



Worksheet for seminar 07.05.2025

Interactive Activity: Your Online Shop Plan

- Choose your platform (Etsy, Saatchi Art, or your own website).
- Draft a product description for one of your artworks.
- List 3 marketing strategies you'll use to promote your shop.

Worksheet:

Step 1: Choose Your Platform

Select one of the following platforms for your online shop:

- **Victory Art**
- **Etsy**
- **Saatchi Art**
- **Your Own Website**

Which platform have you chosen?

(Choose one)

- ☐ Victory Art
 - ☐ Etsy
 - ☐ Saatchi Art
 - ☐ My Own Website
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Step 2: Draft a Product Description

Choose one of your artworks and write a product description. Be sure to include the following details:

- **Title of the Artwork:**
(Write the title here)
- **Medium (e.g., oil painting, sculpture, digital art, etc.):**
(Write the medium here)

- **Dimensions (size of artwork):**
(Write the dimensions here)
- **Inspiration or Story Behind the Artwork:**
(Explain the inspiration or backstory here)
- **Key Features or Unique Selling Points (e.g., colors, textures, emotional impact, etc.):**
(List your key features here)

Product Description:

(Write your full product description here)

Step 3: List 3 Marketing Strategies

Think about how you will promote your online shop and artwork. List three marketing strategies that will help you reach your target audience.

1. **Marketing Strategy 1:**
(Describe your first marketing strategy here)
2. **Marketing Strategy 2:**
(Describe your second marketing strategy here)
3. **Marketing Strategy 3:**
(Describe your third marketing strategy here)

Bonus Reflection:

Why did you choose the platform you selected in Step 1? How do you think it will help you connect with potential buyers?

(Write your reflection here)

End of Activity:

Take a moment to review your responses. Consider how these steps will help you successfully launch or grow your online art shop.



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