

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.

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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. There are no wrong answers here.

Speak to Customers: Working with your customers will earn you a better reputation in the Design By Humans community. Learn from the comments 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.

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Promotion begins as soon as you start uploading



When you upload 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 some of these fields.

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



Add Details

Title

Royal Blooded

Description

Lions can now change colors!

Tags

DBH x graphic t shirt x t shirt x benseller1 x
wizard of oz x photo reel x

Don't put your artist name, DBH or anything about the product like 't-shirt' in your tags.

Good Tagging



Add Details

Title

Royal Blooded

Description

Lions can now change colors!

Tags

colorful x painted x lion x splatter x splats x
pop art x roar x teeth x royal x blooded x neon x
animal x

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



One more good example



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 x Star Wars x Despicable Me x jedi x leia x
luke x skywalker x minions x movie x parody x
princess x science ficiton x Sci Fi x boba fet x
twins x jabba the hut x pop culture x

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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.



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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, rawtee.com, hunter.com and shirthunters.com are all top level t shirt blogs, and there are plenty more around the internet.

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 t shirt 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: New X-Men movie is coming out soon - if you have any X-Men parody 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.



@designbyhumans



@designbyhumans



@dbhtees



dbh.tumblr.com

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](https://www.facebook.com/sharer/sharer.php?u=Your%20Store%20Link%20Here)

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](https://twitter.com/intent/tweet?text=What%20do%20you%20want%20to%20say%20and%20your%20store)

Example: <https://twitter.com/intent/tweet?text=LevelUphttp://www.designbyhumans.com/shop/wotto/>

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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 opportunity for greater sales, but you receive higher royalties than normal for all sales that happen that day. 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.

If you receive Design of the Day, you will receive an increase of royalty rate up to \$4.00 for the 24 hours that the shirt is featured.

Be sure to follow us for more updates!

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instagram.com/dbhtees
twitter.com/DESIGNBYHUMANS
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