

Content Strategy For Nathalie Silverentand-Houben

Team Espresso

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SECTION 1: GOALS

Business goals

- Achieve notoriety as an Artist by exposing more her content.
- Have a brand that translates her artworks.

How will content marketing help achieve these goals?

Based on survey results and research (both from technical fields, art consultancy and competitors), this content marketing strategy will help **Nathalie Silverentand-Houben** achieve her goals by explaining:

- The usage of social media to promote her artworks mostly with the help of Gen Z, and why this target audience is important.
- How to reach and use Dutch rental art agencies in her favour.
- How a solid online portfolio can help her enhancing her career as an Artist.
- How participating in art contests and fairs is important to reach her target audience and get notoriety in the industry.
- And, finally, how to reach and be part of an online gallery for free.

Content strategy assessment

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• Nathalie's artworks are always unique.• Nathalie has a lot of experience painting, which means she has a lot of technical skills and can be considered on a professional level.• Previous experience with customers.• Already on social media.	<ul style="list-style-type: none">• Not enough information on how to use social media platforms.• Until now, didn't have a brand well defined.• Having multiple art styles can make the artist not be immediately recognisable.
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Grow in social media platforms.• More opportunities to sell or rent her arts through rental art agencies.• Having multiple art styles can attract more people to commission.	<ul style="list-style-type: none">• Change in algorithm can make this strategy obsolete.• Not being able to maintain portfolio or social media for n reasons.• People don't identify with her art enough to buy it.

- Network connection with previous customers.

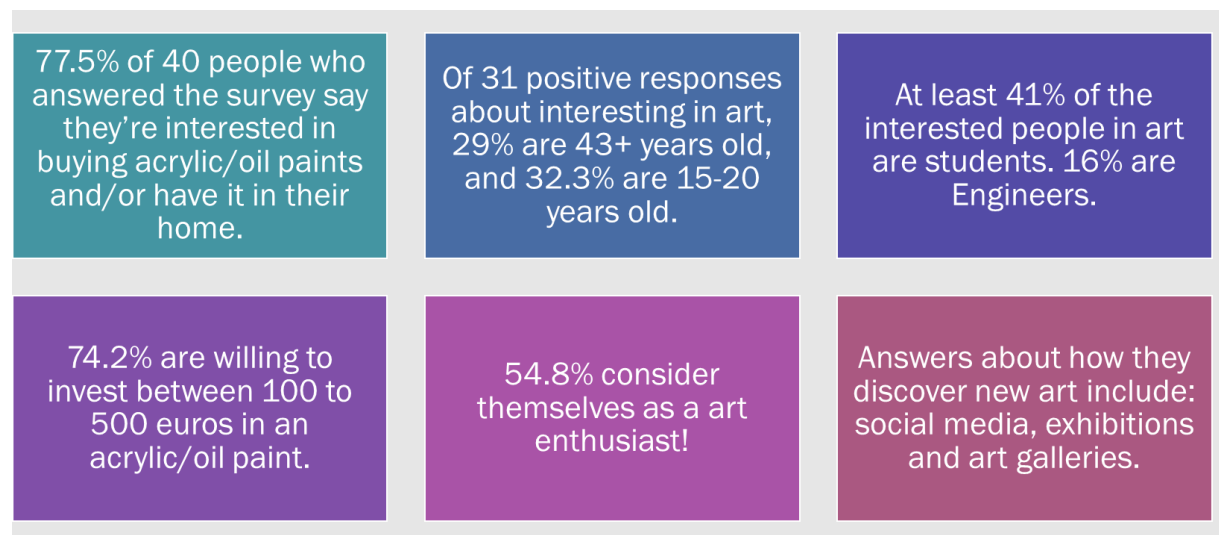
SECTION 2: TARGET AUDIENCE

Target audience research

First, it's important to mention that the painter herself didn't know anything about her target audience so far.

Nathalie has been painting for twenty years, but only recently started to dedicate more time to her art. Also, because Nathalie Silverentand is a painter of many styles and techniques, her artwork is very plural and change according to her inspirations, desires and commissions. Keeping this in mind, Group Espresso used tools as survey and research to base our arguments when defining her target audience.

Survey Results



This survey was sent to:

- Young professionals in the engineering/technology industry in the Netherlands who come across art exhibitions promoted by their own company from time to time.
- People older than 43 years who have genuine interest in art and have already bought art before.
- Young and professional artists.

- International and Dutch students at Fontys ICT.
- People older than 43 years who lives in North-Brabant area.

Survey Conclusion

According to the survey results, Nathalie Silverentand's target audience would be, in the first place, Gen Z (people from 15 to 25), and, in second place, people older than 43 years old. As an agreement between the group and stakeholders, we concluded that a survey wouldn't be enough to define her target audience, although, we should consider Gen Z for this content strategy.

Why Gen Z?

Present in economy, history, human social-behaviour and even political affairs, art has been an important tool to the society through the centuries. Nowadays, it's not at all different. In this digital era, art and artists have been experiencing many transformations, and the generation that is leading these transformations is the Gen Z (Ojedo, 2024).

Because Gen Z (born between 1997 and 2010) was born in the era of the rising of advanced technology, these group of people was basically born with tablets, internet and smartphones in their daily lives (Bennet et al., 2008; Bassiouni & Hackley, 2014; Francis & Hoefel, 2018; Dorsey & Villa, 2020). Having this in mind, it wouldn't be a surprise to relate how Gen Z is changing the way of communication between companies and consumers for the constant exposure of brand messaging (Bassiouni & Hackley, 2014).

Therefore, the way of consuming and making art also changed. As the sales of artwork online went up during the COVID-19 pandemic, social media became a bridge to bring art to its audience. Among Gen Z Instagram, Pinterest and TikTok became the preferred method of engagement for getting inspiration, buying art, or posting art contents.

Beyond that, social media now is an alternative to build portfolios or serve as digital galleries, making the artists able to show their artwork, routine and thoughts to a global audience (Ojeda, 2024).

In conclusion, when an Artist wants to get known, using tools as social media boost their engagement and expose them to their own target audience as platforms like TikTok, for example, work based on "for you" timelines using algorithms that define what the viewer is going to see.

Research on competitors

Another approach to define Nathalie's target audience is doing research on her competitors. Who are them? Where are them? How do they reach their target audience?

All Nathalie's competitors have something in common: a strong portfolio displayed in website and social media platform like Instagram. With that, is easier to find more about the artist and their work.

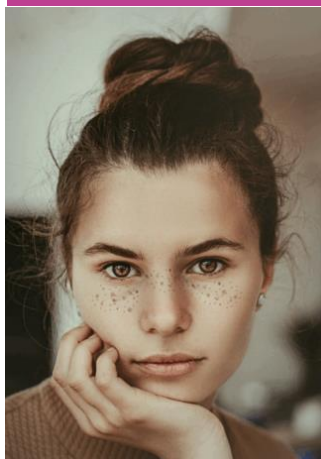
Competitors also seek gaining more exposure in local exhibitions and physical or online galleries.

Example of some competitors:

- **Daan van der Linden:** <https://daanvanderlinden.nl/>
- **Rutger Van Bruggen:** <https://rutgervanbruggen.com/>
- **Helen Mos:** <https://heleenmos.com/en/>

User persona

Hannah: Gen Z



Name: Hannah

Gender: Fem

Age: 24 years

City: Eindhoven

Income: €3000 p/m

Status: Single

Goals:

- To easily find art to purchase close to her
- To discover art on simple and easy to navigate websites

Story: Hannah is a 24 years old girl who has a full time job as an Engineer in a big company and is passionate about art.

She likes the idea of having a good website where she can purchase art and even ask the painter for commissions.

Background: Hannah came to the Netherlands for Study but stayed for work. She was a Industrial Engineer student and always had interest in art, either painting herself or enjoying other arts, especially acrylic/oil paintings.

MOTIVATIONS	FRUSTRATIONS	NEEDS
<ul style="list-style-type: none"> - Art inspires her - Painting makes her feel inspired - Collecting art gives her joy 	<ul style="list-style-type: none"> - Sometimes it's hard to find acrylic/oil painters in social media - Some websites are hard to navigate and not very pleasant to look at 	<ul style="list-style-type: none"> - To find more acrylic/oil painters online - Art web shops that deliver to her area

Adele: 43+



Name: Adele

Gender: Fem

Age: 49 years

City: Eindhoven

Income: €30.000 p/m

Status: Married

Goals:

- To enjoy art online
- To be able to experience art exhibitions near her, discover new artists, etc.

Story: Adele is an art enthusiast. She likes diverse types of art such as paintings, sculptures, and the stories behind each of them. She is an investor and works from home.

Background: Adele is from Den Haag, but currently she lives in Eindhoven working for a technology company. She comes from a wealthy family that used to collect art, so she kept the interesting in art and started doing the same.

MOTIVATIONS	FRUSTRATIONS	NEEDS
<ul style="list-style-type: none">- Art is her hobby- Collecting art is part of her personal investments	<ul style="list-style-type: none">- Some art websites are not easy to navigate- Contact with artists sometimes isn't clear	<ul style="list-style-type: none">- To find more painters online- Art web shops that deliver to her area

Target audience conclusion:

Taking into consideration that art is subjective to each taste and knowing that Nathalie hasn't really explored deeply social media platforms or have a well-defined portfolio, anyone can become her customer.

For this content strategy document, though, we are focusing on the Gen Z as a primary target audience to boost Nathalie's artworks exposure online. At the same time, keeping in mind her second target audience, which are mature people who will be led by the algorithms without even needing to search for it and will already be in the places where she does the cold outreach.

SECTION 3: CREATIVE AND MESSAGING

How effective is Nathalie's current messaging and imagery?

Right now, although Nathalie has a lot of technical skills, already have contacts, she doesn't have a brand that can pass the message and image she aims for.

Opportunities to improve messaging and imagery include:

- Get to know her target audience.
- Optimizing the way of using social media.
- Getting into the art community.
- Exposing her artworks via online and in person.

SECTION 4: PROMOTION STRATEGY

Services

Nowadays, especially with the current market on the internet, you should take use of the ability to provide High-Ticket Services - meaning rising prices and focusing on an audience that can pay for it.

In simple words this makes selling your services easier, while bringing higher ROI (Return of investment), in which case your investment is your time and effort.

Inbound Strategies

Social Media

1. TikTok & Instagram Reels

A platform for short videos. Ideal to make a video go viral, get inspiration from other artists and follow trends.

TikTok video structure:

- Hook/Trends
- Content
- Close
- Caption
- Right use of hashtags

Examples of trending hooks

1. Speed painting
2. Satisfying videos
3. Want X, then check this out
4. 3 Reasons why I love X
5. Top 3 Reasons you need to get X
6. Watch this video if you need X
7. Before you scroll...

Organic Upload Guidelines

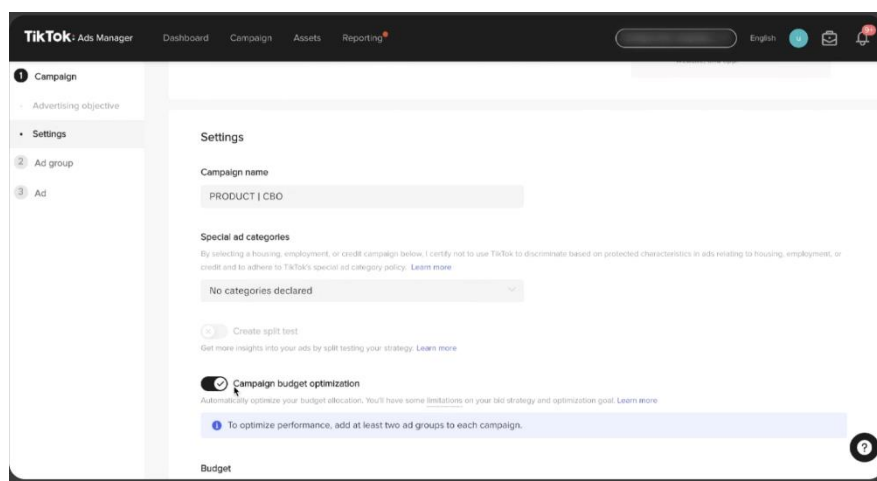
1. Upload 1-3 videos a day (not less-not more than that).
2. Keep the uploads few hours apart.
3. Including trending sounds and hashtags.

We do those things, so the algorithm doesn't detect you as a robot that spams videos and pushes yours to a wider audience.

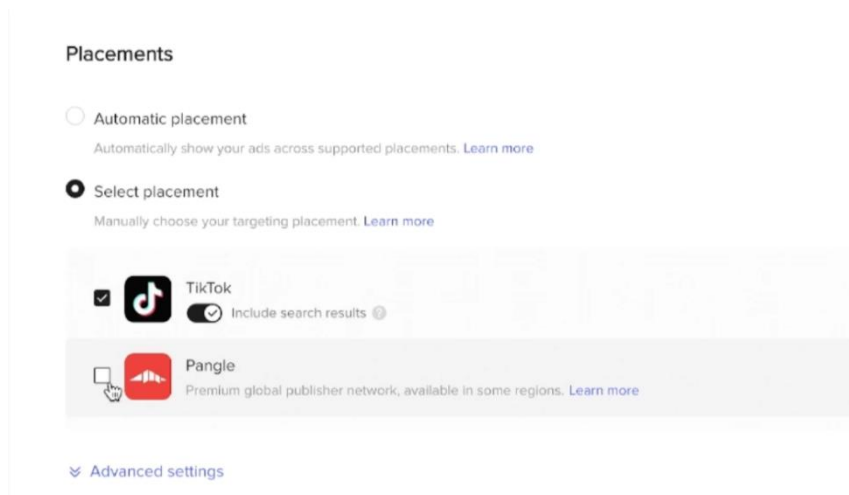
2. How to run Paid Advertising (TikTok)

Low Budget Testing Strategy - Running a **CBO** Campaign

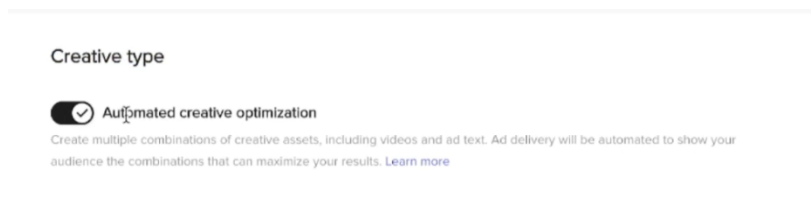
1. Open TikTok Ads Manager and go to Settings
2. Turn on the Campaign Budget Optimization Feature



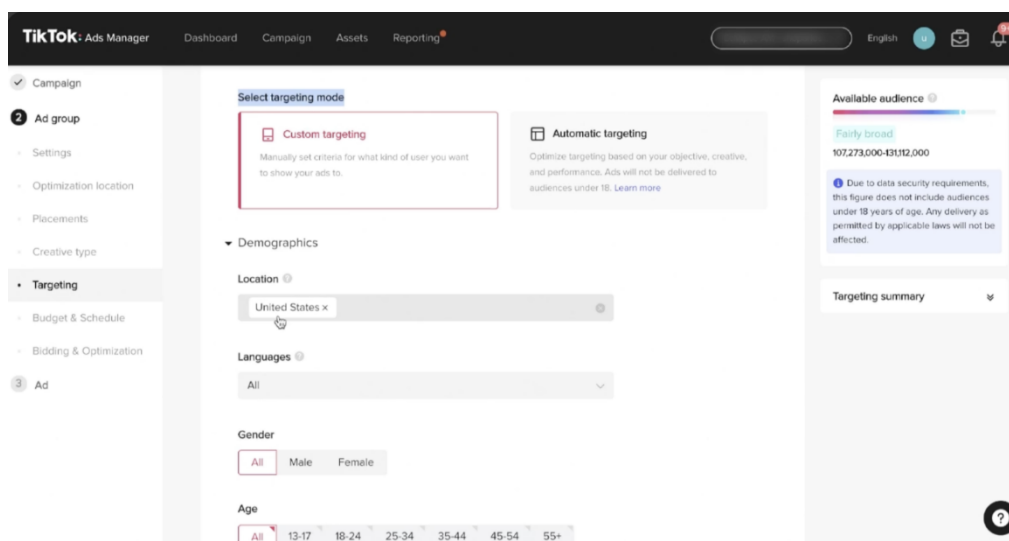
3. Set a Daily Budget of 50 euros
4. Go to Placements -> Select placement and remove Pangle from the settings



5. Turn on the Automated creative optimization feature under Creative type



6. Under Targeting, set the Demographic's Location to Netherlands and select all ages, except 13-17. You may ask: Why would I set my age to all ages when I have a targeting group? That is because we want the TikTok algorithm to automatically find the best age group for you based on the testing it does.



7. Set Optimization Goal to Conversion
8. After that add 5 videos that TikTok can test for you

3. Managing your Instagram page

- Like TikTok, upload as frequently as possible (1-2 posts a day for max growth). Some ideas are like aesthetics that inspire you, work location, materials, works in progress, routine, events, etc.
- Don't use filters on your photos, instead let your art pop in a nice and clean background. If using filters, invest in professional photo editing apps instead of using Instagram ones.
- Find artists to follow and hashtags as close to your niche as possible that are doing well.
- Take inspirations from them, look at their latest successful reels and posts
- You can post results from happy clients, past works and comparison of most recent to first works.

4. Starting your Pinterest page

1. Setup a Business account on Pinterest
2. Create boards that reflect different aspects of your art and business. (Create boards that showcase your artwork and other content that inspires you. This could include boards for different mediums, styles, or themes.) For example:
 - "Oil Paintings"
 - "Watercolour Art"
 - "Sketches and Drawings"
 - "Artistic Inspirations"
 - "Art for Home Decor"
3. Post pictures of your artwork and use the right hashtags and art description/title. Link these posts to your official website and/or Instagram account.

Online portfolio: website

Having a strong portfolio is important as this will serve basically as a business card, and nothing better than a well-built website to show your work and who you are to your public. For this, using **SEO** (Search Engine Optimization) can help a lot to be discovered in search engines like Google, Yahoo, Bing, etc.

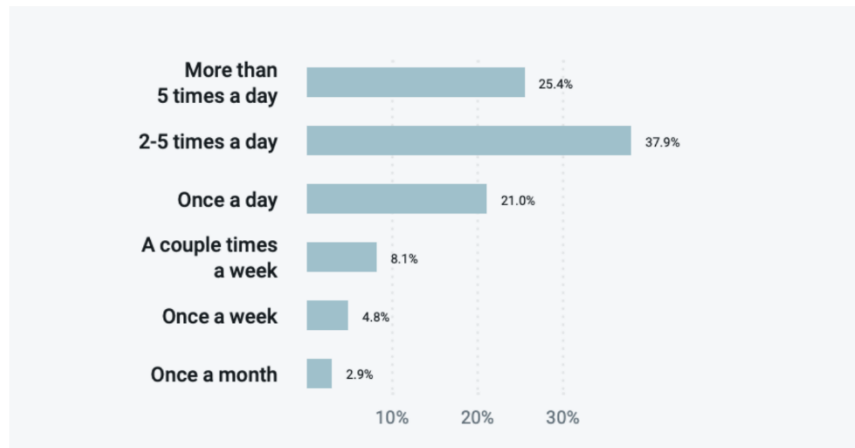
Having this in mind, we advise on using **Google Search Console**. Google has their own step by step guide on how to use it, but here are some reasons why you should use it:

- To bind your site as a trusted source in your field, improving your website's organic rankings in Google Search ([Velox Media, 2021](#)).
- Google Search Console can give you an overview of possible issues with your website and how it is performing according to the data received from people who access it ([Velox Media, 2021](#)).

Another good idea is having marketing e-mails. As we can see below, e-mail marketing is very important to keep your audience knowing what've been working on, your next steps, etc.

Email Marketing Demographics

- 99% of email users check their inbox every day, with some checking 20 times a day. Of those people, 58% of consumers check their email first thing in the morning. (OptinMonster, 2020) 84.3% of consumers say they check their emails at least once a day. (Pathwire, 2021)



[Image Source](#)

(HubSpot Blog Research, 2021)

Also, your website will have all the essential information about you, your artwork, commission rules, and where and how to formally contact you.

More advantages of having a portfolio website:

- No content restrictions (this is usually the case with third-party platforms)
- Helps stand out among other artists if the website is well-designed and has a unique style that serves as the selling point.
- Can serve as a copyright protection in case of artwork thievery, the record can serve as evidence in court.
- Allows to develop a deeper connection with newsletter subscribers (if the artist wishes to have this system), that might also be customers/fans, through sharing knowledge in painting, interesting painting tips and tricks, or maybe an exclusive early update on a new in progress product
- Allows to express the brand more, have full control over how the paintings are presented, this all allows customers to feel fully immersed in the brand.
- Shows credibility, it gives an image to the public that she is serious in doing art and business.
- More control over the pricing, this would be more profitable than selling through eCommerce websites, where there's a pricing policy.
- Allows a more personalized shopping experience where customers can directly engage with the artist.

Outbound Strategies

Cold Outreach

A good and solid method that's the base of many businesses marketing is cold outreach. This can be with both sending emails or just dialling them on the phone.

Cold calling means to approach a prospect (potential client) without them knowing you beforehand and offering your services. This process may seem scary at first but is a quite widespread practice.

Below, we have example of businesses you can approach.

Rental Art Agencies

These rental art agencies intermediate between the artist and businesses or customers interested in renting art to their place. This can be a good idea as events may require art for nice decorations, or companies that are in a certain city/country for a limited period, etc.

Some of the Dutch Rental Art Agencies to outreach:

- **SBK:** <https://www.sbk.nl/>
- **Abraham Art:** <https://www.abrahamart.com/>
- **De Galerie Den Haag:** <https://www.degaleriedenhaag.nl/>

Online Galleries

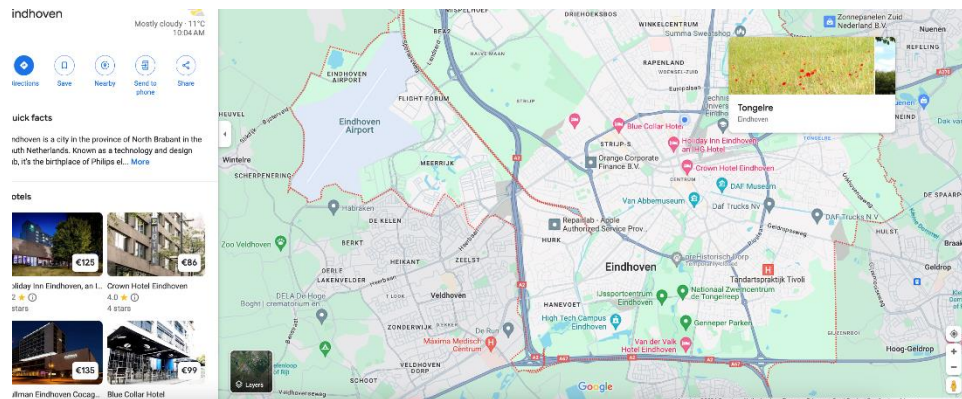
An artist need exposure through their artworks, that's why there's online galleries services that can help as a search engine as well. *Artsper* and *artgallery.co.uk*, for example offer this kind of services with memberships.

Other point to take into consideration is getting in touch with the community who are already part of these galleries.

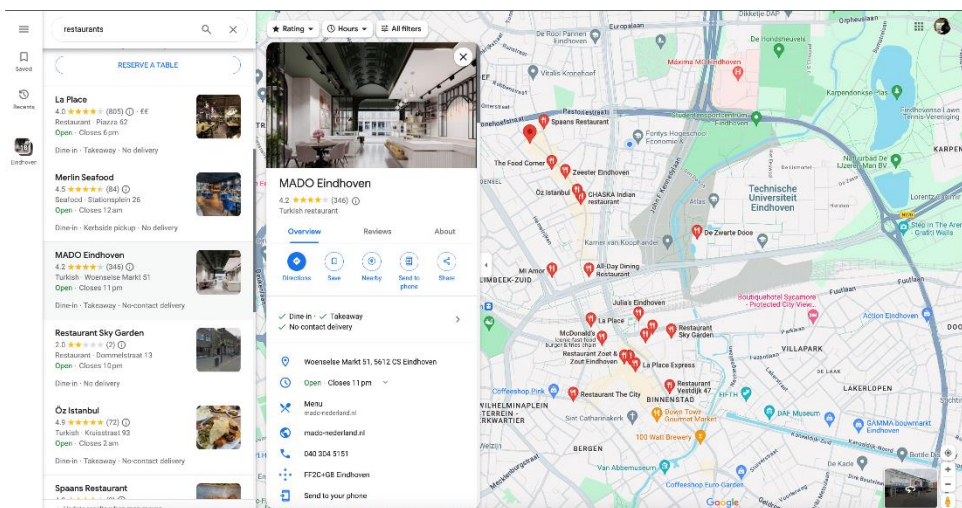
Cold Outreach Tutorial

Do not overcomplicate it, the process is simple.

1. Open Google Maps
2. Select the city which you want to target as an example, we'll use Eindhoven. But the good benefit of using this strategy is that you can contact businesses all around the world.



3. Write the niche that you want to work with (for example showing restaurants)
4. It will display a list of all the restaurants in the city on the left, including their contact details (email, phone number, website, etc.) - This process is called gathering leads.



5. Prepare a simple script in Dutch to make yourself more comfortable and give them a call/email, offering your services and potentially inviting them in an online meeting to discuss further if they have interest.

Simple way to automate your outbound lead gathering process

1. Go to the website: <https://phantombuster.com/>
2. Go to the Google Maps Search Export Feature
3. Paste the Google maps link that you get when entering the niche of the business.
4. The Tool will automatically export all the leads within the set niche and city into an excel file, so you don't have to gather them all manually 1 by 1.

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