

## The Art of Marketing Your Art- by Brandon Long

I'm an artist and a marketer. For years I've privately debated, was Andy Warhol a better artist or marketer? There's dozens of articles dedicated to the branding and marketing expertise of Warhol. A 2016 LinkedIn article written by John Fries delves into how savvy Warhol developed a unique brand, lived it, created brand extensions, networked, leveraged public relations, collaborated, and built an extremely loyal fan base. I would love to see Warhol in 2017 on Instagram even if it was just the same picture repeated.

Through my podcast production company, The Banyan Collective, we produce a fun show where we interview local musicians who play acoustic sets live inside a camper van during Ogden's First Friday Art Stroll. I often ask the #VanSessions musicians about social media. By now, most of those we interview understand the significant impact a solid branding and social media strategy can have on success. Others, remain hesitant. And, in the immortal words of Jim Morrison, "the time to hesitate is through." Warhol didn't have social media, but he was a disruptor. A marketer.

If you create the greatest art in the world but no one sees it, who cares? You may be reading this in print, but many are reading this on their phones. The handy pocket computer has taken over our lives and attention - despite politics' best efforts to destroy the fun - and our introduction to new and talented artists are now found on apps: Facebook, Instagram, YouTube, Musical.ly, SnapChat, Twitter, etc. If you're not serious as an artist about creating a presence on one or two social media platforms, you're not a serious artist. That is the new art normal. Now, maybe your form of disruption is anti-social media. Go for it! But even Banksy has an Instagram with only 41 photos and an amazing 1.3 million followers.

Ogden City Arts Advisory Committee member Jane Font has amassed nearly 100-thousand YouTube followers through her massively popular Painting with Jane YouTube page. Jane is a talented painter, but she found a niche through social media with instructional painting videos and now thousands of people who would of never been exposed to Jane's art have watched her videos. It's marketing.

The art of marketing is storytelling. The best place to tell your story in 2017 however, is through a blog, vlog (video blog), or podcast, then market through social media. Make your art. Then, make time to create a thoughtful, branded, cohesive social media marketing strategy to support your art.

Warhol understood branding and marketing and the importance of disruption. Create your own disruption through social media. The time is now. This could have easily been written in 2009 with the recent advent of Facebook, Twitter, and YouTube, but 8 years later, it's unbelievable how resistant some are to embrace social media as a serious success strategy for artists. I'll leave you with the first verse from Dylan's, "The Times They Are A-Changin'".

Come gather around people

Wherever you roam

And admit that the waters

Around you have grown

And accept it that soon

You'll be drenched to the bone

And if your breath to you is worth saving

Then you better start swimming or you'll sink like a stone

For the times they are a-changing