

PP05 RJW ARTSTUFF

Web Marketing

Marketing Types Considerations

Who are RJW ARTSTUFF users?

Product: Comprising items from initial *ARTWORK* (limited edition prints & canvas art) and *ARTWEAR* (custom art printed garments - tees, hoodies & caps) categories:

Potential **RJW ARTSTUFF** B2C users could be anyone - male, female, young or old - looking for quality, original art products as a gift or to own.

- Prints & canvas have wide-range appeal across all age groups.
- Hoodies, tees and caps likely to appeal more to younger-middle age audiences.

Service: Hire, commission a custom artwork by, or discuss a collaboration with RJW; easily initiate a custom project enquiry by completing an online form on the site's Contact page/app...

- Primarily **B2C**: Focusing on small custom projects (portraits, original illustrations) for interested individuals.
- Commercial **B2B** projects not being ruled out, although not currently actively targeting this market.

Which online platforms would we find many RJW ARTSTUFF users?

The online market for custom artwork products and artist/illustrator services is vast and competitive:

- **Product:** Sites such as [Etsy](#), [Everpress](#), [Threadless](#), [Amazon](#), [eBay](#)
- **Service:** Sites such as [Fiverr](#), [Upwork](#), [Creativepool](#)

RJW ARTSTUFF will create/maintain profiles at the above sites and others - *If you can't beat 'em, join 'em!*

Would RJW ARTSTUFF users use social media?

Expect most (although not all) users will use some form of social media.

- **Which SM platforms would our users use?**

Product: The usual suspects..:

- [Facebook](#), [Instagram](#), [TikTok](#)

Service: As above, plus potentially other **art/design/portfolio-centred** SM platforms, such as:

- [Behance](#), [Dribbble](#), [Fiverr](#)

What do RJW ARTSTUFF users need?

In addition to global brand goals of fast, friendly, efficient and reliable service, through an easy to use, secure and trustworthy online portal:

Product: Access a range of good quality, original artworks and garments at affordable prices.

Service: Custom original [tradigital art](#) and artist commissions at a competitive rate.

- Could these needs be met with *useful content* and, if so, how best is it delivered?

Yes, for both **Product** and **Service** propositions, **social media posts** and **subscriber newsletters & emails**, containing content such as *store opening offers, new & existing subscriber deals, discount offers & promotions*, etc. could help meet these needs.

- Also utilise *positive customer reviews* and *previous client testimonials* to build **trustworthiness** and **authoritativeness** with the audience.

Would RJW ARTSTUFF run sales or offer discounts?

Yes, as detailed above, both **Product** and **Service** propositions would offer some form of offers: **Product** could include perpetual *new subscriber/first order discount* offers and regular *new arrival* and *stock clear* discounts, whereas **Service** offers could be less regular (after initial *signup/first job* discounts), event-driven promotions - e.g. *Valentines portrait* discounts through Dec/Jan, *offers on Christmas cards* during the run up to the *festive period* or potentially even *users' birthday offers*, if they provided a date of birth on their profile.

- How would RJW ARTSTUFF users most like to hear about these?
 - Organic social media posts on [Facebook](#), [Insta](#), [TikTok](#), etc.
 - *Email marketing* and/or a semi-regular *newsletter service*.

What are the RJW ARTSTUFF business goals?

To organically develop an online business community that support, share and hopefully invest in RJW's artistic endeavours, ultimately to be capable of sustaining his career as a full-time [tradigital artist](#). RJW understands that creating, nurturing and maintaining such a community will require patience, hard work and perseverance, and is unlikely to appear overnight - however, one always hopes for that *unexpected viral success*..!

Global Brand Goals: Fast, friendly, efficient and reliable service. Easy to use, secure and trustworthy.

Product: Good quality, great looking, well produced and finished art products. Affordability. Value for money.

Service: Reliable, quality custom art, hand produced to user specification, in a timely manner. Competitively priced.

- Which marketing strategies would offer the best way(s) to meet these goals?

Due to reasons detailed further below, **RJW ARTSTUFF** will primarily focus on **SEO, email marketing** and **organic social media marketing** through **RJW ARTSTUFF** social media channels.

Does RJW ARTSTUFF currently have an effective advertising budget?

No. Initially **RJW ARTSTUFF** plans to utilise as many **free** and **low-cost** web marketing options as resources & time allow for. As a one-man studio, generally with several projects underway at any given time, RJW rarely has the extra time required for extensive *additional content creation* at present.

Outcome: Both **Product** and **Service** propositions will rely initially on **free** and **low-cost** web marketing techniques:

- **Good SEO:** A robust initial set of *short-* and *long-tailed keywords*, which will be monitored and updated using feedback from [rankingCoach](#).

- **Semi-regular, non-spammy email marketing:**

Product and **Service: Email/newsletter** communications sent semi-regularly to subscribers, detailing current *offers, promotions* and *discounts* from across the site.

- Perpetual *new subscriber/first order discounts* for both propositions.
- Regular *new arrival* and *stock-clear* offers to keep users engaged and **product** offerings fresh.
- Seasonal/event-related promotions for **service** proposition.

- **Organic social media marketing:**

Product and **Service: Email/newsletter** marketing content, refactored and posted via **RJW ARTSTUFF** *social media channels*, in order to target and inform *non-subscribed users*.

- Development of really effective **content marketing** strategies for **RJW ARTSTUFF** is currently restricted by a lack of the necessary time and budget resources.
 - Therefore the *web marketing techniques* as detailed above will be utilised as much as possible to develop, support and enhance *customer engagement* and *loyalty*.