

THE SELF-PROMOTION GUIDE OF MARTELIVE FESTIVAL

Artistic Startup



**A PRACTICAL GUIDE ON HOW TO
PLACE YOURSELF WITHIN THE
MARKET AND SELF-PROMOTE
YOUR ARTISTIC PROJECT**

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WHAT IS AN ARTISTIC STARTUP?

When we talk about “Startup” we mean the first step we need to take before starting a new business. In this stage, the organization aims to make its ideas profitable by selling its products and services. Previously, the term “Startup” referred to companies involved in IT and technology business. However, today we think about startups as new young companies taking their first steps into the business world.

You are probably thinking: *that's interesting. And so what? What's in it for me?*

I am an artist, not a startupper!!

Here we go!

In this small e-book you'll find key tips from the startup world, which may actually help you in the artistic journey.

After reading these few pages, you'll have an overview of the **basic tools useful to an emerging artist**, regardless of your artistic discipline, in order to distinguish yourself and promote your activity efficiently.

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SELF-PROMOTION

During the Renaissance period, artists used to rely on patrons: thanks to their sponsorship, their financial problems as artists would have been solved.

Leonardo Da Vinci, Michelangelo, Mozart, Beethoven: none of them would have become such notable figures without the ongoing support of one or more of their patrons.

In the industrial and modern era, art became a trading good included within the marketplace ruled by investors and big capitals. The strategy was quite simple: to produce good content and wait to be picked by one of the investors who could present your work to the market...that was it. As an artist, your only concern was producing a work of high quality, which would have been distributed by others into the marketplace.

Well, today things have changed.

Nowadays, investors and capitals keep commercializing art products. However, thanks to the evolution of technology, producing and promoting cultural goods is accessible to all

Today, as an artist, you can launch your activity and succeed on your own, without the support of a patron or an investor. Basically, you are in charge of your own destiny. In other words, you can be an artist and an entrepreneur at the same time.

Welcome SELF-PROMOTION!

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STRATEGY, IDENTITY, PLACEMENT

In this new scenario where the artistic marketplace has turned into a competitive and crowded space to be in, the young artist, has to re-define his own role. Therefore, producing creative, innovative and high-quality contents is not enough anymore.

Without having a strategy, all your effort may be vain. What's the point in creating art if nobody can see it, read it, hear it or experience it in some way?

Today, even more than before, you must PLACE YOURSELF within your target market, before entering the traditional system made up of patrons, investors and capitals. In order to achieve this goal, you should build a strong and coherent identity.

This will set you apart from all the other thousands of emerging artists around.

You don't just need to be stylish or good within your target market.

Above all, you need to consolidate your STRATEGY. This will be your roadmap to success.

To reach your objectives, you should work on three aspects:

- **Defining your artistic project clearly**
- **Defining the budget you'll need to launch your project**
- **Developing a simple marketing plan that will help you to launch and place your product within your target market.**

Ok, easy to say. But, how can I actually realize it?

That's our job! Otherwise, you wouldn't be reading this e-book!

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THE THREE ESSENTIAL TOOLS

Every artistic project, with regards to startups, needs some specific tools if you want to place yourself within your target market and lay the foundation for achieving SUCCESS among the general public. You can be a musician, a singer, an actor, a dancer, a DJ, a VJ, a video maker, a video artist, a painter, a photographer, a graphic designer, an illustrator, a craftsman, a stylist - it doesn't matter what your specialization is. The essential tools you need to reach your goal remain the same. By reading this eBook, you will discover them.

A) VISUAL IDENTITY, LOGO AND VISUALS

The first crucial step you need to take is to create a well organized, high-impact image that should be aligned with your artistic project in order to consolidate a credible identity that can work within your target market.

You should establish a strong visual image, clearly linked to you and to your artistic proposal.

If you don't have the competence to learn how to use some simple communication tools, then it's better to rely on professionals who are able to take care of these aspects for you.

Be aware that it is important to always be mindful about what is happening.

You are the MANAGER of yourself!

Trust is not enough. You also need to have clear ideas and precise goals; otherwise, you only risk wasting a lot of money.

The visual identity has various phases

The first one is the logo.

Don't listen to those who tell you that the logo is only an element used by companies - even in the artistic field, designing a logo is fundamental and cannot be left to chance as it embodies the essence of the message that you want to communicate.

Furthermore, you should bear in mind that the logo will remain the same for a long time. Therefore this is the reason why it is really important to design it carefully.

It's not a good idea to change the logo after a short time.

It can only be replaced if you decide to "rebrand" your artistic product; however, this usually happens after a long time. Otherwise, it means you applied the wrong strategy from the beginning.



Once the logo has been created, it is time to think about the style and aesthetics of the contents you will produce: graphics, animations, videos, show reels... Everything should look and feel the same, also it should communicate a specific mood that relates clearly to your artistic character.

We know it's not that easy. However, if you have a clear idea about your concept from the beginning, you can rely on professionals who will support you and help you to create a visual that rocks.

Now that you have been provided with some powerful tools, you are ready to make a real difference within the marketplace.

The keyword is: CREDIBILITY!

B) WEBSITE

We find ourselves in an era ruled by social networks, where lots of people are usually mistaken: they undervalue the importance of the website and they believe that a good Instagram and / or a Facebook profile is enough.

This is a big mistake!

The mere presence on social networks is absolutely not enough to reach the widest possible audience.

Having a website means being placed within a well-structured and coherent communication system.

A personal website is a transversal and scalable tool that can be implemented at any time according to your needs.

And above all, a website is not a victim of social trends that change cyclically at least every 2-3 years.

Do you remember Myspace? Don't you? Well, exactly!!!

Today, building a basic website independently is a simple operation thanks to some very popular CMSs (Content Management System) on the market, such as WordPress and Joomla.

If you do not have adequate financial resources to pay for a webmaster, don't worry! You can easily find several free preset templates on the net that are excellent for creating a basic website.

During the startup phase, the important thing is to have these tools available.

There will be time to develop and improve your channel.

Now that you have your basic website, it's crucial to make your site clean, simple and easy to use - it should be a design site, aesthetically pleasing, possibly cutting-edge in terms of graphic solutions and organization of the elements.

Little text, lots of images and innovative visual elements - simply by opening the homepage, the visitor should immediately understand your core identity and should have immediate access to the most important thing of all: YOUR ART!

The keyword is: SIMPLICITY!

C) SOCIAL NETWORKS

We've just explained how the website can be an important weapon in the formation of the artist's digital identity.

However, that's not all, of course. A website without the support of social media accounts is like the famous so-called cathedral in the desert: a huge, empty mass of stones in a desolate space.

The website, to work effectively as a promotional tool, should be supported by powerful accounts- not only among the main social media networks, but also within smaller target specific communities.

Usually, people believe that relying only on Facebook or Instagram would be enough: however, this is not true, because each social network corresponds to a specific audience and should be treated in a different way.

If you are a young musician, for example, you must necessarily be present on:

- **Facebook**
- **Instagram**
- **YouTube**

For sure, you also want to be active on:

- **Spotify:** you need to focus on the Spotify for Artists tool and analyze the valuable statistics available, which can provide you with essential data about the composition of your audience: such as nationality, age, listening habits.
- **Soundcloud:** useful to network with your peers, get in touch with national and international labels and take advantage of the potential monetization of your music.

And why not:

- **LinkedIn:** a helpful platform if you want to get in touch with other musicians or directly with industry professionals who might be interested in involving you as a session player for a successful band.

Or

- **Pinterest:** an interesting hub where your recorded artwork and visuals are eye-catching and artistic.

Last but not least, you can't leave out the industry communities exclusively dedicated to your art.

In Italy, for example, there is

- **Rockit**, a very active community of bands and musicians with thousands of artistic profiles.

If you are an Italian musician, you should be present on Rockit.

If your art is not music but theatre, dance, circus, painting, photography, digital graphics, handicrafts, fashion... you cannot follow the path of a musician!

Define your strategy and build your social network according to your objectives and your skills.

You know best which social network is most adapted to your purpose but remember to use more than one platform.

Define your priorities, be a well-rounded artist!

The keyword is: PRESENCE!

**WELL, SEEMS DONE ... BUT that's not all!
THAT WOULD HAVE BEEN BE TOO EASY!
One crucial point is missing,
THE MOST IMPORTANT**

The **THREE fundamental tools** we've just identified will help you in placing yourself in the market and building your identity.

Through your logo, visuals, website and social media you will be CREDIBLE, EASY TO ACCESS and PRESENT for both your public and professionals.

BUT BEWARE!

MUCH OF WHAT YOU WILL ACHIEVE WITH THESE FIRST THREE TOOLS WILL NEVER GIVE YOU TOTAL CONTROL OF THE TRAFFIC AND AUDIENCE YOU WILL BE ABLE TO DRIVE WITH YOUR ACTIVITY!

- **The VISUAL IDENTITY and LOGO** will make you recognisable, but they won't give you the ability to acquire the users who will appreciate them.
- The WEBSITE will give your users a strong and coherent overview of your project but will not guarantee a constant return after the first visit.
- SOCIAL MEDIA will allow you to reach a wider audience beyond your limited circle of contacts, but the algorithms of various social networks will limit the visibility of the users you have acquired with so much effort. This means, you will be forced to invest time and money in increasingly expensive sponsorship campaigns on Facebook, Instagram, Google, LinkedIn and so on.

Unfortunately, your ability to control these three tools, will always be limited because the traffic you generate doesn't belong to you and so your initial enthusiasm after launching your art project will fade gradually as these tools will begin to have a negative impact on your art project.

You will continue to spend money to increase your followers and sell your art as a slave to algorithms that limit your visibility more and more.

There is only one way out of this.

Turn all this uncontrolled traffic into traffic of your own.

Offer value to your audience, even in a free form, in exchange for their consent to subscribe to your broadcast list of emails and phone numbers.

The ultimate goal of every campaign and action you will take should be :

- **Collecting new email addresses.**

You will be able to send emails whenever you want, to people who are really interested in your contents.

- **Collecting new phone numbers.**

You will be able to send broadcast messages on Telegram and Whatsapp for each new content produced, to an already targeted audience.

- **Collecting subscriptions to your YouTube channel**

If you are a musician or a video maker, for each video you publish you will have an audience that will see the notifications for free and visit your channel. As for YouTube, unlike Facebook, it is important that you get as many views as possible.

In return, you will receive part of the advertising revenue.

Invite your followers to subscribe to your Spotify page. Like YouTube, Spotify also shares your goal. The more plays you get, the higher your royalties will be.

Get your followers to sign up to any of the various marketplaces on the market.

If you are an artist, there are many specialised sites where you can sell your work. Your users on social networks should follow you mainly there.

ALL SET!

**YOU NOW HAVE EVERYTHING YOU NEED
TO PROMOTE YOURSELF IN THE MOST EFFECTIVE
POSSIBLE WAY,
AND MAKE A REAL DIFFERENCE!**

GOOD LUCK AND...

**KEEP HAVING FAITH in your work.
THE WORLD NEEDS YOUR ART!**

**Lastly,
I WOULD LIKE to offer YOU
A GREAT OPPORTUNITY TO IMMEDIATELY PUT INTO PRACTICE
WHAT YOU HAVE LEARNED.**

Did you know about the MArteLive Europe?
This year, there will be the first big contest & festival dedicated to
emerging artists,
supported by the Creative Europe Programme of the European
Union!

THE CALL FOR ARTISTS IS STILL OPEN!

<https://contest.martelive.eu>

YOU CAN WIN CASH PRIZES,
ARTISTIC RESIDENCIES, CONTRACTS AND PERFORMANCES
ALL OVER EUROPE!

FINALLY, YOU CAN EXHIBIT YOURSELF,
SPREAD YOUR ART,
AND LIVE AN UNFORGETTABLE EXPERIENCE.
<https://contest.martelive.eu/european-areas/>

**Choose one or more of the 16 Artistic Disciplines of
MArteLive Europe Contest & Festival!**

<https://contest.martelive.eu/artistic-disciplines/>

**Discover the many prizes up for grabs and our jurors,
chosen among the best professionals in each artistic
field!**

<https://contest.martelive.eu/jury-prizes/>

Sign up now!

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