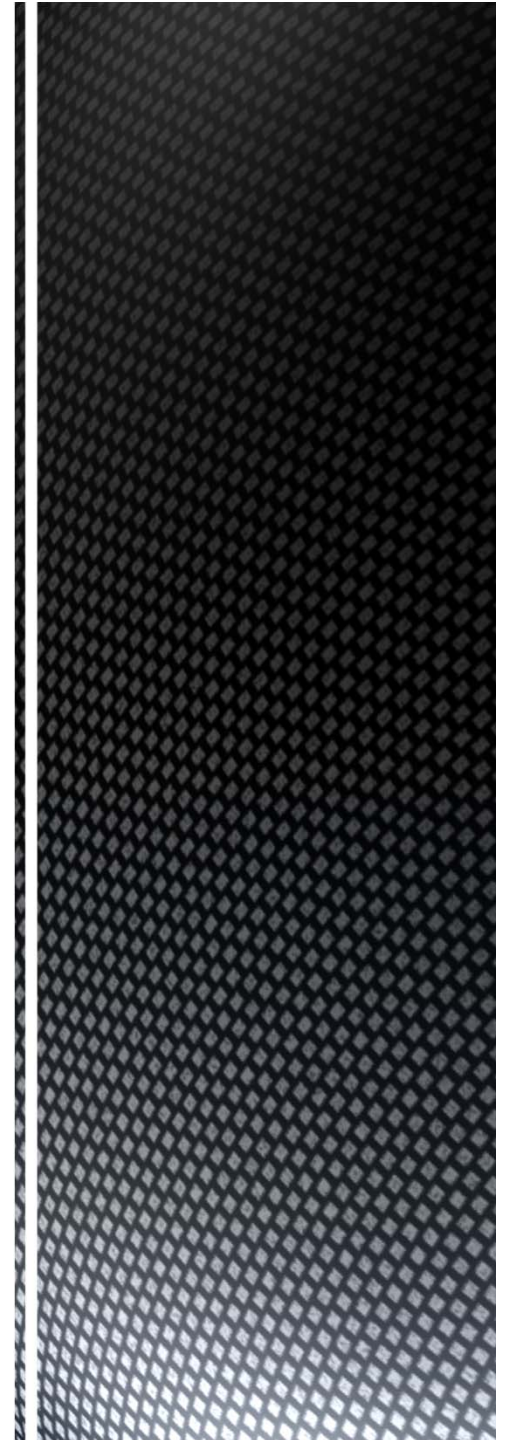




Your Online Presence



Your online presence requires thought & planning. It should not be spontaneously created like you might do with your art work, as well as that work in the studio.

And don't worry, it can be great fun.
But ...

... the better your plan, the less time you'll waste **ON ineffectual and overly complex avenues and strategies.**
That means more time Creating!



There are tons of ways to **plant**
your flag out on the Internet ...

Microsoft

msn

Яndex

淘宝网
Taobao.com

腾讯网
QQ.com

bing

amazon.com

Baidu 百度

Windows Live

YAHOO!

conduit

myspace.com

facebook

Google



twitter

YouTube

orkut

WIKIPEDIA
The Free Encyclopedia

LinkedIn

Ask



Select Language
Powered by Translate

Home

The Daily Polymer Arts Blog
...FOR THE POLYMER CLAY ARTIST

Subscribe to our feed

Support The Polymer Arts projects
BUY OR SUBSCRIBE ...
The Polymer Arts Magazine

New Clays and New Toys
Posted on May 01st, 2014 in [Polymer community news](#)

Advertising
 Whimsical BEAD CANE Tutorials
FOR THE ARTIST WITH IN
Advertise here

Categories
Inspirational Art
Polymer community news
Polymer issues
Ponderings
Supplies & other fun stuff
Technique tutorials
The Polymer Arts magazine news
Tips and Tricks

Subscribe by Email
 Subscribe
We take privacy seriously. Your email address will not be shared.

Follow The Polymer Arts on Facebook
 The Polymer Arts
You like this.
You and 8,055 others like The Polymer Arts.

Down in the vendor's hall here at EuroSynergy, there are artists selling their beautiful work so we are getting the rare chance to see the craftsmanship and beauty of dozens of very skilled artists up close and personal. That in itself is very exciting but there is also the huge variety of new clays and new tools coming out from big manufacturers and small. It's like Christmas come early for polymer people!

You may have heard that there are some new clays coming out but did you know that there are new varieties by three big manufacturers? I am lucky enough to have a sneak peak back the TPA office but to see all of the new products in one room is kind of overwhelming.

Both Polyform and Staedler have brand new lines of clay as well as tools. Premo Souffle and a batch of truly new products are just streaming out of the creative centers at Polyform. Iris Weiss and Syndee Holt were demonstrating the new tools and sampling the new soft colors of Souffle at their very busy little corner of the room.

for long, I look to a lot of other art forms as inspiration for polymer work. One I had never considered was graffiti art. But when I asked Anke Humpert how she came up with the idea for this bracelet below, she shrugged and put up her hands like it seemed so obvious that graffiti would inspire polymer. And I have to agree. With the range of colors and the expressive forms in the lettering, it is suddenly obvious to me too.



Well, after a day of exploring Valletta and seeing the kick-off of EuroSynergy, I need to get a little sustenance and get ready for the rest of the week. I will post photos from our little tour around Malta's capital and will try to fit in some quick stories on both The Polymer Arts and Sage Bray Facebook pages so come join me over there a little later on to see what our polymer people are up to.

Blogging

- Wordpress
- Blogger
- Typepad
- Blogetry
- Tumblr
- Weebly
- LiveJournal



Newsletters

- Constant Contact
- Mailchimp
- iContact
- GetResponse
- BetterResponse

The screenshot shows the iContact dashboard interface. At the top, there is a dark blue header with the iContact logo on the left, and links for Help, Upgrade, and a user profile dropdown for Sage Bray on the right. Below the header is a navigation bar with tabs for Home, Contacts, Email (which is active), Social, and Reports. Under the Email tab, there are sub-links for Messages, Pending Messages, RSS In Feeds, Surveys, Autoresponders, and Image Library. The main content area is divided into four white boxes with blue borders and icons:

- My Messages:** Includes an icon of a document and envelope. Text: "Create a new message or work from a saved draft." Links: [Create a Message](#), [Re-Use a Sent Message](#), [Draft Messages](#), [Pending Messages](#), [My RSS-In Feeds](#).
- My Surveys:** Includes an icon of a clipboard with a checkmark. Text: "Learn more about your customers by sending a survey." Links: [Create a Survey](#), [My Surveys](#).
- My Autoresponders:** Includes an icon of a document with a circular arrow. Text: "Automatically send a series of messages to your customers on scheduled days." Links: [Create an Autoresponder](#), [My Autoresponders](#).
- Image Library:** Includes an icon of a picture frame. Text: "You can upload images here for use in your email newsletters." Link: [My Image Library](#).

At the bottom, there is a dark blue footer with sections for Learn, Connect, Discover, and Policies. The Discover section is highlighted with a white box containing the URL: <https://app.icontact.com/icp/core/create/message/rssin/manage?token=d93253ad39505ebf95c074e0af5d64d0> Marketing. The Policies section includes a link for [Anti-Spam Policy](#). On the right side of the footer, there are links for Help, Contact Support, and Feedback.

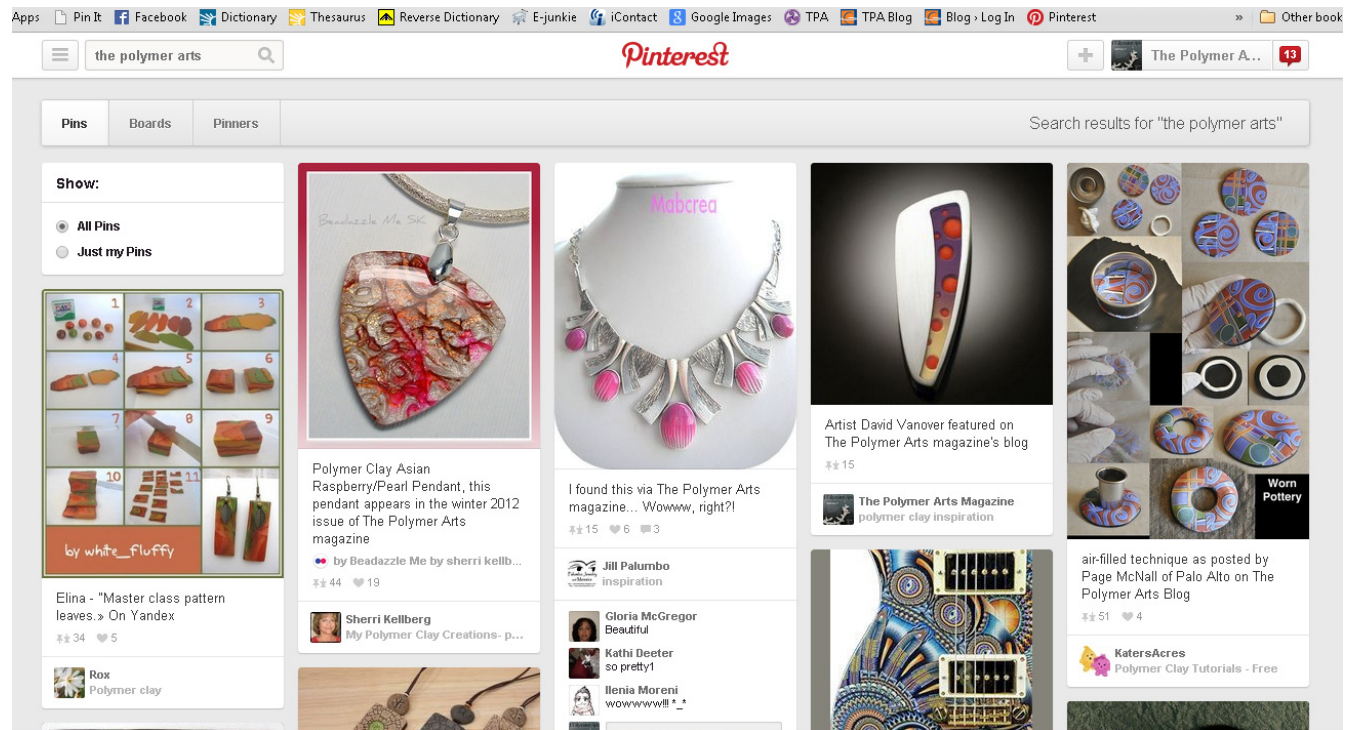
Social Networks

- Facebook
- Twitter
- Google+
- LiveJournal
- Yahoo Groups

The screenshot displays the Facebook page for 'The Polymer Arts'. The page header includes the name 'The Polymer Arts', navigation tabs for 'Timeline' and 'Recent', and buttons for 'Create Post', 'Admin Panel', and 'Promote Page'. Below the header is a featured image of a bracelet with a circular metal design and a chain. The page description reads: 'The Polymer Arts 8,055 likes · 375 talking about this'. Below the description is a post by Nan Josephson from April 30, 2014, titled 'Graffiti...what a natural choice for an exciting bracelet in polymer! Take a look at this vibrant bracelet by Anke Humpert in today's blog: http://wp.me/p200Lm-100'. The post includes an image of a colorful, textured bracelet on a wrist. To the right of the post is a 'Likes' section listing users who liked the post: Foodsafe silicone moulds (16 friends), Яраска Макрепов (16 friends), EJK Beads (26 friends), Fusion Jewellery designs by Vix & Jean (32 friends), and Lizards Jewelry (64 friends). The bottom of the page shows a 'Like Comment Share' bar and a '1' notification icon.

Image Sharing Networks

- Flickr
- Pinterest
- Instagram
- Imgur
- Deviant Art



Your Own Website

- Custom Website
- Blog based site
- Online Market place

The Polymer Arts
The Magazine for Professional and Aspiring Polymer Clay Artists

Select Language
Powered by Google Translate

Home Buy/Subscribe About Resources Advertise Submissions Contact

What are you looking for?
--How to Subscribe or Renew
--Single Issue Purchasing
--Digital Version Links
--Sample Issues (in a flipbook!)
--Wholesale & Group purchases
--Submission Guidelines
--Resource Submissions
--Our Daily Blog

The Polymer Arts Newsletter
Sign up for our newsletter (we never share emails, ever) to keep up with all the latest polymer clay and magazine news and announcements:

* Email
* First Name
* Last Name
* = Required Field

Join the conversation on Facebook

The Polymer Arts
Like You like this.

Spring 2014—Wrap It Up: It's here!!
Order a single issue, renew or start your subscription to get this inspiring issue!

Subscribe or renew today

See Flipbook Previews of our Issues!
See a sample of what you're missing or check out how online digital issues look and feel. You get to look at the first page of a

stuff to MAKE stuff with
www.ChristiFriesen.com

Polymer Clay Daily
Improve your work with the latest techniques from around the world
Now with a premium weekend edition StudioWagon.org

The Whimsical Bead
For the Artist Within...

Advertise with Polymer Arts
Web Print Newsletter

Join us on the

The SAGE ARTS

Home Gallery Events Materials Queries About Sage

Etsy
TheSageArts

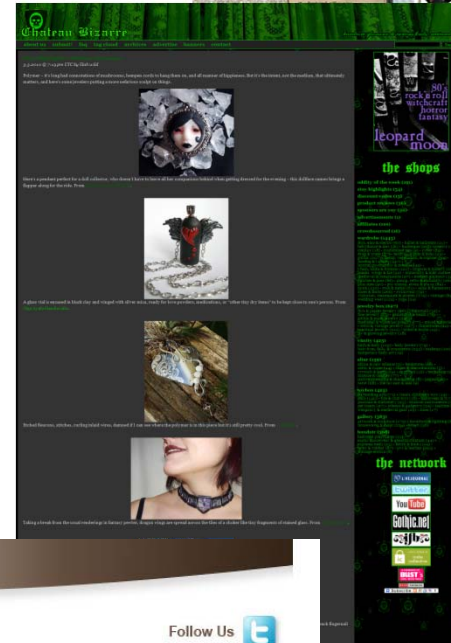
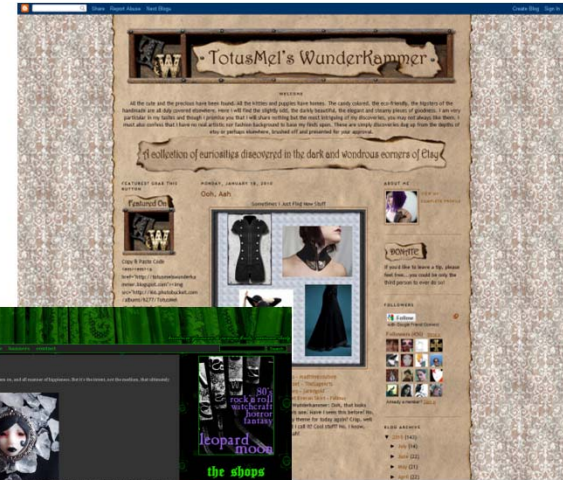
Find us on Facebook

The Sage Arts
Like You like this.

The Sage Arts
Someone pointed out the

Online Contributing

- Guest Blog posting
- Commenting
- Newsletters
- Website articles
- Downloadable content
- Prizes/sponsorship
- Advertising



My Dream Studio!

And the winners are...

We're very excited to announce the winners of the [My Dream Art Studio](#) sweeps and the [My Dream Polymer Clay Studio](#) sweeps. Congratulations! So many wonderful prizes are in store for you!



Your eLearning
Craft and Fine
Art Community



And we especially want to thank the sponsors who

You Can't Do All of These!!

You need to choose just a few that will work best for you without taking up a lot of your time.

Um ... ok. How do you do that?



Online Presence is based on objective ...

What is Your Objective?

- Sell art/products?
- Sell tutorials?
- Sell live classes/events?
- Raise awareness/funding for a cause?
- Promote the art form or other community service?
- Or ...?



You may not have just ONE objective!

Give it some thought before defining your business by objective.

The Polymer Arts has two objectives online:

- Selling magazines and (soon) our other publications.
- Helping promote and raise the art of polymer through the education of our artists.



Questions about what to do for your

Online Presence

are the same as for any

Marketing Plan:

- Who is your audience?
- Where do they go (online)?
- What interests them?
- What kind of information are they looking for online?



Once you have answers to those questions you can determine where to put your time and resources.

You don't want to just try everything.

Limit what you do:

Think ROI!



Consistency

- Publish posts, send out newsletters, make announcements, etc. often to keep your name on People's minds.
- Keep posting and mailings on a schedule—same days, same intervals of time between posts and newsletters. You'll lose readers, buyers and promotional opportunities if you only post and email randomly.
- Live up to what you say you will do! Or people will stop listening to you.



Creating reusable content

Start with one thing
then reinvent and rework it
for different online applications



Variation

If you do the same thing all the time
people will get bored or worse ...
they will consider what you say
to be unimportant!



Being useful or entertaining.

Remember ... the content you put out there should **not** be about your business!

(Say what?!)



Ask ... **”What do my readers want to hear about?”** (Or ... “What would I want to hear about if I was just a buyer/reader?”)

- What do they hope to find when getting online?
- What are they interested in?
- What is new and exciting to them?

This can be anything your market has an interest in that is even remotely related to what you do/sell.



Focus on Quality

- Think quality vs quantity.
- Create a Recognizable brand/style in your graphics
- Use the best quality images photos you can create.
- Proof your work (or better ... have someone else do it!)
- Memorable names , memorable images



Get Help!

- Writing
- Graphics
- Website
- Photos
- Newsletter
- Anything you hate doing



Love What You Do

Enthusiasm is Infectious

Make Friends not Customers

People like to buy from 'Friends'.

Be Yourself

As with your art, let your online presence reflect you.

