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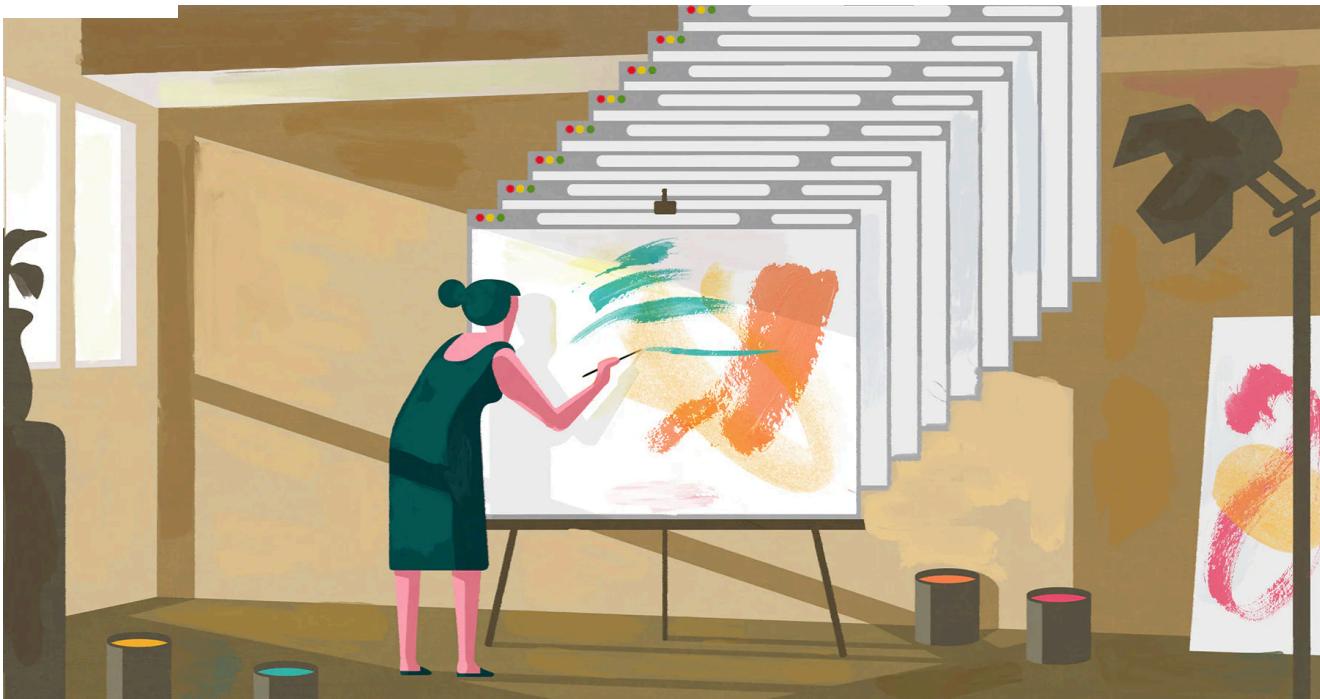
BLOG | FIND AN IDEA

## How To Sell Art Online: The Complete Guide (2026)

Learn how to sell art online and turn your passion into profit. This step-by-step guide has actionable advice from art market professionals.

by Dayna Winter

Updated on 4 Dec 2025



Making a living as an artist is about more than creating beautiful art. Often, it involves thinking like an entrepreneur: building a brand, understanding pricing, and marketing your work. But this entrepreneurial mindset can pay off: The market for emerging and independent artists has grown in recent years, even as high-end art sales have declined.

In 2024, smaller art dealers (those with annual turnover below \$250,000) experienced sales growth of 17%. Fine art auctions also saw increased demand for pieces priced below \$5,000.

Before ecommerce platforms, artists relied on third-party gallerists, retailers, and in-person markets to distribute their work. Today's creator tools allow independent artists to sell art online and own their distribution streams.

Whether you're a creator selling your own art or a curator representing other people's work, this step-by-step guide will show you how to sell art online, with practical advice from a painter and successful gallerist who've found art market success online.

## How To SELL ART Online: Smart Tips To Making MONEY As An Artist



6. [Build your brand as an artist](#)
7. [Set retail prices for your products](#)
8. [Build an ecommerce store to sell art online](#)
9. [Discover more channels for selling art](#)
10. [Sell your art offline](#)
11. [Explore gallery partnerships](#)
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13. [Package and ship your art](#)
14. [Understand plagiarism and copyright for artists](#)

In the following sections, we'll explore the basics of selling art online, covering topics for every experience level, from working with printers to [starting an online store](#) and contacting galleries.

No matter what type of art you create—original acrylic paintings, digital art prints, sculpture, or something else—this resource has actionable advice for every professional artist. Hear expert tips from gallerist Ken Harman, who runs the online print gallery [Spoke Art](#), and artist Maria Qamar, a.k.a. [Hatecopy](#). From understanding how to sell paintings online to reproducing your work as merch, these experts will walk you through every step.

### 1. Choose your business model

There are many ways to sell art online, and many artists combine multiple methods. Here are a few options to consider:

## Selling your art yourself

It's never been easier to sell directly, thanks to creator tools like [ecommerce platforms](#) that provide the resources to promote, sell, and ship your work. You can sell original art, printed reproductions, or digital artwork directly to customers through an online shop, social media platforms, or craft and art marketplaces.

## Selling through a gallery

Selling directly requires you to build an audience and market independently. A gallery can handle this for you, introducing your work to collectors and selling pieces on their website or through online marketplaces like [Artsy](#). They may also handle and ship your work at no cost to you.

Note that traditional galleries typically charge commissions of around 30% to 60%. If they represent you officially, they might also restrict your ability to sell work through other channels. That said, your gallerist will serve as your advocate, promoting your work to collectors and exhibiting it in their physical space.

Obtaining traditional gallery representation can be difficult. (We'll go into more detail on this later.) If you would like to receive some of the promotional benefits of gallery representation, consider contributing individual pieces to group shows at smaller galleries. This can get your art in a public exhibition and expose it to new audiences.

## Licensing your work

This is essentially “renting” or selling your work to brands or publications to use as they see fit. It's particularly effective for illustrators and photographers: Brands may license your illustrations for products or packaging, and media outlets might purchase rights to your photos for editorial use.

Uploading your photos to a [stock photo site](#) can increase your visibility with publishers, while sharing your illustrations on social media and art marketplaces can help brands discover your work.

## Collaborating with brands

If you're an illustrator, you might collaborate with a brand to create packaging, website designs, or products. You might also sell limited edition products featuring your designs.

Tinned fish brand **Fishwife** partnered with illustrator **Danny Miller** to create its iconic product packaging.



The screenshot shows the Fishwife website's product page for "Albacore Tuna in Spicy Olive Oil". At the top, there's a navigation bar with links for Shop, Recipes, Store Locator, Story, and Build Your Bundle. To the right are icons for search, user profile, and cart. The main product image is a stack of four cans of tuna, each featuring a unique, colorful illustration by Danny Miller. Below the image, the product title "Albacore Tuna in Spicy Olive Oil" is displayed with a 4.9 rating and 24 reviews. Two purchase options are shown: a yellow button for a "ONE-TIME PURCHASE" at \$32.00, and a white button for "SUBSCRIBE & SAVE 10%" at \$28.80. A "Subscription Details" link is available. The price for a "3 Pack" is listed as \$32.00. An "Add to Cart" button is present. A descriptive paragraph about the tuna's flavor and versatility follows. Below this, a section titled "Product Details" includes links for "Product Details + Sourcing" and "Ingredients", both with downward arrows indicating they lead to more information.

Source: [Fishwife](#)

## Curate the works of other artists

If you're not an artist but you have a great eye and a love of the art world, you can still get into the game of selling art as a curator.

Some artists may not enjoy marketing or figuring out online and shipping logistics, preferring to rely on gallerists, ecommerce curators, and retail partners to handle the business side of their practice. Partnering with them, you'll earn a percentage of each sale in exchange for your business knowledge and service.

There are several ways to collaborate with artists online: selling their originals or prints, or licensing works for merchandise or publication. You can launch an online storefront and sell curated work from artists you admire, set up a physical store, or act as an agent who connects artists with brands and negotiates contracts.

## 2. Decide what to sell

The best way to sell your art online depends on your medium, price point, and target audience. You can choose to sell your original art, reproductions, custom artworks, or a mix.

Here's what to consider:

## Original art

You can sell original art no matter your medium, whether it's sculpture, drawing, or another form. Highly textural mediums like oil painting and sculpture don't always translate well into prints, unlike two-dimensional forms such as drawings or watercolors. For these, consider focusing primarily on originals.

Note that to earn a living selling originals, you'll need to price them high enough to account for your time and materials. This means they can carry higher price tags. Consider your target audience: Can your ideal customer afford your originals? If not, you might also offer reproductions alongside your originals.

## Prints

Two-dimensional mediums like drawings, illustration, and digital art can transfer particularly well to prints. You can sell prints framed, unframed, or printed on canvas. You could print them with a print-on-demand service or create limited batches (we'll touch on the differences between these two options later).

## Digital art or digital downloads

You can create digital illustrations for sale as physical prints, but you can also offer digital art in other formats. Desktop wallpaper, templates, print-at-home art, and patterns (particularly if you're a textile artist) are just a few types of digital art you can create. Be sure your ecommerce platform lets you sell digital downloads ([Shopify](#) supports this feature).

## Custom art

This is commissioned art, or art you make to order. Your customers could be individuals seeking pet portraits or businesses commissioning murals.

## Merchandise

Merchandise (or merch) includes your art printed on hats, iPhone cases, mugs, t-shirts, enamel pins, greeting cards, stationery, and more. You can partner with a print-on-demand company to handle production and shipping.

Selling merch can widen your audience, since you'll offer products that are less expensive than originals. Take for example Indigenous artist [Patrick Hunter](#), who creates affordable reproductions of his work on goods like greeting cards and apparel.

## Collections



[Prints →](#)



[All →](#)



[Greeting Cards →](#)



[Fun Things →](#)



[Workshops →](#)



[Mugs →](#)



[Gift Cards →](#)



[Blankets →](#)

Source: [Patrick Hunter Art & Design](#)

### 3. Photograph or scan your work

Representing your products clearly and accurately is important for any online business. Without the ability to see a product in person, potential customers need to clearly understand what they're buying through detailed images.

Selling art online is no exception. “If you have a bad image of your work or the image doesn’t represent the work accurately, you’re going to have a harder time selling it,” says Ken. Even worse, you’ll be stuck dealing with unhappy customers and processing returns.

#### Photographing art to sell

Product photography for art is a little trickier than other product photography, and a basic light setup can lead to glare or color irregularities. Consider hiring a professional for larger works, or pieces with three-dimensional or glossy elements. If you’re selling merch or other products featuring your art, the general rules of ecommerce photography apply:

- Take clear shots from multiple angles, including zoomed-in shots to show texture and detail.
- Lifestyle photos (showing your product in a scene) are great for your homepage and social media, as they help show scale.

Print-on-demand services often provide mockup images you can use on your [product pages](#), either instead of or alongside your own photography.

## Scanning art to sell

For 2D works, Ken recommends scanning as an affordable and effective alternative to photography. “The most cost-effective way to do that is to get a desktop scanner and scan the work in parts and stitch it together digitally,” he says. “If you’ve got a piece with a high-gloss coating or a resin, that’s a little trickier, but for the majority of works on canvas or paper, it’s pretty easy.” In cases involving more challenging scans, check your local area for fine art printshops, which might be able to scan your work for you.



### Free Guide: DIY Product Photography

Learn how to take beautiful product photos on a budget with our free, comprehensive video guide.

[Get your free guide](#)

## 4. Find a printer to print your art

Successfully selling art prints means building a good relationship with your printer—whether that’s your home inkjet or a professional printing service. There are multiple options, from DIY to completely hands-off, to help you sell art prints and other merchandise.

## DIY printing

It's possible to start selling prints yourself with high-quality paper, ink, and an at-home printer. This method is cost-effective for emerging artists but can become unsustainable as your business grows.

"In the beginning, I would print, package, and deliver by hand every single poster that was ordered," says Maria. "At some point the volume became so much that I couldn't make time to draw. I was spending all of my days delivering and in transit."

At-home printing is usually limited to prints on paper, but some specialty home printers can handle printing on canvas paper or fabric. If you're looking for highly professional results closest to your original artwork, explore [giclee printing](#). Investing in giclee equipment can be expensive, so you might consider using local printshops that offer giclee printing.

Other types of printing to consider include woodblock, linocut, screen printing, and risograph.

## Using a print workshop

A local or online printing workshop can reproduce your work en masse, often offering bulk discounts if you're printing many copies of the same piece. This approach is ideal if your catalog is small but certain pieces sell at high volume.

With this method, you'll be responsible for packaging and shipping prints yourself. These companies typically produce high-quality prints using more advanced printers, and local shops can help you create risographs and screenprints—print types that require additional technical expertise but produce visually distinctive results.

## Print on demand

Print on demand is one of the easiest ways to sell art online, especially for merch. It eliminates the need for upfront investment in equipment or inventory, making it largely hands-off. You can integrate your print-on-demand process with your online store, automatically printing and shipping products as customers place orders.

When the number of orders exceeded her capacity to print and ship work herself, Maria upgraded to using a print-on-demand company. "All I have to do is upload and let it do the work for me," she says. "Now I can focus on actually creating art and connecting with people."

If you're on Shopify, you can choose from several [print-on-demand apps](#) that integrate seamlessly with your online store.

Request samples from the print-on-demand provider so you can inspect the colors and quality of the print. This is especially important if your partner ships items directly to your customers.

## 5. Decide how many prints to make

Reproducing art on t-shirts or mugs, or as art prints means a single work can bear fruit indefinitely—or for a limited time. There are two ways to approach selling your art as prints or merch: open edition or limited edition.

### What is open edition?

Open edition means printing and selling an unlimited number of products. With this option, you can continue to profit from a single piece of art for as long as there's demand for it.

However, the unlimited availability of your pieces may devalue your work: If your pieces are less rare, people might be less willing to pay high prices.

### What is limited edition?

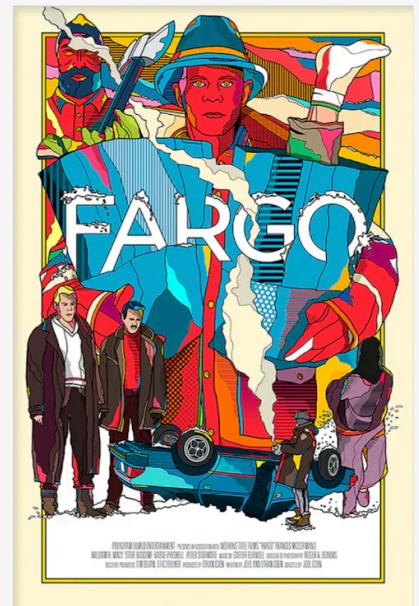
Limited edition means printing only a certain number of copies, creating scarcity. While you might sell fewer items, your product's limited availability can increase its perceived value, allowing you to charge higher prices.

Artists selling limited edition prints often number them to communicate the size of the print run and the order of each print in the production process. For example, if you're labeling the fourth print in a series of 50, you would label it 4/50.

About Blog Shop  Rewards

Spoke Art

USD \$    



**Van Orton Design - "Fargo"**

\$40.00

Pay in 2 interest-free installments of \$20.00 with [shop](#)  [Learn more](#)

     0 reviews

This purchase will earn you 200 Poster Points!

Artist: Van Orton Design  
 Title: Fargo  
 Medium: archival pigment print  
 Edition Size: 100  
 Dimensions: 16" x 24"

This work is featured in *O Coen, Where Art Thou?* on view February 3rd - 25th, 2018 at SPOKE NYC.

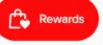
Framing: Unframed  
 Unframed

Quantity

- 1 +

[Add to cart](#) [Buy with shop !\[\]\(f476e4f97212e4d2509f3a13f80373de\_img.jpg\)](#)

More payment options



Source: [Spoke Art](#)

Spoke often opts for the limited edition strategy. “We work really hard to find things that are very special to sell. Things that are special should be treated like they’re special,” Ken says.

To minimize reselling, Spoke often restricts how many copies of certain prints customers can purchase. “Making sure that the real fans are actually the ones who are able to get the things that we sell is always a priority,” Ken says.

## 6. Build your brand as an artist

As an artist starting to learn how to sell your work, your brand may evolve organically from your art. Your chosen style and medium naturally define you and attract fans and buyers. However, actively shaping a brand identity helps ensure consistency and deepens your connection with your audience.

Because art is a personal and sometimes emotional purchase, your brand story could factor into someone’s decision to buy. Work on cementing a narrative about your work (Why is it important? Does it have a larger cultural significance?) and about yourself (Why do you create art? What led you to be an artist?).

You can showcase your brand story in multiple places, including social media content, packaging, and on an About page on your website, like this one from Australian artist [Sarah Migliacco](#).



Sarah Migliaccio



[About](#) ▾ [Originals](#) [Collections](#) [Shop](#) ▾ [Contact](#)



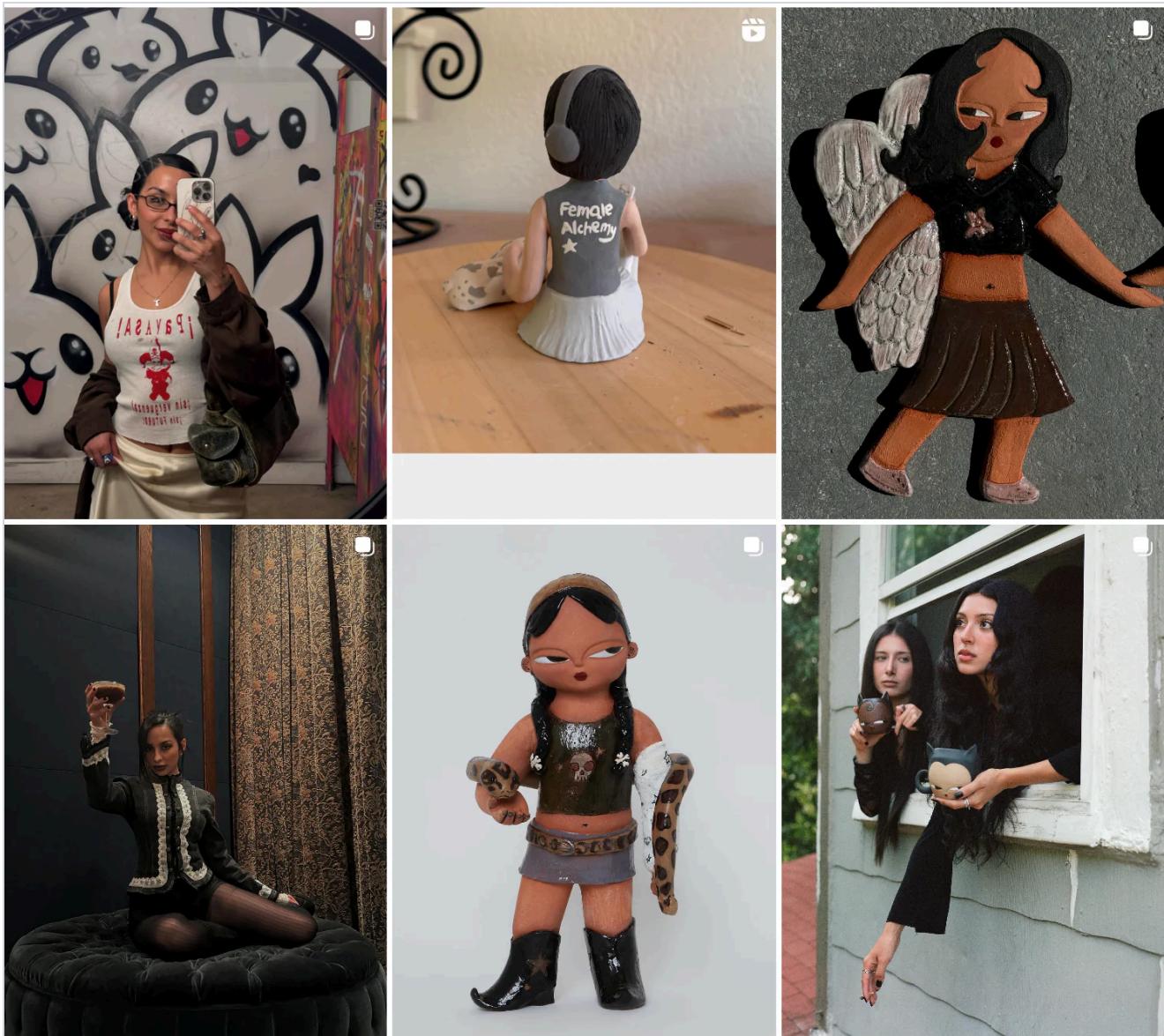
I'm an artist with an immense love of bright, joyful colour and Australian native fauna and flora.

Growing up I felt passionate about creating art. Drawing was a way of life for me and this continued into painting where I truly realised my love for colour and its magic.

I was always fascinated with the natural world. Animals held such a positive energy and curiosity for me and being the daughter of a bird lover really nurtured my fascination with them. Mum had this big 80's style print of neon parrots hanging proudly in our lounge room. I loved their confident punchy

Source: [Sarah Migliaccio](#)

Many artists build fan bases based on their online personas or personal brands. For example, Tatiana Cardona, founder of Female Alchemy, positions herself at the center of her business's social media strategy.



Source: [Instagram](#)

Building a brand requires more than creating a brand story. Answer the following questions to create a well-rounded brand:

- Do you create and sell art under your own name, a pseudonym, or a brand name?
- How will you approach brand storytelling? How much of your personal story will you share?
- Do you have a brand purpose, brand values, or a cause you want to highlight?
- Outside of the art itself, what is the visual direction of your brand identity? You might match visual branding assets like packaging and site design to the visual aesthetic of your work.
- What defines your brand voice?

- What branding assets do you need? Even without design skills or the budget to hire a graphic designer, you can generate a logo with a logo maker (like [Shopify's free one](#)) and execute [branding design](#) with free and simple tools.

The answer to these questions will help you build [brand guidelines](#) to serve as the foundation for website design, marketing materials, and beyond. If you eventually scale your business, these guidelines will help you maintain branding consistency as you delegate design and writing tasks to staff or partners.



## Free Brand Guide Template

You've built a strong brand. Keep it consistent across all your channels with our detailed brand guide template.

[Download template](#)

## 7. Set retail prices for your products

How do you sell your art online—and actually make money doing it? One of the most important steps in making a living as a working artist is accurately valuing and [pricing your products](#). Pricing art can be challenging because it doesn't always mesh neatly with typical [pricing strategies](#).

### Pricing original art

Long-term sustainability in any business requires profitability. To achieve this, you will need to price your art accordingly. If you're just starting to sell your work online and don't have a widely known name, try a simple formula:

*The cost to create the product (materials, labor, and equipment) + markup = retail price*

In cost-plus pricing, factor in the time you spent creating the art. Artists sometimes undervalue their time and work, especially when they are first starting.

However, the value of art is subjective and not necessarily dependent on concrete details like material cost or labor hours. Famous and successful artists can fetch far higher prices for a piece with similar creation costs as the work of a new artist. Research comparable artists at your career level and adjust your prices accordingly.

You can also work with gallerists, who are experts, to set a price that makes sense for you, the gallery, and the market. Note that the gallery will take a cut of the retail price when selling paintings online and offline.

## Pricing art prints to sell

You can use the same cost-plus pricing strategy to price art prints or other reproductions:

*The cost to make the print (printing cost + marketing and selling costs + additional costs like print-on-demand commissions) + markup = retail price*

Your markup may vary based on whether you sell open or limited edition prints (which are more expensive). Clearly communicate your material choices to customers to justify premium pricing.

If you choose more expensive, higher quality materials—like thick archival printing paper—your work will command higher prices. Clearly explain your material choices to customers to help them understand the value behind your pricing.

## 8. Build an ecommerce store to sell art online

The best way to sell your art online is by setting up a Shopify store. Since you've already decided what you'll sell (originals, prints, or merch), created brand guidelines, and set your pricing, you're ready to launch your ecommerce business. Now it's time to build your store.

### Choose a theme

When setting up your online art store, choose a Shopify theme that showcases your art with large images and plenty of white or negative space. Spoke Art takes this approach using a minimalist white theme so products stand out on the page.

[Home](#) / [Maryanna Holloman - "Fantastic Bandits"](#)

MARYANNA HOLLOWMAN

## Maryanna Holloman - "Fantastic Bandits"

\$20.00

Pay over time for orders over \$35.00 with [shop Pay](#) [Learn more](#)

0 reviews

This purchase will earn you 100 Poster Points!

Artist: Maryanna Holloman

Title: *Fantastic Bandits*

Medium: archival pigment print

Edition: open edition

Dimensions: 8" x 10"

Source: [Spoke Art](#)

Once you've chosen your Shopify theme, you'll add your copy and images and tweak colors and layouts to suit your brand. Shopify themes allow easy customization without coding experience, but you can adjust your theme even further by hiring a [Shopify Partner](#) for specialized design or development work.

## Create critical pages

Every ecommerce store should have a few key pages that customers expect: a homepage, contact page, [About page](#), collection pages, and [product pages](#). Some lesser known but important pages are [terms and conditions](#), FAQ, privacy policy, and [shipping and return policy](#) pages.

FREE UK SHIPPING ON ALL ART PRINTS

TRACIE ANDREWS

Abstract Prints Botanical Prints [About](#)

United States | USD \$



I'm a UK-based abstract artist creating minimal, intuitive artworks that explore colour, composition, and balance. My process blends traditional handmade elements with digital techniques, every shape and texture is crafted by hand, then brought together in Photoshop to create clean, modern pieces with an organic feel.

For me, the joy is in the process. Once a piece is complete, it becomes something open to interpretation, its meaning shaped by the viewer. My work is sold worldwide, and I've also created custom pieces for hotels, film and TV productions, and corporate spaces. Past clients include Amazon, Netflix, Apple, Ikea, Channel 4, and many more.

Source: [Tracie Andrews](#)

For artists, a gallery or portfolio page of your best work may be useful if you plan to license your work, sell through galleries, offer custom art, or attract [brand partnerships](#). This page helps prospective partners and clients understand your work at a glance.

## Add apps for art stores

The [Shopify App Store](#) is packed with apps that integrate seamlessly with your online store to solve specific pain points, add unique features, and help you run your store with less effort—so you can focus on the creative aspects of the business. Many [free apps](#) let you level up your store at no additional cost.

A few types of apps can be particularly useful for artists: Gallery apps like [POWR Photo Gallery](#) can help you create a portfolio or catalog of your work for potential gallery or brand partnerships. [Social media marketing](#) apps can help you keep your site content fresh: [Instafeed](#), for example, can pull Instagram images into a gallery on your site.

## 9. Discover more online channels for selling art

What's the best place to sell your art online? Aside from your own online store, it's anywhere your ideal customer already hangs out. If you've amassed a following on a particular social media channel, [social selling](#) could be a great place to start. If you're hoping to reach dedicated art lovers, an art marketplace.

Using an [omnichannel strategy](#) lets you access additional markets and build your personal brand while protecting your independence as a creator and small business

owner. Running your own ecommerce site lets you control the look and feel of your space and directly own the audience you build (unlike platforms like Etsy, which takes a 6.5% fee on each sale).

Here are places to sell your art, in addition to your online store:

## Craft marketplaces

You can integrate your Shopify store with online marketplaces like [Etsy](#) and Amazon Handmade using the [Shopify Marketplace Connect](#) app. This helps you reach wider audiences and sync sales.

## Art marketplaces

Other art-specific marketplaces help you reach art lovers. These platforms function as print on demand partners. Here are a few to consider:

- [Artfinder](#). Artfinder application requirements include a written personal story, images of your work, and a personal website or social media page dedicated to your work. The platform takes a 40% to 45% commission.
- [Saatchi Art](#). Any artist above 18 can sell on Saatchi Art. The platform takes a 40% commission.
- [Fine Art America](#). Anyone can sell on Fine Art America, by simply filling out a registration form. You'll pay the base price for your products, set your own markup, which is commission-free.
- [RedBubble](#). Anyone can sign up to sell their designs on RedBubble. The platform payment structure is slightly more complex: your earnings, called an "artist margin," equal the base price multiplied by your markup percentage.

## Social media platforms

Social selling channels like [Facebook & Instagram](#) integrate easily with your Shopify store. Try posting short-form videos to Instagram and [TikTok](#), and experiment with paid [Instagram ads](#) and [TikTok ads](#) to drive fans to your store.

## Online galleries and artist shops

Sell your work [wholesale](#) or consign it to other online boutiques and galleries. You can also initiate [collaborations](#) with other artists who sell artwork online. You can gain exposure to their audiences by producing collaborative work to sell and promote on both your site and theirs.

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## Reach customers everywhere they are with Shopify

Shopify comes with powerful tools that help you promote and sell products on Facebook, Instagram, TikTok, Google, and YouTube from one back office. Make sales on multiple channels and manage everything from Shopify.

[Explore Shopify's sales channels](#)

## 10. Sell your art offline



Artist Maria Qamar in her studio. Source: [Hatecopy](#).

Artists can connect with fans and reach new audiences by selling art offline. You can leverage in-person experiences to drive people back to your online store.

Because Maria frequently works in traditional mediums, the impact of the texture and scale of her work can get lost digitally. “It’s actual physical work, so when we do exhibits, you can walk into a gallery and see that I’m a real person who has technical skills and can do paintings and large scale installations,” she says.

Consider the following when selling your art offline:

- Contact galleries and curators to be included in group exhibitions. The gallery usually handles selling the work it shows (and they’ll keep a commission), but you’ll likely reach new viewers who might buy other pieces from you later.
- Research local art markets, art fairs, and craft fairs, and set up a one-time or semi-permanent booth.
- Consign or wholesale your work to art, gift, or lifestyle retail stores, or set up a small pop-up within an existing store. You might run a pop-up shop with other artists to reduce costs.
- Open your studio to the public when you launch your website, or keep consistent weekly open-studio hours to show fans your process.
- Lend or consign work for décor to retail businesses like cafés in exchange for exposure and possible sales.
- Contact interior designers who might be interested in placing your work in clients’ spaces.

## 11. Explore gallery partnerships

You can partner with galleries to sell your art if you’re not interested in handling the business side of your art practice. Partnering with galleries can help you reach new audiences, including serious art buyers and art collectors. Note that galleries may restrict you from selling work yourself or with other galleries.

Here are a few tips when building partnerships with galleries:

- Check the gallery’s social media accounts. “If you have more followers than that gallery does or that gallery doesn’t have a lot of followers, that may give you pause,” says Ken. A gallery should provide greater exposure than you can achieve yourself.
- Figure out the gallery’s preferred form of communication. For business inquiries, email is typically more professional than social media DMs. “While social media is a major focus for us, that’s just not a very professional way to come across if you’re an artist,” says Ken.
- Do your research and contact only galleries that represent work aligned with your style. “You can’t sell street art to somebody who collects impressionism,” says

Ken.

- **Choose quality over quantity.** “It’s frustrating when an artist who’s hoping to catch our attention tags us and 20 other galleries all in the same post.” Select a few top galleries you’re most interested in and reach out to each one individually.
- **Do your homework.** “Find the name of the director or the curator for the gallery,” says Ken. “Being able to personalize an email is a great first step in that process.”

## 12. Market your art brand

Many artists like Maria started on social media, growing a following before launching a store and monetizing their work. The channel where you initially gained the most traction is a natural place to focus your energy and marketing budget.

Artist [Adam Spychala](#) uses his design centered Instagram—where he has 356,000 followers—to promote his work and print shop.



didyouseeadam  
Original audio

[View profile](#)



[View more on Instagram](#)

8,620 likes

didyouseeadam

How to choose frames  
for your art, prints and paintings creating the right balance and vibe in your home.  
For more coherent look I am grouping similar frames on the gallery wall.

#gallerywall #artframe #artprint #artprintforsale #livingroominspo #interiordesign  
#howwelive #apartmenttherapy #mylivingroom #interioradvice

[View all 89 comments](#)

Add a comment...

There are several ways to market your art and drive traffic to your website or other sales channels. Try these marketing strategies for your brand:

- Buy paid advertising. Run ad campaigns on platforms like Google or Facebook.
- Use social media. Try posting tutorials, behind-the-scenes content, and sneak peeks of upcoming work on TikTok and Instagram. Posting consistently, engaging with fans and art enthusiasts, and encouraging user-generated content can help you build an online community around your brand.
- Run contests or offer exclusive discounts. Use these to help build your email list.
- Send a newsletter. This can help you maintain a consistent connection with your customers while allowing you to share longer form content about your brand and products.
- Use influencer marketing. Reach out to creators whose audience overlaps with your target audience.
- Apply search engine optimization (SEO). Learn about ecommerce SEO to help improve your store's discoverability on search engines.
- Try offline marketing. Participate in art shows and craft fairs, or work with a gallery to expand your reach to new, larger audiences.
- Use content marketing. Leverage your expertise to create longer form or educational content, and post it on a blog or YouTube channel.

Artist Segun Caezar shares behind-the-scenes content demonstrating how he creates his paintings.

The link to this photo or video may be broken, or the post may have been removed.

[Visit Instagram](#)

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## Market your business with Shopify's marketing automation tools

Shopify has everything you need to capture more leads, send email campaigns, automate key marketing moments, segment your customers, and analyze your results. Plus, it's all free for your first 10,000 emails sent per month.

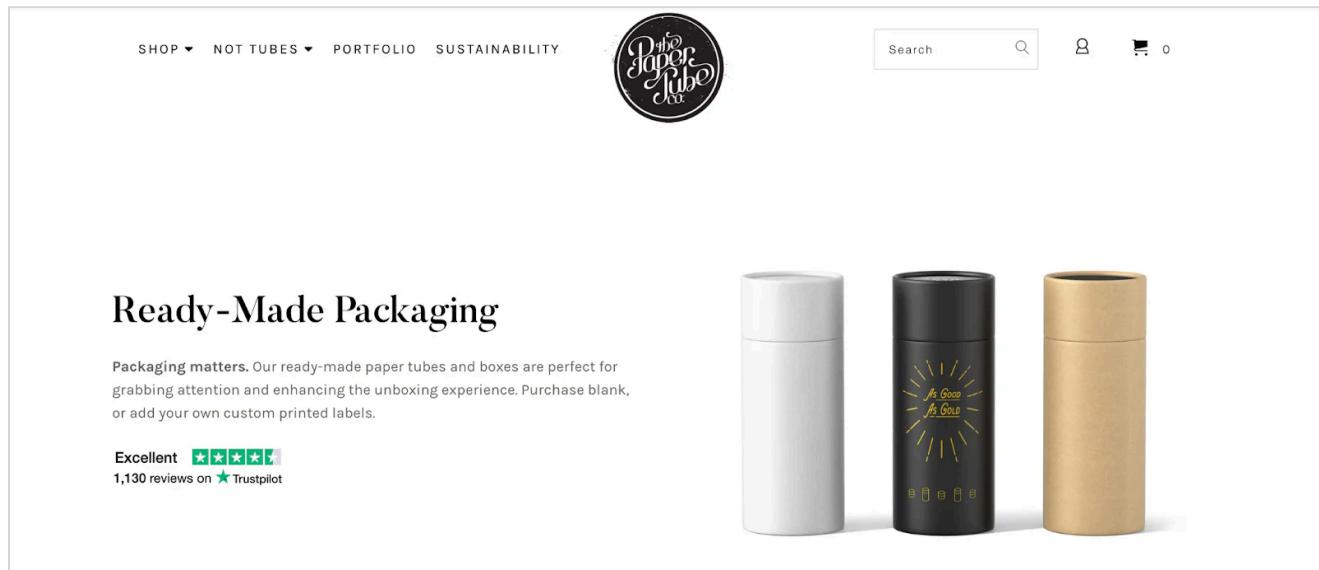
[Discover Shopify's marketing automation tools](#)

## 13. Package and ship your art

Since art is visual, every detail—including how it's packaged and shipped—matters. Delivering undamaged art is just the starting point; give your customers an unboxing experience that reflects the care and quality of your work.

Since art is often fragile (and irreplaceable), follow these guidelines for [shipping your products](#) safely.

### DIY shipping works on paper

The screenshot shows the homepage of The Paper Tube Co. The top navigation bar includes links for SHOP, NOT TUBES, PORTFOLIO, and SUSTAINABILITY. The main header features a circular logo with the text "The Paper Tube Co." Below the header, there is a section titled "Ready-Made Packaging" featuring three cylindrical paper tubes in white, black, and gold. A testimonial below the tubes reads: "Packaging matters. Our ready-made paper tubes and boxes are perfect for grabbing attention and enhancing the unboxing experience. Purchase blank, or add your own custom printed labels." A Trustpilot rating of "Excellent" with 1,130 reviews is also displayed.

The Paper Tube Co. sells stock and custom tubes that you can brand to ship your oversized art reproductions professionally. Source: [The Paper Tube Co.](#)

If you're shipping works on paper or reproductions yourself, rather than using a print-on-demand company, take extra care when packing. Larger prints and posters are best shipped in cardboard mailing tubes, and smaller prints in rigid cardboard mailing envelopes. [The Paper Tube Co.](#) sells high-end, professional-looking paper tubes that you can customize with your branding.

Use glassine (a water and grease-resistant paper) or clear cellophane sleeves to protect prints. Custom-branded packaging like tissue paper or poly envelopes that feature your branding or art can delight customers and improve their experience with your brand.

An [ecommerce platform](#) like Shopify integrates with shipping providers and apps to help you find the best shipping rates for each market and package. Determine if you will offer free shipping by rolling shipping cost into the retail price or charge a flat fee to keep shipping transparent.

## **Shipping expensive and oversized original artwork**

Framed works and canvases require additional precautions. Packaging supply shops offer materials like cardboard corners specifically sized for art.

If you're shipping original work to a gallery or art collector, there are ways to cut costs. "Sometimes what we do is unstretch a canvas, roll it in a tube, and ship it that way, which dramatically lowers the freight costs," Ken says. "Then we can have the canvas stretched locally."

For expensive works, look into using a private freight company or a carrier that specializes in art handling, despite the higher costs.

## **Shipping art directly with print on demand**

The easiest way to sell artwork online is by outsourcing printing, fulfillment, and shipping to a print-on-demand partner. These partners often have great shipping rates due to volume and partnerships with carriers, meaning you won't need to deal with storing inventory, packing it, or shipping it.

## **Shipping insurance for fine art**

Insurance is important when shipping original works, as a lost or damaged package can't be replaced. Many standard carriers offer basic insurance on most packages. Look into each carrier's specific coverage details, costs, and limitations for shipping artwork.

## **14. Understand plagiarism and copyright for artists**

Both Maria and Ken say copycats and plagiarism are an unfortunate reality of doing business. Maria took legal action only once, before shifting her perspective.

Maria sees Hatecopy's copycats as an indication that she's onto something. "It's a sign that I'm inspiring others and that what I'm doing is right, because they wouldn't copy me otherwise," she says, "I'm not offended or bothered by it anymore."

While copycats may be a reality, artists and businesses have legal recourse. Consider seeking the advice of a copyright lawyer to proactively secure intellectual property against potential infringement.

## **Start selling art online today**

For many emerging artists, the best way to learn to sell art online is simply starting with what you have. Your launch pad could be your basement or even your kitchen table. Shopify is a flexible, beginner-friendly platform that supports your business every step of the way.

[Get started](#) today or [learn more](#) about Shopify's tools for selling everywhere.

*Feature illustration by Pete Ryan*

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## Read more

- [How To Source Products To Sell Online](#)
  - [25 Best Ways to Make Money From Home in 2024](#)
  - [The Ultimate Guide To Dropshipping \(2024\)](#)
  - [How to Build a Business Website for Beginners](#)
  - [How to Start a Dropshipping Business- A Complete Playbook for 2024](#)
  - [17 Ways to Get More Followers on Instagram \(2024\)](#)
  - [What is Shopify and How Does it Work?](#)
  - [How To Start Affiliate Marketing With No Money](#)
  - [How To Sell Sex Toys Online in 2024](#)
  - [Making Spirits Bright- Inside the Workshops of 7 Christmas Store Owners](#)
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## Sell art online FAQ

### **What is the best site to sell my art?**

The best way to sell art online is to build your own branded ecommerce site with a platform like Shopify. You can also sell your work on craft marketplaces like Etsy, social media platforms like Instagram and TikTok, or art marketplaces like ArtFinder and Fine Art America. Understand where your target customers like to shop to pick the right additional sales channels.

### **What steps do I need to take to sell my art online**

If you are an artist wanting to know how to sell your art online, you can get up and running in a few simple steps:

1. Pick your products.
2. Find a printer (for reproductions).
3. Build your artist brand.
4. Set up an online store.
5. Expand your reach by selling through marketplaces or online galleries.
6. Market your art business.

## **Is selling art online profitable?**

Yes, selling art online can be profitable if you're intentional about your pricing and marketing strategies. It's important to factor in all costs—such as art materials, selling fees, and marketing expenses—and set prices that include a profit margin.

## **How can a beginner sell art online?**

A beginner can start selling art online by taking these steps:

1. Pick your products.
2. Find a printer (for reproductions).
3. Build your artist brand.
4. Set up an online store.
5. Expand your reach by selling through marketplaces or online galleries.
6. Market your art business.

## **What type of art sells the most?**

The type of art that will sell the most for you will vary widely depending on your target audience. Creating lower-cost original works and prints can reach a wider audience by making your work more affordable. Selling print-on-demand merch with your artwork can also expand your customer base, since not everyone can afford originals.

## **Can you work with galleries to sell your art?**

Yes, you can work with both in-person and online galleries to sell your work. Galleries can expose your work to a large audience of potential customers and manage the marketing and business sides of your art practice. Just keep in mind that galleries often take large commissions on sales, around 30% to 60%.

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**by Dayna Winter**

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