

DIGITAL MARKETING & COMMUNICATION

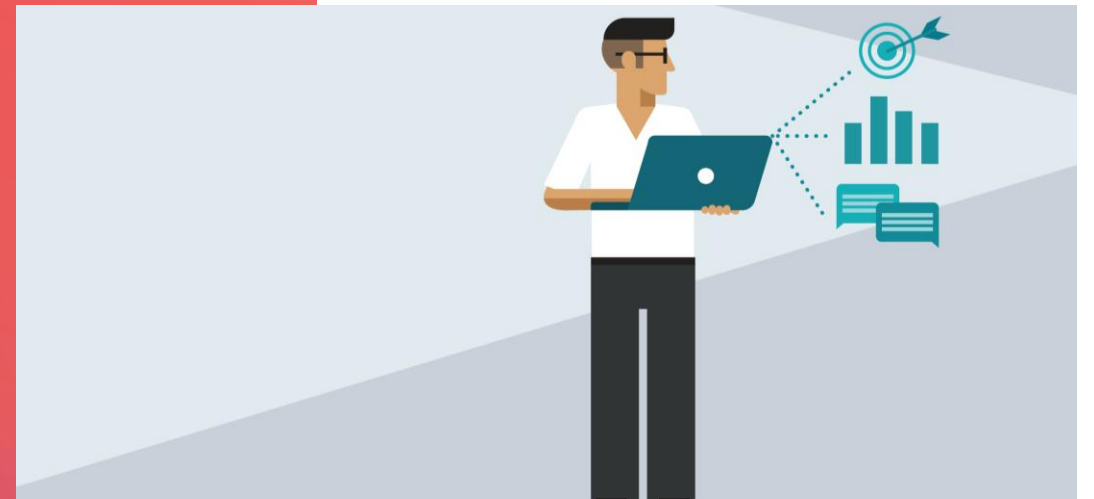
WHAT ARTIST SHOULD CONSIDER

PRESENTED

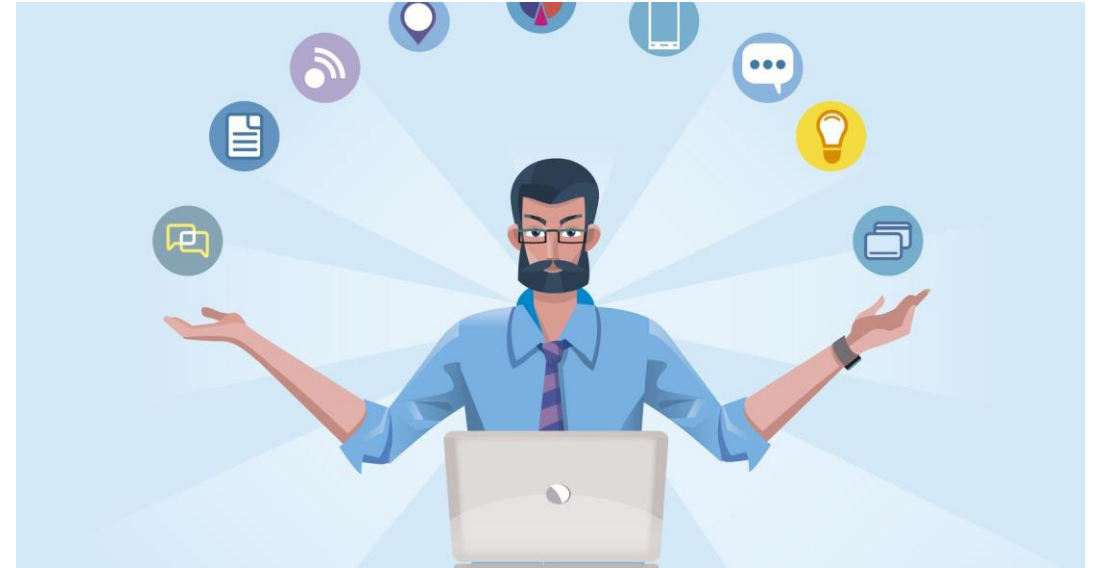
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FROM

KAHILL INSIGHTS COMPANY LIMITED



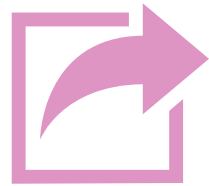
Because of the change in the economies of scale and technologies, an artist must be invested in the offerings the changes provide.



WHAT SHOULD ARTIST CONSIDER



Establishing a social media presence



Developing a flow of content to share



Creating Digital assets like Social media pages



Pitching to digital outlets

1. Building A Digital Presence

- Be Prepared to promote to yourself





2. Content To Share

- Look into what you will be sharing - have a content strategy
 - Curate your content
- Pair your content with the platforms that best suit them

- Instagram - it's good for showcasing visual works. Has the ability for you to post multiple pictures and sharing projects. It's a mobile app alone.
- TikTok - To showcase your art in video format mainly for those can record dances, songs and other artistic formations. It's a mobile App alone.
 - Twitter - For interjection in online conversations. Help you get in and connects with like minded people . Its both web and mobile app.
- Pinterest - It's good for sourcing ideas, images and showcasing your own creations. Its both web and mobile app.
- YouTube - For all your video content that can be embedded on other platforms and reach more people . Its both web and mobile app.
 - Spotify - This is mainly for musical artists to showcase their music
- Website - For every picture of content you have. Also for the search engine presence

3. Choose Right Social Media Pages

4. Pitch Your Work

- ❖ Work with affiliate marketing specialties, Influencer Marketers and bloggers to give your work mileage, visibility and reach
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- ❖ Use Online Adverts to further your presence online
- ❖ Collaborate with online stores to stock your products

