

Build Your Brand and Build Your Business!

The following resources were compiled by the **San Francisco Arts Commission** staff to provide some useful marketing resources to help artists build a successful business. The Arts Commission encourages artists to explore similar products and services to find the solutions best suited to advancing their business.

SFMade is a non-profit focused on developing the local manufacturing sector and engaging the community with local manufacturers. www.sfmade.org/



Features: offers a “brand platform” to enable local manufacturers to identify and differentiate themselves; helps consumers identify locally made products; certifies that your products are made in San Francisco; provides opportunities to connect with customers with the help of SFMade through the use of their logo, directory and selling events.

Cost: Free

The **Mission Grafica** program at **Mission Cultural Center** offers workshops for printmaking and screen printing as well as the ability to rent their studio equipment. Website: www.missionculturalcenter.org Cost: varies by class and rental equipment.



TechShop is a community based workshop allowing access to the tools of innovation to their members.



Features: tools, equipment, and computers loaded with design software available to members; studio space; educational classes for members and non-members; support of TechShop community. www.techshop.ws/tssf.html. Cost: \$125 per month for membership; classes vary.

Etsy provides a marketplace for crafters, artists and collectors to sell their handmade creations, vintage goods and both handmade and non-handmade crafting supplies. www.etsy.com



Features: enables customization of your shop's online profile, banner and shop policies; protects the sensitive information of both parties; fosters connections with other Etsy members via chatrooms, forums and messaging. Cost: \$0.20 to list an item for 4 months or until it sells and a 3.5% fee is collected once the item sells.

Square allows users to accept credit cards through their Apple/Android devices either by swiping the card on the free Square device or by manually entering the details on the phone. squareup.com/



Features: funds from swiped payments are deposited directly into your bank account within 1-2 business days; access to publish a customized profile to Square directory so customers can find you online or on location; provides tools to manage your business online and secure transactions. Cost: pay 2.75% per swipe or a flat monthly \$275.

PayPal Here is a mobile payment solution that includes a free app and a free thumb-sized card reader for your smartphone/iPad.

www.paypal.com/webapps/mpp/credit-card-reader-faq.



Features: funds from payments are deposited within minutes; secure transactions; provides tools to manage your business online; customer can pay using PayPal app; swipe, scan or manual credit card entry. Cost: pay 2.70% per swipe/PayPal app transfer.

Foursquare is a site that customers can check into and share locations they've visited with their phone apps. business.foursquare.com/



Features: customers can share their check-ins with their other social media friends; businesses can send updates to their followers; visitors can leave reviews of their experience with the Foursquare business. Cost: Free.

Constant Contact is a site to help with creating professional-looking email communications to stay in regular touch with your email list and build strong customer relationships. www.constantcontact.com



Features: 400 easily customized HTML email templates; email marketing strategies such as tracking and reporting; support systems with tools; link social media pages; schedule deliveries; gain followers. Cost: \$15 per month depending on length of email list.

Twitter is an online social media service enabling users to send, read, and share messages of up to 140 characters. business.twitter.com/



Features: anyone can read the messages or “Tweets,” communicate and interact with followers; customize your brand’s Twitter profile page to increase engagement across devices and drive your business goals. Cost: Free

Bitly allows for easily saving and sharing favorite links from around the web. bitly.com/



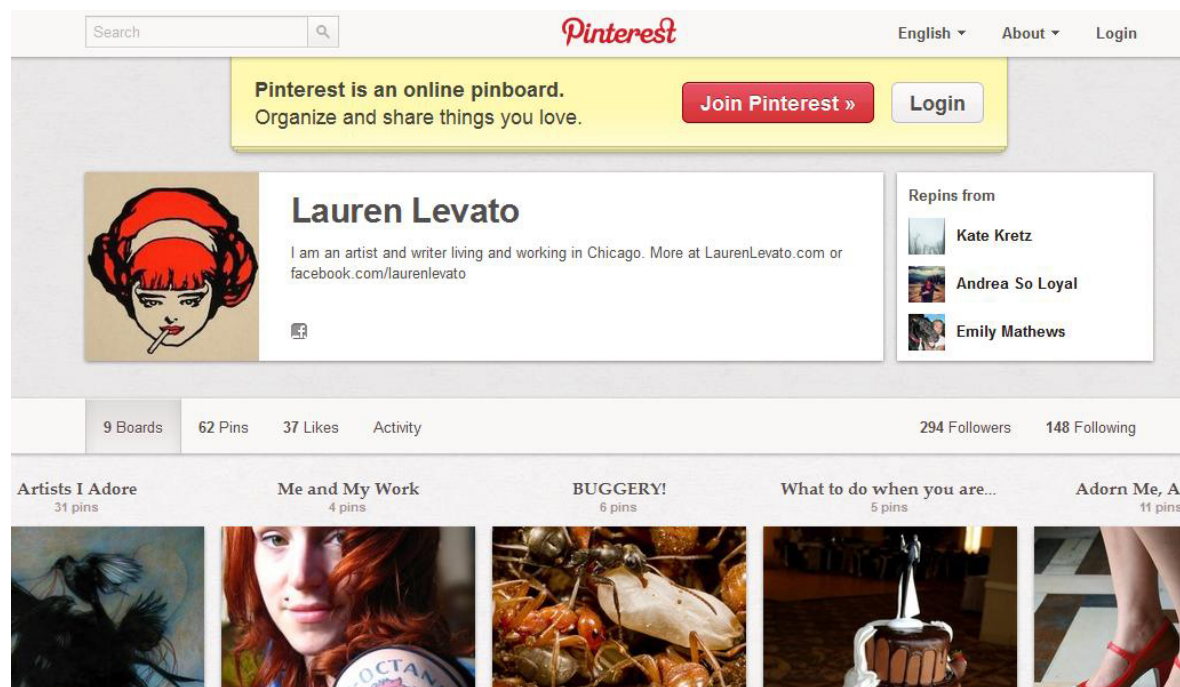
Features: shorten long urls (for social media posts); track the popularity of shared links; share links across Facebook, Twitter and email. Cost: Free.

Pinterest is a pinboard-style photo sharing website that allows users to create and manage theme-based image collections.



business.pinterest.com/

Features: create your own profile; create your own boards and highlight your specials; collaborate with other pinners and businesses; share what inspires you and your work with your customers. Cost: Free



Facebook is an online social networking service.

www.facebook.com/business



Features: build your own profile; connect and interact with new and old customers; Facebook Marketing resources available to businesses; create Facebook ads; friends can recommend your business to their friends. Cost: Free; ads and other programs vary.

Flickr is an image hosting website. www.flickr.com/

Features: present, share and promote your work; connect with colleagues, business partners, potential clients, and businesses; easily edit image preferences and details. Cost: free, pro account: \$25 per year.

flickr

The screenshot shows the Flickr interface for a user named Linda. The top navigation bar includes the Flickr logo, navigation links (You, Contacts, Groups, Explore), an Upload button, a search bar, and a notification badge. The user's profile header shows a profile picture, the name 'Linda's Many Muses' with a 'pro' badge, and options to add as a contact or view the profile. Below the header is a grid of four photographs of seashells. To the right, there are three categories of photo sets: 'Persons' (70 sets, 2381 views), 'Places' (106 sets, 1590 views), and 'Things' (47 sets, 1348 views). Each category is represented by a small thumbnail grid of images.