

# PROMOTING YOUR ART ONLINE

Presented by: Nanette Newbry

Date: Sept. 25, 2020 | 10:00-11:00 a.m.

Location: The Lodge at Santa Fe

In this presentation you will learn:

- What are the best ways to market your work online.
- How to develop a unique brand.
- What types of websites work best for promoting your art.
- What are the costs to market online?
- How to find your audience?
- What role does social media have in promoting your work?
- How important and effective is SEO for artists?

During this talk, Nanette will provide the most effective and cost-effective ways to promote your work online. This is a very fast-paced presentation, loaded with information that you can immediately put to use. Come prepared to learn from a marketing expert in a no-nonsense way to reach your audience.



Nanette Newbry is an encaustic artist and graphic designer. For thirty years she has been the Creative Director of Comet Creative, a branding agency. Her experience in helping clients increase their market share and reputation has given her many awards and national recognition. She is the logo designer for the Encaustic Art Institute, The Museum of Encaustic Art and the masthead for the Encaustic Arts Magazine.



*The Pink Bloop*  
24 x 24 Encaustic Monotype and Collage on Panel

