



This Artist Promotion Guide has been put together to help get traffic to your store, increase your sales, and inspire a larger audience with your artistic talents. Here are a number of tips and tricks to increase traffic to your Design By Humans (DBH) Collective Store.

Want to chat more about artist promotion? Check out our forums to provide your own tips or ask questions to other artists at designbyhumans.com/forum.

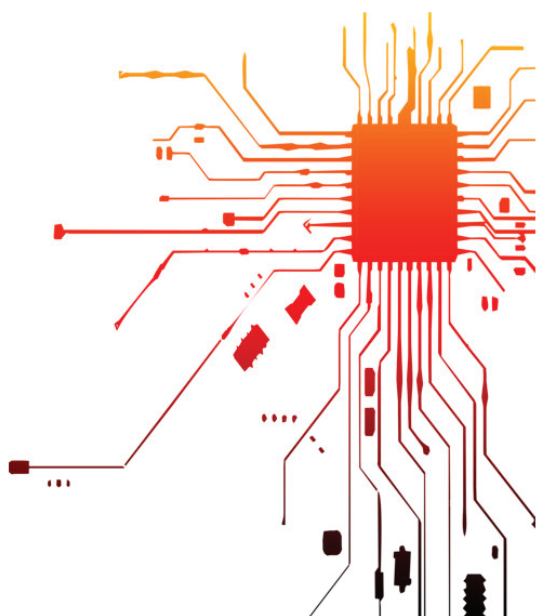
1 What makes your artwork unique?

Title your Artwork: It helps to write a description and go through the process of coming up with a good list of keywords to write a title for your designs. Need more inspiration for the title? Think of what inspired you to create your design in the first place or think about how the design makes you feel. Ultimately, you want something similar to your description because you want your artwork to be found via people searching online.

The Description Counts: The more detailed your descriptions are about your artwork, the more likely your art will show up in our search results. Your descriptions should accurately describe what makes your piece of art different from other designs. Use your keywords in full sentences to help come up with what to say for your description.

Connect with other artists and fans: DBH forums are a great resource to get feedback and learn from other artists. Use the DBH Collective forum to chat with fellow artists or keep up on news from the DBH staff. Learn from the comments people post on your art. Do they like your colors? Is there something they want to see more of? Ask your customers why they like your work so you understand what your audience enjoys. Gaining as much customer feedback as you can will help you have a more successful store at DBH.

2 Promotion begins as soon as you start uploading



After uploading new designs to DBH, you'll be prompted to write a title, description, add keywords and select appropriate categories. All of these are critical in helping your artwork stand out and be found by potential buyers. Here's a few tips on tagging and categorization:

Tags: Tagging your artwork is very important during the upload process as it will help customers locate your products on DBH. The more relevant the tags are on your artwork, the higher customer engagement you will receive. Here are some examples:

Bad Tagging

Don't include your artist name, DBH or any product types such as 't-shirt,' 'tee,' 'art print,' 'phone case,' etc. in your tags.



Add Details

Title: Royal Blooded

Description: Lions can now change colors!

Tags: DBH × graphic t shirt × t shirt × benseller1 × wizard of oz × photo reel ×

Good Tagging

Enter as many 1-2 word phrases that accurately describe your design. Examples of this include the subject, what can be visually seen in the design, what emotions are expressed, or what artistic style was used.



Add Details

Title: Royal Blooded

Description: Lions can now change colors!

Tags: colorful × painted × lion × splatter × splats × pop art × roar × teeth × royal × blooded × neon × animal ×

More Good Tagging



Add Details

Title: Despicable Twins

Description: A parody of the movies Star Wars Episode 6: Return of the Jedi and Despicable Me.

Tags: Mash-up × Star Wars × Despicable Me × jedi × leia × luke × skywalker × minions × movie × parody × princess × science fiction × Sci Fi × boba fet × twins × jabba the hut × pop culture ×

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Other Tips on Maintaining Your Store

Niche: Learning what niche you thrive in and what's different about your artwork will assist you in selling your art to the right audience. Once you begin to identify what makes you stand out, you can take this idea to your DBH store and master your market.

Stay Updated: Upload the artwork that you are most proud of and re-vamp your profile on a regular basis with your best work. Managing your artwork indicates that you care about your work and will show your customers that they should as well.

To see your top selling art, visit your store to see your trending art. Your first pieces of artwork shown are your top sellers! You can also visit your dashboard to see your store stats.

The More the Merrier: The more designs you have in your store, the more likely your artwork will show up in our search results, and the more searchable your store becomes on DBH. You can have as many as 60 designs in your store. This cap is to keep only great selling work in your store. Artists who prove themselves by replacing art that doesn't sell with art that does can earn higher product limits. A good example of this is Radiomode, who removes art that doesn't sell with art that does routinely and by doing so has become one of the top selling artists on the site.

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Time to Create Some BUZZ!

Generating Buzz from Other Websites: Each approved product comes with a link that you can use anywhere on the Internet. This is the portal to your store. You can start by blogging, reviewing and posting about your products around the internet.

Talk about what inspired you to create the design: Post “work in progress” pictures of you creating the design. Talk about naming the design and other titles you thought might have worked. All of these conversational type posts will help engage people, will help your work be located, and will ultimately drive buyers to your store!

Asking for Blog Posts or Reviews: Many designers and professionals have their own blog. You can ask them to write a review or critique one of your designs. Sometimes a simple email on their “contact us” form can go a long way. Hideyourarms.com, raw-tee.com, hunter.com and shirthunters.com are all top level t shirt blogs, and there are plenty more around the internet.

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Social Media

The easiest way to market your store and products is to add a link in your page description to your social networks like Facebook or Twitter.

You can post status


updates or embed your store link in your social profiles.

Find some cool hashtags too like **#designbyhumans**, **#graphicdesign**, **#tshirts**, etc. Posting to graphic design or tshirt forums such as Shirtoid, Mintees, and Deviant Art can be a great way to gain design feedback and generate buzz about your newly released products. As well Check out Instagram, Pinterest, and other fashion networking sites to make your store heard on the social networks.

Pinterest Tip: When viewing one of your t-shirt product pages on DBH, click the image to viewed the zoomed in image of your design. Pin this larger image to make your image on Pinterest stand out.

Social Media Dashboard: Utilize your social media dashboard on Design By Humans to give people the ability to share your work with their followers. We’ve added a new feature for your dashboard to help you with this. By clicking on ‘Social Media Accounts’ and providing us with the links to your social media, we will be able to tag you in our social media posts and help drive traffic to your store.





Social Media Updates: Keep your Social Media accounts up-to-date with your latest artwork to maintain customer engagement. It's important to maintain a controlled and consistent social media presence. Some suggestions include:

Create a Social Media Plan

1. Post announcements to your most active social accounts, good topics would include:
 - When you have added a new design
 - When there is a sale going on
 - Behind the scenes work
2. Stay on top of pop culture news and post any related designs.
Example: Walking dead is starting up again - if you have any parody designs or zombie related designs, it would be good to post them since it is a currently popular topic.
3. Use link shorteners like <https://bitly.com/> to make your links more attractive.
4. No matter what platform you are using to promote your store, make sure to include an image of the design.
5. Make sure to Tag Design By Humans when you post your artwork.

Social Sharing Tips: Sharing your store on a regular basis on your different Social Media Channels is a great way promote your work. We've attached pre-generated links for sharing your store on Twitter and Facebook in our welcome email. You can also simply recreate the links by adding your store URL to the following links:



Facebook: <https://www.facebook.com/sharer/sharer.php?u=Your Store Link Here>
Example: <https://www.facebook.com/sharer/sharer.php?u=http://www.designbyhumans.com/shop/wotto/>



Twitter: <https://twitter.com/intent/tweet?text=What do you want to say and your store>
Example: <https://twitter.com/intent/tweet?text=LevelUphttp://www.designbyhumans.com/shop/wotto/>

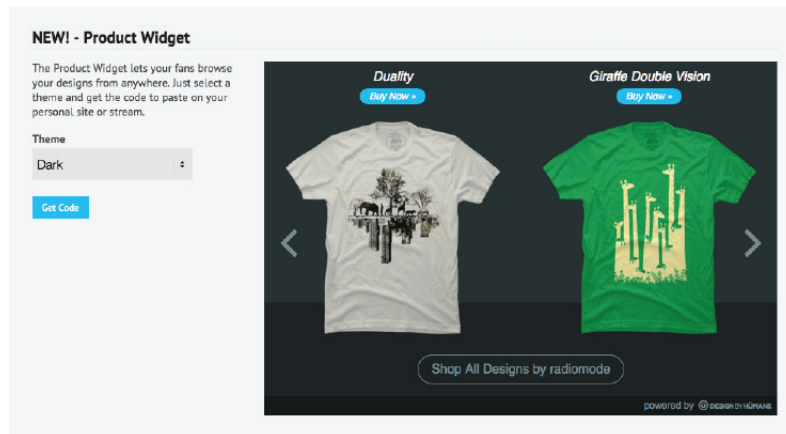
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Artists Promotion Tools

Coupon Codes: To help promote yourself, we offer coupon codes to pass on to your friends and fans. These codes are not always available but be on the look out.

Social Sharing: If you have a certain design that you would like to post you can go to your dashboard and scroll down to where all your products are displayed. Hover over the design you want to promote and click share then choose what platform you want to share your shirt on.





Product Widget: DBH released a version of a widget that allows you, our talented artists, to showcase your apparel products on your websites, facebook pages, or anywhere you can insert the code snippets. With just a copy and paste, you can place our t-shirt widget anywhere and Design By Humans will showcase your top trending items (only 12 for right now).

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Getting Featured on DBH

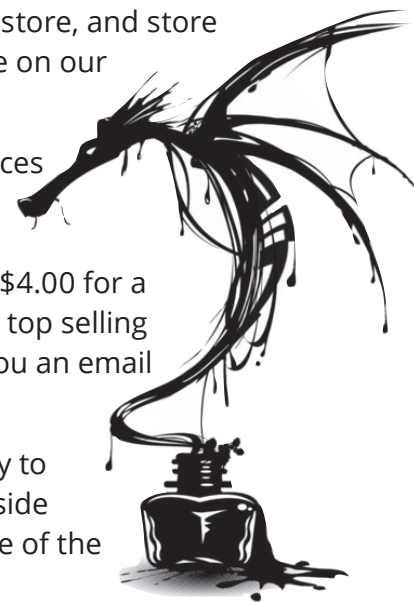
Featured Artist of the Day: All artists have the chance to be the “featured artist of the day” which gives you home page placement. Being selected as a “Featured Artist of the Day” is based on factors such as performance, a full store, traffic to your store, and store longevity. Design by Humans then picks a new top selling artist to feature on our home page each day.

Design of the Day: You will also have the chance to have one of your pieces of artwork become “Design of the Day.” Achieving “Design of the Day” not only gives you the a front page feature,, but you’ll receive an extra dollar for each sale of that design for the day. For example, you will earn \$4.00 for a shirt instead of your standard \$3.00 royalty. Design By Humans looks for top selling artists over the last 30 days. If one of your shirts selected, we will send you an email the day before to let you know.

Artists Interviews: Every now and then we will give you the opportunity to tell all. A mini interview lets other artists, fans, and anyone else get an inside look at what you think about your work, or art in general. Check out some of the past mini interviews:

<http://www.designbyhumans.com/forum/dbh-news/1154020/describe-your-art-dbh-artist-interview-series/>

<http://www.designbyhumans.com/forum/dbh-news/1154368/advice-for-new-t-shirt-designers-dbh-artist-interview-series/>



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