

Instagram for Artists

Learn how to promote your art business using Instagram

By Laurie “Trumpet” Williams

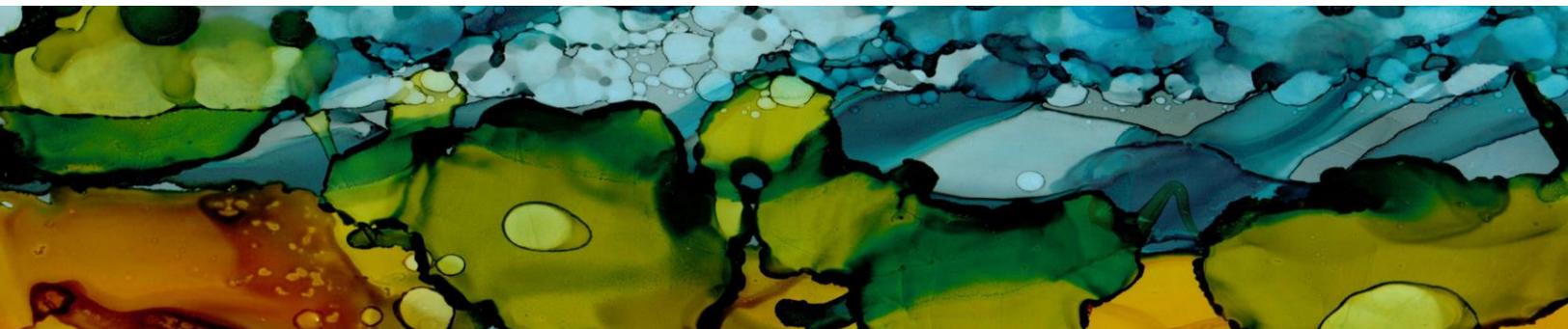
A Message from the Author

Hi. I'm Laurie "Trumpet" Williams, founder of the Alcohol Ink Art Community. I'm a mother to two amazing daughters and a wife to a very supportive and caring husband. I'm so fortunate that God has blessed me with such a wonderful family that support my art and creative lifestyle. By trade, I'm an Internet marketer, graphic designer and artist ... an interesting combination that gives me a unique insight into marketing in the art industry.



Thank you for downloading and reading this ebook about promoting your art business on Instagram. I hope you find the information both informative and motivating. Instagram provides a great opportunity for folks to connect with a large global audience and can be a great asset to building and promoting your brand, as well as a great tool for helping you sell more art!

Please feel free to share your feedback and ask questions on the Alcohol Ink Art Community website and public [Facebook group](#)... and of course, on Instagram!!!! [@aiartcommunity](#)

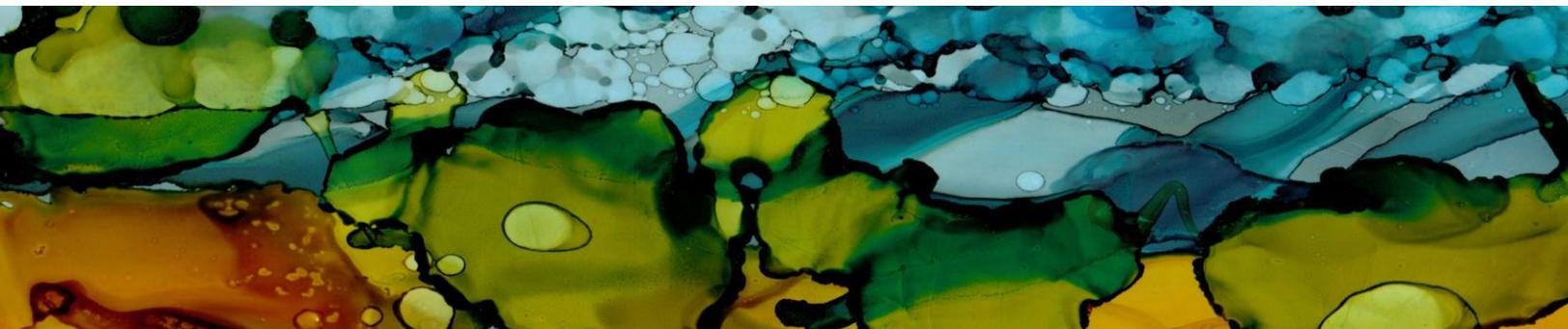


Instagram is growing by leaps and bounds and is on the heels of catching up with Facebook in terms of users and activity. For this reason, as an artist, you should be constantly using Instagram to build your brand. Instagram offers a unique ability to humanize your brand and promote your artistic style... gaining you more sales of your art and more recognition.

But if you are not already a renowned artist, developing a large following requires a little time and effort. It takes daily nurturing of your account through posting, following others and engagement.

I've been asked if it's a good idea to purchase followers on Instagram, and my answer is "no". Because you will not receive any meaningful engagement and will generate no new business from doing so. All this will do is artificially inflate the number of followers and dilute your brand.

So below is a step-by-step method to help you build your first 500-1000 followers on Instagram in just a couple of weeks! It's all about where and how you engage and post that will get you where you need to be.

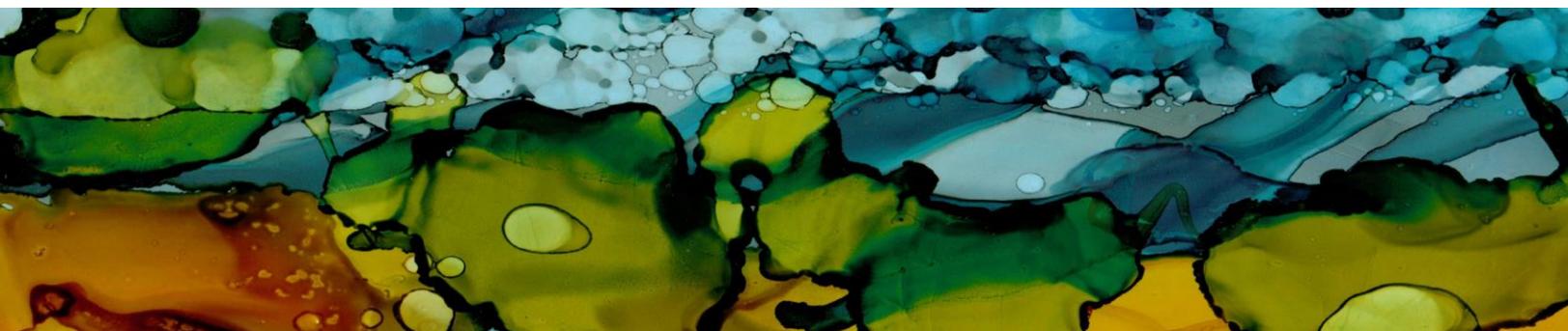


Optimize Your Artist Profile on Instagram.

To do this, make it look good. After all you are an artist and folks that will like and share your art are visually stimulated... that we know. In fact, because Instagram is very visual in nature, it serves as a wonderful place to build your brand.

Here are some tips to optimizing your profile.

- Make sure your username is recognizable and memorable. My advice for artists is to make sure the word “art” is in your username. Many folks search for artists to follow and may follow you more quickly if that word is in your username. Also, if possible use the brand name that you use elsewhere. For example: Trumpet Art is my personal artist brand. In my case TrumpetArt was not available, so I went with @trumpetartisan. The reason being... I still had my brand name “Trumpet” and the word “art” in the username. So put a little thought and strategy into your username. If you already have a username with an established following, I DO NOT recommend making a change. In this case, just make sure you use the right terms in your bio, which leads me to the next point.
- Your Bio is precious real estate. You want to make sure your bio contains a good and concise description of you and your brand. Ideas to include could be the medium you work in... such as watercolor or alcohol ink. Use keywords that someone wanting to follow would search. Think about what you can say that will entice someone to follow you.



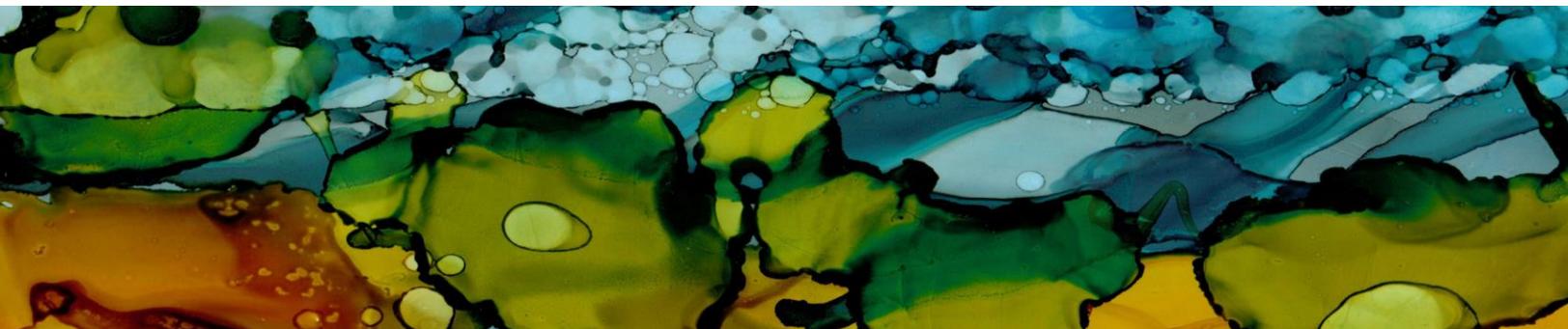
- Include a link to either your artist website or Facebook page in your profile using the field that is allocated for website.

If your website address is long, you can create a short URL with Google or Bitly. I sometimes create short URLs for things so that I can track traffic. Setting up a short URL is pretty simple with Google or Bitly. Just visit their site, add your URL to their form and click “shorten URL”. With Google, you’ll receive a short URL that you can paste into the field. Every time someone clicks that link, Google will redirect them to wherever you’ve pointed them. If you want to track the number of hits the link gets, you’ll need to set up an account.

<http://goo.gl>

<http://bit.ly>

However, if you have a fairly short or recognizable, branded website address, I recommend using it in the field instead.

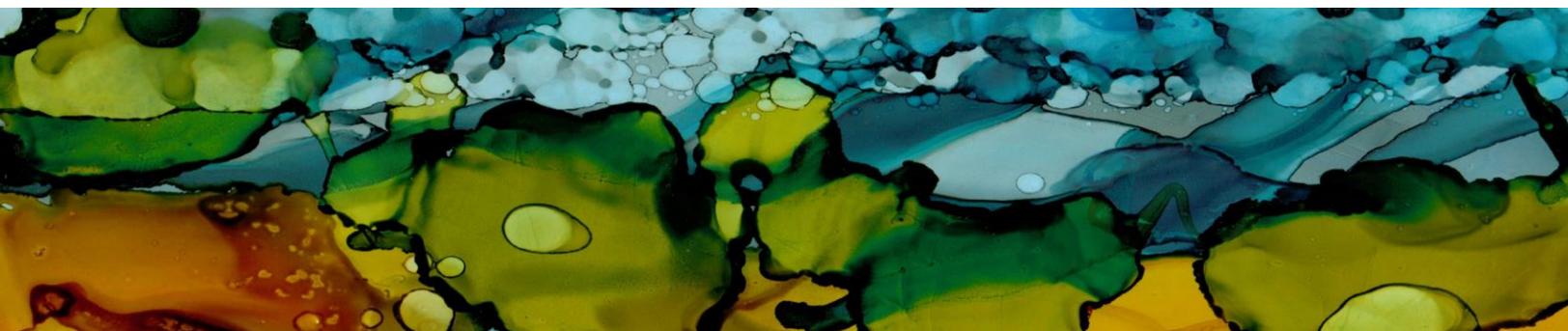


Following Others

If you're new to Instagram, the first thing you'll want to when you join is to find others to follow. A typical place to start is by following your friends and family... or folks that you interact with in your community. Your friends and family are a great place to start engaging and interacting on Instagram.

For artists, however, another great way to escalate the growth of your Instagram account is to connect with other artists. So, you're probably saying to yourself "Other artists are not my target audience... why would I want to connect with them? I want to connect with folks that like art or who might buy my art." That's a valid response... and frankly, I'm glad you're thinking this way. But here are some compelling reasons to consider following other artists on Instagram.

1. Instagram is a SOCIAL platform. Join the Instagram art community. Instagram has a community of millions of artists around the world. Connecting with other artists will allow you to keep your pulse on what's happening in the art world.
2. Inspiration and Motivation. You can mine great ideas and stimulate your creativity by watching and engaging with other creative people.
3. The artist community on Instagram support one another. Do you want to get likes and comments on your art? Well, artists are the first to engage! They appreciate what goes into your work and are eager to connect, comment, learn and share.
4. Numbers and credibility. Connecting with the art community on Instagram allows you to build your following with relevant and real followers that are likely to engage. This gives your artist account credibility!



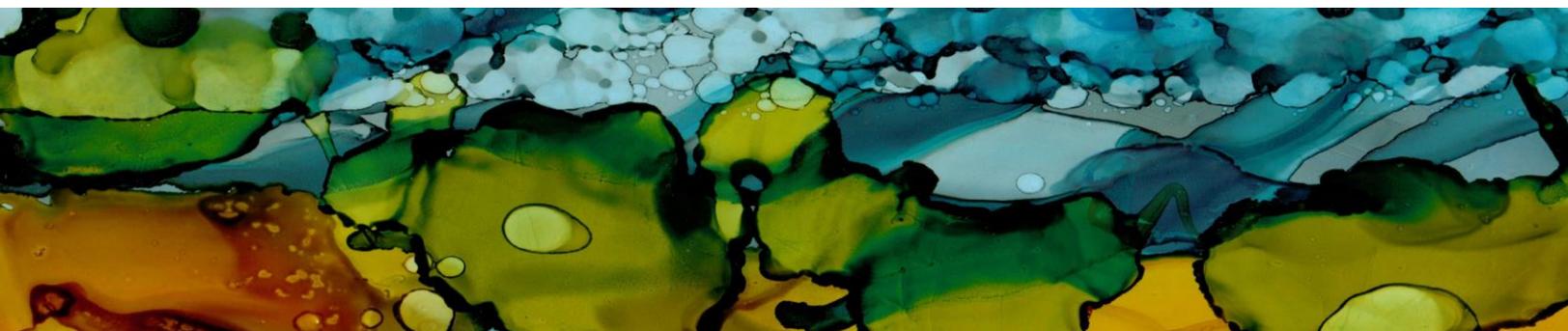
5. After building your art community audience and developing those relationships, you can get creative and do some collaborative promoting, like agreeing to feature and tag each other's art. This is a great way to mutually grow your communities.

Create Quality Posts

Let's talk about the quality of your posts. Like I said, Instagram is a visual social network. So, quality matters! Make sure you are posting decent quality photos or videos of your artwork or other topic you want to feature. Most of us use smartphones for this, because it's the easiest and least time-consuming way of creating graphics for posts. Often when we use our smartphones, we aren't always able to capture the best lighting. So it might be a good idea to invest in a smartphone app for editing your photos. There are many out there that are designed to work with Instagram, as well as other social media channels. My favorite is PicsArt. There are many others that I haven't tried yet, that include: Snapspeed, VSCO and Afterlight. All have versions for iOS and Android.

One other recommendation I have is to use your logo as a watermark or superimposed somewhere on the post. This serves two purposes. First, it helps to protect your intellectual property and second, it helps build brand recognition.

There is a great app that I use called iWatermark. It's available for iOS and Android. You can also use Photoshop, or other desktop application that you use to edit your art.



Be Strategic with Captions

The quality of the post image is critical, but equally so is the caption that goes along with it. Take time to think about how you caption your image. Captions can communicate the essence of your brand. By providing well-thought-out captions for your brand, you will entice more followers and your content will be more sharable. Each giving you more exposure.

Use Hashtags That Count

Hashtags, used correctly, will give you exposure to a wider audience. Basically, hashtags tie together posts into a conversation. By using hashtags strategically, you can join conversations and become connected with like-minded folks who will share and interact with you... not just folks who already follow you!

For example, in the Alcohol Ink Art space, the common Instagram hashtags that are being used are:

[#alcoholink](#)

[#alcoholinkart](#)

[#alcoholinkartist](#)

[#alcoholinks](#)

[#alcoholinkontile](#)

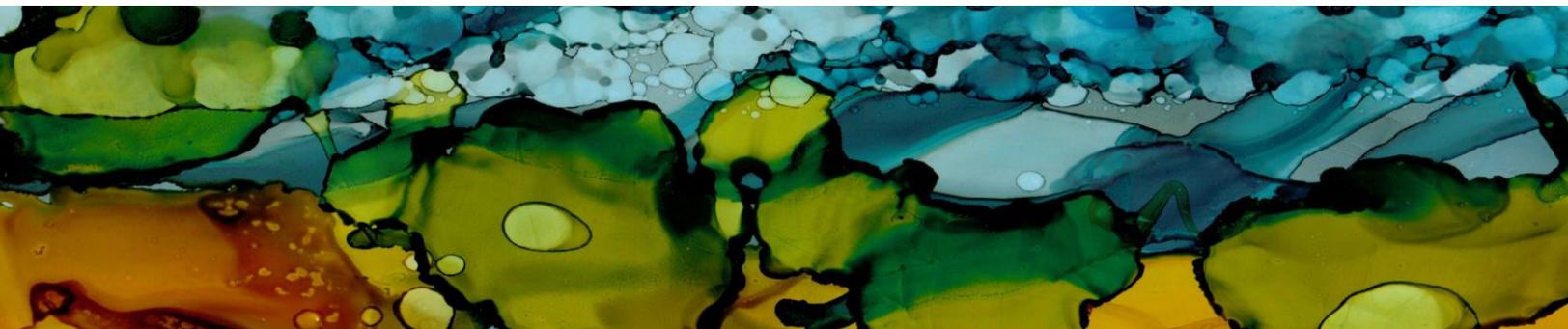
[#alcoholinksart](#)

[#alcoholinksartist](#)

[#alcoholinkonyupo](#)

[#yupo](#)

[#yupoart](#)



[#aiartcomm](#) & [#aiartcommunity](#) (official Alcohol Ink Art Community hashtags) Artists that use these hashtags get featured on the Alcohol Ink Art Community website gallery! It's also a great way to connect with other Alcohol Ink Art Community members!

By using these hashtags in your post, you will join an ongoing “conversation” with other artists working in alcohol ink art.

After you've connected with the Alcohol Ink Artists on Instagram, consider connecting (following and engaging) with artists that use the following hashtags.

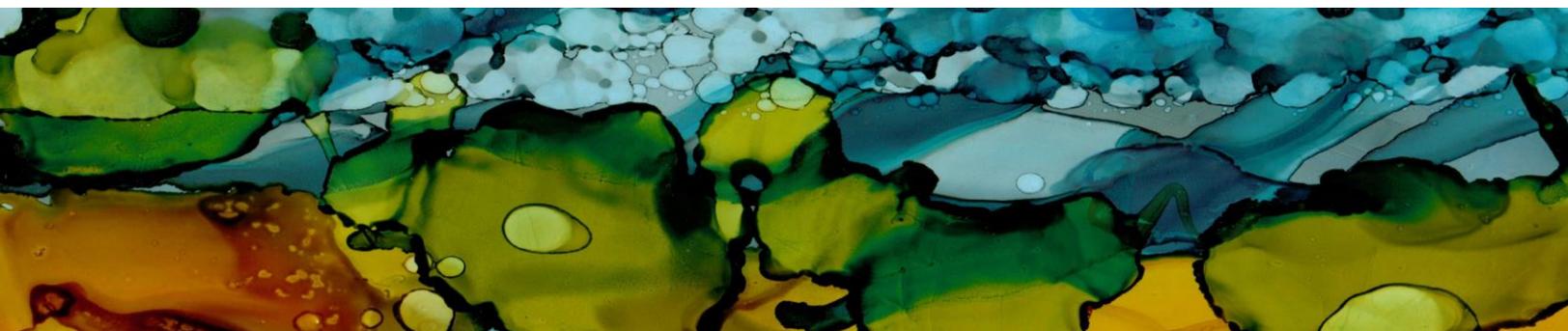
[#artistsofinstagram](#)
[#artistsoninstagram](#)

There are thousands of sub-communities, as well. For example, there are hashtags for geographic regions... which is a great way to connect with local art communities. For example:

[#artistsofnewyork](#)
[#marylandartist](#)

It will take a little searching and digging to find out which are best for you.

With a little research and practice, you'll get the hang of hashtags and start to realize they are essential component to your success on Instagram!



Instagram Stories

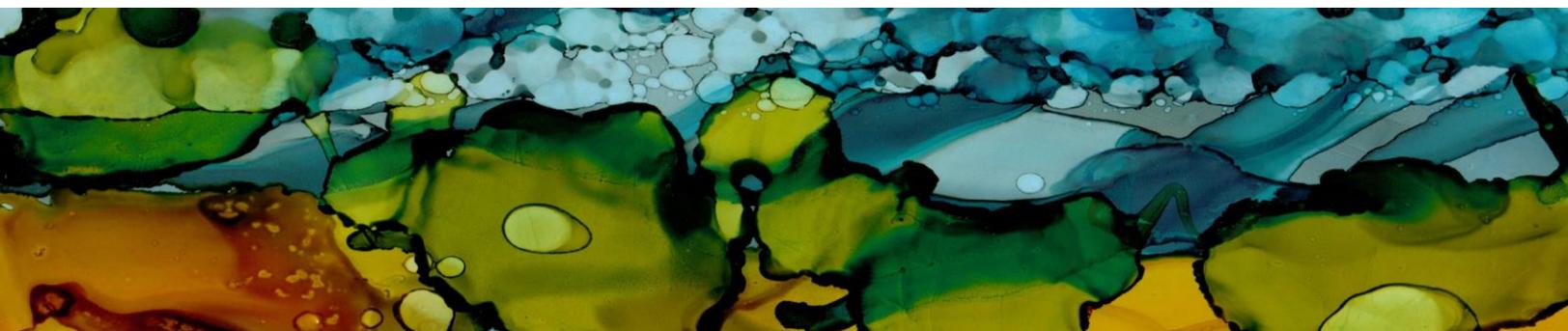
This past year Instagram has made amazing transformation in terms of engagement. One major feature that was added was Instagram stories. Instagram Stories allow artists to engage with users in different ways helping you build your brand as an artist. Instagram stories allow your followers to see you are real. They typically feature behind the scenes raw, unedited footage. The response with these live video and photo sharing features has taken social media by storm and has proven to be HUGELY positive in terms of brand recognition and engagement.

Keep your Instagram stories raw and unscripted. Your Instagram feed is for your polished art photos and posts. Share things that users can't get anywhere else and keep it real!

Instagram Live Video

Instagram has also added a “live video” feature, allowing artists to share raw moments which bring in a human element that uniquely connects artists with their admirers. Instagram live videos disappear as soon as the user stops filming... so it's very much real-time.

Some great ideas for Instagram stories and live video for artists is a sneak peak of your art in action behind the scenes. Folks LOVE to watch art demonstrations. They like to see what your studio looks like and how you interact when not scripted. They want to see your personality. There is just something about watching art come to life that mesmerizes folks. This is a unique advantage for artists. So, incorporating Instagram stories and live video can be a great way to gain respect and induce engagement from your followers!



Make it easy for folks to follow you on Instagram!

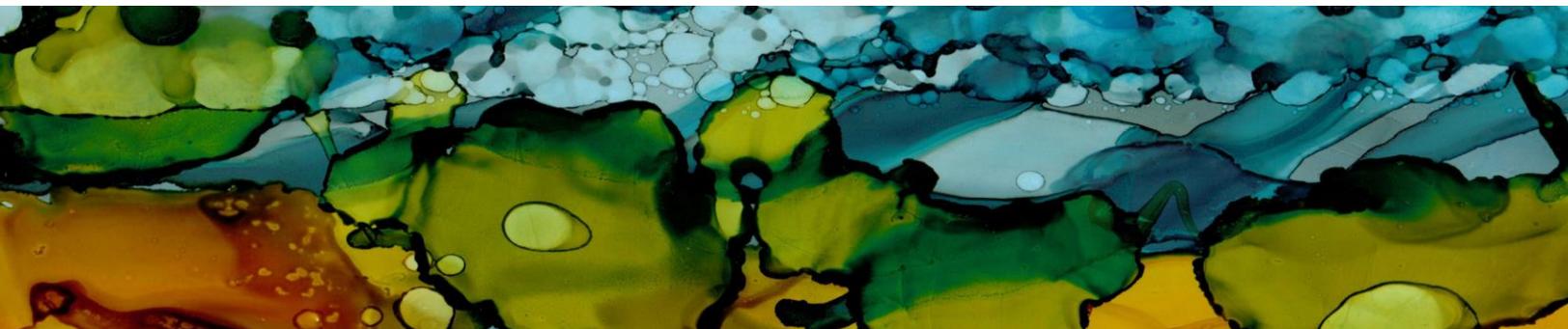
Add a link to your Instagram account on your other social media channels, any public profiles and your website. To make this easier, Instagram has provided a way to create a “badge.” To do so, [go to Instagram’s website](#). Ensure you are using your artist account and follow their instructions.

Instagram is a wonderful social media channel for artists. The visual nature of its feeds make it the perfect place to attract and engage new audiences.

- Be Social. Engage and interact. This is secret to success on Instagram.
- Be Real. Folks associate and buy from people they know... and people they like. By showing your true colors, you’ll grow your art business and brand with ease.

I hope you’ve found this information helpful. If so, please tell others about us and our Alcohol Ink Art Community. Follow us on Instagram [@aiartcommunity](#) and join our public [Facebook Community](#).

If you found this information helpful and would like to have access to more like it, as well as learn, create, share and promote alcohol ink art, consider becoming a PREMIUM member of our community!
[JOIN NOW!](#)



Disclaimer

This eBook has been written to provide information that will help you get started and improve your exposure on Instagram. Every effort has been made to make this tutorial as complete and accurate as possible, however there may be mistakes in typography or content. This eBook contains information on Instagram only up to the publishing date. Therefore, this eBook should be used as a guide – not as the ultimate source of information.

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