

Day 4 CA\$H Challenge

Marketing Case Study: Artsy

Monthly visits: 2.838M

Visit Duration: 02:16

Bounce Rate: 56.98%

Page visits: 3.47

Traffic

Direct: 26%

Email: 0.11%

Referrals: 3%

Socials: 3%

Organic Search: 68%

Paid Search: 0.5%

Display Ads: 0.2%

Social Traffic

Instagram: 19%

Reddit: 18%

Facebook: 17%

Twitter: 16%

Pinterest: 18%

TOFU (Top of the Funnel)

At the TOFU stage, Artsy's goal is to create awareness and attract a broad audience. This is achieved through content that educates and engages without pushing for a sale. Some key strategies include:

- **Content Marketing:** Artsy produces high-quality blog posts, articles, and videos that discuss art trends, artist interviews, and educational pieces on art history and appreciation. This content is optimized for SEO to attract organic search traffic.
- **Social Media Engagement:** Artsy uses social media platforms to share visually appealing posts, infographics, and short videos that highlight various artworks and artists. This helps in reaching a wider audience and driving traffic to their website.
- **Email Newsletters:** Regular newsletters provide subscribers with curated art collections, upcoming events, and new blog posts, keeping Artsy top of mind for art enthusiasts.

MOFU (Middle of the Funnel)

The MOFU stage is about nurturing and educating potential customers who have shown interest in art but are not yet ready to purchase. Artsy focuses on building trust and demonstrating the value of their platform:

- **Webinars and Online Events:** Artsy hosts webinars and virtual tours that offer deeper insights into the art world, artist techniques, and the art market. These events help engage the audience and position Artsy as a knowledgeable leader in the art community
- **Detailed Guides and E-books:** In-depth guides and e-books on art collecting, investment, and market trends are provided in exchange for contact information, which helps Artsy build a list of qualified leads.
- **Case Studies and Artist Features:** Artsy shares success stories and case studies of artists who have benefited from using their platform. This not only builds credibility but also helps potential customers understand the value Artsy brings.

BOFU (Bottom of the Funnel)

At the BOFU stage, the focus is on converting leads into customers through persuasive and personalized content:

- **Product Demonstrations:** Artsy offers virtual tours and demo videos that showcase how their platform works, including features like art discovery, virtual exhibitions, and purchasing processes. These demos help potential buyers see the practical benefits of using Artsy.
- **Free Trials and Special Offers:** To encourage final conversions, Artsy provides limited-time offers, discounts, and free trials of their premium services. This reduces the barrier to entry and incentivizes purchases.
- **Personalized Follow-ups:** Artsy employs personalized email follow-ups and consultations to address any remaining concerns and provide tailored recommendations based on the customer's browsing and interaction history.

The most effective strategy used by Artsy seems to be SEO optimized content, shown by the large amount of organic traffic the site receives. Their SEO-Optimized content strategy includes:

- **Educational Blog Posts and Articles:** Artsy regularly publishes in-depth articles and blog posts that cover art market trends, artist spotlights, and educational content about art history and collecting. These articles are meticulously optimized for search engines to attract organic traffic from individuals searching for art-related topics.
- **Comprehensive Guides and E-books:** They create detailed guides and e-books on topics such as art investment, collecting tips, and market analysis, which serve to educate and nurture potential leads who download these resources in exchange for their contact information.
- **Artist Features and Case Studies:** Artsy showcases the success stories of artists who have used their platform, providing compelling case studies that build trust and demonstrate the value of their service. This content helps to move prospects down the funnel by showing real-world benefits and outcomes.

Seeing as their website traffic is mostly reliant on SEO optimization rather than content creation from social media platforms to drive traffic to their website and it is already successful at gaining attention, I believe the key performance indicator I would look to improve is website metrics such as visit duration, bounce rates and page visits.

This can be done through several services:

- High-Resolution Images
- Thumbnail Design
- Virtual Gallery Tours
- Long Form Video Content
- VSLs
- Blogs and Articles
- Website Design
- UX/UI Design
- Graphic Design
- Animated Graphic Design
- Motion graphics
- Animation
- Illustration

I think overall the service which provides the most potential to improve these website metrics would be a graphic design service. I will have to experiment with the style of graphic design (whether it is animated graphic design, conventional graphic design, motion graphic or animation) but I believe this service offers the most potential to improve key performance indicators to increase a websites visit duration and its page visits while decreasing its bounce rate, offering more opportunities for potential customers to consume the galleries content and purchase. Furthermore, it is a service which is used heavily at all stages of an art gallery's funnel so is a highly sought after skill in this niche.