houston arts alliance

advancing the arts in houston

A GUIDE TO MONETIZING DIGITAL ART

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APPS FOR TICKETING AND FUNDRAISING

Side Door

GoFund Me

Patreon

Digital Wallets

DIGITAL VISUAL ART

Artfixed: Sell Art Online the Ultimate Resource

ArtNet: 6 Online Platforms for Emerging Artists

Marketing Tips for Selling Art Online

Photographing Your Art

DIGITAL PERFORMANCE

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Video

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Audio

Use a Co-Host

Choosing a Platform

APPS FOR TICKETING AND FUNDRAISING

SIDE DOOR

Side Door is a platform that matches artists with hosts, builds direct connections, and simplifies the show-booking process with easy and transparent digital tools.

https://sidedooraccess.com/home

GOFUND ME

GoFundMe is the #1 leader in free online fundraising.

https://www.gofundme.com/

PATREON

On Patreon, you can let your fans become active participants in the work they love by offering them a monthly membership. You give them access to exclusive content, community, and insight into your creative process. In exchange, you get the freedom to do your best work, and the stability you need to build an independent creative career.

https://www.patreon.com/

DIGITAL WALLETS

A digital wallet (or e-wallet) is a software-based system that securely stores users' payment information and passwords for numerous payment methods and websites.

PayPal Vs. Venmo

Top 37 Electronic Wallet Apps

DIGITAL VISUAL ART

ARTFIXED: SELL ART ONLINE THE ULTIMATE RESOURCE

Depending on your art, you have a variety of choices available to you. Your craft also determines the size of the demographic you can possibly sell to. Luckily, there are quick ways to determine if there's a market for your style of art and easy ways to to sell to that market. This article covers:

- - The world's biggest platforms for selling your art (ranked)
- - Resources to help set up your site

Artfixed: Sell Art Online the Ultimate Resource

ARTNET: 6 ONLINE PLATFORMS FOR EMERGING ARTISTS

"There are more than a dozen websites that claim to offer artists the opportunity to sell their works directly to buyers (as opposed to art e-commerce sites that source the work from an intermediary, like a gallery or publisher). A lot of them look similar...and they usually profess to make art accessible to all. But, as an artist, how do you know which site is worth your time?...We've rounded up a variety of sites that promise to help artists sell their work online and pored over their offerings, terms of service, profit margins, and overall experience to help you navigate the many e-commerce outlets."

So You Want to Sell Your Art? Here Are 6 Online Platforms Looking to Help Emerging Artists Make a Buck

MARKETING TIPS FOR SELLING ART ONLINE

"To be honest, I feel like there is so much I don't know about Art marketing, but I did sell over 200 pieces, originals and prints last year and half of these were direct sales to collectors so something's working. Marketing and selling

art takes an enormous amount of time and effort...The great thing about it all is that the longer you do it the more followers and fans you will gather."

Medium: How I sold over 200 Paintings Last Year

PHOTOGRAPHING YOUR ART

"Knowing how to properly photograph your work can mean the difference between being accepted to a show, or winning the favors of an important client or gallery director. We put together a few guidelines to photographing your artwork so you can begin to photograph your artwork like a pro."

https://www.artworkarchive.com/blog/4-steps-to-photographing-your-art-like-a-professional

DIGITAL PERFORMANCE

When moving to digital performance or showcases, there are a number of factors to keep in mind. There are many small things one can do to improve the look/sound of your Live Stream or recorded activity.

Epiphan Video: How to live stream an event

INTERNET CONNECTION

- 20mbps download/10mbps upload is usually sufficient for streaming
- Hard-wire your internet: running an Ethernet cable directly from your modem will give you a stronger and more stable connection than using WiFi.
- Close applications and equipment which use a lot of bandwidth
- Be the only individual logged on using the internet

VIDEO

- Consider purchasing a webcam with higher resolution or faster frame rate than your computer's built in camera
  - o Epiphan Video: 19 Best Cameras for Live Streaming for Any Budget
- Do a test run of the room to find the "sweet spot" for both microphone & lighting.

LIGHTING

- Having a light source in front of you (front lit) will yield a much stronger picture than being lit from above or behind. Natural or "soft" light tends to enhance how you look on camera
- Use an old lamp behind the camera to illuminate your face
- Avoid harsh back-lighting from windows/lamps/screens

AUDIO

- Even an inexpensive dedicated microphone is recommended to ensure optimal audio quality
  - o E-Home Recording Studio: The Best Cheap Mics
- Dampen the echo in the room by hanging blankets on walls, using foam, or placing some pillows on the floor to absorb sound.

- An audio interface with some studio gear or a USB condenser microphone can dramatically improve the audio experience beyond your internal computer microphone
    - PCGamer: The Best Microphone for Streaming, Gaming, and Podcasting
- A smartphone with an upgraded microphone can provide a cost-effective way to go digital quickly
    - Microphone Topgear: 11 Best Smartphone Microphones of 2019

USE A CO-HOST

It can be extremely helpful to have a pal on-hand to monitor the chat thread and run some technical aspects like muting/unmuting participants or pulling in members of the audience to ask questions directly to the artist.

CHOOSING A PLATFORM

The first decision you need to make when monetizing your art is whether you will request donations or sell tickets. Depending on what you decided, it can affect the platforms and technology you use.

ZOOM

https://zoom.us/

With Zoom you can send out private invites and require a passcode to access your live stream. This could be beneficial if you are requisition payment upfront for your live stream. Zoom also allows you to see your viewers if you'd like to interact with them directly. You can also record a Zoom for use later.

ZOOM SETUP TIPS
- Enable:
    - Original Sound
    - Co-Host
- Disable
    - Automatically adjust microphone volume
    - Waiting Room
- Set Screen-Sharing set to "Host-Only"

STAGEIT

Stageit is an online performance platform that allows people to buy tickets for your concert and tip you during your concert.

What is StageIt?

How to Get Paid on StageIt

YOUTUBE

With Youtube live you can make your livestream public, private, or unlisted. You can invite people to your live stream if it is private. Live Streaming on Youtube is beneficial if you want to upload the live stream to youtube when you're done. A downside to live streaming on youtube is that in order to live stream through your phone you must have 1000+ subscribers. Anyone can live stream through their desktop .

[Epiphan video: How to Live Stream on YouTube](#)

FACEBOOK

Facebook is a favorite because it has a broad reach. Many people access Facebook by the hour and will see that you are live directly on their feed. You can also add text, emojis, or draw during your Facebook live session. This could be beneficial if you'd like to bring attention to your virtual tip jar or your personal website.

[Hubspot: How to Use Facebook Live](#)

[Facebook: How Do I Go Live on Facebook?](#)

INSTAGRAM

Like Facebook, many people login to Instagram by the hour. Also your livestream will go to the front of any of your followers story feed.

[Tech Boomers: How to Live Stream on Instagram](#)

TWITCH

While most live streams on Twitch are focused on video games, there is a growing category of Music & Performing Arts taking hold. Many artists have started using Twitch as an outlet for their creative works, and as a way to generate income from tips as well as monthly subscribers.

[Restream: How to Stream on Twitch](#)

[Twitch for Musicians](#)