

## MAKE A LIVING AS AN ARTIST MODEL

→ POSITIVE EFFECT  
→ NEGATIVE EFFECT

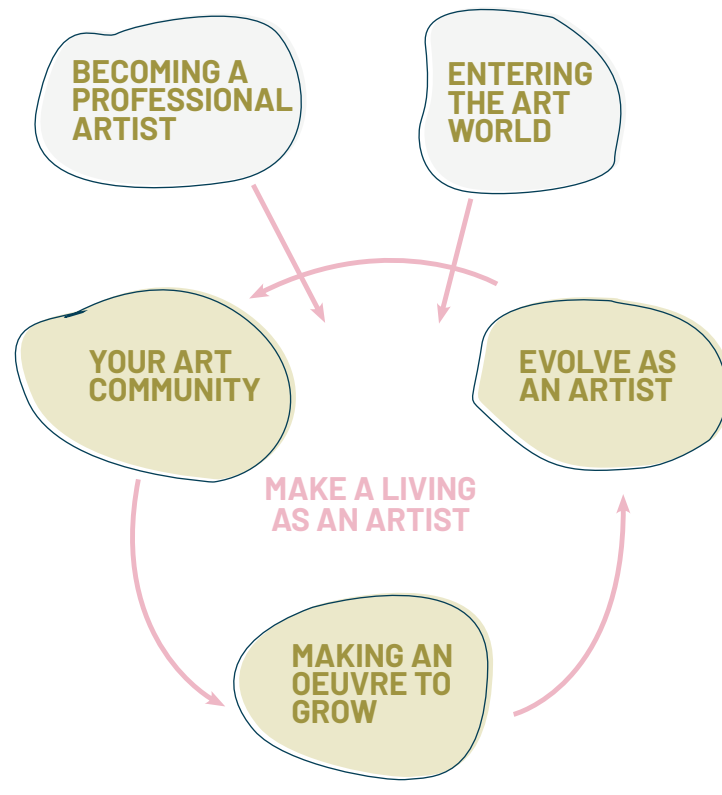


Figure 1: general process model

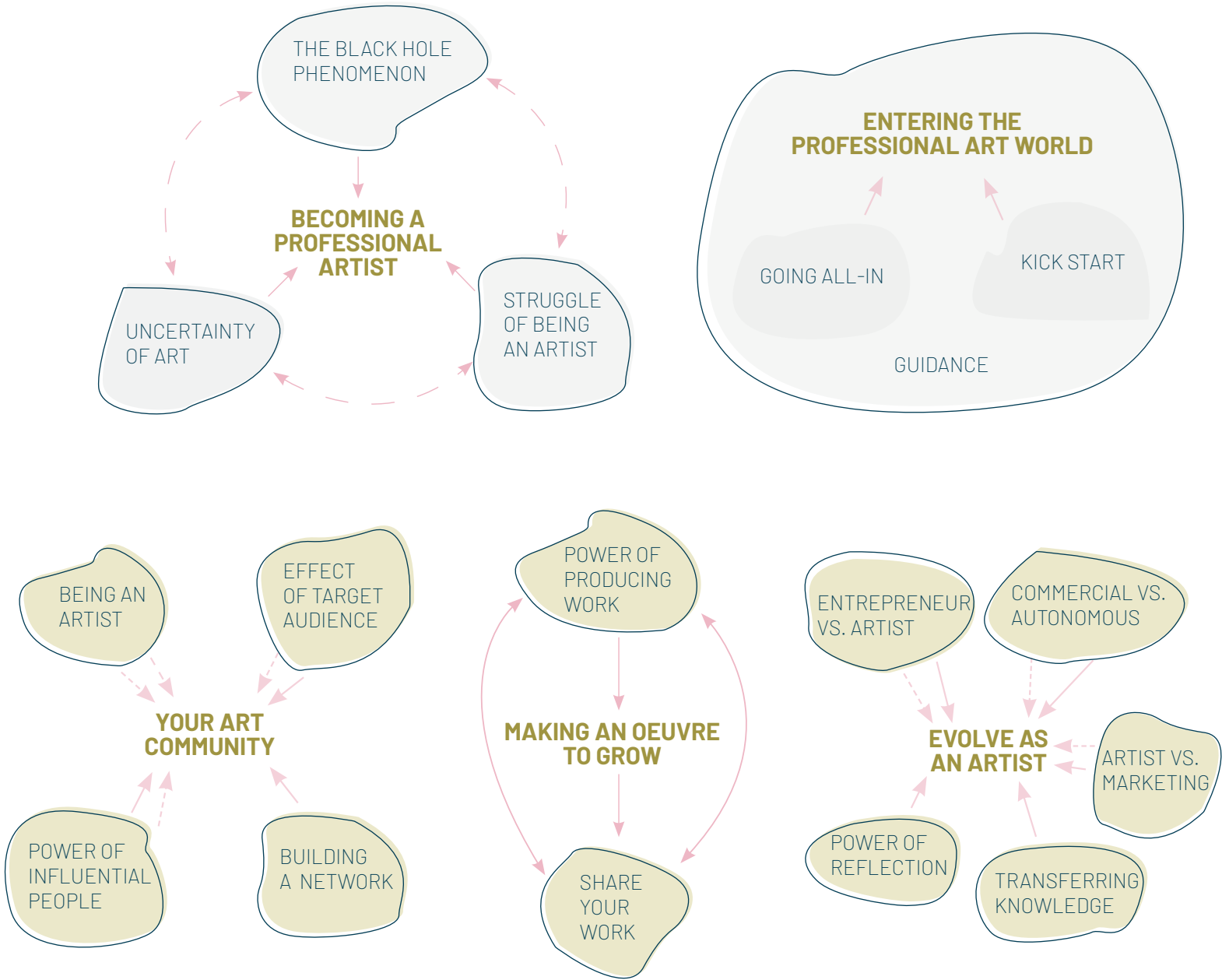


Figure 2: conceptual model of process model elements

# Marketing for Makers

Makerting is a company based in The Hague that focuses on helping makers in marketing related challenges. Building their brand to exploit this on expositions and eventually make a living as an artist.

Every year 7290 graduates from creative studies enter the professional world (Vereniging Hogescholen, Den Haag, 2017). Besides the things that they learn about the profession on art schools there is a limited amount of time spend on marketing and business related aspects. As shown in research provided by Artists Interaction and Representation (2011) 90% of fine artists are self-employed. Artistic talent therefore seems not to be enough to guarantee professional career in the arts. This is where Makerting comes in.

Throughout a literature research and extensive interviews, with makers a model is developed to display the needed elements to make a living as an artist (see figure 1 & 2). Based on this model multiple concepts evolved that together lead to the company strategy for Makerting. With the ultimate goal for Makerting to fit in the future vision of the art world: "Creating a marketing embracing maker society to act as leaders in the transformation of the art world."

The strategy has multiple layers, as Makerting will continue with the services that it already offers, the 1-on-1 coaching with makers and masterclasses at multiple institutions. The strategy is build in three different stages:

### FIRST STAGE - BUILDING THE COMMUNITY

Get a bigger following to create a marketing embracing community. Showing what marketing is to a wider audience by making tools like the 'Black hole explore' and 'Maker Making' to let makers get acquainted with the company and lowering the negativity around marketing.

### SECOND STAGE - BUILDING THE PLATFORM

Makerting should focus on building the platform to get makers together to enhance this community feeling. 'Makerklas' and 'The maker platform' are services that Makerting should add to share the marketing knowledge and minimize the individual feeling that makers encounter.

### THIRD STAGE - BUILDING THE NEW ART PERSPECTIVE

Makerting should use this marketing embracing community to change the perspective in the art world. As the art world is slowly transforming, the Makerting community should act as leaders in this transformation.

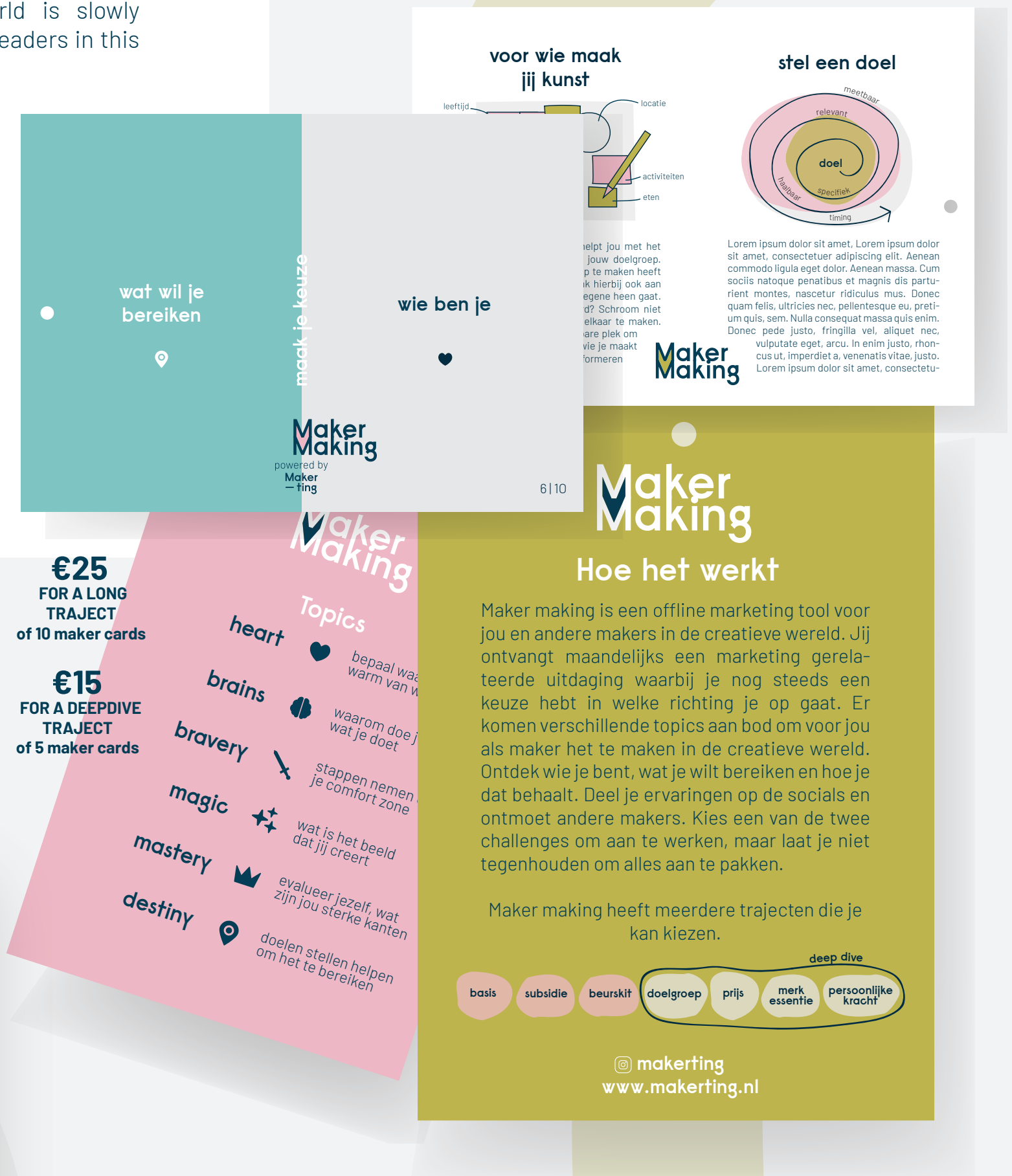
## Strategy for Maker — ting

### Punchcard

Offering punch cards rather than sending an invoice for the complete track or an hour of advice. As this scares the makers. With the punch card they feel that they have more control on where they spend their money and so their marketing hours on. Offering a card with 3 hours, 6 hours or 9 hours, which can be used all at once or in the timespan of 6 months.

### The black hole explorer

For young makers on art academies marketing is not top of mind. But a lot of them encounter the so called 'black hole phenomenon' after graduation. Simply by not talking about it and not having the knowledge on how to tackle this. Makerting offers them in contribution with the academies themselves a physical place where makers can discuss and help eachother with the help of a virtual marketing ladder. Making them familiar with the marketing aspect on a low entry level.



## MakerKlas

One of the biggest struggles for makers is that being an artist is a lonely profession and that nobody in their surroundings pushes them to move forward. With Makerting's MakerKlas, Makerting hosts a set of six sessions in a group of makers. Next to the basic track, there are deep dive tracks on subsidy application, exhibition kit, setting your price, finding your target market.

## CREATING A MARKETING EMBRACING MAKER SOCIETY TO ACT AS LEADERS IN THE TRANSFORMATION OF THE ART WORLD



## Maker — ting

### The story of makers

Learning from others and their mistakes is the most efficient way to learn by not encountering it themselves. Changing the art world's perspective on marketing little by little with testimonials of other makers.

### M gallery

In the future the art world will be focussed more on the makers than the art that they produce. The Makerting gallery plays a big part in this shift. Putting the makers central instead of the work that they produce. Art lovers are investing in the maker with a royalty principle, endorsing the maker.