



1

MARKETING

A common discussion among NFT artists compares the percentage of time spent marketing versus the amount of time spent creating. Speaking quite honestly, marketing your work or your project effectively will require a substantial input of time and dedication.

DESIGNING YOUR BRAND

Whether you are new to NFTs or you've been in the space a while, it's worth taking stock of your identity and reflecting on your public image. We are constantly growing and evolving and as an artist, crafting your brand or image to reflect who you are in the present moment can be incredibly rewarding. Feeling aligned with your brand, your business image, and mission will give your project passion and keep you feeling motivated. Your authenticity will help you to attract an audience of genuine followers.

Take some time to play around with it. Try on some different ideas. The NFT space is the perfect place to reinvent, or give life to a new persona. Many creators, collectors, and influencers within the space are anonymous. This is an accepted practice within the industry and one that you could consider when deciding who you want to be when it comes to NFTs.

HOW TO BECOME AN NFT ARTIST - WEEK 3

Many creators have a logo or symbol that they use as part of their branding. You can create something yourself, work with a graphic designer, or use stock images. A custom color palette, emoji set, or font style can also help to distinguish your identity. Once you've settled on the elements of your brand, be consistent with their use so that your audience can become familiar and quickly recognize your content.



REACHING YOUR AUDIENCE

The most important part of any marketing strategy is to find and connect with your audience. You will naturally gravitate towards one another, but your followers will only be able to find and connect with you if you are visible. If you want to be seen then you need to stand out!

SHARING YOUR PORTFOLIO

Be prepared to share your work when someone asks. A common way to do this is to have a list of links that point to the different marketplaces where your work can be found. Add your branding and design elements, as well as information for contacting you.

If you have a website, published interview, news article, or press release, these are all great additions to your list of links and will help your audience to learn more about you.

LinkTree is a popular solution, y.at was super trendy for a while, and I personally use a platform called Flowpage. I just found out about Lynkfire which also looks like a great new choice for artists.

- <https://linktree.com/>
- <https://y.at/>
- <https://www.flowcode.com/page>
- <https://lynkfire.com/>



HOW TO BECOME AN NFT ARTIST - WEEK 3

WHERE TO PROMOTE

There are numerous options when it comes to promoting your NFTs. A lot of it comes down to personal choice. Use the channels that work best for you. But if you are feeling stuck, don't be afraid to branch out to a new platform and interact with an entirely new community.

In addition to social media platforms, which are the main go-to for NFT promotions, in some instances you can also use the marketplaces themselves to connect with your audience. Foundation and Formfunction allow you to follow other accounts and this is a great way to get started. Known Origin artists can enter to participate in the weekly Artist Drops for a chance to be featured on the marketplace homepage.

There are quite a few Discord servers out there, but as you make your way as an NFT artist you will begin to find the communities that you resonate with. Most marketplaces have a Discord server which not only provides an opportunity to connect with other creators, but a place to promote your work in a private community apart from social media.

Another option is to establish an e-newsletter. Twitter integrates with the e-news service Revue, allowing your audience to sign up directly from your Twitter profile. Mailchimp is a more robust service with both free and paid options.

Last but not least, ask your friends to help you promote!

SOCIAL MEDIA PLATFORMS FOR NFTS:

Twitter

LinkedIn

TikTok

Instagram

Skurpy

PLATFORMS FOR BROADCASTING:

Twitter Spaces

LinkedIn Audio

YouTube

Discord Voice



3

MAXIMIZING SOCIAL MEDIA

When you set up your social media accounts make sure to add banner and profile images that reflect your art, project, or brand. Add a short bio that highlights the most relevant information about you, with the most important words first. Include the word “NFT” in your profile along with a link to your portfolio and a few hashtags to help you connect with your target audience.

The following steps are the most important for maximizing your social media accounts. They may seem basic, but they are effective nonetheless.

Many people ask about hashtags and I will be covering that in a separate workshop. They are the icing on the cake and I recommend placing your attention on these other areas first:

1. **Follow NFT Accounts** — It’s simple but it works! The fastest way to grow your account is to follow other NFT accounts. No need to go crazy with it, but if you’re just getting started or your growth has slowed a bit, jumpstart the algorithm by following other NFT artists, collectors, and projects.
2. **Tune Your Feed** — If you’ve had a social media account for a while and you want to tune it for NFTs, then you will need to begin unfollowing accounts that are not related to NFTs. If you have a account that is well established and you don’t want to dismantle it, then it is advisable to make a new social media account strictly for your NFT business. Once you have deployed a fresh account only follow, engage with, and retweet other NFT related accounts.
3. **Post Everyday** — This sounds easy, but it’s deceptively difficult to master. Establishing a pattern where you show up at the same time everyday to engage and post content is the most effective way of growing an account and fostering trust with your audience.



HOW TO BECOME AN NFT ARTIST - WEEK 3

CREATING CONTENT

Creating good content is key to building a strong following. Whether you are sharing your visual art, music, or writing, it is important that you are delivering the highest quality content that you can. However, I recommend striking a balance between quality and quantity to achieve the maximum amount of both without wearing yourself down.

It's nice to achieve a rhythm and flow with your content, but if it starts to feel stale and you want to shake things up, try one of the following and then post about it:

- Host a Twitter Space or LinkedIn Audio
- Collaborate with Another Creator
- Submit Your Art to a Metaverse Gallery
- Create Your Own Gallery
- Visit a Physical NFT Gallery
- Write a Creative Bio
- Create a Giveaway or Reward
- Compile Your Stats
- Participate in a Metaverse Event
- Run a Silly Poll
- Tune in for an NFT Webinar
- Get Featured in an Event

I wrote a popular post recently that shared a few personal and humorous facts about myself titled, "Ten Things About Me That Have Nothing to Do with NFTs." Not only was it a great way to cultivate a friendly connection with my audience, but it offered a soft lead-in to the events I was promoting that week.

It trended on NFT LinkedIn afterwards with quite a few people reusing the idea to share fun facts about themselves. I've added the link below, so feel free to give it a try too!



4

COLLECTOR PERKS

In the NFT space it pays to be creative. Whatever you can do to instigate excitement and generate hype will ultimately lead to greater visibility and ultimately sales. Offering perks to your collectors can help you do just that. Here are a few ideas.

AIRDROPS

An airdrop is an NFT or token that is sent to a wallet address and is often used to add value to a sale or reward participants. Incentivize collectors by promising to airdrop gifts in the form of NFTs to top-spenders and long-term holders.

PHYSICALS

Considering offering the original artwork or a reproduction as a free gift accompanying the NFT. Other successful physical perks which you will encounter with pfp projects include stickers, bracelets, sneakers, hoodies, and mugs.

COMMUNITY

Providing the space and attention to nurture a community is a huge giveback, not only to your collectors, but to your entire audience. In the beginning you can invite your community into a small group chat, as you grow you may want to expand into your own Discord server. Whether it's an audio event, metaverse event, in-person conference, or something else, hosting an event is a great way for you to provide a gathering point for both your collectors and your community.



HOW TO BECOME AN NFT ARTIST - WEEK 3

GAMIFY

There is a lot excitement around gaming and NFTs. To that end, many collectors in the space will respond positively to gamification of your project. Projects that are successful include puzzles, treasure hunts, and NFTs that transform when certain conditions are met.

5

ADDITIONAL READING

10 Ways to Jumpstart Your NFT Twitter:

https://www.linkedin.com/posts/melshapcott_nfts-nftcommunity-twitter-activity-6901569227484934144-4fJJ?utm_source=linkedin_share&utm_medium=member_desktop_web

10 Things About Me That Have Nothing to Do with NFTs:

https://www.linkedin.com/posts/melshapcott_linkedin-nfts-nftcommunity-activity-6904048106128637952-xvx?utm_source=linkedin_share&utm_medium=member_desktop_web

Pricing Your Art For NFT Artists:

https://www.linkedin.com/posts/melshapcott_nfts-nft-nftartist-activity-6915653228562931712-8slZ?utm_source=linkedin_share&utm_medium=member_desktop_web

Three NFT Marketplaces That Have My Attention:

https://www.linkedin.com/posts/melshapcott_nftart-nfts-activity-6916038481966194688-cl14?utm_source=linkedin_share&utm_medium=member_desktop_web



6

HOMework

Explore identity and begin designing your brand.

When you are ready to move forward add your brand elements to the marketplace where you will be minting, as well as to your social media accounts.

Create a links page to showcase your portfolio.

