



**BNS AiO**

Communication automation

The Essential Guide to

*Art Gallery  
Marketing*

## **Introduction: How do you reach patrons?**

Have an all-in-one solution

## **Part One: Bring in New Visitors**

Have an engaging website

Connect with potential visitors on social media

Offer easy signup options

## **Part Two: Personalize Your Communications**

Tailor your newsletters

Communicate personally

## **Part Three: Track the Results**

Keep an eye on reports

Use web tracking to track your engagement

Newsletter engagement

## **Conclusion**

## *Introduction: How do you reach patrons?*

With so many options for entertainment, less and less people are choosing to visit art galleries. This is resulting in a loss of revenue for art galleries, which is putting them in a precarious place.

Reasons for loss of revenue stem from cost, time and lack of engagement. In order to keep your gallery afloat, you need to boost engagement with patrons and get more visitors in to see your displays.

Obviously, current marketing strategies for art galleries are not working. Patrons and visitors now want to be personally engaged with your gallery before they ever set foot through the door. This can be done through personalized and targeted marketing.

### **Have an all-in-one solution**

BNS AIO is the ideal all-in-one communication and marketing automation platform for art galleries. It includes over 15 communication tools like email, SMS, Facebook, Twitter, customer relationship manager and many more. Anyone can use the simple drag and drop functionality of BNS AIO 360 to create sophisticated marketing campaigns. It is designed to be easy to use. You can manage all your communications from a single platform, saving time and increasing convenience.

Using the BNS AIO 360 platform, you can manage all your communication easily in one place. A multi-user account allows multiple staff members to access the same BNS AIO account with their own login. Each login has its own level of permission and access.

Within BNS AIO 360 is the BNS AIO Customer Relationship Manager (CRM). With the BNS AIO CRM you can create personalized profiles for all of your patrons and potential visitors – prioritizing their tastes. BNS AIO 360 will then take the information stored in the CRM and use it to personalize messages you send to your clients. By personalizing your marketing, you engage more with clients because they feel valued because you express an interest in their preferences and interests.



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Part One

# *Bring in new Visitors*

## *Have an engaging website*

[The National Endowment of the Arts](#) says about 75% of American adults use technology, namely electronic media, to view or listen to art. This makes online and technological marketing the perfect avenue to promote your art gallery. The best way to showcase what your gallery has to offer is to make it available online through your own website.

By doing this, you are providing patrons and potential visitors a way to view art from an authoritative voice. This is an improvement on most avenues people use to view or listen to art because you are a credible source.

## *Connect with potential visitors on social media*

Most people are on social media so it is important that you are able to communicate with them there. Spread your online reach even further by creating social media profiles for your gallery. Social media is a great place to share and promote your art. This encourages patrons and visitors to visit your page to see your content in a more relaxed environment. Marketing automation can help you make your social media profiles engaging and consistent easily.

Using the BNS AIO Facebook and Twitter apps, you can write posts in advance and schedule them to post over time automatically. This means you can create posts for all your pieces of art at once and then automation will ensure that they are posted on social media consistently. By using automation for your social media account you ensure that you have a consistent and engaging social media presence with minimal maintenance.

Images and photos are great way to improve your social media profiles because they make your profiles more visually interesting to visitors. In March 2014 [Twitter](#) released results of a study of what types of tweets were the most retweeted. Tweets with a photo were retweeted 35% more than tweets without photos. The next highest changes in retweets was tweets with videos – a difference of 28%.

It's important that you don't just add a photo for the sake of gaining retweets, especially if the image is not relevant to the tweet. But, by including photos to some of your social media posts, you will see a boost in engagement.

## ...Continued

Exclusive promotions and contests are other ways your art gallery can make the most of social media and boost engagement with patrons. By offering patron exclusive promotions on social media you provide them with the opportunity to cash in on a deal. For example, you could offer buy one, get one free admission. By doing this, you get more people into your gallery and your patrons get a deal while you still make a profit. By having this only on your social media profiles, you will increase your number of followers because more and more people will want to take advantage of the promotions you're offering.

Social media contests are also an effective way to boost patron engagement online because contests allow for direct engagement and conversation with your patrons. Post trivia questions on your social media profiles and offer the first correct respondent the chance to be entered into a draw for free admission or a prize of your choosing. Have these questions repeat for several weeks and then make the draw. By having the contest spread out over the course of a few weeks, you'll have patrons returning to your profiles to check the status of the contest.

## *Offer easy signup options*

Now that you have an engaging social media presence, it is important that you provide patrons with an easy way to receive more communications from you. There are two easy ways you can use the BNS AIO platform to give your patrons easy access to communications signup.

### *Integrated forms*

Integrated forms are great for Facebook. By including an integrated signup form on your Facebook profile, you give you patrons an easy way to sign up for your communications because the form is right there. Facebook forms are even easier for patrons to use because it the form can take some information straight from their own Facebook profiles.

### *Landing pages*

Landing pages are another option to offer to your patrons as a way to sign up for communications. By creating a landing page you can provide your patrons a specific place to sign up for your communications easily. Create a landing page in the BNS AIO platform and share the link on your social media account to gain subscribers.

On your landing page you can gather contact information, consent for communication and newsletters, and information that will help you personalize your communications. You can use the landing pages as an opportunity to ask your patrons about their favorite art pieces and styles, the period of history they are most interested in, or anything else you'd like to know. This lets you learn more about your patrons, which will help you boost engagement.

Also, make sure you ask for the dates of special occasions such as birthdays and anniversaries. This way you can send your patrons special promotions to help them celebrate. This will be further explained in the following section.



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Part two

*Personalize your  
Communications*



## *Tailor your newsletters*

Newsletters are popular form of online marketing because they allow you to get a lot of information into the hand of a lot of people quickly and easily. The problem is that a lot of newsletters go unread because they lack personalization. Patrons want to be engaged by what they receive in your newsletters.

The easiest way to do this is to use marketing automation to tailor your newsletters.

As mentioned before, you can use landing pages to gather personal information from your patrons or potential visitors. This information is automatically stored in the BNS AIO Customer Relationship Manager (CRM) in a personal profile for each contact. You can now use all the information you have gathered to personalize your newsletters automatically.

BNS AIO allows you to use Conditional Formatting in the Email app. Conditional Formatting means that, using the information from the CRM, your newsletter is tailored to appeal to each contact individually. This means that you create one newsletter but it is changed to highlight difference aspects depending on the contact's preferences. For example, if you asked who the patron's favorite artist was and your newsletter happened to have an article about that artist, BNS AIO would automatically feature that article to that patron.

Doing this will make your email newsletters much more effective and interesting for your patrons.

## *Communicate personally*

But, what if your patron never checks their email? BNS AIO provides you with the option to reach your patrons through their preferred method of communication. If your patron never checks their email but is glued to their cellphone, you can automatically send them communications via SMS instead of email. It is important that you ask your patrons what their preferred method of communication is so that you can ensure that they receive your messages.

As mentioned earlier, it is important that you know what dates are special occasions for your patrons. Most people like to go out to celebrate birthdays and anniversaries and by having that information on hand you'll know when to offer your patrons special promotions to help them celebrate their special day. By storing these dates in the BNS AIO CRM, the BNS AIO platform can send these messages automatically. Just prepare the messages and the system will take care of the rest.

Offering your patrons special promotions for special occasions boosts engagement and shows that you're interested in them outside of your marketing strategies. Plus, by offering them a free admission for their birthday you will likely get extra sales from the people that come to your art gallery with them.



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Communication automation

Part Three

# *Track the Results*

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## *Keep an eye on reports*

The best part of using an all-in-one solution like BNS AIO 360 is that you can see all the results of every campaign you have. BNS AIO provides easy-to-read reports on all campaigns and modes of communication. This data can help you see how effective different campaigns and communications are. Depending on the campaign and mode of communication, BNS AIO provides graphs and charts depicting results as well as downloadable data. This provides you with automatic analytics and the option to also do your own.

## *Use web tracking to track your engagement*

Results will show you what you need to improve when it comes to campaigns as well as on your website. Web tracking software is essential to see how your patrons are engaging with your website.

As mentioned earlier, having a website for your gallery is a great way to get information about your art into the hands of patrons and potential visitors. Improve your website and optimize your content by using web tracking software to see what aspects of your website work and which need a little work.

BNS AIO 360 provides access to BNS AIO's web tracking software, Sonar. With Sonar, you can track what your website visitors look at on an individual basis and as a whole. This means that on the whole, you can see how well your website performs and you can see what individuals look at specifically.

Being able to see what each visitor looks at individually is a great way to improve your communications when these patrons. Sonar works in conjunction with the BNS AIO CRM to keep a record of how individuals use your website. Sonar monitors what your patrons are viewing on your site and adds to their personal profile in the CRM. If an unknown user is on your site, Sonar will create an anonymous profile for them in the CRM. Then, when they become known to you, their profile will be updated with their name and contact information. This means that you have a complete record of all the interactions the patron has had. This information can be used to further personalize your communications and tailor your newsletters.

## *Newsletter engagement*

The web tracking software, Sonar, can also be used to track your newsletter engagement. Tracking your newsletter engagement has the same benefits as tracking your website engagement: you can see how your newsletter is performing as a whole and also how individuals are engaging with the newsletter.

By knowing how well your newsletter is performing, you can get an overall idea on how to improve your newsletter and optimize the content. On an individual-by-individual basis, you will be able to see which patrons are engaging with your newsletter most and offer them promotions and incentives you know they will redeem. You will also be able to see who isn't engaging with your newsletter and be able to nurture them effectively.

## *Conclusion*

The key to making potential visitors patrons and patrons into returning patrons is engagement. In today's digital age it is easy to personalize your communications, thus boost patron engagement. By using marketing automation you can make this process even easier.

BNS AIO allows you to tailor your newsletters, stay consistent on social media, offer easy signup options, track your engagement and more easily!

Take advantage of automation to save time and money on your marketing while boosting engagement and bringing more visitors to your art gallery.

*Thanks!*

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