



ART SY

The Gallery's Guide to Email Marketing

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Introduction

Galleries recognize the ability of email marketing to bolster an existing marketing strategy, but many have limited time and resources to devote to this specific channel. Luckily, email marketing can be managed by a small team—when it's fully optimized.

After providing insight on how to analyze your current strategy and presenting industry best practices—from the best way to grow your subscriber list to top copywriting tips—this guide will help you make your email marketing initiatives more sophisticated and reach new collectors.

Send the Email —

Growing Your Subscriber List

Building an engaged subscriber list is one of the most important aspects of email marketing. Your gallery will reap long-term benefits by taking the time to grow your email list in the right way and by not renting, buying, or sharing contacts. Below are several ways you can build and maintain an engaged email audience.

ONLINE ADVERTISING

Collectors are already visiting your website to locate contact information, to inquire about specific works, or to learn about any upcoming events you may be hosting—why not include email signup call to action banners on your most popular homepages and subpages? Other common locations for such banners include the top navigation of your website, the sidebar, or the footer. These options allow more visibility as collectors can see them regardless of the page they may be browsing.

IN PERSON

Whether it's a fair, a special on-site event, or an ongoing exhibition, collectors and galleries interact year-round. Even today, simply asking someone to provide an email address on a signup sheet is still a reliable source of contactable subscribers. At your gallery's front desk or at your next fair booth, ask visitors to leave their name and contact information.

CROSS-CHANNEL PROMOTION

If you've already built an engaged audience in other digital channels like social media, leverage that success by promoting your email and urging that audience to sign up for emails.

Instagram Stories is a great way to reach your audience as it allows you to [directly link back to your website page](#) with the 'swipe up' feature, while Facebook allows you to directly add a signup form on your page. In the Facebook example, it's simple for users to sign up for your list—their information is already stored on the social media platform which minimizes any additional work potential email subscribers may have to do to sign up for your communications.

DATA COLLECTION, CONSENT, AND THE GENERAL DATA PROTECTION REGULATION (GDPR)

Be sure to follow data collection best practices when collecting any information for your subscriber list. For an introduction to the latest regulation and to learn more about how your gallery can stay compliant, read this [resource](#) on GDPR.

Segmentation

When you consider the fact that [segmented campaigns receive 14.64% more opens and 59.99% more clicks than non-segmented campaigns](#), it's hard to overlook the role segmentation plays in developing an optimized email strategy. Segmentation ensures that the right audience receives the right content at the right time. You wouldn't treat a press contact and a known collector in the same way when visiting your gallery, so don't treat them the same when communicating via email.

There are dozens of creative ways to segment your subscriber list, from geography and industry to engagement level and tracked on-site behavior. If you're new to segmentation, a great way to begin is by segmenting based on common gallery contact types: collectors and non-collectors.

COLLECTORS

Known collectors have a demonstrated interest in your gallery because they have purchased from you in the past. Once previous purchasers become email subscribers, they are more likely to be engaged with your content and, most importantly, may purchase again.

Potential collectors are those who have shown interest in your gallery's available artworks but haven't purchased anything yet. Perhaps they've visited your booth at a fair or attended

a special event at your gallery. These email subscribers have the highest potential for conversion and should be a top priority. Sending them content to better understand your brand, through a newsletter, is a great next step.

NON-COLLECTORS

Press contacts, while not collectors, are some of the most important contacts as they help tell your story to a wider audience. It's best to send press contacts timely, factual information about the latest happenings and events at your gallery rather than information on purchasing.

Email Service Provider (ESP)

Before you can reap the rewards of all email marketing can offer, you're faced with a critical (and sometimes daunting) choice. Which of the dozens of email marketing platforms should you use for your gallery? To help with that decision, start by familiarizing yourself with the basic functions your gallery may require.

RELIABLE INBOX DELIVERY

Certain word choices and product types can flag an email to the spam inbox in certain email clients, but your choice of email marketing platform also has an effect. Make sure to select an ESP with at least an 85% delivery success score from a [major review site](#).

VISUALLY APPEALING TEMPLATES

The importance of visually striking emails could not be more important, especially in the art industry. Depending on your team's level of technical know-how, you can choose to build email templates by importing your own HTML or choose to use ready-made templates available on the ESP. There are pros and cons to both options so prior to purchasing, request a demo or a free trial.

SEGMENTATION FUNCTIONALITY

Not all segmentation tools are created equal. The level of sophistication your gallery requires may not be initially very high, but it's important to purchase a tool that can scale

with your growing business (and growing subscriber list). At minimum, look for a tool that allows basic segmentation based on behavior and gallery-defined contact types (such as collector and non-collector).

AUTOMATIONS AND TRIGGERED EMAILS

Often, the best-timed email isn't based on a content calendar—it's based on user behavior. The most opportune time to email new subscribers is right after they've signed up since their interest in your gallery will be at its peak. At that moment, new subscribers are excited and ready to learn more about your gallery. When comparing email marketing platforms, take the automation and trigger functionality into consideration.

While you will probably start with a simple "Welcome" series, you may also want to set up a triggered email campaign to send after an email subscriber has performed certain website-based behaviors, such as purchasing works online.

PERFORMANCE ANALYTICS

Your ESP can have the most sophisticated templates and automations, but if you can't tell how well your emails are doing, it doesn't matter how many features you use. Look for easy-to-understand analytics that break down engagement metrics—such as open rates, click-through rates, bounces, and unsubscribes.

Email Service Provider (ESP)

SUPPORT

Don't forget to compare tech support. Some offer live chat and email help at any time of day, while others require you to rely on limited support hours or product documentation. Whether you're an experienced email marketer or trying it for the first time, there will be times where you'll need to speak with a support representative.

A couple of common email marketing platforms that Artsy partners use include [MailChimp](#), [Constant Contact](#), [Exhibit-E](#), or [Artlogic](#) but do engage in additional research to determine which platform best suits your business goals.

Content —

Offseason Content Examples

During the offseason, many collectors and gallery employees alike take much-deserved holidays. Any digital marketing strategy that is both easy to manage and execute with limited team members is critical during this traditionally quiet period of the year, and email marketing is just that tool. Here are a couple of examples of offseason content you can send that is both timely and easy to pull together.

FALL FAIRS PREVIEW

A preview is the perfect way to keep your audience engaged and excited for the coming months, although perhaps most appropriate in the later summer months to keep it top of mind as soon as fall fairs season begins.

SUMMER SHOW PROMOTION

Summer shows are easily marketable as a smaller, more intimate and exclusive gathering for those collectors enjoying a staycation.

DIGITAL SHOW PROMOTION

If your usual collectors are away, bring the show to them with [online-only exhibitions](#). With the rise of digital-based shows, it's no wonder that over 100 Artsy partners currently use this feature. [To learn more, explore our Gallery Partnerships.](#)

Year-Round Content Examples

For communications that apply year-round, see the following suggestions.

OFFERS

Let your gallery contacts, especially known and potential collectors, know about the latest pieces available to see in person and purchase. To keep these types of emails interesting, perhaps feature content based on themes such as works by a single artist, works of a certain color, or works that might appeal during widely-celebrated holidays.

PRESS RELEASES

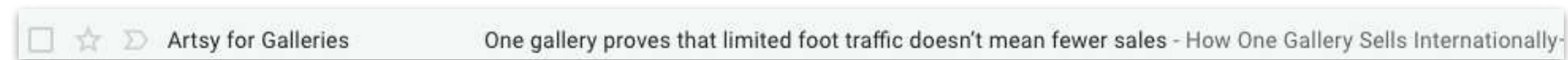
Reserve this content type specifically for your press contacts. Let journalists from small and large organizations know about the latest shows or exhibitions at your gallery, or perhaps about the newest artist you're representing. You can always include a press release on the exhibition page [if you have an Artsy profile](#).

GALLERY EVENT

This type of content is suited for every person in your subscriber list, so get the word out about your next show or artist reception.

Anatomy of a Good Email

What makes a good email...good? Take a look at the breakdown below to see which aspects will help you stand out in your subscribers' already cluttered inboxes.



FROM NAME

Make sure it's immediately clear who this email is coming from.

SUBJECT LINE

The first thing an email subscriber really sees is the subject line, and you are competing for attention, so you must quickly convey why your email is worth opening. In this case, the subject line is engaging because it clearly piques a reader's interest. The subject line wording is straightforward, intriguing, and not too long. For more information on writing compelling subject lines, [read what Artsy's team has learned from writing thousands of email subject lines.](#)

PREHEADER

This short summary follows the subject line when an email is viewed within a subscriber's inbox. Use this text as an extra opportunity to increase your open rate by giving a preview of what the email contains.

Anatomy of a Good Email

HEADLINE

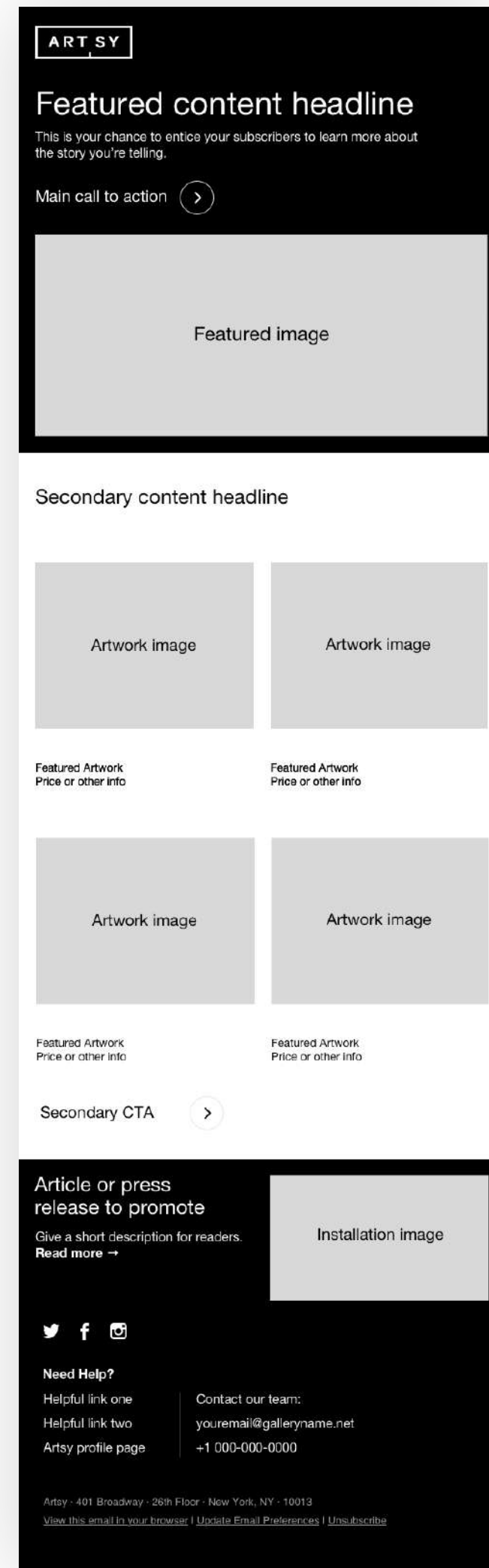
The larger font size indicates with visual cues that this piece of content is most important. Secondary headlines indicate a lower tier of importance.

IMAGES

There are six images in total to reduce the email length since long emails do not have high engagement. A logo is included at the top of ether email. And finally, every image is clickable and takes the email recipient to your gallery webpage or Artsy show page.

BONUS

This email contains individual components and is not a single image file pasted into the body of an email. Additionally, this template is mobile responsive, meaning that various components render in different sizes depending on the width of the screen an email subscriber is using. A mobile-first approach is recommended as many email recipients use their mobile devices to read the content.



EMAIL COPY AND CALL TO ACTION

The email copy is short and to the point. Succinct copy is email copywriting best practice, even for long-form content such as newsletters and press releases.

Clear main and secondary calls to action. There should be at most two CTAs. The more you ask subscribers to do, the less likely they are to do it.

STYLE

There are only two font colors, the fonts are easy to read, all fonts are identical, and bold and italicized fonts are used sparingly.

Oops! How to Deal with Email Mistakes

Whether it's misinformation, a broken link, the wrong segmented audience, or the wrong version of the email, rest assured that everyone makes mistakes from time to time. Here are a couple of ways to address the situation. And remember—email mistakes provide an extra opportunity to engage your subscribers while also showing that there are humans behind the computer screen.

ASSESS

How many emails went out? Is there time to stop the send? What was the mistake? How big was the mistake?

If it was a simple typo, that typically doesn't warrant additional action. But if your mistake rendered your campaign useless or causes great dissatisfaction, act quickly.

RESPOND

Send a follow-up email quickly and make sure the subject line indicates that a mistake has been made. Within the email text, apologize, own up to the mistake, and include the corrected information. Perhaps consider adding an exclusive offer, such as early access to an exhibition or any other incentive typically reserved for a smaller client list.

SAMPLE FOLLOW-UP EMAIL TEMPLATE

SUBJECT LINE:

Corrected [Link/Date/Location/Information]—[Original Email Subject Line]

PRE-HEADER:

BODY:

[Greeting]

You just received an email with [explain mistake], which should have [explain what the correct information is]. Our apologies for any confusion.

Here is the full corrected message below

[Original Message]

Oops! How to Deal with Email Mistakes

AVOID MISTAKES IN THE FUTURE

Don't wait until you've made a mistake to establish a quality assurance process. Before hitting send, make sure you do the following:

- Proofread
- Use spell check
- Click through every single link
- Send a few test emails to your coworkers to get more eyeballs on your work
- Never use placeholder text in the subject line or in the preheader text

Metrics for Success —

Key Performance Indicators (KPIs)

DETERMINE YOUR KEY PERFORMANCE INDICATORS (KPIs)

Before sending your next email or email campaign, stop to think about what you are hoping to accomplish. Ask yourself: What is the goal of my email marketing? Am I trying to grow my subscriber list? Do I want people to attend my gallery events? Am I trying to reach more collectors? Am I urging current collectors to purchase more pieces?

After you determine what your goals are, and you can have different goals for different emails, you'll need to figure out which analytic metrics will determine whether or not you're successful in progressing toward that goal.

COMMON KPIs

- Open Rate
- Click-Through Rate (CTR)
- Unsubscribe Rate
- Deliverability
- A/B Testing Results

Industry Benchmarks

After determining your KPIs and properly tracking and analyzing your results, it's also helpful to know what others in your industry are seeing in terms of engagement. After tracking hundreds of millions of emails delivered by its system, [MailChimp released the following email engagement averages for the Arts and Artists Industry.](#)

Open Rate	Click-Through Rate	Soft Bounce	Hard Bounce	Abuse	Unsubscribe Rate
26.03%	2.66%	0.57%	0.34%	0.012%	0.29%

Conclusion

Email marketing has the potential to be a gallery's leading source of collector engagement. After implementing this guide's suggestions, hopefully your gallery finds itself better suited to engage with and ultimately sell to collectors. As you can see, a couple of small updates, best practice implementation, and patience can make all the difference.

Want an even easier way to reach an audience of highly engaged collectors? Become a [gallery partner](#) and promote your shows and inventory to Artsy's hundreds of thousands of email subscribers.



Glossary

A/B TESTING

The act of testing one specific aspect of an email with two different variables to determine which variable successfully achieves your desired outcome. i.e. A/B testing two subject lines while keeping every other aspect of the email identical, thus determining which email subject line is best and garners more engagement.

AUTOMATION

Refers to email campaigns or individual emails that automatically send to a subscriber when that person does something to trigger these automated emails.

BODY CONTENT

The main text copy of any email.

BOUNCE

A bounce occurs when an email cannot be delivered to the designated email address.

CAMPAIGN

A coordinated group of emails scheduled to send during a specific time with a single purpose in mind, often urging an email recipient to take a certain action such as making a purchase or downloading a piece of content.

CALL TO ACTION (CTA)

An instruction urging the email recipient to take an action of some kind, such as “Read more,” “Open here,” or “Reach out to learn more.”

CLICK

A statistic that indicates an email recipient has clicked on a link within the body of your email.

DELIVERABILITY

A metric used to measure an email sender’s ability to get his or her marketing emails to arrive in the recipient’s inboxes, rather than being sent to the spam folder or being sent to inactive accounts.

EMAIL CLIENT

The program used to send, receive, and read emails. i.e. Gmail, Yahoo, Microsoft Outlook.

EMAIL SERVICE PROVIDER

The software that allows marketers to facilitate their email marketing campaigns. i.e. MailChimp, Constant Contact, Exhibit-E.

Glossary

FROM NAME

The email address and name that appears when an email recipient receives your email marketing campaigns, indicating who was the original sender of the email.

OPEN

A statistic that indicates your email has been opened.

OPEN RATE

A good indicator for engagement, measuring the percentage of emails opened in an email marketing campaign.

PREHEADER

A line of text that serves as the preview for the email content within the body. It appears after the from the name and the subject line.

SEGMENTATION

The act of organizing a group of email subscribers based on a key characteristic that better allows the email marketer to send relevant messages.

SPAM

Generally speaking, these types of emails are defined as messages sent to an email subscriber who has not solicited the communication to begin with.

SUBJECT LINE

The short line of text that appears next to the from name that indicates what the topic of the email is.

SUBSCRIBER

A person who has opted in to receive email communications from your business.

TRIGGERED EMAILS

A type of email that is sent based on the actions that an email subscriber takes, rather than being sent because it was scheduled by the email marketer. i.e. receipt confirmation after making an online purchase.

UNSUBSCRIBE

An action a subscriber can take when he or she opts out of receiving email communications from your business.

WELCOME SERIES

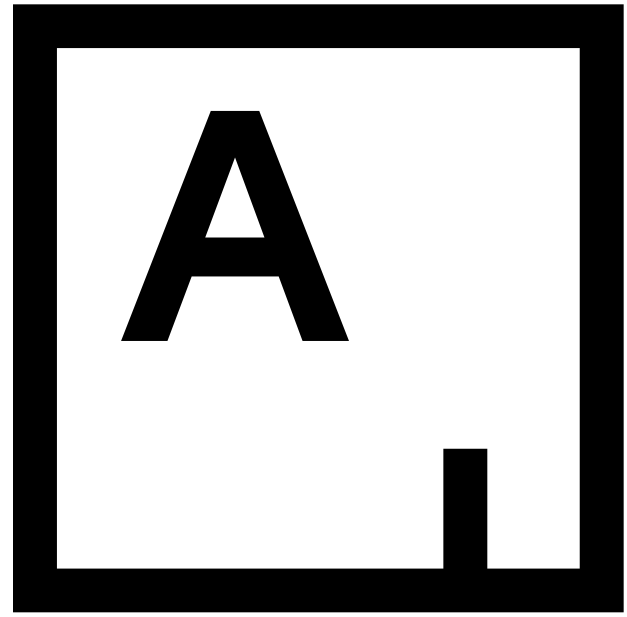
The series of emails that a subscriber receives upon first subscribing to your business' email communications.

A world map with a light gray background. Overlaid on the map are numerous purple circles of varying diameters, representing visitor locations. The largest circles are concentrated in North America, Europe, and East Asia. Smaller circles are scattered across South America, Africa, and Australia. The text and list are positioned on the left side of the map.

Grow your gallery presence on a global scale with Artsy

- Ⓢ Nearly 2.5 million visitors each month
- Ⓢ Top ranking art marketplace on Google
- Ⓢ Visitors from over 160 countries

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