

Beyond The Portfolio

A 6-Part Reusable Marketing Framework For Artists

Marketing is an essential skill for artists to succeed at getting hired and selling their work.

Beyond The Portfolio is a 6-part artists marketing framework that's effective and reusable across a career.

Beyond The Portfolio Framework:

1. Community

- Promote Artists
- Artists Networking

2. Message

- Choose A Niche
- Map Problems/
Solutions/Benefits
- Craft An Elevator Pitch

3. Website

- Artists Marketing Hub
- SEO
- Create A Website
- Website Maintenance

4. Email Marketing

- Build A List
- Segment
- Automate

5. Social Media

- Pillar Topics
- Content Creation
System
- Schedule Posts

6. Advertising

- Google Ads
- Social Media Ads

The Framework

1. Community

Being part of an **Artists Marketing Community** is a foundation for success.

- Artists need a central network that hosts their websites and provides marketing tools, know-how, and support.
- Patrons and stakeholders need a central network where they can find artists, connect, buy their art and/or hire them.

Community gives artists...

1. **Visibility** – Find artists on the network.
2. **Control Of The Narrative** – The network promotes a consistent message.
3. **Leverage** – An Artists Community vs. On Your Own
4. **Reduced Risk** – Get features and benefits at lower cost.

The Framework

2. Message

The job of your “message” is to quickly and clearly answer the question... “What do you do?”

“ Everyone IS NOT a niché.

Edward Phelps -

What is a niché?

Your Niché is a small segment of a bigger market, defined by a specific audience, problem, or context — large enough to sustain your business, but narrow enough that the people in it feel directly spoken to.

A focused and specific niche connects and makes the client self-identify immediately. A broad and vague niche speaks to nobody in particular.

A niche is counter intuitive

You would think the niche **Restarant Artist** is better than **Restaurant Mural Artist**.

It's not.

Restaurant Artist can mean a lot of things.

Restaurant Mural Artist will get more clicks and ultimately more conversions because it is more specific. A niche also positions you as a “specialist.” And specialists get paid more.

Niché Example | Visual Artist

Vague:

I create art for people who love art."

Specific:

"I create large-scale botanical oil paintings for interior designers furnishing high-end residential spaces in the Southeast."

Segment: interior designers

Solution: large-scale botanical oils

Benefit: high-end residential, Southeast

Niché Example | Illustrator

Vague:

"I illustrate for clients who need illustrations."

Specific:

"I create character-driven illustrations for independent children's book authors who are self-publishing on Amazon and need a consistent visual style across a series."

Segment: indie children's book authors

Solution: character-driven series illustration

Benefit: self-publishing on Amazon (the context that drives urgency)

Niché Example | Graphic Designer

Vague:

"I design graphics for businesses that need design work."

Specific:

"I brand early-stage food and beverage startups that are preparing for their first retail shelf placement and need packaging that competes with established brands."

Segment: food & beverage startups

Solution: packaging and brand identity

Benefit: retail shelf context (the moment of truth that makes the work matter)

Your Message...

1. Connects with your niche audiences Pain/Problem
2. Tease Outcomes and Benefits
3. Promises a Solution

Make The Message Translation

The trick is to translate **what you have to say** into **what they want to hear**.

Avoid “**Innovators Bias**” – The tendency to fall in love with your solution before you've validated the problem. – *Ash Maurya*

The fix is a mind shift: instead of forcing your solution onto customer problems, start by defining the bigger compelling context. People don't buy a camera to get a camera — *they buy it to take photos*. Focus on the outcome, not the tool.

Don't lead with your solution (what you make). Lead with the client/customer's desired outcome (what they actually want).



Example Message Translations

Visual Artist

B2C

B2B



"I create original fine art paintings in oil and mixed media."

Same



"My work gives collectors and homeowners something to own that appreciates in value and starts conversations every time someone walks in the room."

"My work helps hospitality and corporate brands turn empty walls into brand equity — spaces people photograph, share, and remember."



Example Message Translations

Illustrator

B2C

B2B



"I specialize in character design and editorial illustration."

Same



"My work helps authors give their stories a visual identity that sells the book before anyone reads the first page."

"My work helps brands and publishers command premium pricing and connect with target audiences."



Example Message Translations

Graphic Designer

B2C

B2B



"I design logos, brand identities, and marketing materials."

Same



"I help startups and small brands look established — so prospects trust you before you say a word."

"I help growing companies close more deals by closing the gap between how good they are and how good they look."

“ You know your message is working when you get questions after you deliver it.

Edward Phelps -

The Get Your Message Right Framework Has 3 Tools:

1. Choose a Niché Worksheet
2. Problems/Solutions/Benefits Canvas
3. Elevator Pitch Template

The Choose A Niché Worksheet

Ask yourself these 4 questions:

- 1. What do you do?**
(Really well, that you love doing.)
- 2. What problem(s) do your products/services solve?**
List 1-3 problems. (Examples: file taxes on time, menopause headaches, low website traffic.)
- 3. Who has the problem(s)?**
Describe who has the problem(s). (Be specific. Examples: women age 55+ who suffer menopause headaches; website owners whose website gets fewer than 1,000 monthly visitors.)
- 4. What Industry > Industry Segment are you in?**
(Examples: nonprofits > nonprofit website design, restaurants > vegan restaurants)

The Problems/Solutions/Benefits Canvas

1. Problems

List 3 problems your clients/customers have? Example: The pain in buying a TV is taking it home, unpacking it, mounting it, and getting it to work with all your other devices.

2. Customers

Who has the problems? Be specific. "Pregnant women" is vague. "Moms expecting a 2nd child" is better.

3. Solutions

What solution(s) do you offer? What does your solution do that solves the "problem/pain."

4. Benefits

List 3-5 benefits your users get from your solution(s)? Example: "peace of mind," "more free time."

The Elevator Pitch Template

What problem(s) do your clients/customers have that your products/services solve (really well)?

(See the Problems you listed in the Problems/Solutions/Benefits Canvas.)

Describe who has the problem(s) your products/services solve:

Be specific. “Men age 40+” is too vague. “Men age 40+ who suffer with premature hair loss.” is better. (See the Customers you listed in the Problems/Solutions/Benefits Canvas.)

List 3-5 benefits your products/services provide:

List what your customers can expect if they purchase and use your product/ service.

Describe 3-5 specific outcomes your customers will achieve. For example, if you're selling a course on email marketing, your benefits might include “*Double your open rates in 30 days*” or “*Generate 50% more revenue from your list.*”

(See the Benefits you listed in the Problems/Solutions/Benefits Canvas.)

Elevator Pitch Template 1

I help [Who has the problem(s)? Be specific.] [Outcome your customers get from using your products/ services.].

Example Elevator Pitch Template 1:

I help female corporate execs age 45-60 stay fit.

Elevator Pitch Template 2

You know how [Who has the problem(s) that your products/services solve really well? Be specific. (Example: female corporate execs, age 45-60)] [Describe the problem. Example: have trouble staying fit]? Well, I [Describe your solution/ outcome your products/services deliver. Example: help them stay fit in just 30 minutes per day.]

Example Elevator Pitch Template 2:

You know how female corporate execs, age 45-60 have trouble staying fit? Well, I help them stay fit in just 30 minutes per day.

Elevator Pitch Template 3

You know how [Who has the problem(s) that your products/services solve really well? Be specific. (Example: female corporate execs, age 45-60)] [Describe the problem. Example: have trouble staying fit]? Well, I [Describe your solution/ outcome your products/services deliver. Example: help them stay fit in just 30 minutes per day.]

Example Elevator Pitch Template 3

When entrepreneurs get hit with a killer idea, they need to raise money to get it off the ground.

They would normally write a 40-page business plan, but the explosion of startups worldwide means investors no longer read them — they fund traction, not documents. Without a way to grab investor attention, the idea never gets the funding it needs to survive and thrive.

So we invented The Lean Canvas that helps entrepreneurs communicate their idea clearly and concisely on one page, in under 20 minutes, and get buy-in from key stakeholders — so they can spend more time building and less time planning.

The Framework

3. Website

A **website** is an Artists marketing hub.

An artists website...

1. Tells the artists story.
2. **Informs & engages** an artists audience.
3. **Sells** an artists products/services.
4. Captures valuable **audience data**.
5. Is the central part of an artists **marketing system**.

Artists Marketing Priorities

1. Message (Niché Focus)
2. Write & Publish Content Consistently
3. SEO (On-Page SEO & Off-Page SEO)
4. Email Marketing
 - Build an Email List
 - Setup & maintain Automations
5. Social Media
6. Advertising

Artist Website Features

- Analytics
- Appointment Booking
- Blogs
- E-Commerce
- Email Marketing
- Events & Event Tickets
- Forms
- Galleries
- Security
- SEO

Architecture | Navigation

Create these Artist website pages:

1. Home
2. My Work (Portfolio / Projects)
3. About (Bio)
4. Store (Shop)
5. Contact

Footer Links:

1. Privacy
2. Terms



Home Page

Wireframes

Navigation
S1: Header H1 Headline H2 Headline Email Subscribe CTA
S2: Portfolio H2 Headline Artist Portfolio
S3: About H2 Headline Artist UVP
S4: CTA H2 Headline Hire Me CTA Link
S5: Footer Footer Links

Capture your niché audiences attention.



Project Page

Wireframes

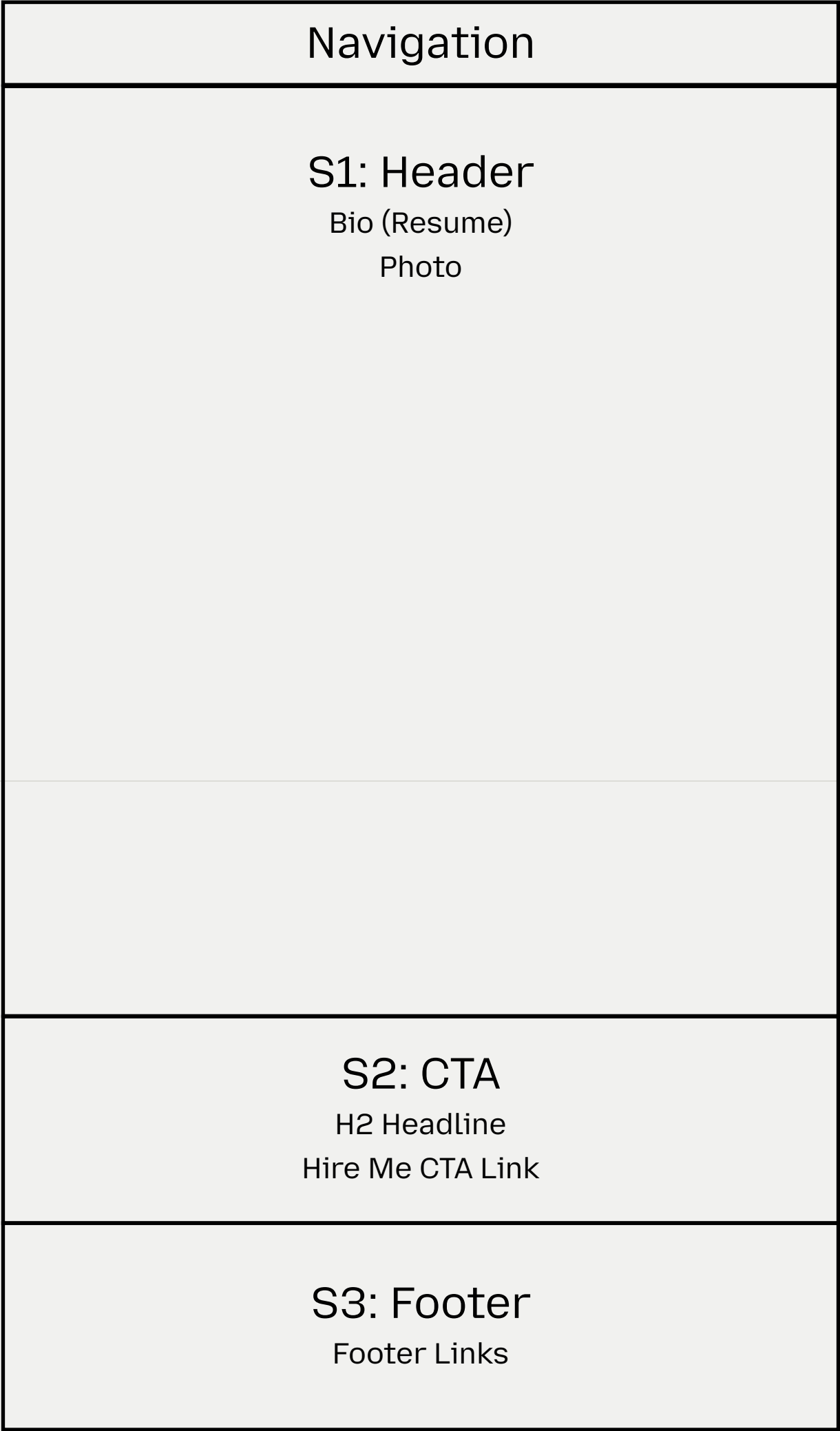
Navigation
S1: Header H1 Headline Project Name/Title Client Name Problem Solution
S2: Project Portfolio H2 Headline Project Images (3-6)
S3: CTA H2 Headline Hire Me CTA Link
S4: Footer Footer Links

Present a Problem / Solution project overview.



Bio Page

Wireframes



Tell your story. Present your Unique Value Proposition (UVP).

My Account Page (Store)

Wireframes

Navigation
S1: Account Admin (Access only by logged in users.) View/Edit Account Information View/Edit Payment Method View Orders Get Help/Support
S2: CTA H2 Headline Hire Me CTA Link
S3: Footer Footer Links

Make it easy for users to view orders & update their account.

SEO is how you drive traffic to your website.

SEO

***Fact:** Google controls nearly 90% of all global search traffic.*

That means if your website doesn't show up on the first page of search results on Google, people won't find your website.

How do you get your website to show up on the first page of search results on Google? **SEO.**

Position #1 gets 39.8% of clicks, #2 gets 18.7%, and #3 gets 10.2%.

Position #1 gets a 22–27% CTR, Position #2 gets a 13% CTR, Position #3 gets a 10% CTR.

Only 0.44% of users go to the second page of Google results.

SEO

Keywords tell you what terms people are searching for.

Keywords tell Google what your content is about.

You want to find and use keywords that:

- Have a high “Volume” of people searching for that term.
- Have a low Competition Score.
- Have a low Cost-Per-Click (CPC)

SEO

A Keyword is a *single word* or a *phrase* that people type into Google search to look for something.

A long keyword phrase is called a “Long-Tail Keyword.”

Example Long-Tail Keyword:
sci fi illustrations

SEO

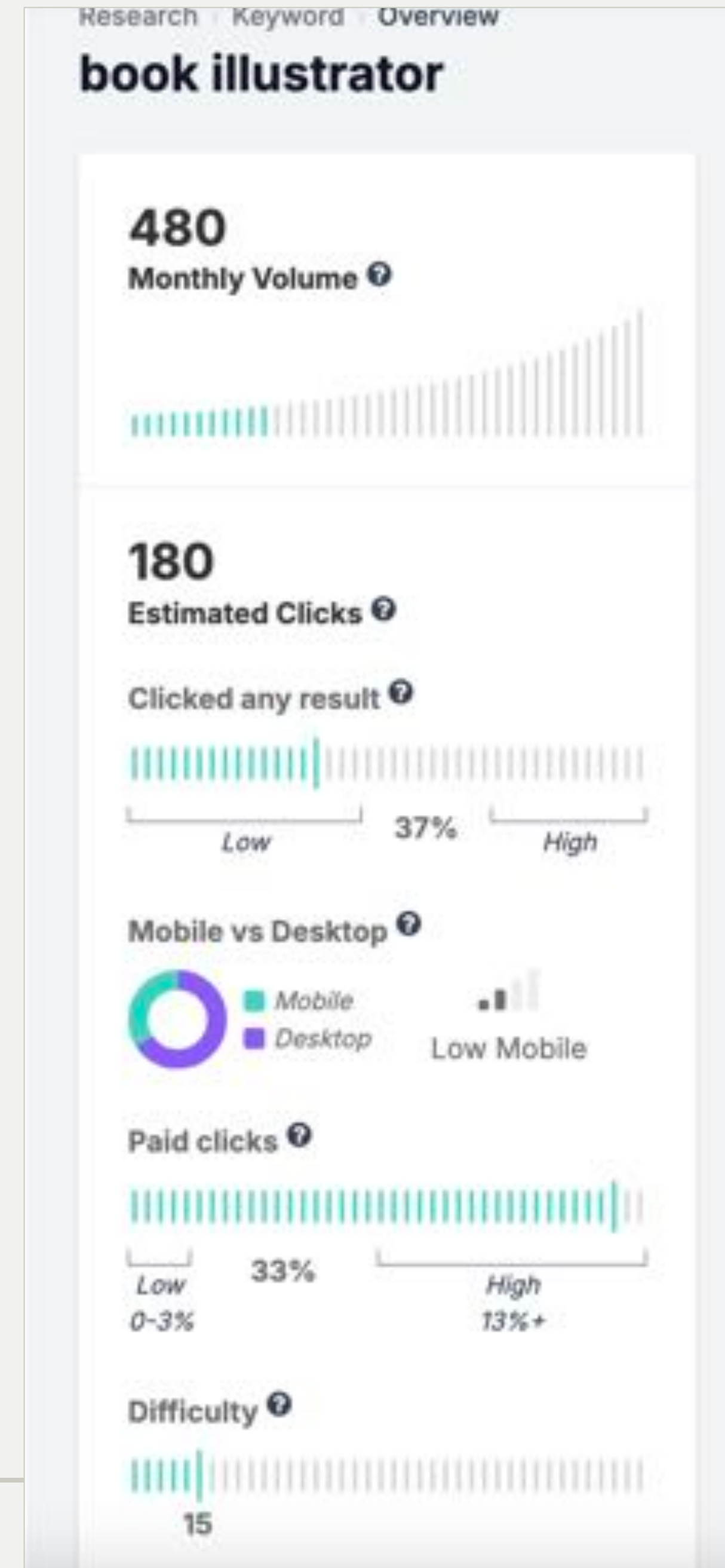
Keyword Analysis:

A lower “Difficulty” score means a better chance of achieving a top rank.

A higher “Clicked any result” percentage means more people click the search result link.

A higher “Paid clicks” percentage means your ads will get more clicks.

I would prefer to use the “*book illustrator*” keyword in this example.



SEO

Use Keywords in:

- Page Titles, Blog Titles, Social Media Post Titles
- Headings (H1, H2, H3, etc.)
- Text Content
- Links

NOTE: DO NOT use the same keyword in all of these. Sprinkle keywords throughout your content where it makes sense.

The SEO Process

The 5 step SEO Campaign process: (In the order they are performed.)

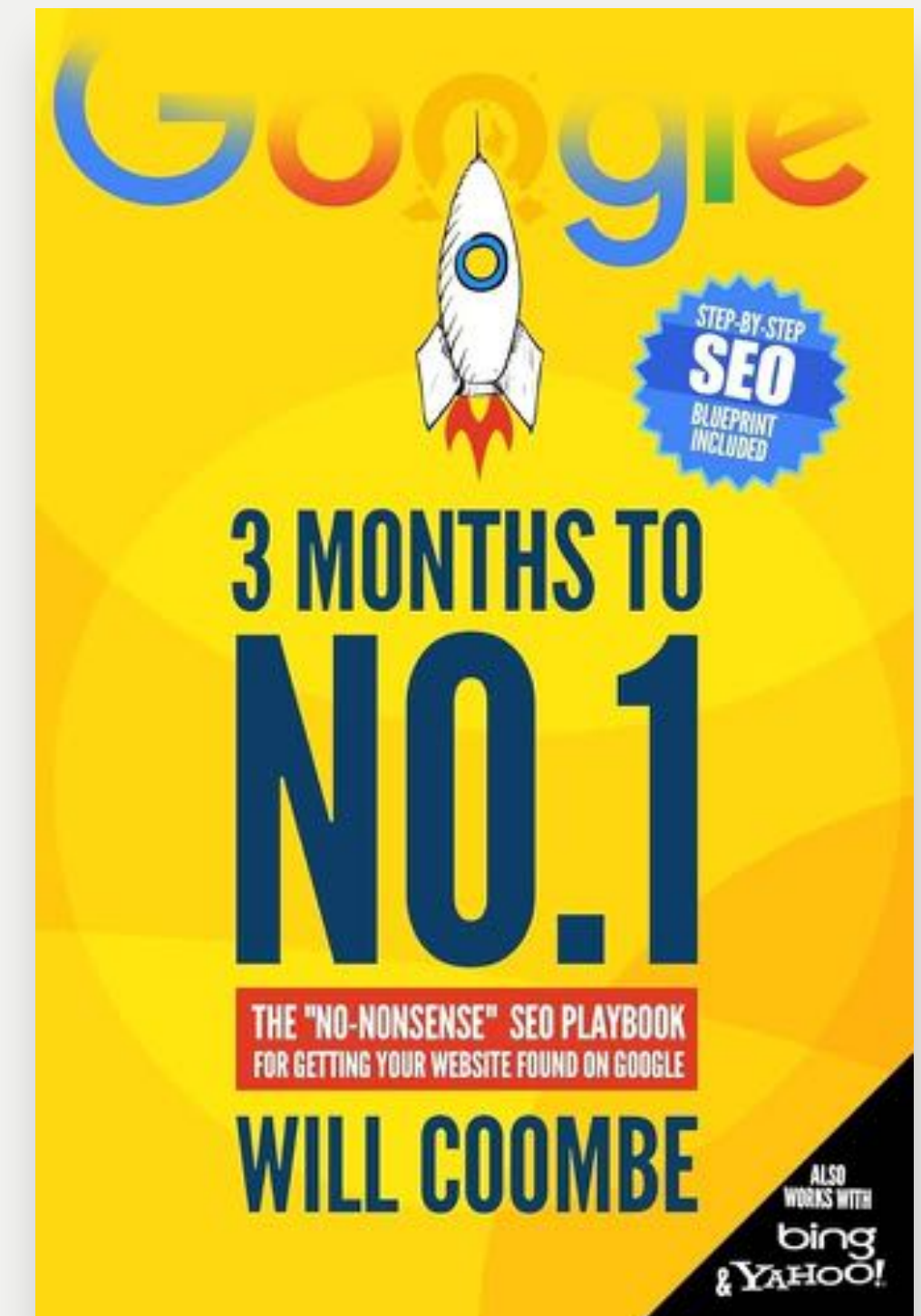
1. Keyword Hunting
2. On-Page Optimization
3. Off-Page Optimization
4. Progress Monitoring
5. Evidence Based Refinement

SEO Book

The SEO book that gave me my breakthrough:

3 Months to No.1: The "No-Nonsense" SEO Playbook for Getting Your Website Found on Google

by Will Coombe



SEO Tools

The SEO tool I use:

spyfu.com

Basic: \$39/Monthly | \$348/Year (\$29/Month)

Other Tools:

[SEMRush](https://semrush.com)

Pro: \$139.95/Monthly | \$1,407.96/Year (\$117.33/Month)

[ahrefs](https://ahrefs.com)

Light: \$129/Monthly | \$1,290/Year (\$108/Month)

SEO Tools are expensive.

But they are necessary to do keyword hunting.

The Framework

4. Email Marketing

Email marketing is the **most effective** marketing channel.

Email marketing gives Artists **control** over your audience.



Email Marketing Facts

Metric	Email Marketing	Social Media (Organic)	Social Media (Paid Ads)
Average Conversion Rate	15.22%	3%	9% (Example: Facebook Ads)
Average ROI	\$36-\$45 for every \$1 spent	\$2.80 - \$5.16 for every \$1 spent	\$5.16 for every \$1 spent
Average Click-Through Rate (CTR)	2.9%	1.3%	Varies widely by platform/campaign.
Audience Reach	Direct to subscriber's inbox.	Algorithm-dependent reach.	Broad reach, but requires ad spend.

Automation

Setup these automated email campaigns:

1. New Subscribers – 3-5 email sequence: UVP, Bio, Portfolio, News
2. “Hire Me” Interest – 3-5 email sequence: UVP, Bio, Case Study
3. Post Sale Campaign – 3-5 email sequence: UVP, Bio, Case Study

Artist Email Marketing Features

1. Automations
2. Campaigns
3. Custom Fields
4. Integrations
5. Lists
6. Segments
7. Templates

The Framework

5. Social Media

Social media is the best channel
for building awareness.

Email is still the leader in conversions.

Post Link Recipe

Make links in your posts go to a landing page on your website.

Social Media Post



Website Landing Page



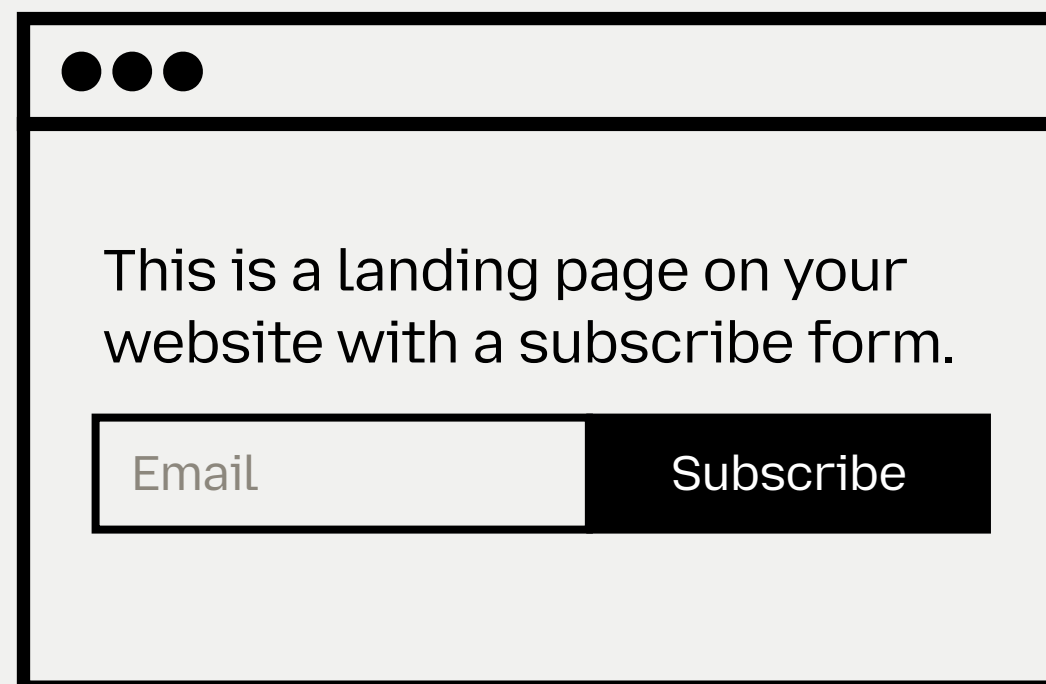
Lead Magnet Recipe

Post with a Get the file link → Landing Page with a email subscribe form to get the Lead Magnet → Landing Page with a Download the file link → send an autoresponder email with a download link.

Social Media Post



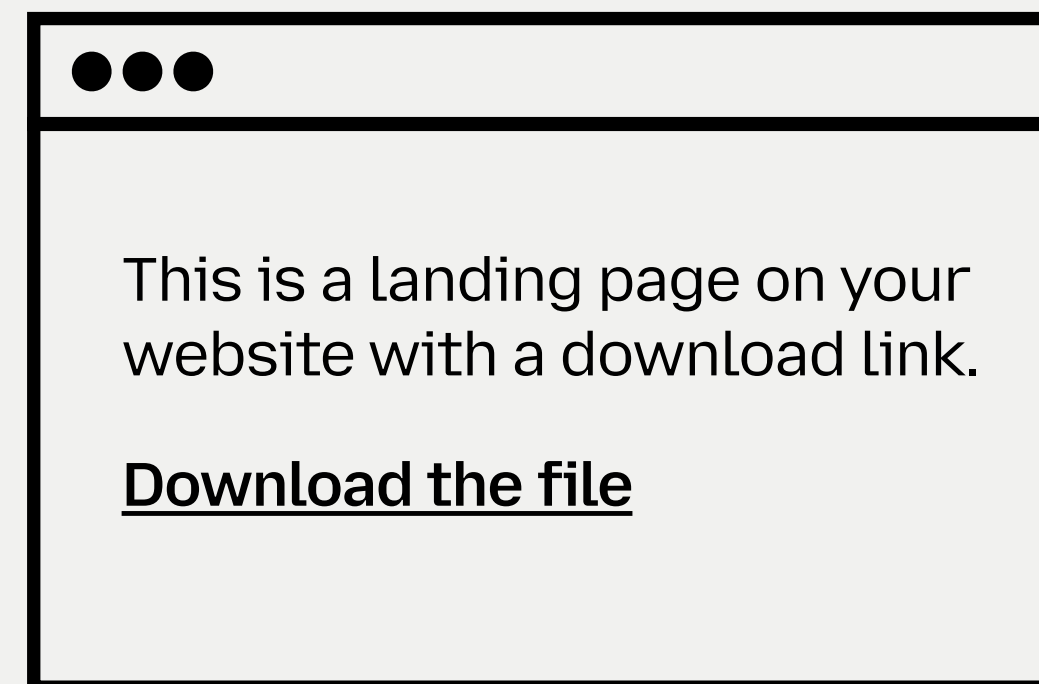
Website Landing Page 1



Grow your email list.



Website Landing Page 2



Deliver the Lead Magnet.



Autoresponder Email



Support & nurture.

Social Media Facts

1. **82% of consumers use social media for product discovery and research in 2026.**
2. **There are approximately 5.66 billion active social media users (representing 68% of the global population).**
3. **Nearly 40% of Gen Z prefer searching on TikTok or Instagram over Google.**
4. **The average global user spends roughly 2.5 hours per day across 6–7 different social platforms.**
5. **70% of consumers expect to see user-generated content (UGC) before making a purchase—double the rate from just one year ago.**
6. **Niche creators (10k–100k followers) drive 60% higher engagement rates than macro-influencers due to their perceived authenticity.**
7. **Customers who engage with a brand on social media spend 20% to 40% more with that brand over time.**
8. **89% of B2B marketers trust LinkedIn for lead generation, citing it as their most effective channel for high-quality leads.**

Artist Social Media Channels

The most used social media channels for artists are:

- **Graphic Designers:** Instagram, LinkedIn, Pinterest, TikTok (Behance & Dribbble)
- **Musicians:** Bluesky, Facebook, Instagram, TikTok, YouTube, and X (Twitter)
- **Visual Artists:** Instagram, Pinterest, Behance, YouTube
- **Writers:** Facebook, Goodreads, Instagram, LinkedIn, Pinterest, TikTok, X (Twitter), YouTube

The Framework

6. Advertising

Advertising is the best and fastest way for an artist to grow an audience.

Use **Google Ads** to drive website traffic.

Use **Social Media Ads** to build awareness & engagement.

Start small.

On **Google**, \$10–\$20/day works for niche keywords in smaller markets.

On **Instagram**, \$5–\$10/day can generate real results.

On **LinkedIn**, \$25/day is the practical minimum.

Instagram Ad Facts

1. Ad-reachable audience: 1.74 billion users
2. Projected to generate \$42.52 billion in U.S. ad revenue in 2026
3. Average CPC: \$0.20–\$2.00 | Average CPM: ~\$8.58
4. Average CTR: 0.8–1.5% | Conversion Rate: 1–2%
5. Reels account for 26% of all Instagram ad impressions
6. Average ROAS: 4.2x | Reels ads are the most affordable format
7. Over 90% of Instagram users follow at least one business account

Google Ad Facts

1. More than 1.2 million businesses actively use Google Ads
2. Google Ads accounts for **27%** of global digital ad spending
3. **Average conversion rate: 3.1–6%** — higher than the global PPC average of 2.35%
4. **Average CPC: \$1.16–\$6.75** depending on industry and targeting
5. Businesses earn an average of **\$2** for every **\$1** spent
6. **65%** of users click on Google Ads when actively looking to make a purchase
7. PPC visitors are **50%** more likely to buy than organic visitors

LinkedIn Ad Facts

1. Over 1 billion members globally; **65 million+ are decision-makers**
2. **Average CPC: \$6.50** | Average CPM: \$39.20 | Video CPM: \$45.00
3. **Average CTR: ~0.48% (U.S.)** | 0.61% (Globally)
4. **Average U.S. conversion rate: 6.1%** — higher than Google Search (3.75%)
5. 80% of B2B social media leads come through LinkedIn
6. LinkedIn delivers 80% of B2B social media leads; enterprise ROAS of 121% vs. 67% on Google and 51% on Meta
7. **Recommended minimum budget: \$1,000–\$3,000/month** to gather meaningful data

Get the bonus Artists Advertising Setup Guide.

[Download the Guide](#)

Sell Your Art

E-Commerce

Marketing is how patrons discover you and your art.

Marketing tells your story.

Marketing delivers your value proposition.

E-Commerce sells your art.

E-Commerce Features

Artists need these E-Commerce features to sell their art:

- Sell Physical Products
- Sell Digital Products
- Shipping

Tips:

- Cover shipping costs.
- Have a clear refund policy.
- Make it easy to request a refund.
- Setup automated satisfaction surveys.

Marketing Helps Artists...

Find A Job

The key to finding a job is
convincing the employer you are
the best “Fit” for the position.

A marketing message can do that.

Marketing Positions You As A Fit

Elevator Pitch
Message

Fit?



Job

How To Help Artists Market Themselves

Artist Apps

Artist Apps

Here are some online artist marketing apps/services:

ArtistsZone.net - Coming July 2026.

- Saatchi Art - Fine art collectors worldwide.
- Fine Art America - Prints, canvases, and merchandise.
- Society6 - Merchandise and design-driven products.
- Redbubble - Trendy, pop culture, and graphic merchandise.
- Artfinder - Independent artists reaching global buyers.



The 'artistszone' logo is positioned on the left side of the slide. It features the word 'artistszone' in a white, lowercase, sans-serif font, with a small trademark symbol (TM) to the right of 'zone'. The text is centered within a solid black rectangular box.

Coming July 2026.

ArtistsZone.net is a new artists website creator and community.

What's new?

- Other artist apps focus on promoting and selling **art**.
- ArtistZone.net focuses on promoting and selling **artists**.

What's different?

- Instant Website Setup (*Register. Customize. Launch.*)
- Built-In Artist Marketing Features
- Built-In Community Features

Bonus Tip:

Test & validate your business idea.

1. Download and use the 3 Get Your Message Right tools.
2. Write new website Home page content using your new “message.”
3. Use LeanSpark to validate your business ideas before you build it.

Check out LeanSpark

I'm **The Web Guy**.

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