Artist Branding and Canva:
It Can Be Simple

Prepared for the Arden Artist Collective Retreat

Presented by Jamie Liberatore

Agenda

Who is Jamie and why should you listen to what she says?

Artist Branding: What is it and why does it matter?

Marketing: Building a strategy and a plan

It's Not Complicated: Using Canva to simplify your advertising

Jamie Liberatore

By Day: Learning Management System Administrator and Instructional Designer

By Night: Mom, wife, daughter, caregiver, dog mom, volunteer for Brandywine Hundred Fire Company, and volunteer Board Member of Jester Artspace, lead volunteer of the Marketing and Communications Committee for Jester Artspace

Before today: B.S. Digital Communications, Marketing (Minors: Art Studio, Business); involved in designing things since graduation

So what's up with that old house?

Drywall is finished. The second bathroom is started. Painting has started. Flooring is being installed at the end of the month. We are hopeful to hold a welcoming event with the community in the Spring.

Questions about
Jamie or Jester Artspace

Then we can move onto why we're really here ...

What is Branding?

A Brand is "a public image, reputation, or identity conceived of as something to be marketed or promoted" according to Merrium Webster and Branding is "the promoting of a product or service by identifying it with a particular [brand"](#).

Image: 80s Art Institute of Chicago t-shirt with facsimile signatures of many famous artists
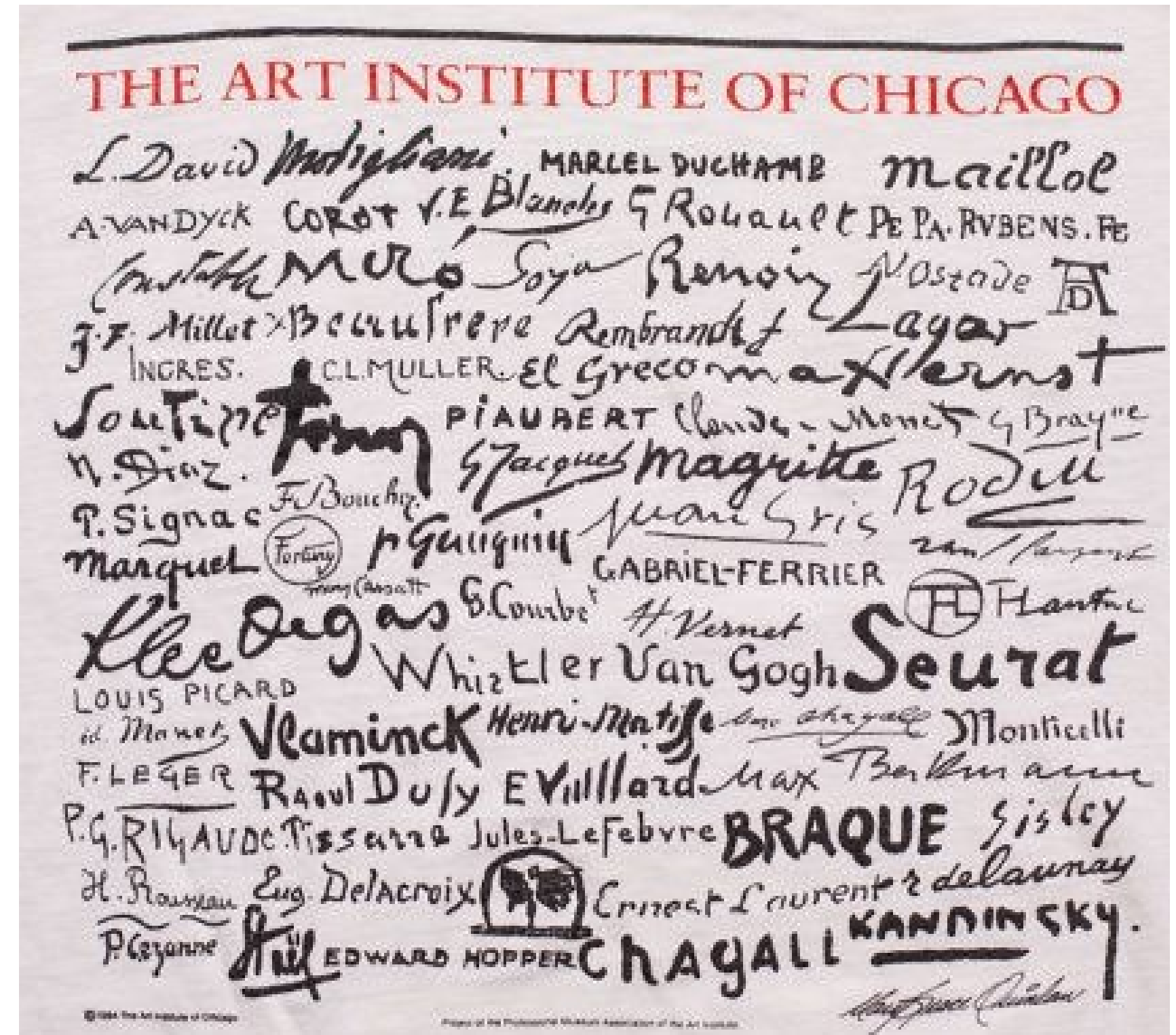
Name That Company
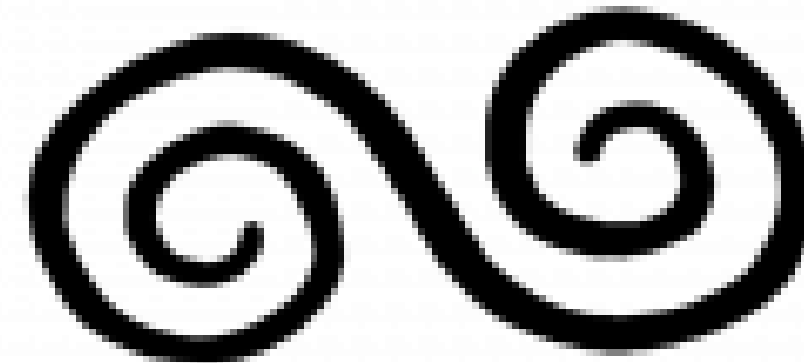
Why Should You Care?

What is the public image you have?

Is that the image you want to have?

What are the things you can do to change that image?

Branding to Change Public Image

Pieces of Branding to worry about:

- Your Artist Signature

- Colors

- Fonts

- Line spacing

- Layouts

- Image stylization

- Language choices

Branding and Marketing

How do they go together?
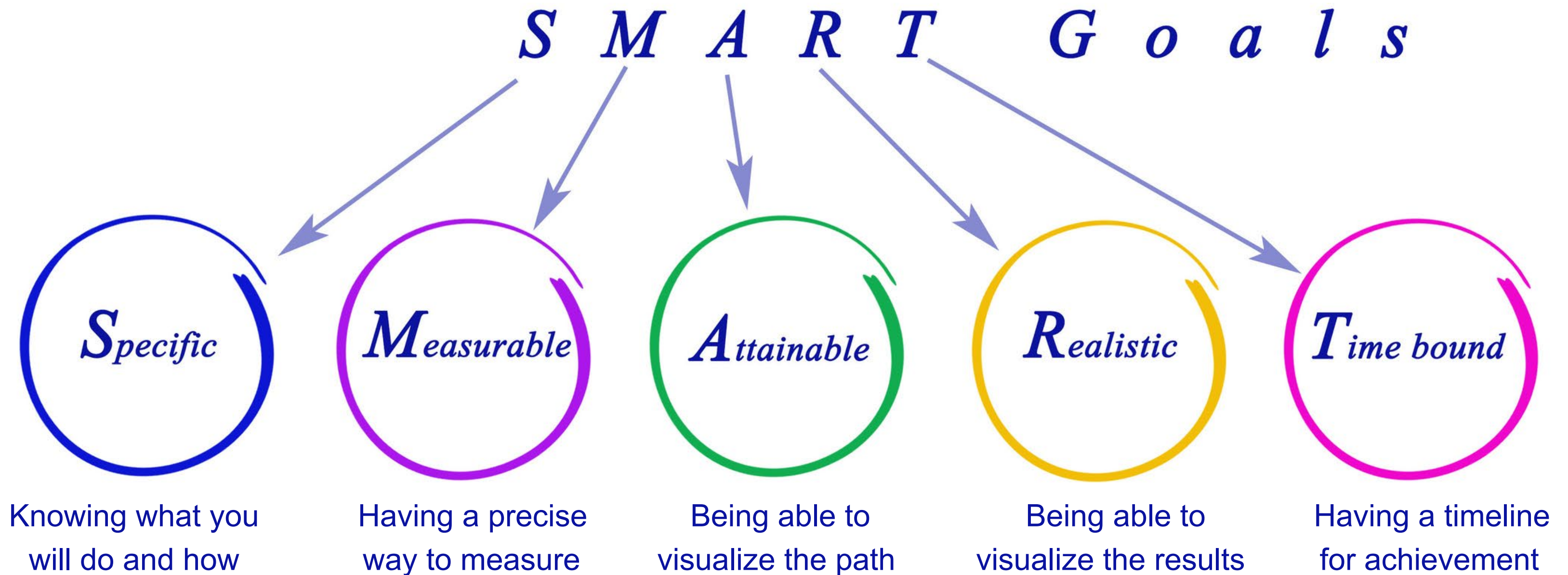
Where do you go from here?

Strategy and Plan

Marketing Strategy

There are 7 key pieces to your marketing strategy:

- Marketing Mix

- Marketing Objectives – SMART

- Marketing Budget

- Competitive Analysis

- Segmentation, targeting, and positioning

- Content Creation

- Metrics and Key Performance Indicators

Marketing SMART

S M A R T   G o a l s

Specific

Measurable

Attainable

Realistic

Time bound

Knowing what you will do and how

Having a precise way to measure

Being able to visualize the path

Being able to visualize the results

Having a timeline for achievement

Marketing Segmentation, Targeting, and Positioning

- Identify your target audience

- Target a segment of your target audience

- Position your brand alongside other brands
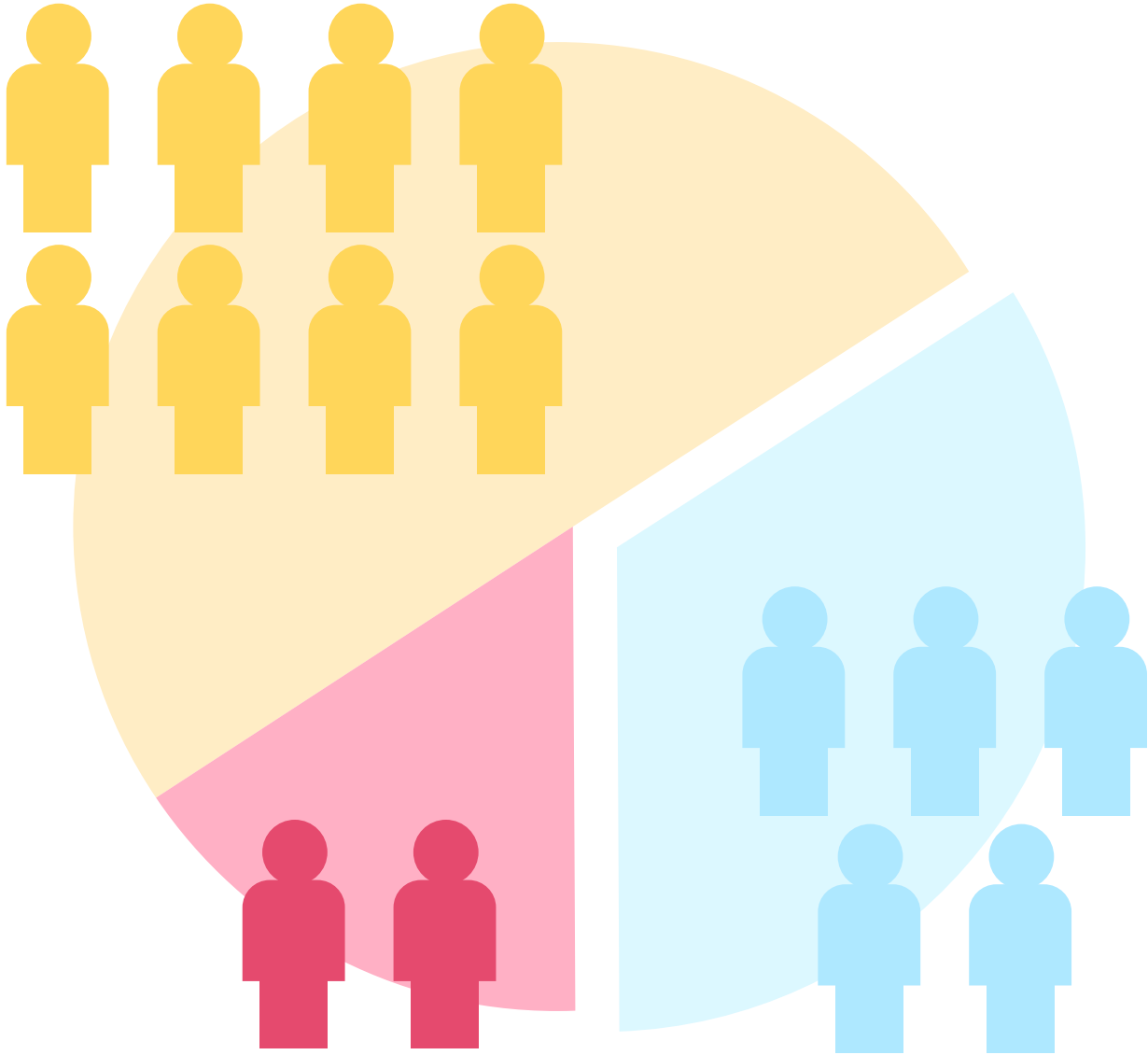
Marketing Plan

- State your business's mission

- Determine the KPIs for this mission

- Identify your buyer personas

- Describe your content initiatives and strategies

- Clearly define your plan's omissions

- Define your marketing budget

- Identify your competition

- Outline your plan's contributors and their responsibilities.

KPI Examples

- Customer Acquisition Cost (CAC)

- Lifetime Value of a Customer (LTV)

- Return on Investment (ROI)

- Return on Ad Spend (ROAS)

- Marketing Qualified Leads (MQL)

- Sales Qualified Leads (SQL)

- Follower Growth

- Conversion Rate

- Website Visitors

- Social Media Engagement

- Referral Traffic

- Net Promoter Score (NPS)

- Organic Traffic

- Event Attendance

- Customer Retention

Content Strategy

- Who will be reading your content?

- What problem are you solving for your audience?

- What makes you unique?

- What content format will you focus on?

- What channels will you publish on?

- How will you manage content creation and publication?

Tools to Help!

There are options:

- Canva (my favorite!)

- Photoshop and Illustrator

- Inkscape – good for vector drawings

- PicMonkey – edit your images, templates

- Lightroom – photo editing

- Google One – photo editing

- Microsoft Publisher – the oldie but solid choice

Why Canva?

Cloud based - it goes everywhere! It stores everything!

Extensive stock image library plus templates for everything!

If you upgrade:

Brand kit - keep colors, fonts, templates, logos, photos, and more!

AI Tools for corrections and editing

And more!

Canva Creation and Template Selection

Visual documents

Visual Suite

Docs

Presentations

Whiteboards

PDF editor

Graphs and charts

Photos and videos

Video editor

YouTube video editor

Photo editor

Photo collages

Print >

Business cards

Cards

Invitations

Mugs

T-Shirts

Hoodies

Calendars

Labels

Marketing

Logos

Posters

Flyers

Brochures

Social media

Websites

Stickers

Yard signs

QR Code Generator

Canva Stock Library

- Shapes
- Graphics
- Photos
- Videos
- Tables
- Charts
- Stickers

- Frames
- Grids
- AI image generator
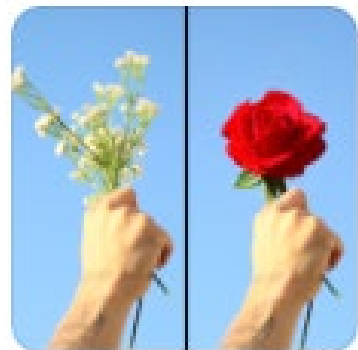
Canva Photo and Video Editing Tools
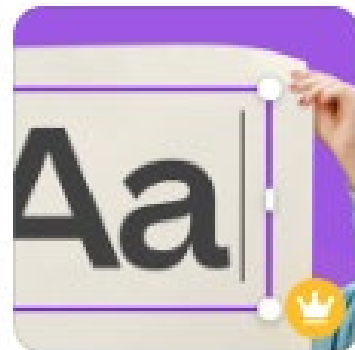

Magic Studio

BG Remover | Magic Eraser | Magic Expand
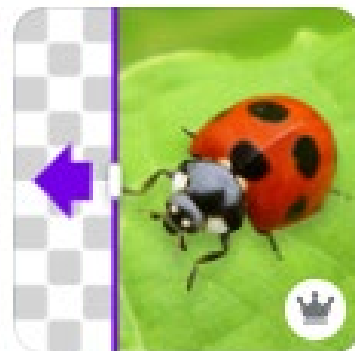
Magic Edit | Magic Grab | Grab Text

- Magic Studio
  - Background Remover
  - Magic Eraser
  - Magic Expand
  - Magic Edits
  - Magic Grab
  - Grab Text
- Filters
- Effects to add Shadow, fix focus, or blur

- Video trimming
- Video filters
- and more!

Canva Brand Kit

Logos

Colors

Fonts

Brand voice

Photos

Graphics

Icons

- Keep your logos all in one place
- Lock in your colors and fonts
- Have a consistent voiceover for video for web accessibility
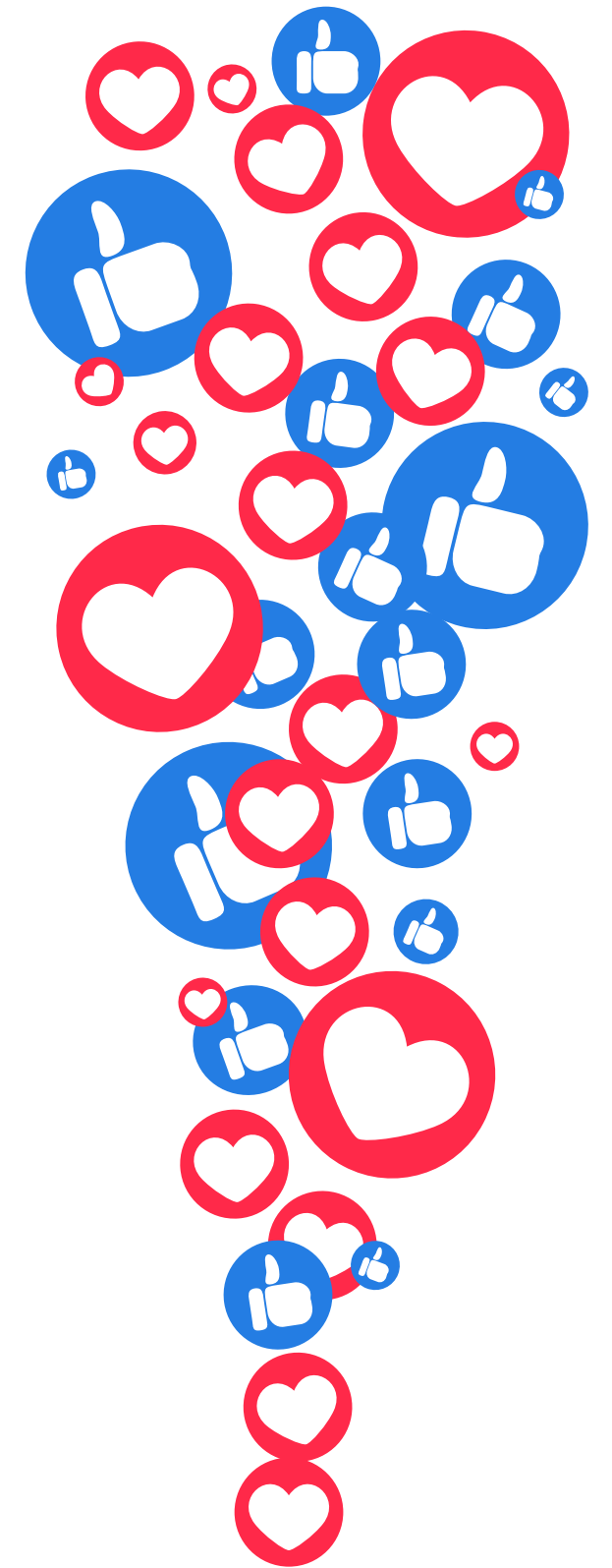- Store frequently used photos, graphics, and icons like emojis
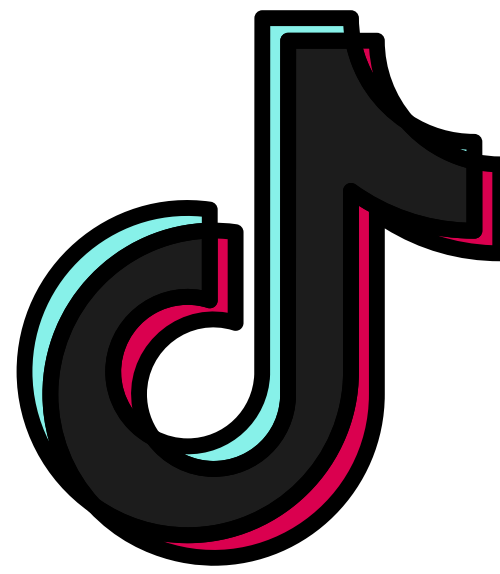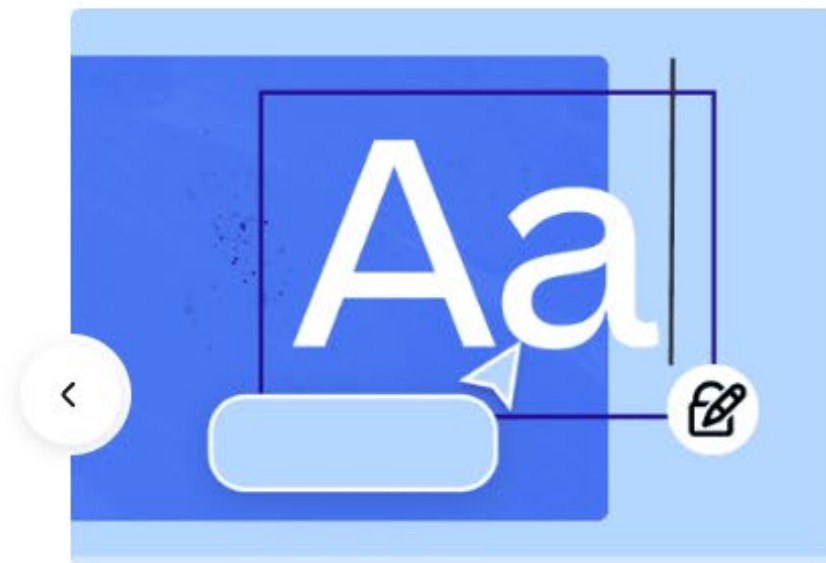
Canva Social Media Scheduling

- Post to Facebook, Instagram, TikTok, and/or LinkedIn

- Plan and schedule content in advance

- Publish directly from Canva

- Track impressions, clicks, likes, and comments with

  social media performance analytics

Canva Design School
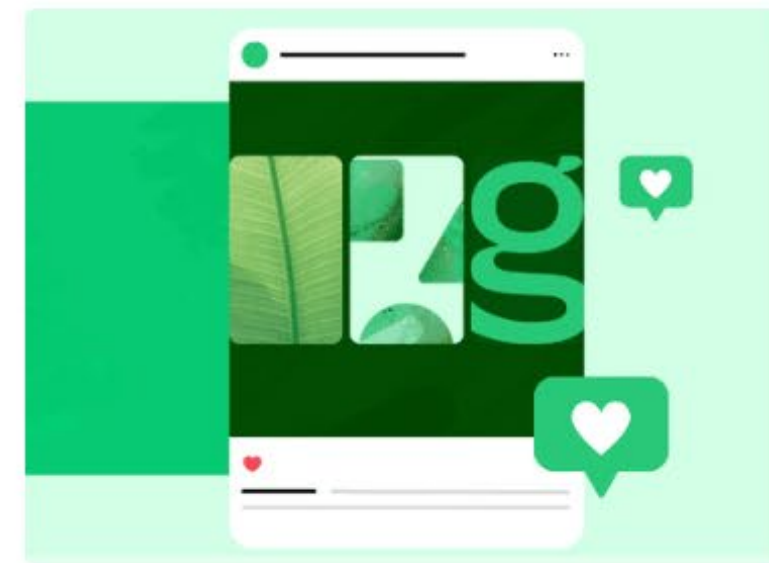
Courses

See all

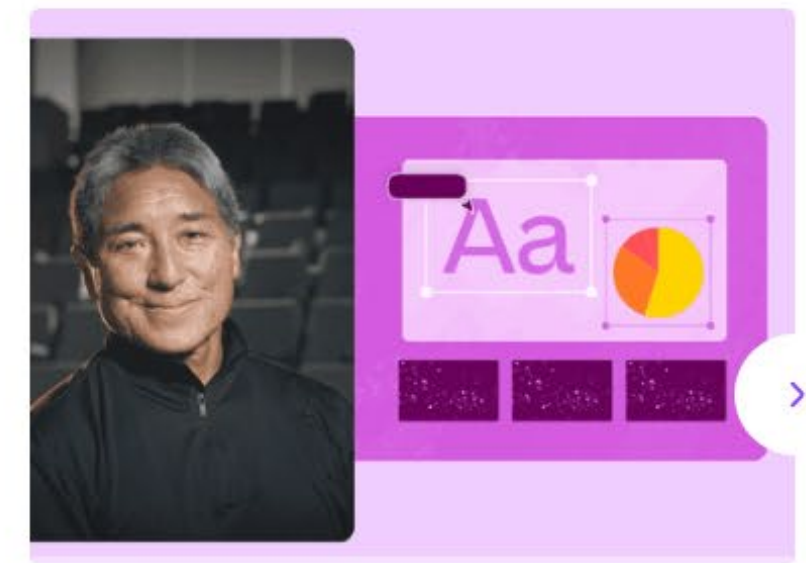### Typography & Layout
★★★★☆   10,434 students

Creating a logo
★★★★☆   18,346 students

Canva on your mobile
★★★★★   1,880 students

Presentations to impress from the experts
★★★★★   35,823 students

Tutorials

See all

New Canva Features
Unleash your creativity with Canva's latest features

Getting started with Canva
A quick overview of where to start in Canva.

Presenting with Canva
Stay organised and boost your productivity.

Canva Other Features

- Logo Maker

- Website Landing Page Designer

- Resizing options

- Translation options

- File type switch e.g. presentation to document or blog post

- Apps that help make mockups, 3D avatars, typographical editors, replicate patterns, and more

... we have more!

One Quick Point About Accessibility on the Internet

Web Content Accessibility Guidelines (WCAG) exist and defines how to make Web content more accessible to people with disabilities.

- Color vision simulator
- https://accessibleweb.com/color-contrast-checker/
- Canva has a captioning within their MurfAI app
- Image descriptions are additional text to highlight what in the image is important

Questions about anything covered?

Seriously, ask away, it's why I'm here ;)

If you come up with questions later,
email me: jamie@jesterartspace.org