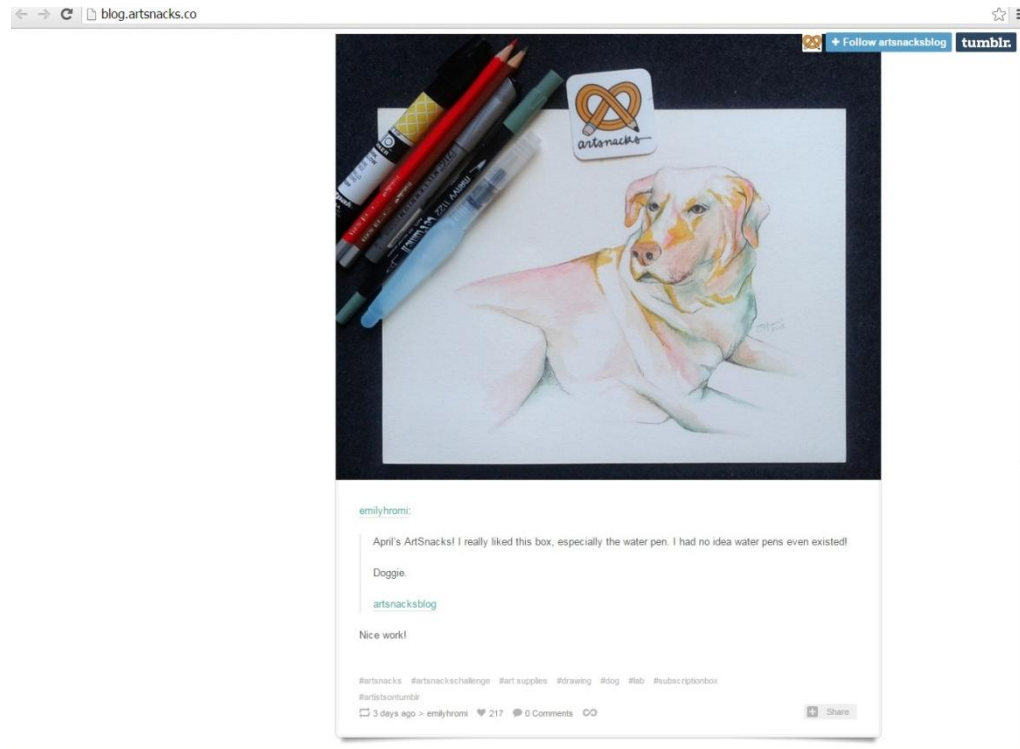
II. What Works for Social Media

Pinterest
example:
Blick Art
Materials



II. What Works for Social Media

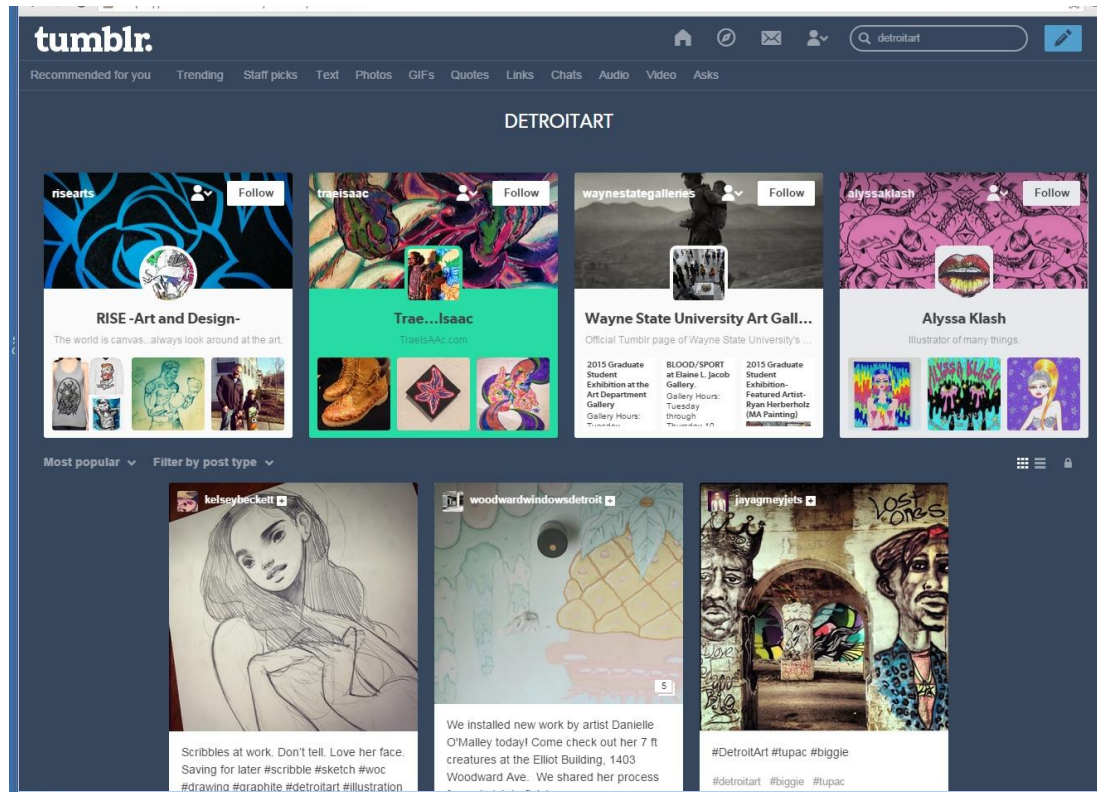
Tumblr
example:
Artsnacks



II. What Works for Social Media

Tumblr
example:
#detroitart

#yourcity!



II. What Works for Social Media

What USA **artists** want vs. what **retailers** are posting

	Artists want	Retailers posting
Announcements of sales or special offers	62%	87%
Artworks by other artists	59%	59%
How-to videos	57%	30%
New product announcements	57%	84%
Quick tips and ideas	55%	35%
Product demo videos	54%	39%
Product reviews	54%	23%
Community art events	53%	60%
How-to articles	45%	23%
Contests	37%	29%
Artist profiles	37%	23%
Book reviews	27%	4%
Inspiring quotes or photos	24%	43%
Funny stuff	12%	25%
Quizzes and questions	9%	9%

Artist survey: “What kinds of content would you like your favorite art materials stores to post on social media such as Facebook?” Retailer survey: “What kinds of content did you post on social media such as Facebook in 2014?”

II. What Works for Social Media

Questions and comments?

What has worked for your store?

III. Marketing to Young and Old: Recommendations

1. Determine how old your customers are. Tailor your marketing to the ages you want.
2. Use social media to promote your store if you want youth. Use Facebook and Tumblr.
3. Got oldies? Go for magazines, Pinterest, YouTube.



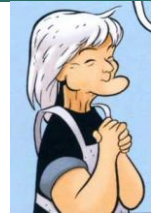
III. Marketing to Young and Old: Overview

Young (20s)



- Tumblr, DeviantArt
- Google Images
- Teachers and professors
- Social media postings: quick tips and ideas, product reviews

Old (50s)



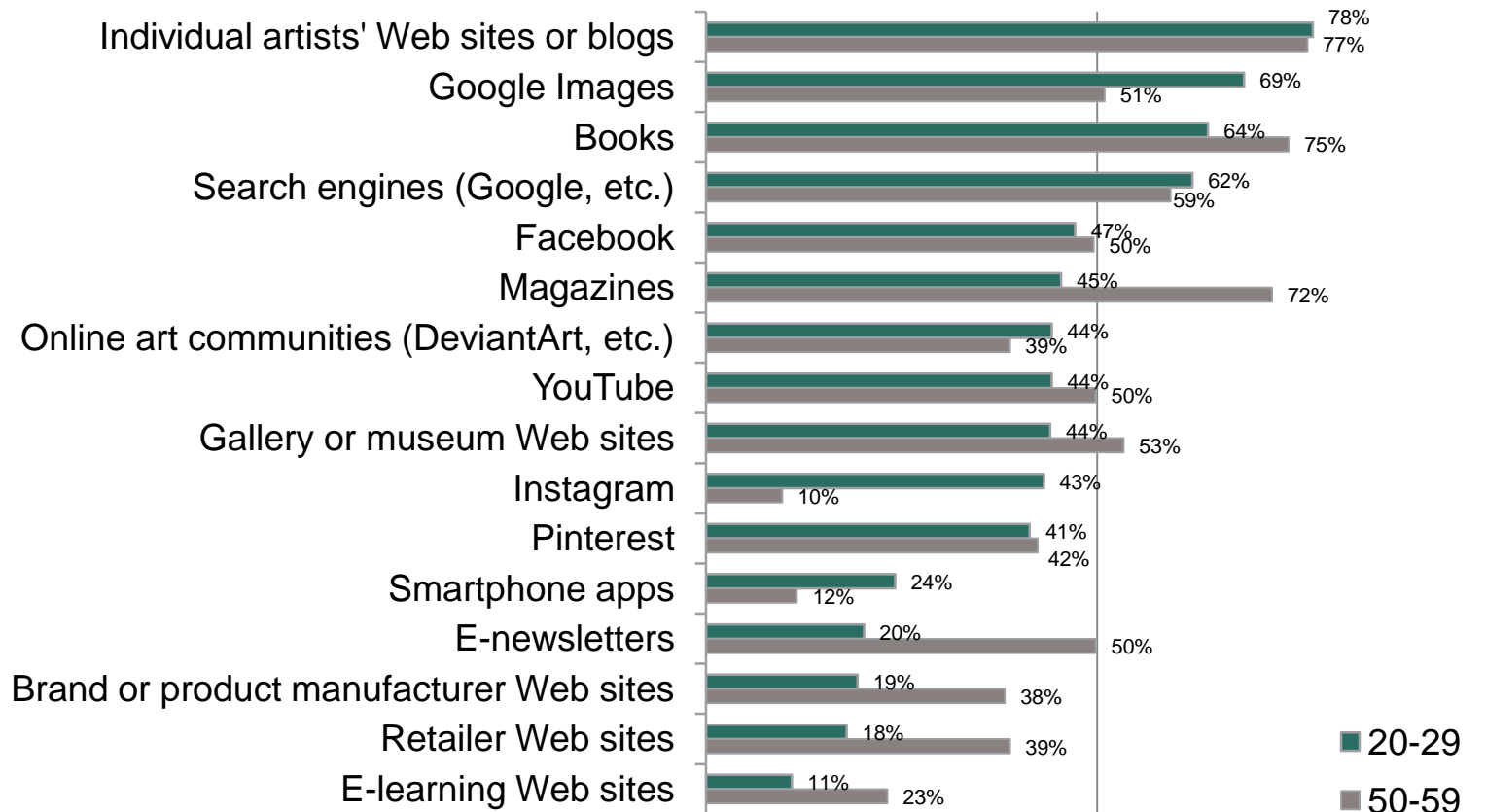
- Pinterest, YouTube
- Magazines
- Art supply store and store staff
- Gallery and museum websites
- E-newsletters
- Social media postings: new products, product demos

All ages

- *Word-of-mouth, especially online via artists and their friends*
- *Google search*
- *Facebook*
- *Social media postings: artworks, sales, events, how-to videos*

III. Marketing to Young and Old

Where to find young and old artists across all types of content



Artist survey: “Which of the following resources do you look at regularly regarding art?”

III. Marketing to Young and Old

Where artists get information to decide what to purchase (top answers)

Artists in their 20s	Artists in their 50s
#1 Friends, other artists	#1 Internet or online
#2 Internet or online	#2 Friends, other artists
#3 Teacher, instructor, professor	#2 Art supply store or store staff
#4 Word-of-mouth, recommendation	#3 Books
#5 Art supply store or store staff	#3 Magazines
#6 Trial and error, experience	#3 School, class, or workshop

Artist survey: “Where did you get information that helped you decide which art materials to purchase in the past year?” This was fill-in-the-blank question. Tied rankings indicate nearly same popularity.

III. Marketing to Young and Old

Where to find artists online

Artists in their 20s	Artists in their 50s
#1. Tumblr	#1. Pinterest
#2. DeviantArt	#1. YouTube
#2. Facebook	#2. Facebook
#3. YouTube	#3. Wet Canvas
#3. Instagram	#4 Artist Network
#3. Pinterest	#4 Blickr

Artist survey: “What specific art-related websites, online communities, Facebook pages, Pinterest pinner boards, YouTube channels, apps, etc., do you look at regularly?” This was fill-in-the-blank question. Duplicate rankings indicate nearly same response level. Bold indicates much more popular.

III. Marketing to Young and Old

What artists want you to post on social media (top answers)

Artists in their 20s	Artists in their 50s
Artworks by other artists 78%	Special offers and sales 64%
Special offers and sales 75%	New product announcements 60%
Quick tips and ideas 68%	Artworks by other artists 59%
Art event information 66%	How-to videos 59%
How-to videos 62%	Product demos 58%
Product reviews 61%	Art event information 58%

Artist survey: “What kinds of content would you like your favorite art materials stores to post on social media such as Facebook?”

II. Marketing to Young and Old

Questions and comments?

What has worked for your store?

IV. Product Trends: Recommendations

1. Check if your customers are completely different from the artists surveyed. If not...
2. Try selling more of a category you've neglected but artists may be interested in, such as encaustics, pen and ink, panels, adhesives.
3. Consider trimming categories no longer relevant to today's artists. Save space and \$.

IV. Product Trends: Overview

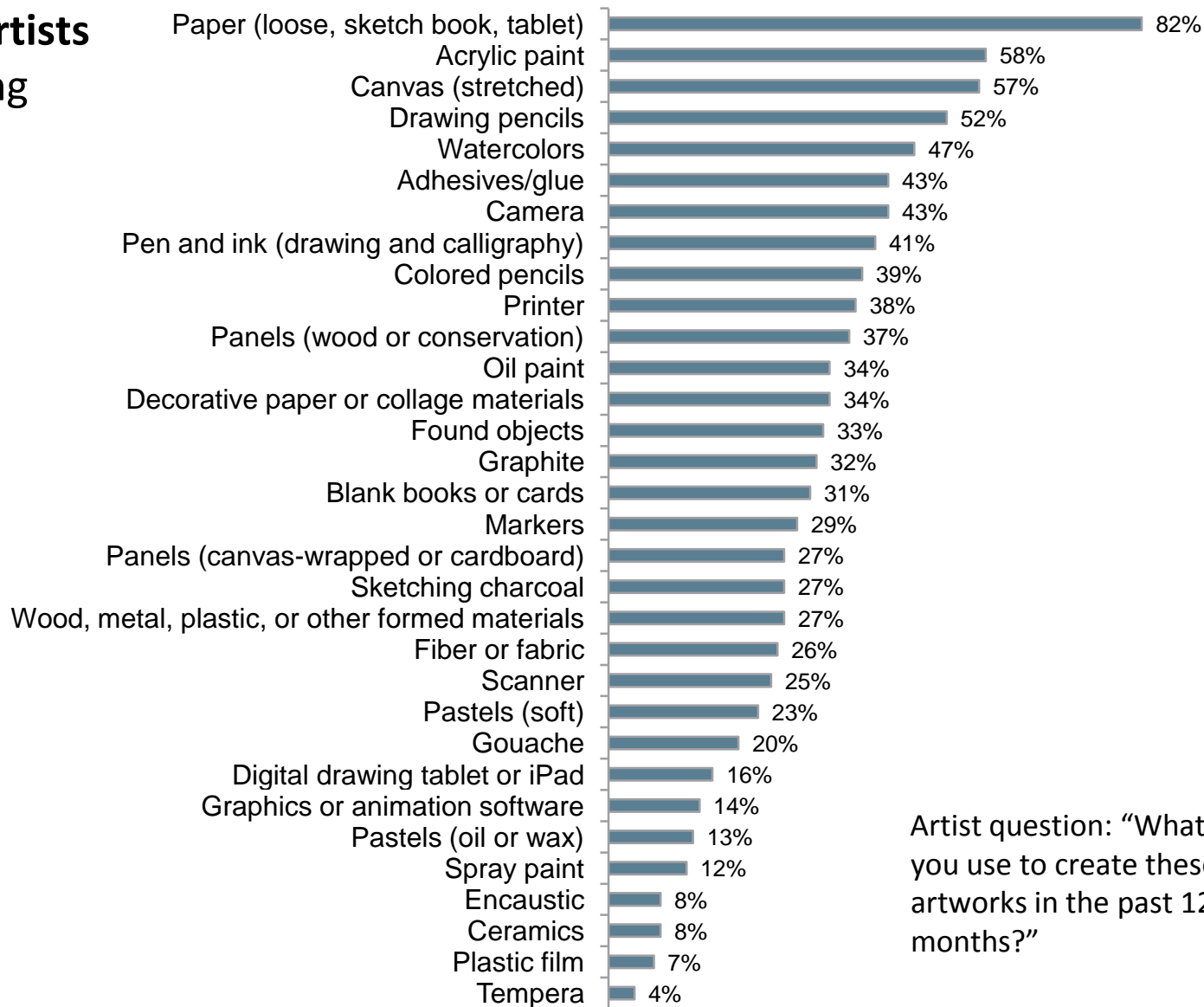
Growth areas for artists and retailers

- Paint: oils and encaustics
- Drawing tools: wet media
- Surfaces, etc.: panels, adhesives, printmaking
- *...Though individual retailer results may vary!*



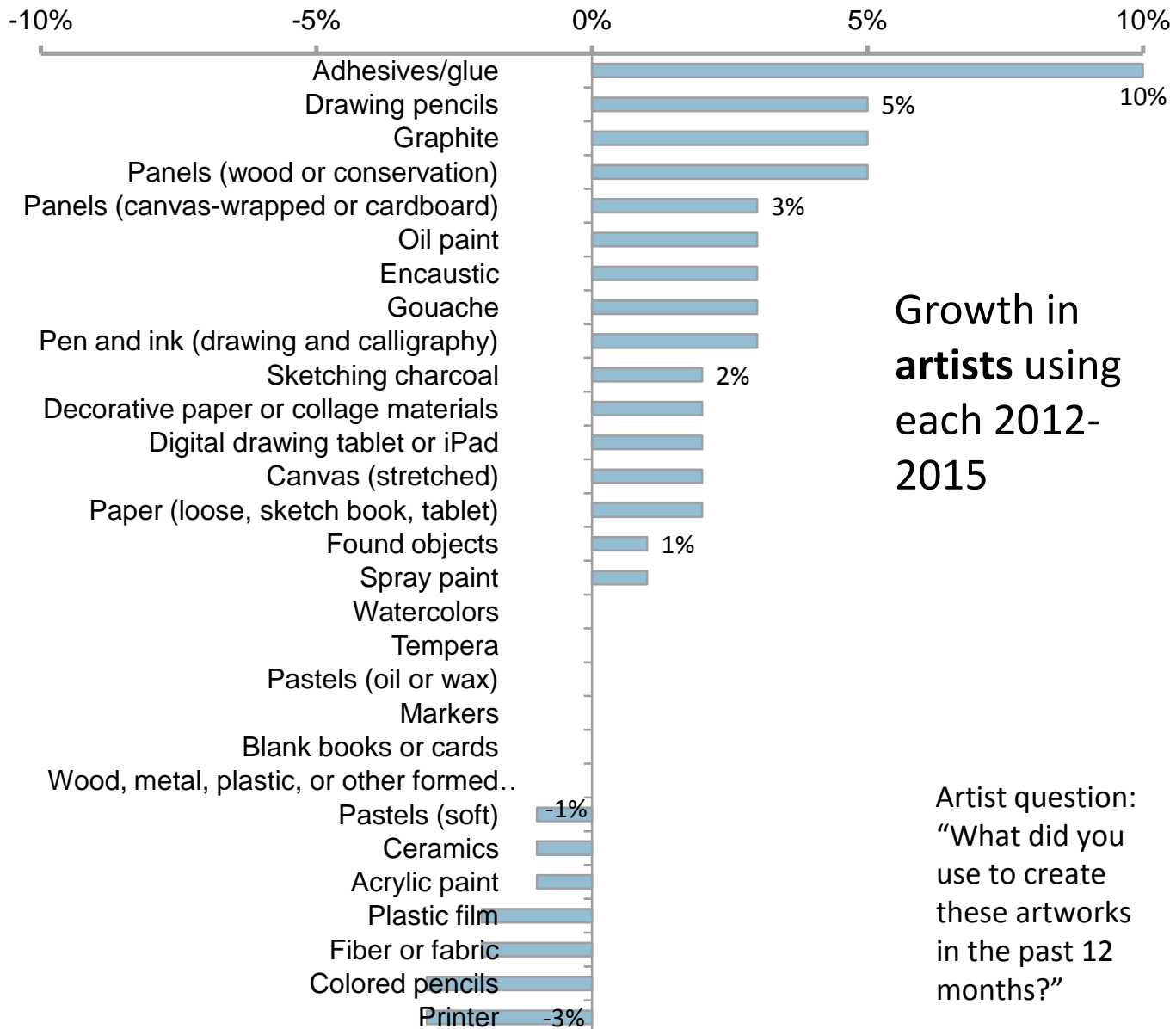
IV. Product Trends

What **artists**
are using



Artist question: "What did you use to create these artworks in the past 12 months?"

IV. Product Trends

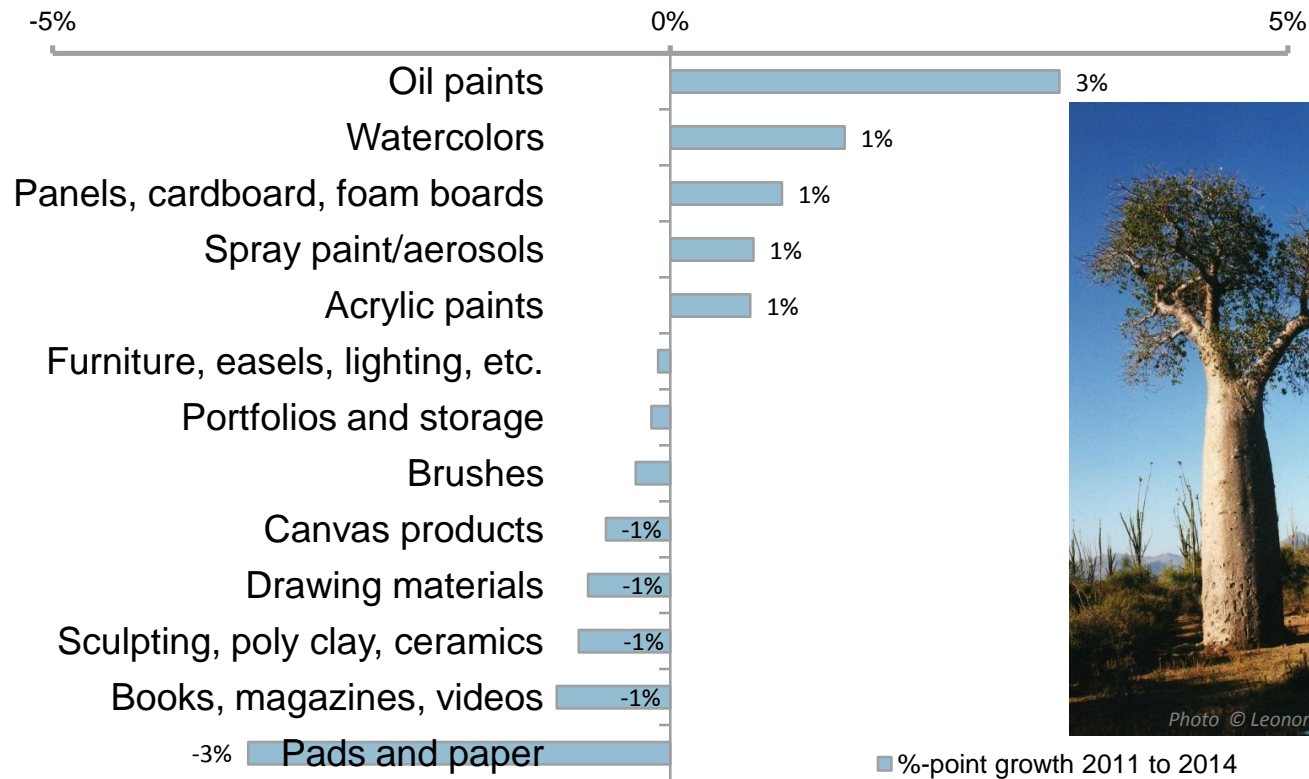


Growth in
artists using
each 2012-
2015

Artist question:
"What did you
use to create
these artworks
in the past 12
months?"

IV. Product Trends

Growth in share of total **retailer** sales



Retailer question: “What % of your business's 2014 sales of art supplies came from each art supply category?” Example: Oil paints’ share increased from 9% to 12% of total retailer sales, or 3%-points.

IV. Product Trends

Looking ahead: What **artists** are becoming more interested in

Art material	Ranking by # of mentions
Watercolors	#1
Encaustics	#2
Oil paint	#3
Pastels	#3
Acrylic paint	#4
Markers	#5
Inks	#5
Ceramics	#6
Wood	#6
Fiber, fabric	#6
Gouache	#7
Printmaking, silkscreen	#7



Photo © Karen Roe

“Artist question: What art materials have you become interested in recently or would like to try?”
(Equal rankings indicate similar number of mentions. This was a fill-in-the-blank question.)

IV. Product Trends

Questions and comments?

What categories have grown in your store?

V. Store Features to Attract More Customers: Recommendations

1. Make sure your store is good at these:
 - A. Reasonable prices and special offers
 - B. Most items in stock
 - C. Products fit what your customers are creating
2. Competing with a crafts chain? Offer convenient parking and evening hours.
3. Other art supply stores nearby? Visit them. Be the **best** at these features.

V. Store Features to Attract More Customers



Convenient parking!



Supplies for every kind of art!

Art by Soo Sunny Park



Photo © Karl Sinfield

Special offers!



All items in stock!

V. Store Features to Attract More Customers: Summary

What artists say **art supply stores** need to improve

- More reasonable prices
- More items in stock
- Product selection fits more of their creative activities
- More special offers and coupons

What artists say **crafts chains** need to improve

- Higher quality products
- Staff more knowledgeable about art and art materials
- Product selection fits more of their creative activities
- Wider selection of art supplies

V. Store Features to Attract More Customers

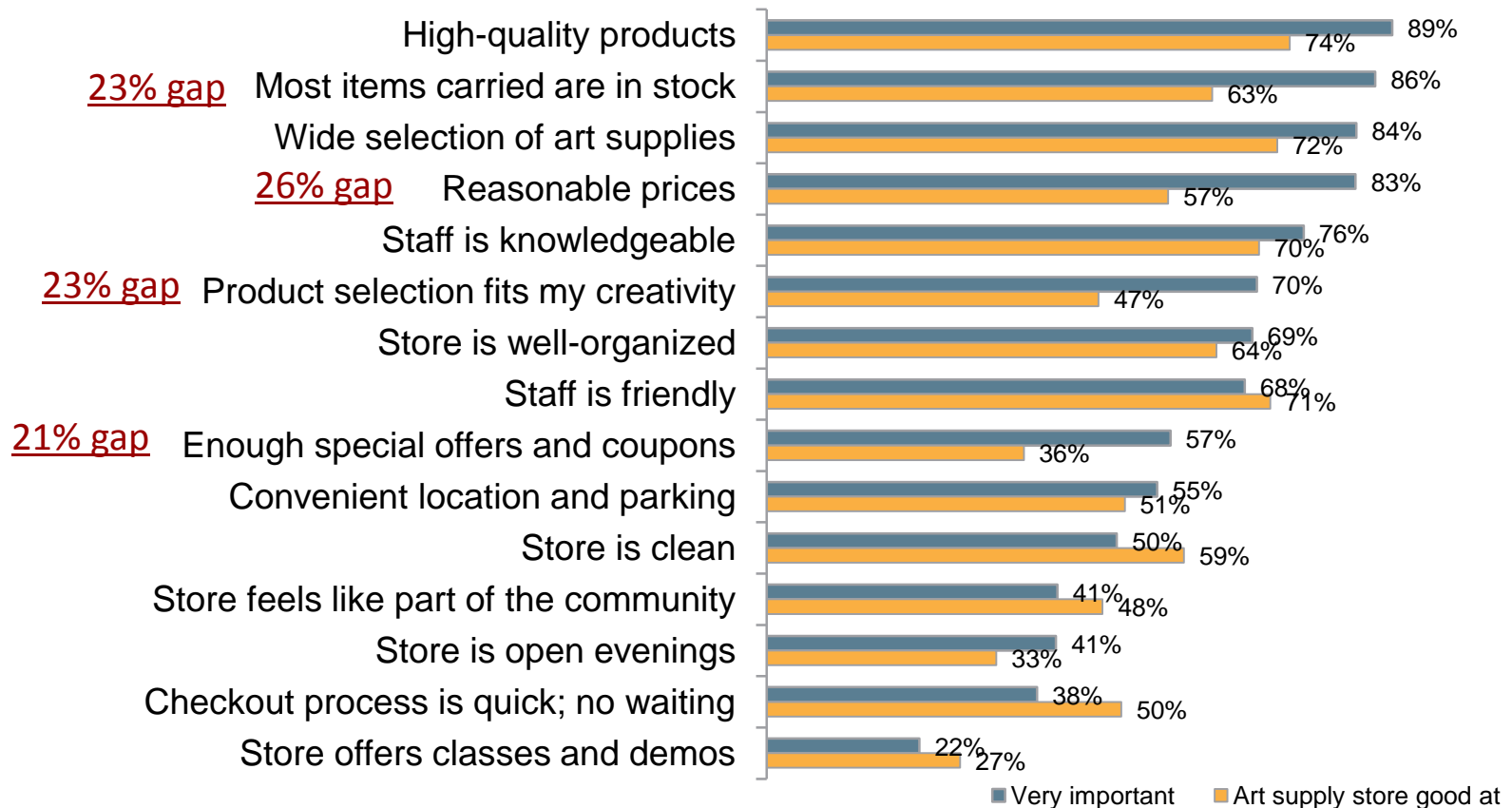
What store features are most important to **artists**



Artist survey: "How important are these store features to you when buying art supplies?"

V. Store Features to Attract More Customers

What is most important to artists vs. what they say **art supply stores** are good at



Artist survey: “How important are these store features to you when buying art supplies?”

“If you shop at an art supply store in your area, what is the store good at?”

V. Store Features to Attract More Customers

What is most important to artists vs. what they say **crafts chains** are good at

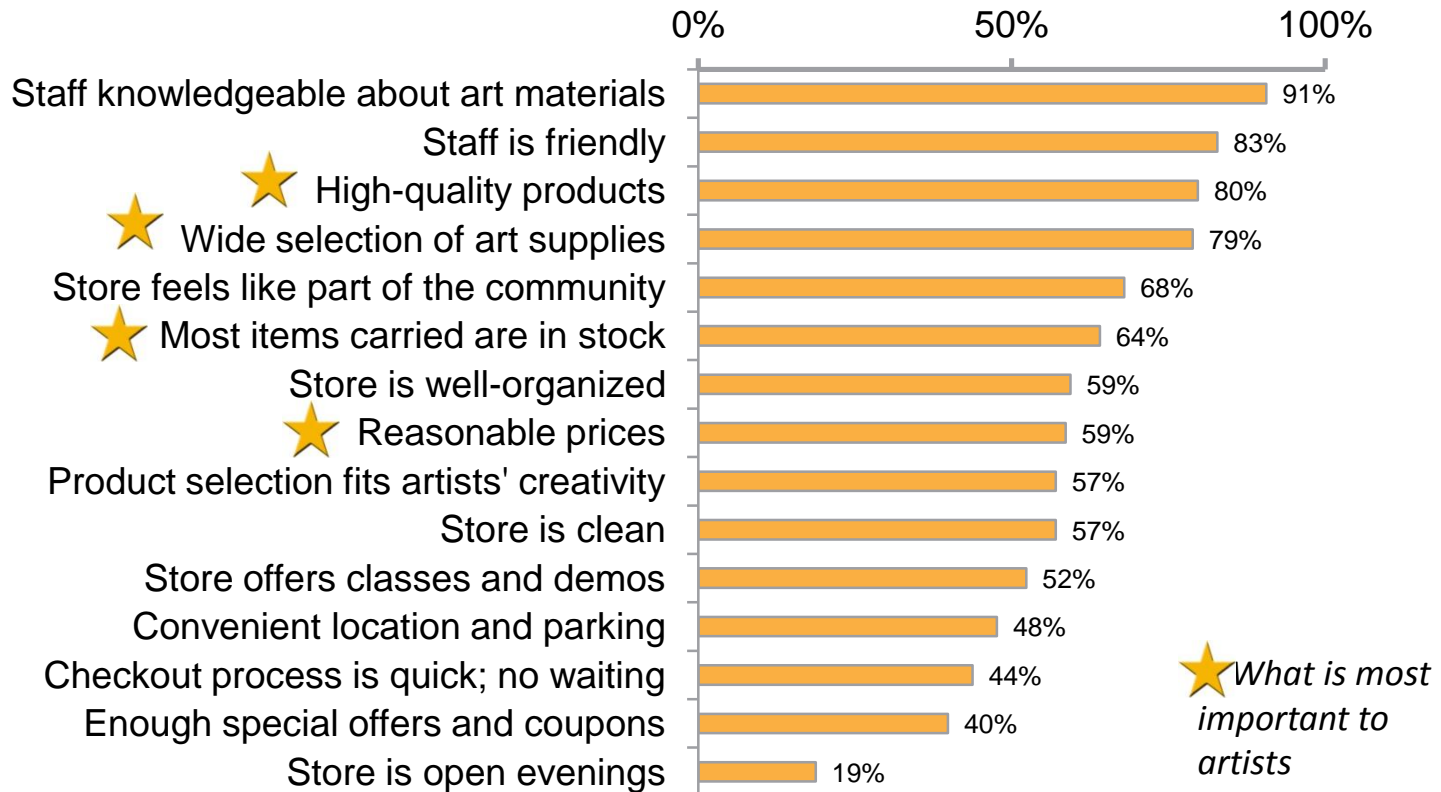


Artist survey: "How important are these store features to you when buying art supplies?"

"If you shop at a crafts chain store in your area, what is the store good at?"

V. Store Features to Attract More Customers

What **retailers** say are their strengths



Retailer survey: "What would your customers say are your store's strengths?"

V. Store Features to Attract More Customers

Questions and comments?

What has worked for your store?

Close the Gap: Pick One and Do It!

- A. Use the “Retailer Trinity”: Facebook, website, email.
- B. Save money. End unproductive newspaper and Yellow Pages ads.
- C. Make sure your store shows up high in Google search results.
- D. Want younger customers? Get on Tumblr.
- E. Post a range of content on social media: sales, new products, artworks, how-to, quick tips, product reviews, events, etc.
- F. Expand a growing category: oils, encaustics, pen and ink, panels, adhesives, and printmaking supplies.
- G. Pick one important store feature and change it from your weakness to your strength: most items in stock, wide selection of creative materials, more special offers.

About This Study

- Independently produced by Hart Business Research

- India Hart Wood, president (founder, MIT Sloan MBA 1996)
- Specialize in studies of creative industries

- Underwritten by NAMTA

- NAMTA Research Committee: Barbara Schindler, Howard Krinsky, Jim McDermott, Rick Comerford

- Sponsors

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