

IWS 2023 Social Media Handout

14 Popular Art Sales Platforms

Before choosing a platform, it's important to research their terms, fees, and policies to ensure they align with your goals and preferences. Some platforms might be more suitable for certain types of watercolor art or specific target audiences, so consider your niche and target market when making your decision.

Platform	Description	URL
ArtFinder	<p>An online marketplace for artists to showcase and sell their original artworks.</p> <p>Watercolor artists can reach a global audience and gain exposure through the platform's search and curation features.</p>	https://www.artfinder.com/
ArtPal	<p>A platform that allows artists to sell original art, prints, and even digital downloads.</p> <p>Artists can set their own prices and keep the majority of the earnings.</p>	https://www.artpal.com/
Artplode	<p>An online gallery where artists can list their artwork for sale.</p> <p>The platform doesn't charge any commission on sales, allowing artists to keep the full sale price.</p>	https://www.artplode.com/
Big Cartel	<p>An e-commerce platform that artists can use to set up their own independent online stores.</p> <p>Watercolor artists can customize their shops and</p>	https://www.bigcartel.com/

	sell their original arts and prints.	
Curioos	<p>A platform focused on limited edition art prints and products.</p> <p>Watercolor artists can sell their work as limited-edition prints, giving buyers a sense of exclusivity.</p>	https://www.curioos.com/
Etsy	<p>An established platform for handmade and vintage items, including art.</p> <p>Watercolor artists can set up their own shops to sell original paintings, prints, and even offer personalized commissions.</p>	https://www.etsy.com/
Fine Art America	<p>A platform that enables artists to sell prints of their work, including watercolors, on various products.</p> <p>The platform also offers customization options for buyers.</p>	https://www.fineartamerica.com/
Inprnt	<p>A platform dedicated to selling high-quality art prints.</p> <p>Watercolor artists can submit their work for consideration, and if accepted, their prints will be available on the platform.</p>	https://www.inprnt.com/
Minted	A design marketplace that hosts regular art-challenges.	https://www.minted.com/

	Artists can submit their designs, and winning entries are sold as art prints and other products.	
RedBubble	<p>Similar to Society 6, Redbubble let's artists upload their designs and them on a range of products.</p> <p>Watercolor artists can sell prints, posters, clothing, and accessories.</p>	https://www.redbubble.com/
Saatchi Art (aka. Saatchi Online)	<p>A global art gallery where artists can list and sell their original artwork, including watercolor.</p> <p>The platform also offers the option to participate in curated collections and exhibitions.</p>	https://www.saatchiart.com/
Society 6	An online platform that allows artists to upload their artwork, which can then be applied to a variety of products such as prints, canvases, phone cases, and home décor items.	https://www.society6.com/
UGallery	<p>A curated online gallery that showcases and sells original artwork.</p> <p>Watercolor artists can apply to become part of the gallery's roster of artists.</p>	https://www.ugallery.com/
Zazzle	An online marketplace where artists can sell their designs on a wide range of products, from art prints, to clothing, accessories, and home décor items.	https://www.zazzle.com/

Insight and Analytic Tools for Various Social Platforms

Discover the potential of data with analytics tools that can enhance your social media strategy. These platforms provide valuable insights into your online presence, whether you're an artist, entrepreneur, or marketer. You can uncover trends, engage your audience, and make informed decisions using these tools. Many offer free trial plans and can cater to different account sizes, making them accessible to all. Explore the possibilities and customize your social media efforts for success.

Instagram

Name	Description	Price	URL
Instagram Insights	Native tool provided by Instagram for business profiles, offering data on followers, engagement, and content performance	Free	Included with Instagram Business Account
Later	Social media scheduling and analytics tool with a focus on Instagram, providing insights, scheduling and content performance	Free (limited features) to paid plans	https://www.later.com/
Iconosquare	Comprehensive Instagram analytics platform offering performance metrics, competitor analysis, and engagement insights.	14-day Free Trial and Multiple Paid Plans	https://www.iconosquare.com/

Facebook

Name	Description	Price	URL
Facebook Insights	Built-in analytics tool for Facebook pages, providing	Free	Included with Facebook Pages

	data on audience demographics, engagement and content performance		
Buffer	Social media management tool with analytics for Facebook, offering post performance data, engagement metrics, and more.	Free (limited features) to paid plans	https://www.buffer.com/
Sprout Social	Social media management and analytics platform for multiple platforms, including Facebook, providing detailed insights.	30 Day Free Trial Multiple paid plans	https://www.sproutsocial.com/

Pinterest

Name	Description	Price	URL
Pinterest Analytics	Native analytics tool for Pinterest business accounts, offering data on pin performance, audience engagement, and more.	Free	Included Pinterest Business Accounts
Tailwind	Pinterest and Instagram scheduling and analytics tool, providing insights, content planning, and performance metrics.	Multiple Paid Plans	https://www.tailwind.com/
Viralwoot	Pinterest marketing and analytics platform, offering	Multiple Paid Plans	https://www.viralwoot.com/

	insights, analytics, and optimization tools for Pinterest accounts.		
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TikTok

Name	Description	Price	URL
TikTok Analytics	Built in analytics for creator accounts. Access data on video views, likes, comments and follower growth.	Free	Native to App
TikTok Pro	Offers more info than first tier product. Available for business and creator. Provides audience demographics, growth, trending content.	Free	Native to App
SocialBee	Offers TikTok analytics among it features. Track video performance, engagement rates, and growth.	Free (limited access) and Paid Plans	https://www.socialbee.com/
InfluenceGrid	Specializes in TikTok analytics, offering data on video performance, engagement and follower demographics.	Free (limited features) and Paid Plans	https://www.influencegrid.com/
Tokfluence	Analytics for TikTok influencers, allowing you to track video	Free (limited features) and Paid Plans	https://www.tokfluence.com/

	performance, engagement rates, and audience insights.		
Upfluence	<p>Influencer marketing platform that offers TikTok analytics, helping you track video performance, engagement metrics, and audience demographics.</p> <p>It's designed for influencers and businesses</p>	Paid Plans	https://www.upfluence.com/
Later	<p>Primarily known for Instagram analytics, the tool also works with TikTok.</p> <p>Offers analytics, helping you track video performance, engagement metrics, and follower growth.</p>	Free Trial and Paid Plans	https://www.later.com/

Tools to Help You Protect Your Work

Protect the authenticity of your artistic creations with these indispensable tools that ensure the safety of your work on the internet. Whether you're worried about copyright infringement, image stealing, or unauthorized use, these resources guarantee your peace of mind and security. Some of these tools offer fundamental features for free, while others cater to artists with diverse requirements. Take the time to explore the different options available and select the ones that align with your vision of safeguarding and asserting your artistic rights.

Tool	Purpose
Adobe Photoshop	Create custom watermarks, adjust opacity, size, and placement to suit your needs.
Adobe Lightroom	Photo editing software that also offers watermarking, has a batching feature to work with multiple images.
Canva	Online tool – provides templates and tools to design watermarks. Great for all skill levels.
GIMP	Open-source tool, similar to Photoshop.
iWatermark	Works on desktop and mobile, allows you save watermarks for easy application
PhotoBulk	Bulk image editor for macOS that includes watermarking
Watermark Software	Works on Windows, 300 photos in one minute, free and paid version.
Inpaint	Primarily used for photo retouching, also has watermarking features to add or remove watermarks
Visual Watermark	Works on macOS and Windows, create watermarks, customize text, logos and graphics
Pixlr	An online tool – web based, offers image editing as well

Reverse Image Search

Discover the importance of reverse image search tools for artists. These invaluable tools enable artists to safeguard their creative work, track its online presence, and ensure protection against unauthorized usage. By conducting reverse image searches, artists can identify where their art appears online and act appropriately. Explore these tools to secure your artistic rights and maintain control over your digital portfolio.

Tool	Purpose	URL
Google Images	Google's reverse image search allows you to find similar images online	https://www.google.com/imghp/
Bing Visual Search	Microsoft's Bing offers a reverse image search feature	https://www.bing.com/visualsearch/

Yandex Images	Yandex is a Russian search engine with reverse image search	https://www.yandex.com/images/
ImageRaider	ImageRaider is designed for tracking image usage online	https://infringement.report/api/raider-reverse-image-search/
Prepostseo Reverse Image Search	An online tool for reverse image searching	https://www.prepostseo.com/reverse-image-search
Berify	Berify helps protect online photos and artwork tracking usage	https://berify.com/
Karma Decay (for Reddit)	Specialized tool for tracking image reposts within the Reddit community	http://karmadecay.com/
TinEye	TinEye is a reverse image search engine for find image matches online	https://tineye.com/