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How to do influencer marketing for the arts

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How to do influencer marketing for the arts

You might be tempted to discount influencer marketing as the latest in a series of social media fads. But you'd be wrong to do so.

The world of advertising is changing and, in an era of unprecedented ad fatigue, it is people that hold the power to sway consumers' hearts and minds. This is a good thing for those in the arts, since influencer marketing is — for the most part — cheaper than working with an ad agency.

So just who are these influencers, and how far does their influence reach? Further, which is the best channel to pursue? Influencers are present on a wide range of platforms so here's what to consider when finding the right person to represent your creative interests.



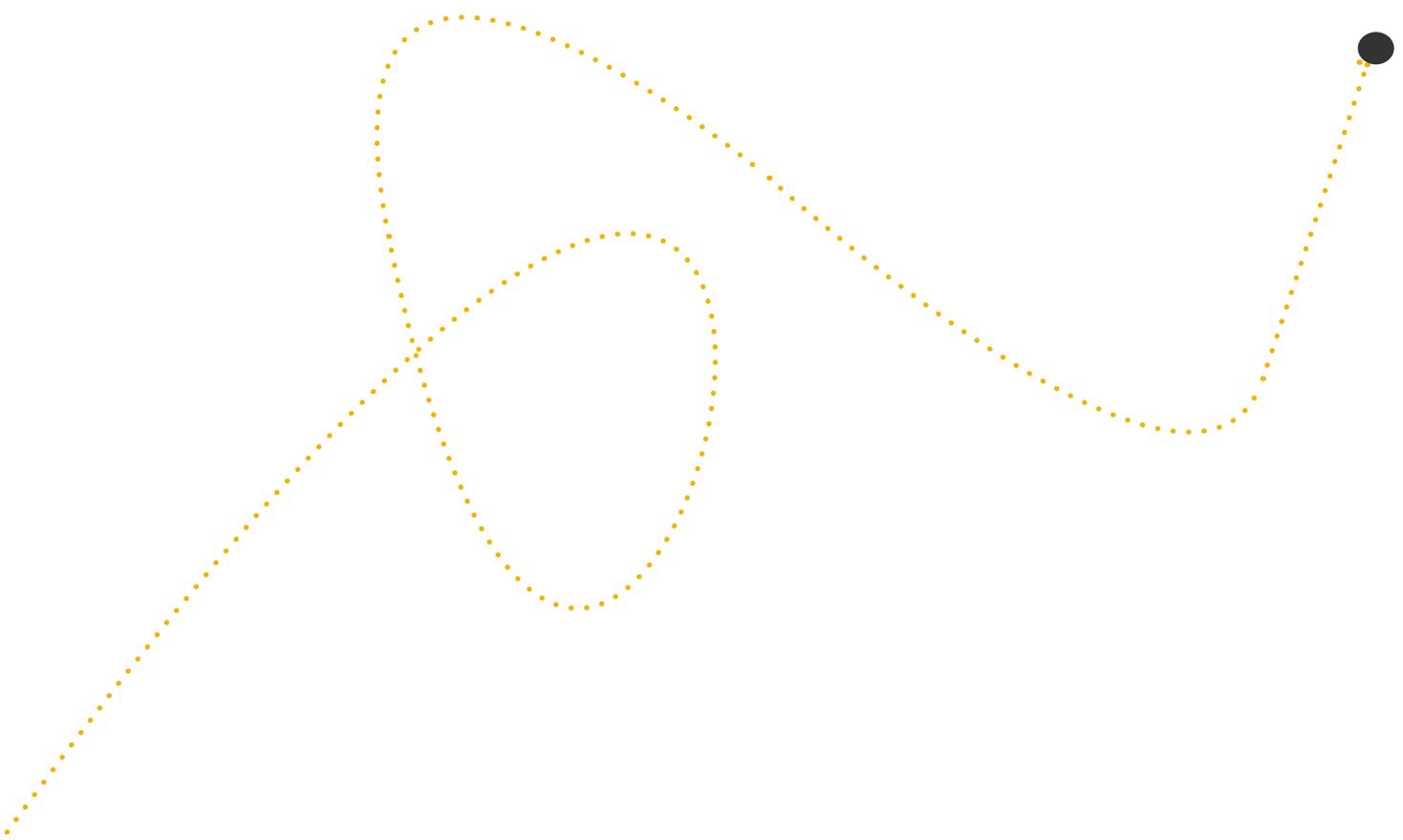
Why work with influencers?

The secret of influencer marketing success is that rather than throwing your message out there for anyone to hear, you instead deliver your message to a smaller and more targeted group of people with a genuine interest in what the messenger has to say. So it's more likely to stick.

If you've chosen the right person, they will be someone who already holds sway in the world of art and culture, and as such they will already have a good amount of knowledge on the subject.

So you're looking for influencers who are considered 'trustworthy' voices within your industry, and perhaps to some extent, your local area. A quick search through some niche relevant online publications should start to give you an idea of the names that keep popping up. They may be bloggers, speakers, media personalities – even artists themselves.

Check out the regular contributors in the arts sections for things like [The Guardian](#), [WIRED UK](#) and [ArtsHub](#).



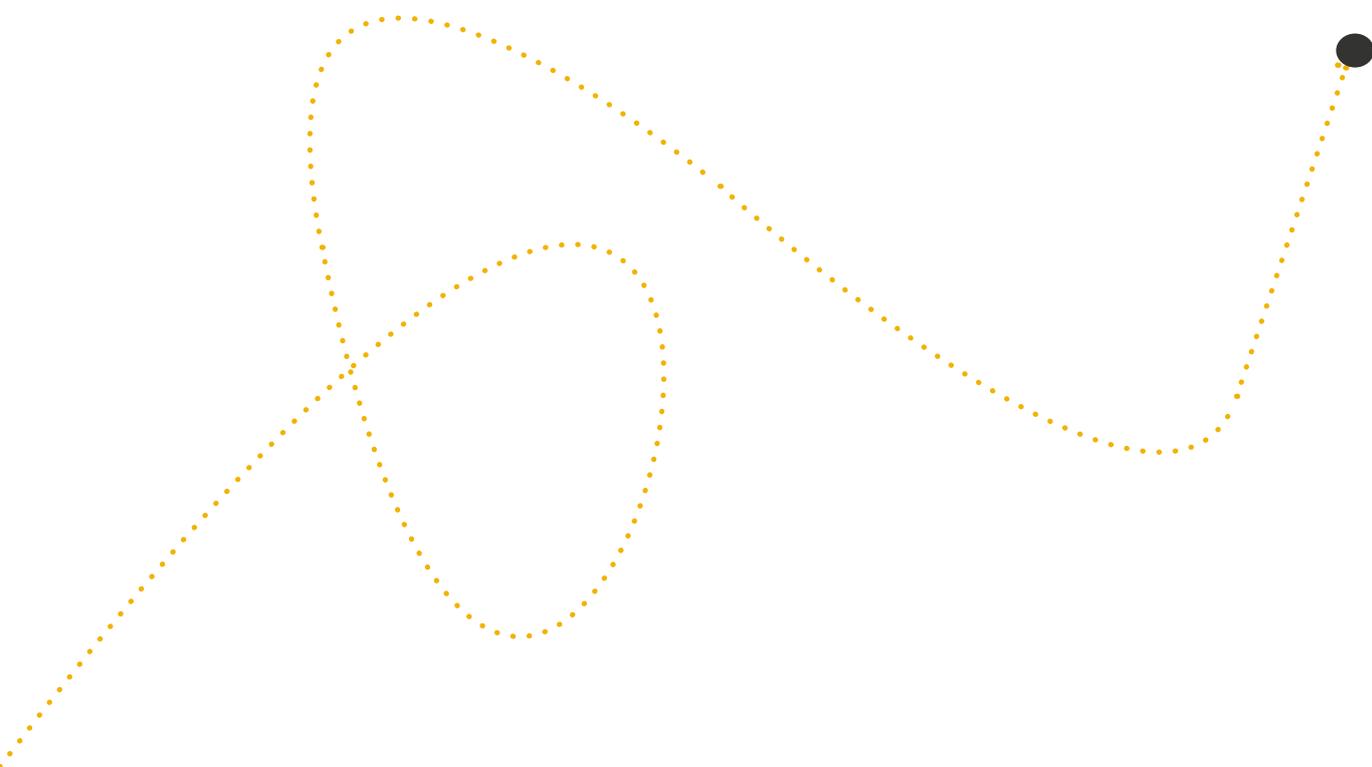
Finding influencers in the arts

As you start your influencer marketing journey, you will first need to seek out the most relevant influencers to approach. Digital PR software like [BuzzStream](#) is ideal for this purpose, allowing you to essentially build your own database based on topic, relevance and power.

Remember, you shouldn't always discount an influencer because they have fewer followers than someone else. Their audience may be smaller, but if it's more relevant to your project, then it's still worth pursuing.

Working with an influencer is not like hiring the services of an ad agency. With this kind of 'relationship marketing', it's all about trust and reputation. Cultural influencers have spent time personally cultivating their sizeable followings by creating content that matters to them. So when it comes to taking on promotions, they can be picky — and rightly so. They will collaborate with brands on their own terms, and only if they have a genuine interest in the project.

To give you some ideas, here are [10 Art Influencers and Artists to Follow on Instagram](#).

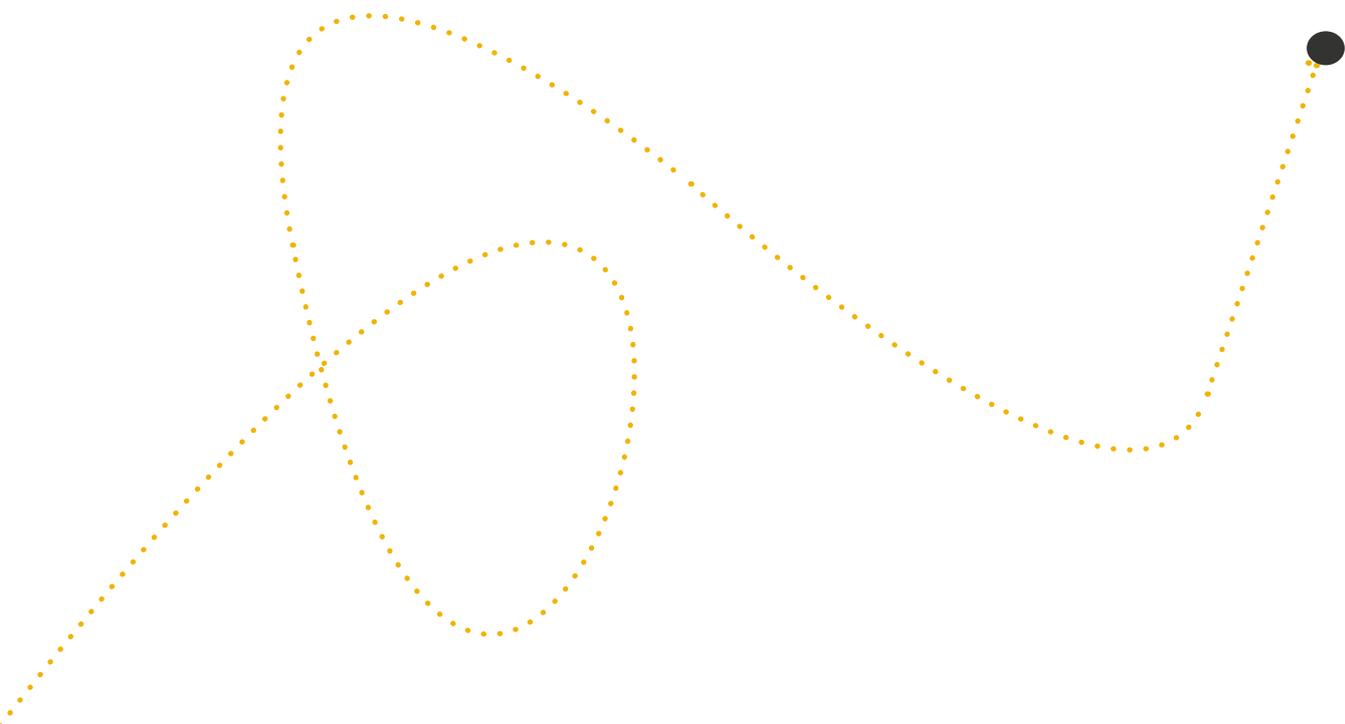


Tips for approaching influencers

Once you've narrowed down the influencers that you're interested in approaching, the trick is to do so in the right way. As influencers, many of these people get bombarded with email requests every day and several of them will be junk. So you need to get past their personal spam filter. Here are some tips for success when approaching arts influencers:

- Keep your email short and to the point
- Explain clearly what it is you do and you're trying to achieve
- Tell them why you chose them – add some personalisation
- Offer some content ideas, but don't get too prescriptive – give them the freedom to decide what will work best for their audience
- Write like a person, not a PR humanoid
- Find an angle that will make them look good or offer them something of value

If you succeed in working with an influencer, remember to keep in touch with them. They are good people to know, and you might want to work with them again in future. Treat the arrangement like an ongoing relationship, not a one-off transaction.



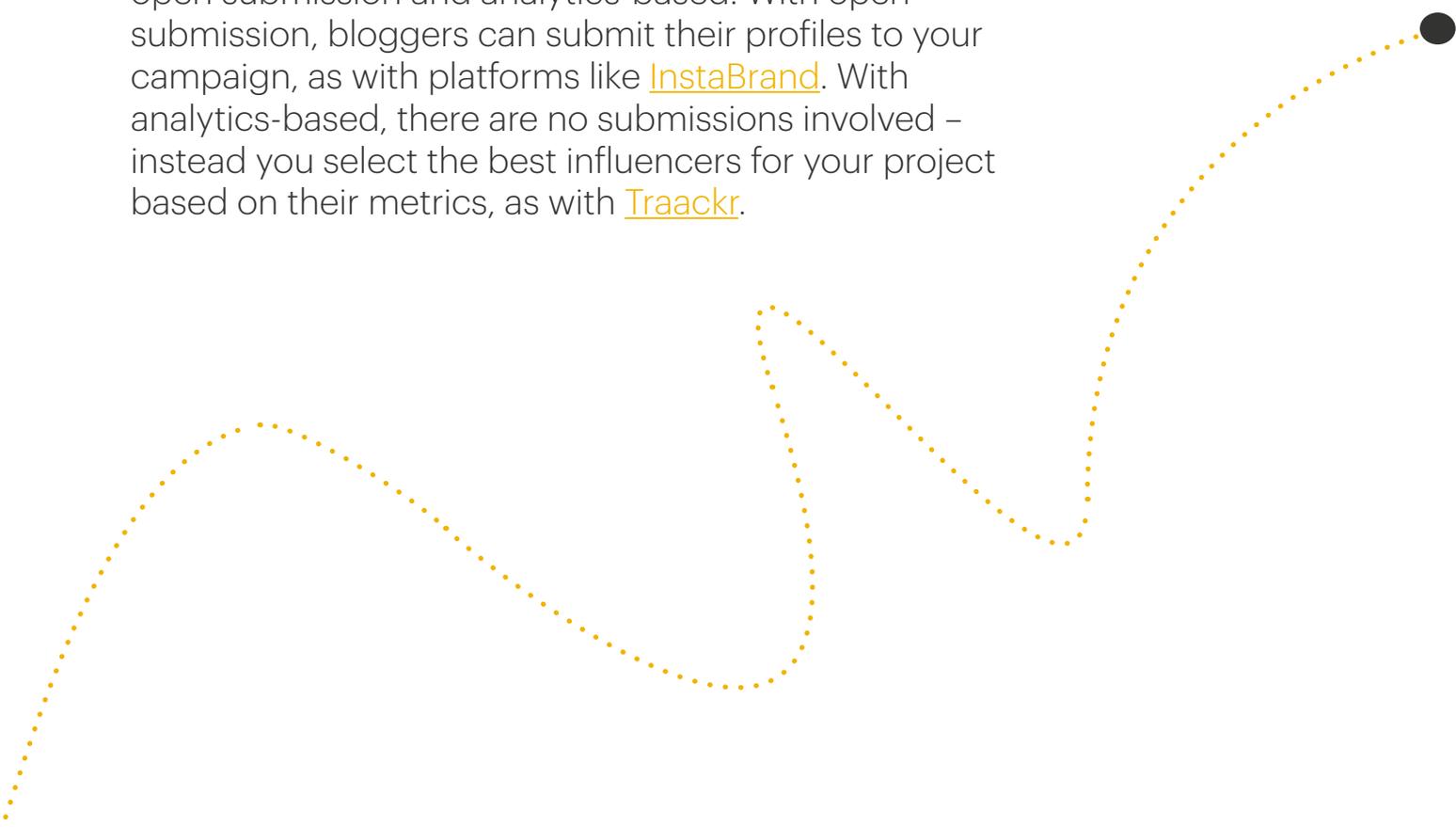
A closer look at platforms

Influencer marketing platforms will make your life much easier as you try to connect with bloggers in your niche, whether that's art, culture, theatre, music, or dance. A platform that offers plenty of search parameters does a lot of the heavy lifting for you, narrowing down the options to find your 'ideal' influencers who already have a vested interest in the subject matter – and will likely be interested in what you do, too.

Some platforms are more generalist, while others focus on a particular industry, so you want to find whatever is closest and most relevant to your project. Here are six good [influencer marketing platforms](#) for partnering with internet-famous creators.

[Famebit](#) is a popular platform that allows you to post your campaign and wait to receive proposals from creators, rather than reaching out to them yourself. Try to avoid sending emails to 'generic' bloggers who don't have any relevant experience in your industry – the key here is quality, not quantity.

There are two types of influencer marketing platform: open submission and analytics-based. With open submission, bloggers can submit their profiles to your campaign, as with platforms like [InstaBrand](#). With analytics-based, there are no submissions involved – instead you select the best influencers for your project based on their metrics, as with [Traackr](#).



Campaign types which is best for you?

There is more than one way to work with an influencer. It doesn't have to be limited to posting about your brand on their social media channels. Sharing brand-related content is often the way it goes – whether that's a photo, a tagged update, a video, or a sponsored blog post – but there are many other avenues as well. These include:

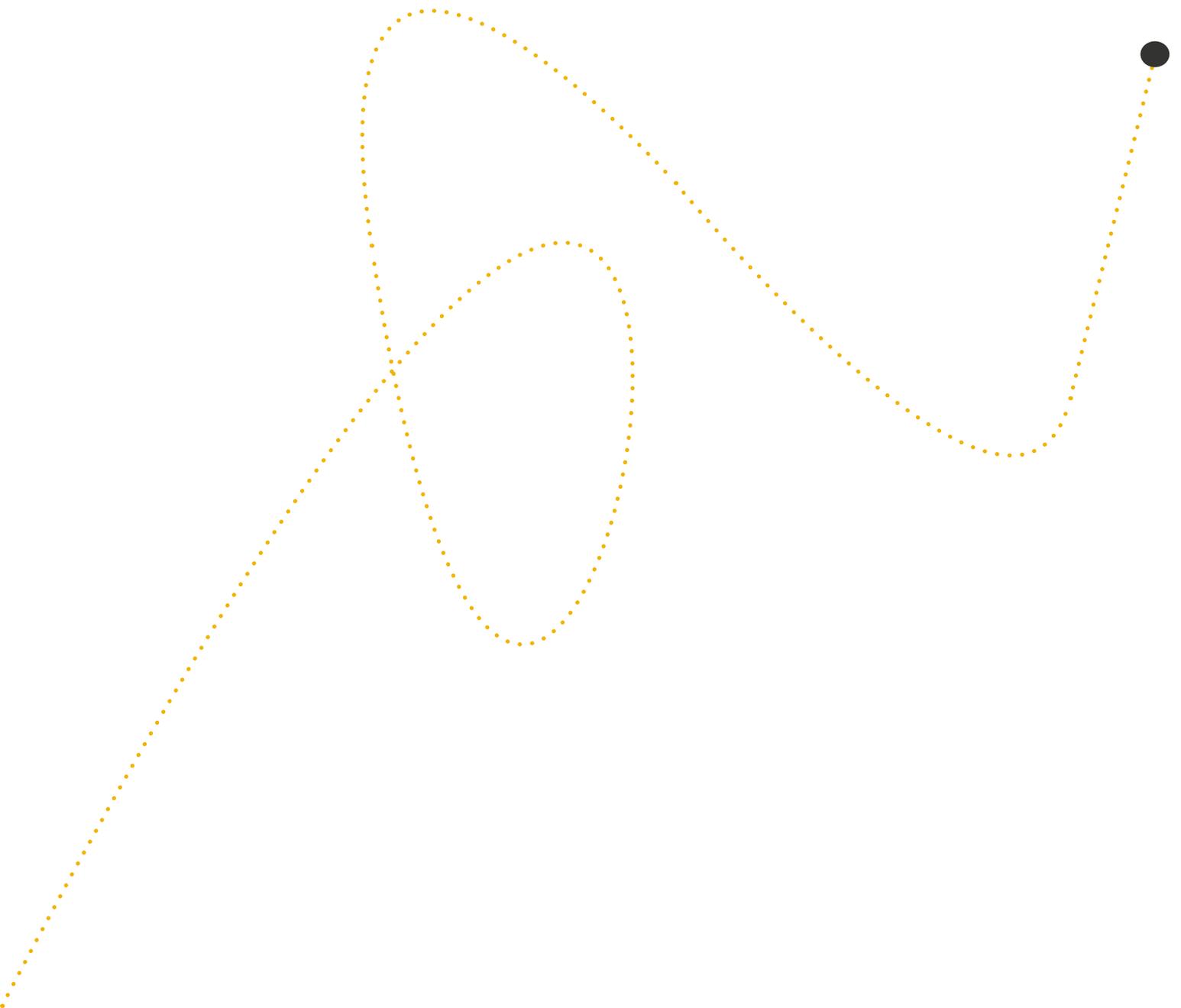
- **Reproducing their content on your own channels** – less of a time investment, but they must agree to it before you do so. 'Who owns what' can get a little dicey otherwise – and they must approve any promotional alterations.
- **Co-created content** – rather than leaving everything to them, you can look to create a piece of content together. For an arts project where you are also heavily invested, this can be an ideal solution.
- **Event marketing** – if the purpose of working with an influencer is to drive an audience to a new gallery opening or art exhibition, then you can ask them to share the event with their followers and even come along to it themselves.
- **Social takeovers** – this is where an influencer takes over your social channel(s) for a preset amount of time, exposing your existing following to fresh content, and drawing in new followers as well.



A final word

Working in the arts is wildly competitive, so arts organisations must always be willing to innovate to stand out. Influencer marketing could be a real boon to your efforts, ensuring that your work gets shared with a wider and more appreciative audience.

Finding the right influencer is the most important thing. When it works, it's a win-win situation all round.





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