

# Creative Social Media for Creative Businesses Part II



Keshet Ideas & Innovation Center  
Albuquerque, NM      May 18, 2016

**Jan Zimmerman, Author**

*Web Marketing for Dummies*

*Social Media Marketing All-in-One for Dummies*

*Facebook Marketing for Dummies*

Watermelon Mountain Web Marketing

[www.watermelonweb.com](http://www.watermelonweb.com)

[info@watermelonweb.com](mailto:info@watermelonweb.com)

4614 Sixth St. NW      Albuquerque, NM 87107      505-344-4230

# What You'll Learn Today

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- Niche social media – what they are and when to use them
- Fundraising with social media sites
- Integration with other methods of online marketing
- Marketing exercise

# New Tools, Old Rules

[www.junctionsolutions.com](http://www.junctionsolutions.com)

How well do you know your customers?



# Target Your Audience



- by interest area
- by geographical region
- by demographics
- by contextual reference
- by behavior

# Using Social Media for Niche Objectives

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- Reach a defined, well-motivated audience with targeted message
  - Volunteers
  - Donors
  - Auditions/Reviews/Gallery Owners
  - Event attendees
- Network with other art professionals

# Increase Volunteer Participation

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- Facebook
  - create organization page to connect to your organization & build loyalty
  - ask volunteers to share your posts
  - recognize and thank volunteers
  - Set up Facebook groups for each project
  - Use photos!
- LinkedIn & Meetup
  - Recruit new volunteers to an event or project

# Increase Event Attendance

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- Facebook

- Create an online invite and event signup page
- Use photos of past events to encourage attendance

- Twitter

- Buzz-building with anticipation and timeline

- Pinterest, Instagram, Snapchat

- Use videos & images of past events to build interest

# Niche Social Media: Art Blogs

myartspace-blog.blogspot.com

- Branding
- Build relationships
- Reciprocity
- Assistance

**MYARTSPACE > BLOG**

MYARTSPACE IS THE PREMIER ONLINE VENUE FOR THE CONTEMPORARY ART WORLD. THE COMMUNITY INCLUDES ESTABLISHED ARTISTS, EMERGING ARTISTS, ASPIRING ARTISTS, COLLECTORS, CURATORS, TEACHERS, GALLERIES, ART APPRECIATORS.

THURSDAY, AUGUST 19, 2010

**Superstition Aside, Art Can Be Powerful**

**MYARTSPACE . c o m**  
The premier online venue for contemporary art.

**Superstition Aside, Art Can Be Powerful**

It has been said that artists-- or at least their artwork-- have a way of bringing people together. However, the opposite can easily be said. After all, some artists make a career-- intentionally or unintentionally-- out of being forced into the role of social and

**CONTRIBUTORS**

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**LINKS**

[Google News](#)  
[Edit-Me](#)  
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# Niche Social Media: Visual Arts

www.behance.net

www.artfire.com

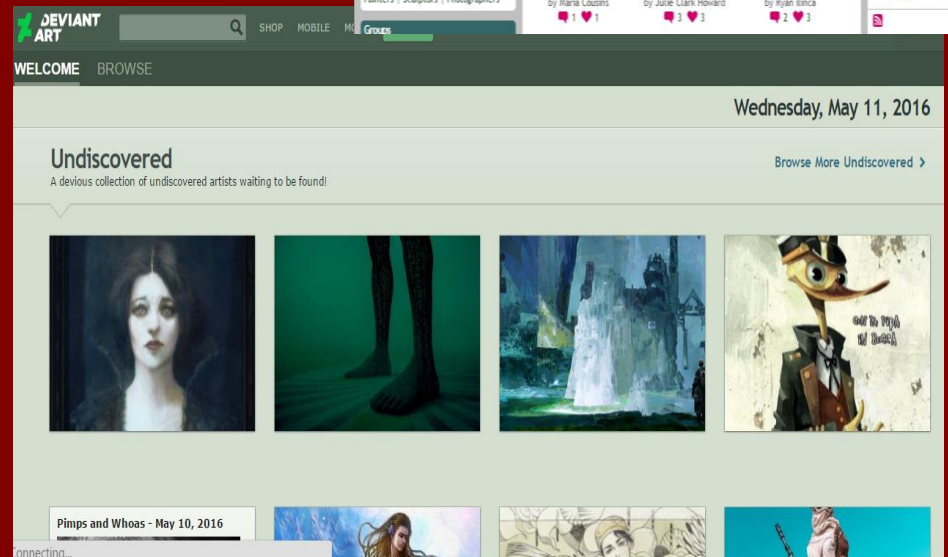
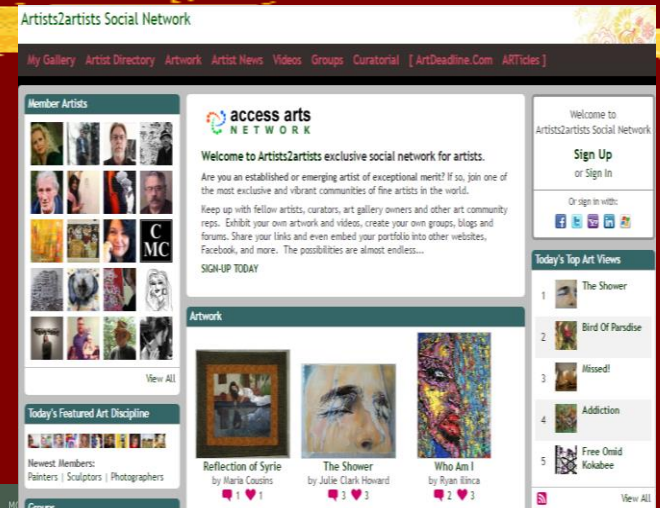
www.deviantart.com

www.artfire.com

www.imagekind.com

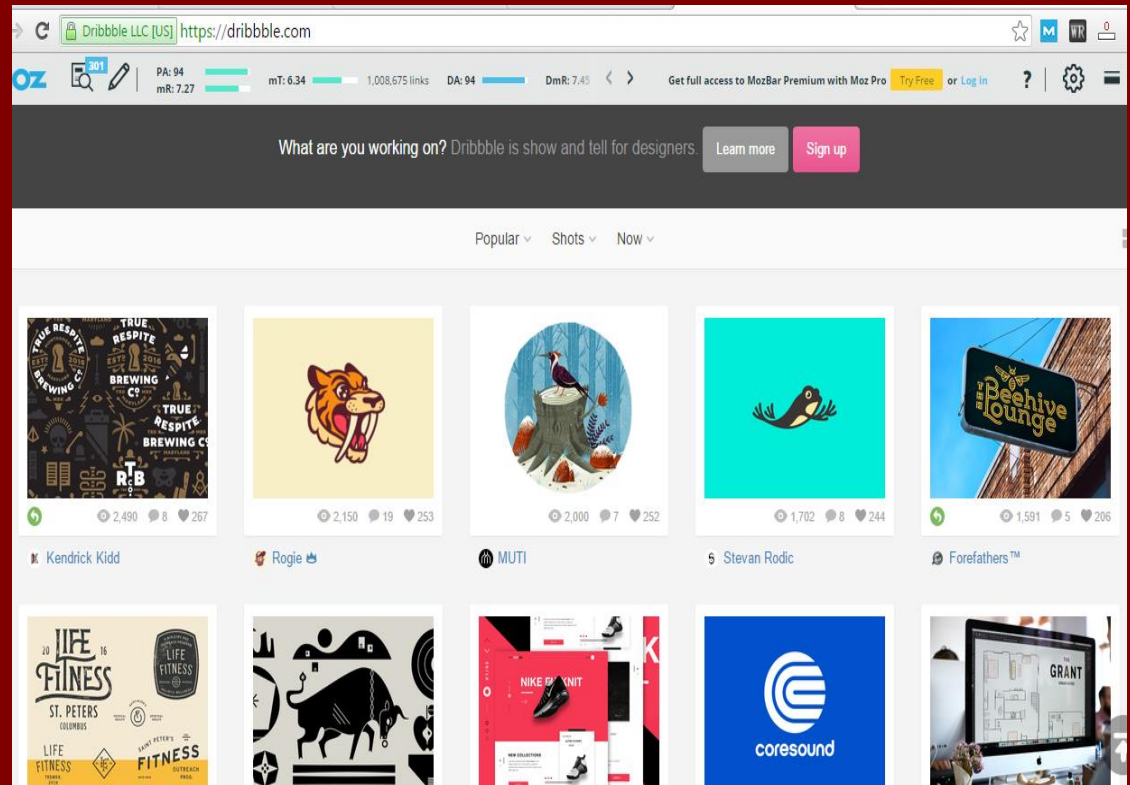
www.artpromotivate.com

www.artists2artists.net



# Niche Social Media: Design

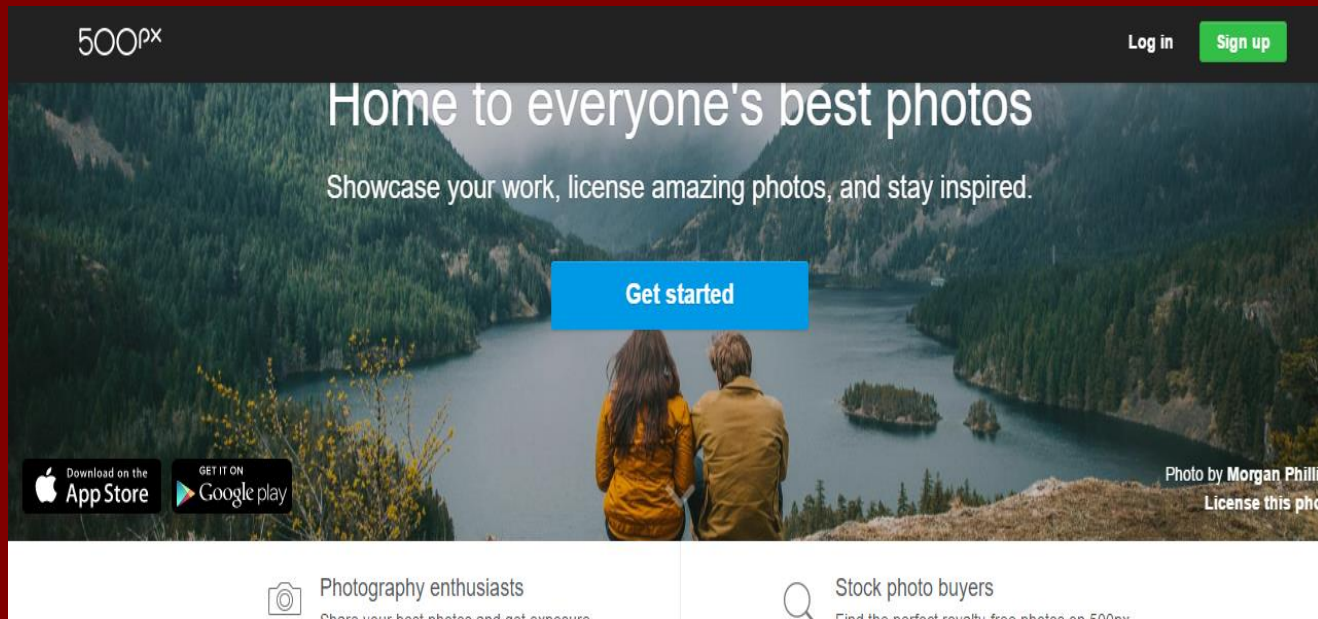
www.dribbble.com  
www.ravelry.com



# Niche Social Media: Photography

[www.500px.com](http://www.500px.com)

[www.fotolog.com](http://www.fotolog.com)



# Niche Social Media: Writing

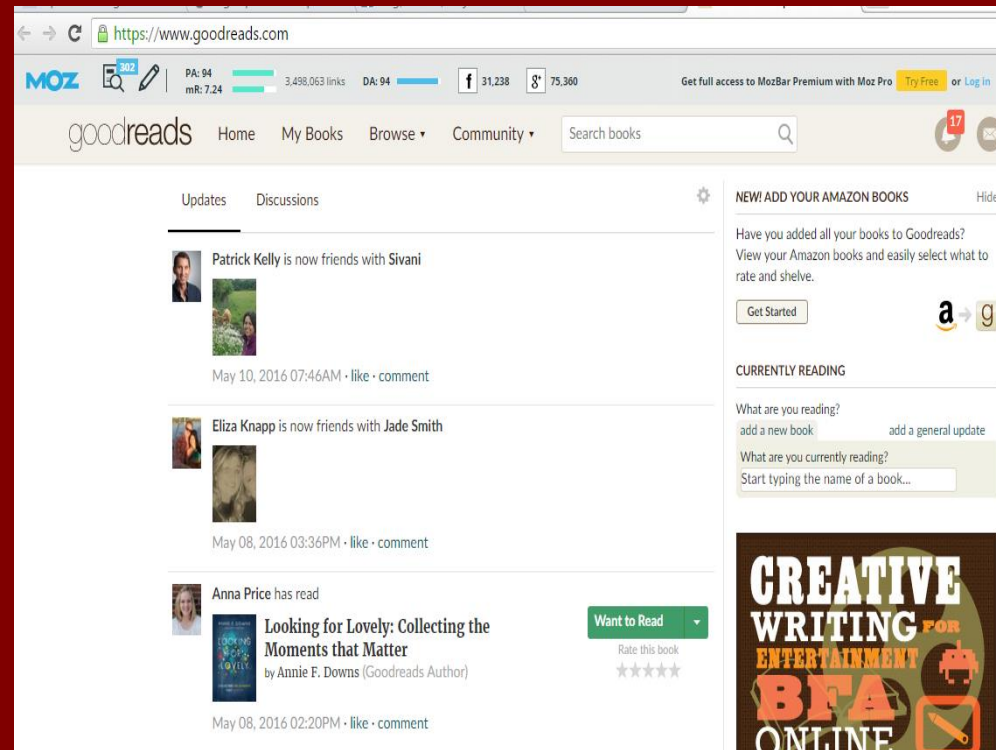
www.librarything.com

www.goodreads.com

www.book-in-a-week.com

www.writerscafe.org

www.writers-network.com

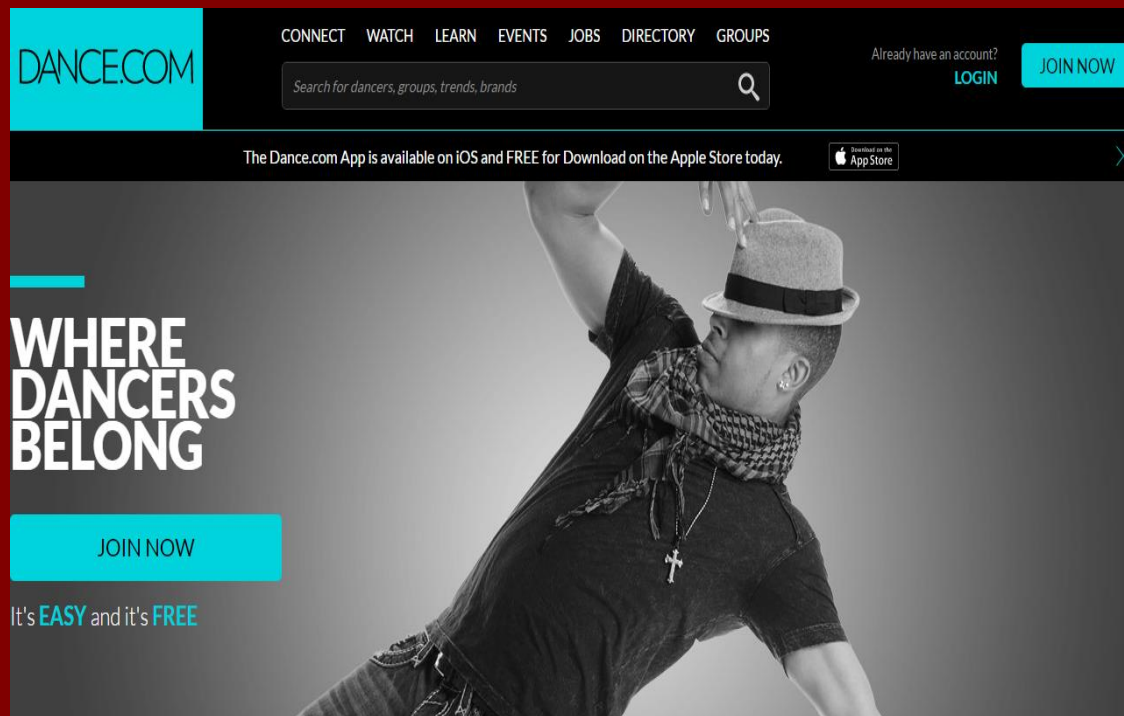


# Niche Social Media: Performing Arts

[www.dancelinked.com](http://www.dancelinked.com)

[www.dance.com](http://www.dance.com)

[www.danceera.com](http://www.danceera.com)





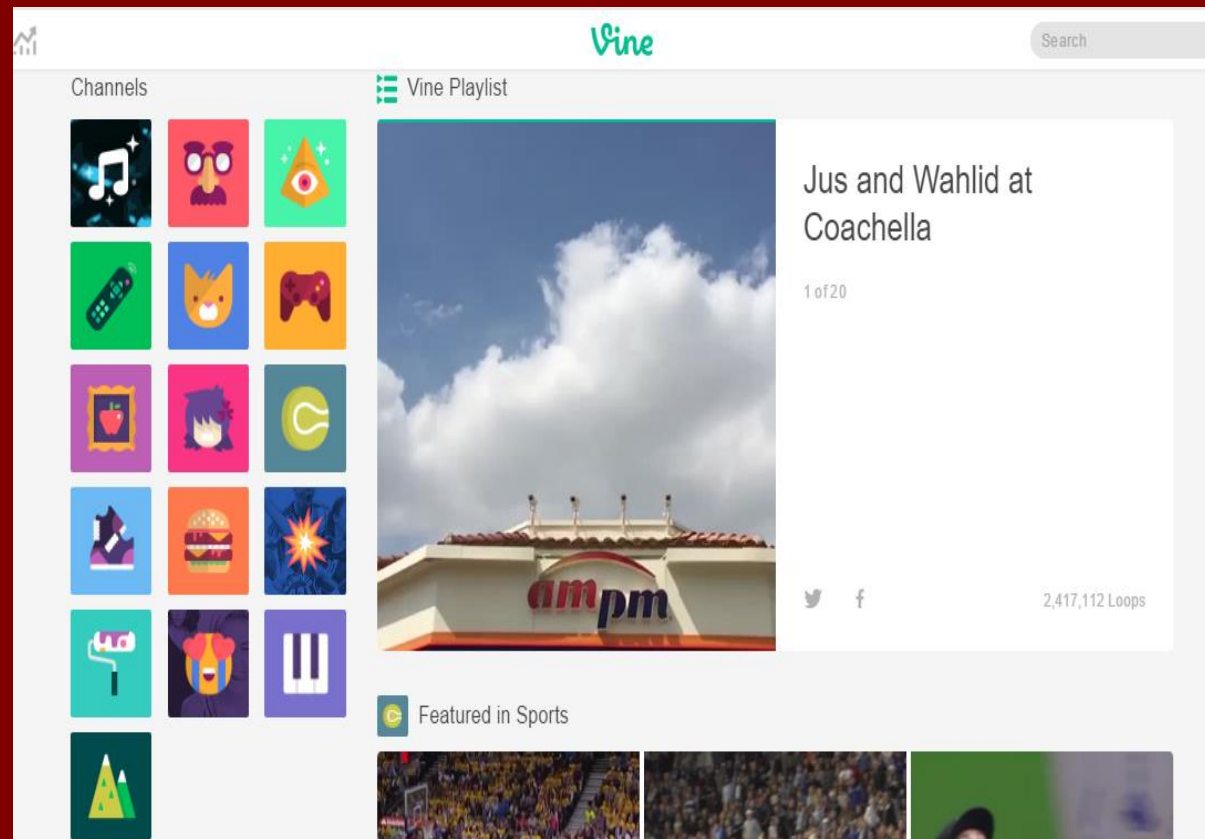
# Niche Social Media: Music

[www.vine.co](http://www.vine.co)

[www.hip-hop.net](http://www.hip-hop.net)

[www.jamendo.com](http://www.jamendo.com)

[www.singin.com](http://www.singin.com)



# Raise Funds with Social Media

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- **LinkedIn**
  - create a Company or Showcase page
  - link to your online fundraising page
  - reach out those who have viewed your profile
- **Kickstarter or other crowdfunding site**
  - Use for specific projects or campaigns
- **Facebook**
  - spotlight a new fundraiser on your page every month
  - offer 'family challenges' or 'workplace challenges' so groups of people who know each other can get involved

# Crowdfunding for Creatives: How to Choose a Site

- Ask network for suggestions and investment
- Determine how much money you need for your project
- Research platforms to determine which are good fit and have been successful for similar projects
- Choose a platform that complements your project, e.g., rewards model or equity model
- Evaluate platform costs for cost-efficacy, duration of campaign, and when you can access funds
- Check that site is easy to build and customize, with support available
- Look for opportunities to build trust & credibility



# Crowdfunding for Creatives

Site	Best For	Info
<b>Kickstarter.com</b>	artists, designers, or inventors	5% fee + 3-5% to Amazon Payments, which processes contributions. All or nothing (AON)
<b>IndieGoGo.com</b>	anyone with a idea and willing to compete	4% fee if \$ goal met; 9% if not + 2.9% fee to 3 <sup>rd</sup> party for payment. Keep it All (KIA)
<b>ArtistShare.com</b>	artists to become businesses	5% fee. KIA
<b>FanFunded.com</b>	art, literature, music, design or other creative effort	5% fee+ 3-5% for CC processing KIA
<b>Crowdfunder.com</b>	music, film, theater, arts	5.5% fees. AON
<b>GoFundMe.com</b>	creative arts, music, film	5% fee + 3% processing fee. KIA
<b>Give2Gether.com</b>	for non-profits only	Monthly license \$300-\$4500 + 2-5% fees. AON

# Kickstarter

kickstarter.com/projects/blackouttheatre/wrinkle-writing-showcase

**KICKSTARTER** Discover Start Search projects Sign up

## Wrinkle Writing Showcase

by Blackout Theatre

Home Updates **3** Backers **40** Comments **1** Albuquerque, NM Theater

**Funded!** This project was successfully funded on May 6.

**40** backers  
**\$4,000** pledged of \$4,000 goal  
**0** seconds to go

Project by **Blackout Theatre** Albuquerque, NM

**6** created · 0 backed

Has not connected Facebook

quarantineabq.com

Share **547** Tweet Embed

# Integrate with Other Methods of Online Marketing

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- Online Events Calendars
- E-Newsletters
- Online Press Releases
- Review & Testimonial Sites
- Vertical Sector and Local Directories
- Maps
- Banner Ads
- PPC Ads

# Online Calendars

[www.alibi.com/events/Arts.html](http://www.alibi.com/events/Arts.html)

**Sunday May 15, 2016**

## ARTS

**TREASURE HOUSE BOOKS** (Old Town)  
Noon Murder: A Way to Lose Weight

### EXPO NEW MEXICO

9am New Mexico Watercolor Society 2016 Spring Exhibition

### SITE SANTA FE

 (Santa Fe)

10am 20 Years/20 Shows

### SOUTH BROADWAY CULTURAL CENTER

8:30am Artists New 2 ABQ

### SANTA FE COMMUNITY COLLEGE

 (Santa Fe )

8am Arts and Design Student Exhibition

### ALBUQUERQUE MUSEUM OF ART AND HISTORY

9am Back to Life: The Community of Historic Fairview Cemetery

### EYE ON THE MOUNTAIN GALLERY

 (Santa Fe)

11am ColorScapes

### KIMO THEATRE GALLERY

11am Discern

### BACHECHI OPEN SPACE

9am Down in the Bosque

### GENUINE SOUTHWEST ART & GIFTS

9am The Essence of Color

## WORDS

## ART

**Titus Andronicus - Le Sera:** May 18, Launchpad **1 left**  
\$15 yours for \$7.50  
**The Olive Branch Bistro** **4 left**  
\$10 Vouchers yours for \$5

**High Rise:** May 13-16, **Guild Cinema** **8 left**  
\$8 Tickets yours for \$4  
**Toad Road** **9 left**  
\$30 Certificate Yours for \$15  
**Wild Moon Boutique**  
\$30 Certificate for \$15

[More offers](#)

**Submit Event**

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<	May 2016 ▾						>
S	M	T	W	T	F	S	
1	2	3	4	5	6	7	
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	
29	30	31					

**Featured**

**Most Popular**

**Newest**

**Sunday May 15, 2016**

**Feline Fiesta Cat Show** at School Arts Bldg

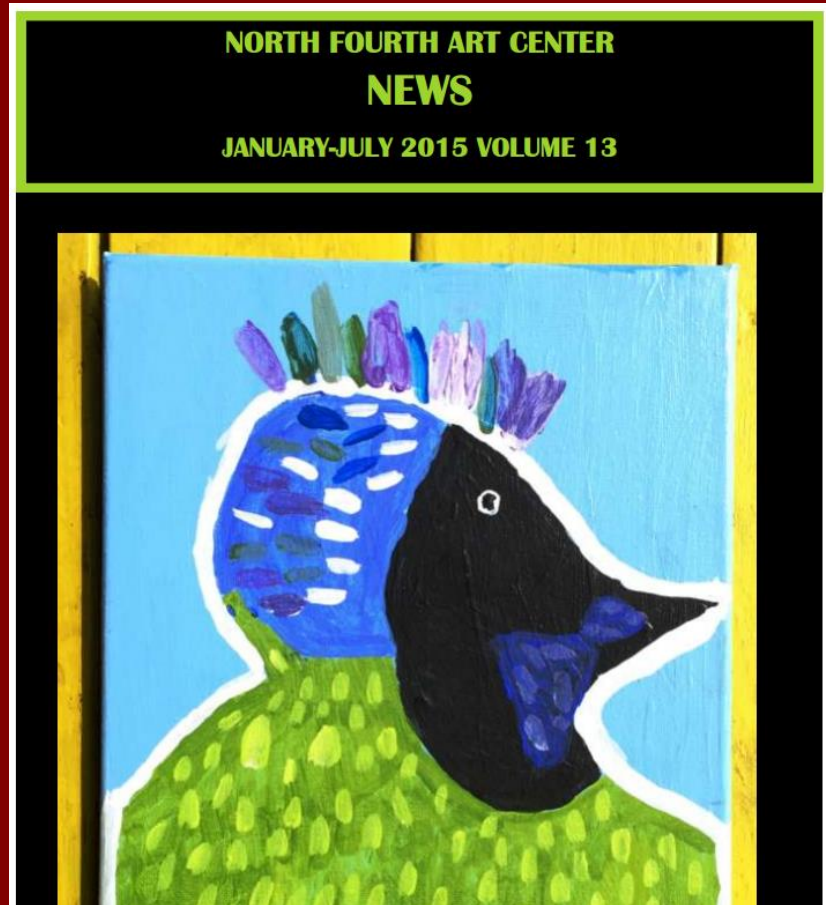
© Expo NM



**32nd Annual New Mexico Council of Car Clubs Classic Auto Show** at

# E-Newsletters

[www.vsartsmn.org/pdf/Newsletters/NorthFourthNewsletter\\_Jan-July2015.pdf](http://www.vsartsmn.org/pdf/Newsletters/NorthFourthNewsletter_Jan-July2015.pdf)



# Press Releases Online

[www.newmexicoculture.org/news/2016/whorl-tooth-sharks-swim-into-albuquerque-may-14th](http://www.newmexicoculture.org/news/2016/whorl-tooth-sharks-swim-into-albuquerque-may-14th)

[Home](#) » [Latest News](#) » Whorl-Tooth Sharks swim into Albuquerque May 14th

## Whorl-Tooth Sharks swim into Albuquerque May 14th

(Albuquerque, NM – May 6, 2016) --- Get ready for another terrific exhibition experience when the New Mexico Museum of Natural History & Science (NMMNHS) welcomes *The Buzzsaw Sharks of Long Ago* beginning Saturday, May 14 running through September 5, 2016. This major new exhibit is based on the giant prehistoric shark found in the phosphate mines of Idaho.

This unique exhibition blends science, art and humor and tracks how scientists have begun to understand the story of the big, bizarre prehistoric whorl-toothed shark (*Helicoprion*) through the sketches and musings of Alaskan artist Ray Troll.

The exhibit features a wide array of fossils of the 270-million-year-old shark, along with Troll's original artworks, life-sized sculptures of the shark bursting through the museum walls by sculptor Gary Staab, original music, a short documentary and much more. There are children's activities too, so it promises to be fun for the whole family.

The fossils are spiraling coils of razor-sharp shark teeth. Recently, here in New Mexico, a NMMNHS volunteer found part of a tooth whorl of a buzz saw shark east of Socorro in rocks of Pennsylvanian age (about 310 million years old). The partial whorl has five large, serrated teeth, and is the most complete fossil of a buzz saw shark found in NM (previously, only fragments of teeth had been collected). It belongs to the genus *Campyloprion*, also known from the American Midwest and Russia.

At the Museum on Opening Day, May 14th, visitors will be treated to a presentation by Ray Troll at 10AM, immediately followed by a book signing in the gift shop.

This exhibition is brought to NMMNHS by the Idaho Museum of Natural History.



### Contact

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# Testimonials & Review Sites

[www.writerscafe.org/writing](http://www.writerscafe.org/writing)

## Recent Reviews



### Redundant

Reviewed by [Shimmerbliss/CAF](#)  
2 Hours Ago

First off I love the illustration - perfect. Your detailed description of this old church makes me feel as if I am inside it.  
"Through the studded oak door, weathered to a silver-grey"  
.. more..



### Blood Tear

Reviewed by [Shimmerbliss/CAF](#)  
1 Hour Ago

Quite an intense read this is, my friend. I believe I may have some gooseflesh now, because it conjures up demons from my past. Not sure how you meant this to be read, but my experiences take me on ce.. more..



### Lost dog

Reviewed by [Shimmerbliss/CAF](#)  
41 Minutes Ago

This has to be one of the most touching things I have read. For you to say you are a horrible writer is wrong. This is so honest, and expresses so much about loneliness, and connection, and life. Ther.. more..



### The Hunt

Reviewed by [Dark\\_Wolf](#)  
18 Minutes Ago

I love it... Nice twist on the hunter and the hunted... The only suggestions I have is that it would be nice to have a little more background on the Hunter. Maybe a little sub-story on his origin, ra.. more..



### The Worst Case of Writer's Block you will Ever Hav.

Reviewed by [Taylor](#)  
2 Hours Ago

ed" it before. For all your thrashing about, your words

Dark Life Sad adventure death depression  
family fantasy fiction hope horror love  
mystery pain poem poetry romance  
story teen war

## Unreviewed

2x Points



### Get High Quality End Mills at the Best Prices form..

A Story by [rickymarioz1232](#)



### Medcezir 12. Bölüm..

A Story by [Dizi izle](#)



### Life Insurance Singapore ..

A Story by [Aracelle Vega](#)



### 배당률상향 << ~ >>..

A Story by [dfjgkdzgrf](#)



### Saturday Surprise - Video..

A Story by [dw817](#)

more unreviewed writing..

## Unread

2x Points

# Yellow Pages & Directories

www.beyondtaos.com/art

All about **Art** in Northern New Mexico

It's everywhere! There are seemingly limitless ways and places to take in art in Taos and its surrounding counties. From off-the-beaten-path studio tours to one-of-a-kind exhibitions, in the mountains and on the mesas, there's always something about art going on somewhere around here.

*Studio mementos from modernist painter Bea Mandelman's estate  
Photo by Paula Valentine*

HOME | MAPS | CALENDAR | NEW! | ART | STAY | EAT | PLAY | SHOP | RELAX | RELOCATE | BLOG

## Arts

T N E S W  
Filter by Region | [Show All](#)

### ARTISTS

[Gus Foster](#)  
Panoramic photography. Originals and posters.  
[VISIT SITE »](#)

[High Road Artisans Association](#)  
Our mission is to enhance the economic viability of the artists and artisans of the rural communities along the High Road to Taos in Northern New Mexico.  
[VISIT SITE »](#)

[Larry Bell Studio](#)  
Works on paper, Mirage Paintings, Sumner bronze sculpture, the Time Machine on exhibit.  
[VISIT SITE »](#)

[Mountain Mist Photography](#)  
Red River photographer's images of Northern New Mexico and the American Southwest.  
[VISIT SITE »](#)

[Ojo Sarco Pottery](#)  
The gallery and studio of clay artists Kathy Riggs and Jake Wilson. Showing clay, glass, paintings, jewelry.  
[VISIT SITE »](#)

### T SPOTLIGHT

[Couse-Sharp Historic Site](#)  
Take a free tour of the 100-year-old home and studio of two founders of the Taos Society of... [VISIT SITE »](#)

### T SPOTLIGHT

[Geraint Smith Photography](#)  
Land of Light photo workshops and personalized photo tours. Fine art prints available... [VISIT SITE »](#)

### N SPOTLIGHT

[Mountain Mist Photography](#)

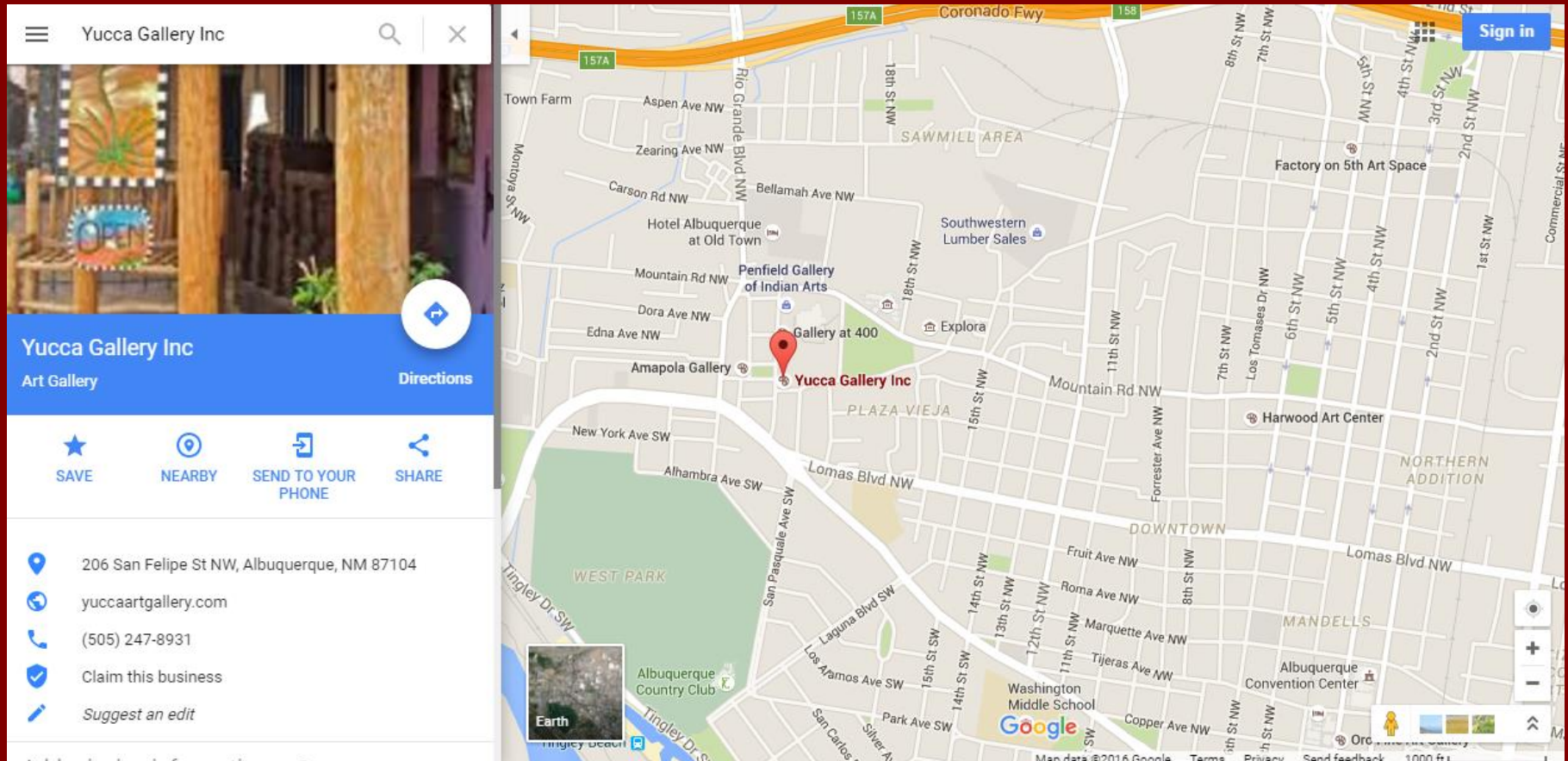
### E SPOTLIGHT

[ArtUP](#)



# Maps – Yucca Gallery

[www.google.com/maps/place/Yucca+Gallery+Inc](http://www.google.com/maps/place/Yucca+Gallery+Inc)



# Online Banner Ads

www.nmmagazine.com



This is the place: Welcome to Jemez.

## FROM THE JUNE ISSUE...



### EDITOR'S LETTER

Editor's Letter | June  
SOMETHING IN THE WATER [\(more\)](#)

## Storytellers

### STORYTELLERS / JUNE

Storytellers  
STEFAN WACHS, BARBARA NORRIS, ELLEN  
BERKOVITCH, DOUGLAS MERRIAM [\(more\)](#)



### GO.SEE.DO/JUNE

EVENTS THIS MONTH:  
Go rockabilly in Tucuman, indulge your Americana roots at the Albuquerque Folk Festival, cruise Aztec's classic-car show, and experience Angel Fire the two-wheeled way. [\(more\)](#)



### FEATURES

10 BEST (family) CAMPING SPOTS  
Whatever inspires you to ditch the comforts of home for the great outdoors, New Mexico's got it in spades. [\(more\)](#)



### FEATURES

Shake, Rattle & Hum  
With big summer festivals, concerts by national headliners, and a vibrant local scene, Taos is making noise a music town. [\(more\)](#)

THIS IS TRULY LAND  
TO APPRECIATE!  
Scenic 20-160 acre parcels  
...785/Per Acre...

New Mexico  
Store



Treasures  
Crafted in New Mexico

# PPC Ads

[www.google.com/search?q=new+mexico+artists+painting](http://www.google.com/search?q=new+mexico+artists+painting)

## New Mexico Artists - Medicine Man Gallery

[www.medicinemangallery.com/gallery/NewMexico](http://www.medicinemangallery.com/gallery/NewMexico) ▼

Specializing in the Taos Founders and Santa Fe School artists. Always buying Taos and Santa Fe paintings. Free Evaluation of your Taos and Santa Fe artwork.

## New Mexico Art Galleries and New Mexico Gallery Guide - Art Collecting

[art-collecting.com/galleries\\_nm.htm](http://art-collecting.com/galleries_nm.htm) ▼

New Mexico art galleries, Taos and Santa Fe art galleries, and other NM fine art ... Gallery exhibits the oil and acrylic paintings of Barbara McCauley and Alvaro ...

## New Mexico Paintings - Handmade In USA. Printed To Order

**Ad** [www.greatbigcanvas.com/New-Mexico](http://www.greatbigcanvas.com/New-Mexico) ▼

4.8 ★★★★★ rating for greatbigcanvas.com

Stunning New Mexico Paintings.

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30% Off Your Order Today - Sunset Canvas Prints

## New Mexico Art

**Ad** [www.zaplinlampert.com/](http://www.zaplinlampert.com/) ▼

Buy/Sell historical prints/painting of New Mexico and the American West

# Time to Solve a Marketing Problem







# Resources

Jan Zimmerman

Watermelon Mountain Web Marketing

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(505) 344-4230

[watermelonweb.com/resources](http://watermelonweb.com/resources)