DIGITAL STRATEGY AND TOOLS FOR ILLUSTRATORS

Develop your online communication

Sum up by : François Werckmann / Illustration: Maël Escot

SPEAKERS

FRANCOIS WERCKMANN
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Born and raised in Strasbourg, François Werckmann is a digital marketing consultant. Holding a degree in international law from the University of Paris I Panthéon Sorbonne, as well an additional degree in comparative law from the University of Paris II Panthéon Assas. He is also trained in digital marketing, steadily building his repository of skills since the 2000s until present day. François has been supporting his clients across a range of strategic pillars including web market research, the definition of digital specifications, project management and online marketing campaign since 2008. He leads a vast variety of customers specialised in online commerce, the press or B2B services. He also regularly leads workshops with festivals and illustrators to help them position themselves on the Web. François has also been a lecturer in communication school, in the field of digital marketing.

RACHEL HILL
AOI SPEAKER
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The Association of Illustrators is a British trade association for illustration, to advance and protect illustrators' rights. The AOI promotes and encourages commercial and ethical standards within the industry, to improve the standing of illustration as a profession. Established in 1973, the AOI is now a global community of illustrators, collectives, agencies and universities. As a membership based organisation, the AOI champions illustrators and the illustration industry with education, promotion and campaigning to achieve a thriving industry for us all.

Rachel Hill is the Membership Director at the Association of Illustrators. Through the AOI, Rachel advises illustrators on self-promotion, portfolios, negotiation and copyright. Having previously worked as an Illustration Agent, Rachel is passionate about helping illustrators take the next step in their careers

INTRODUCTION

It is a huge challenge for freelance illustrators to ensure their online visibility. There is a lot of content online to consume, and public attention is limited. All too often, the illustrator does not set clear goals, and if they do, they do not know how to achieve them or will simply try to do as the neighbour does, hoping that it works.
The aim of this training course is to give illustrators a clear framework for action, as well as all the advice necessary to deploy their strategy to develop their online visibility.

invisiblelines.eu / centralvapeurpro.org

Just like when you build a house, you need a plan. To make a plan, you first need to know what you want to do. **For digital communication this means:** *defining your objectives and targets. This will allow you to:*
- *Define your actions*
- *Give meaning to your daily actions*
- *Define how and where you want to communicate*

A THE OBJECTIVES

No two goals are the same, there are primary objectives and secondary ones. Selling your books, getting contracts, getting an agent, are all examples of **primary goals**. To achieve them, you often have to go through **secondary goals**, such as creating a community, developing your reputation or expanding your professional network.

Primary Objectives:	Secondary Objectives:
• Sell your books	• Build a community
• Getting an agent	• Develop your reputation
• Get a publishing contract	• Develop your credibility
	• Expand your professional network

B THE TARGETS

This is the set of people to whom your content is addressed and with whom you wish to interact. **Here are just a few examples:** *Comic Book Readers, Journalists, Communication Agencies, Publishing Houses, etc.*

Objectives:	Targets:
• Sell your books	The target readers of your niche (comic book readers, children, teenagers), publishers
• Increase your professional network	Communications agencies, agency management, ADs, corporate communications management, publishers, agents
• Increase your notoriety	Media, bloggers, influencers

Conclusion: *Knowing what your objectives are and who you target, will help you alter and adjust your personal branding, to more accurately define the way you express yourself online and on which social media platform(s) you want to be active.*

A THE IDEAL WEBSITE

Your website is your online business card. It's where you can express your style and personality in a much freer way. Still, you have to follow best practice and have your objectives and personal identity in mind.
So, what is the ideal website? *Ideally, it should:*
- *Seduce*
- *Inform*
- *Transform*

1 • SEDUCE

Your website must be attractive to your audience. In your particular line of work, you must impress at first sight. A large picture of your work will help the visitor to immerse herself in what you are proposing. But also, you might want to provide an original experience, through videos, gif, or others UX ideas that you might have. This will create an emotional link between your work and the visitor, immersing her in your world.

2 • INFORM

• Who are you?
This is relevant to your brand and your professional identity.
Don't hesitate to simply state what your job is, and what you offer.

• Make it clear
You don't want the visitors to have to guess. If it seems clear to you, *make it crystal clear for them*. Just a word, and everything will be intelligible.
What services or products do you offer? Advertising, press, books, comics
You can make it clear and visible through your menu and say it again in your bio, or even explain it through your baseline. This way, your targeted audience will immediately find the right content and understand that you can answer to their desires.

• Show off your work and flex
If you have well known references, be loud and proud about them and state them again in your bio. This will help create confidence and respect in the visitor's mind – making them much more inclined to contact you or to look at your work in a more favorable way.

3 • TRANSFORM

Your website must transform the visitor and turn him into one of your primary or secondary objectives such as a:

- Follower on your social networks
- Direct contact
- Subscriber of your newsletter
- Buyer of your work

To do so, the objectives must be visible and even highlighted for the most important of them.

WEBSITE TAKE AWAY	Define the objectives of your website	Seduce & inform	Display your objectives
	• Sell your work • Generate Business contacts • Help generate a strong community online	• Display your work in an attractive way • Use video, gif, etc. to immerse the visitor • Show your references	• The shop • The contact page for business inquiries • Invite people to follow you on Instagram • Invite people to subscribe to your newsletter

**MAKING YOURSELF KNOWN:
THE PROBLEM OF ATTENTION**

• Over 90 % of the data on the internet has been created since 2016 only
• Instagram users upload over 100 million photos and videos every single day

You're competing for the attention of web users with a tremendous amount of content. The question is, how can you cut through the noise? How can you become known in your field and grow your audience organically?

We will scan the different ways to generate traffic on your website before we focus on the next part on social networks, particularly Instagram.

HOW TO GENERATE TRAFFIC ON YOUR WEBSITE?

☐ **Search Engine Optimization (SEO)** is about making your website visible on search engines based on user queries. You should at least be visible on the top page of Google with your name.

☐ **Online advertising** allows you to buy qualified traffic to increase the visibility of your content.

☐ **Web partnerships and PR** (Press Relation) allow you to connect with the audiences of others (online newspaper, bloggers, other influencers or fellow illustrators).

☐ **Emailing** generates traffic and keeps a strong link with your audience thanks to your newsletter and the subscribers you can accumulate month after month on your website. It's a qualified audience and a privileged contact, directly in the mailbox of your subscribers.

☐ **Social media** can obviously also be a great source of traffic to your website. And in itself, it's a great way to connect with your audience.

B   SOCIAL MEDIA

Social media has been created to connect people; these platforms are the perfect place for personal branding. **You have to ask yourself various questions to have a great presence on these platforms.**
 • _Which social media should you choose?_
 • _What does social media want_
 • _How to perform on them?_

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1 • CHOOSE YOUR SOCIAL MEDIA PLATFORM

• Facebook
The generalist, the contemporary equivalent of the Yellow Pages. It is also the platform with the most active users in the world. You must at least have a presence on this network.

• Instagram
This is the ideal network for sharing images. Perfect for your line of work.

• Twitter
Ideal for news. If you're focused on news stories, this is the place to go to be visible.

• LinkedIn
This is a network often neglected by illustrators, but which can be an opportunity to reach a different target of decision-makers and professionals in order to get out of the "entre-soi" of Instagram.

• The others
If your target a younger audience, you might consider choosing **Snapchat** or **TikTok** for examples. If you want or create a lot of videos, you should be present on **YouTube** or even **Twitch**.

2 • WHAT DOES SOCIAL MEDIA WANT?

The goal of social media is **to maximize the engagement of their audiences** in order to expose them to the maximum range of advertising content. Social Media wants content that generates maximum quality engagement by real human beings!
To do so, they use algorithms. Algorithms are computer programs that analyse the behavior of Internet users and decide what content is best suited to each user. Thus, it will search for each user the contents that will make her react the most and keep her on their network. **To grow your targeted audience, you have to make them react!** Eventually, they will contact you to work with you, go to your website, or buy your book.

3 • HOW TO PERFORM?

Two Questions to ask to Yourself:

> • Why will people want to follow you on social media?

Are they friends, fans of your content, business contacts?

> • What value do you provide on social media?

This is the most important question because it establishes why people follow you and interact with you on social media.

People will follow you and react to your content because you provoke an emotion in them.

▶ **HERE ARE THE KIND OF CONTENT THAT ARE GENERALLY IDENTIFIED TO GENERATE INTERACTIONS:**

• **Conversation**: questions, polls, etc.
• **Entertainment**: comics, contests, memes, jokes, etc.
• **Connection**: behind the scenes, how you create content
• **Inspiration**: facts, quotes, personal stories, storytelling, etc.
• **Promotion**: production, services, special offers and products
• **Education**: Informative posts, tips and tricks, case studies, how-to, etc.

▶ **FOR ILLUSTRATORS WE CAN BE MORE SPECIFIC:**

• **Your work**: your last book, the last sheet you drew, the last illustration you were ordered to (*you can show the illustration itself or the printed medium: the book, the magazine, etc.*)
• **You at work** through images, gifs, or videos – a way to show the creative process and humanize the relationship to your audience.
• **A reaction to the news**: will tend to make it easier for people to react.
• **A fake campaign for a brand that inspires you** to capitalize on brand awareness and its audience.
• **A reinterpretation of a pop-culture object that affects you**: the latest series that you liked for example, to capitalize on the link between the audience and the pop-culture object in question.

▶ **TO INCREASE INTERACTION YOU SHOULD**
(THE ALGORITHMS WILL LIKE IT, AND REWARD YOU FOR IT):

• **Vary the content type** (*Gif, video, images - educational, fun, etc.*)
• **Vary the type of publication** (*posts, stories, reels, IGTV, etc.*)
• **Engage in conversation** (*not only on your page, but also on other pages contents*)

• **Put yourself on stage**, show your personality through your work to create a more human connection with your audience. This is the link with personal branding. It's hard wire in our human brain: we want to connect with people not brand. You're both, so you should use it.

▶ **CONSISTENCY IS THE KEY TO SUCCESS:**

• **Regularity**: it helps create a strong connection with your audience, and it helps you to improve along the way
• **Use consistently the right #** (to become a reference in your domain)
• **Respect your Personal Branding Identity**

Consistency will help you develop your skills on social media.
To be consistent, you have to like the process.

▶ **HOW TO POST CONSISTENTLY**
AND DON'T LOSE TOO MUCH TIME ON SOCIAL NETWORKS:

• **It doesn't have to be painful. Make it easy!** Find formats that suit you, that are easy to produce for you, or you won't last long.
• **Generate ideas**: Watch what others are doing, write down all your ideas when they come.
• **Plan & prepare your posts in advance**: find a few hours each week to produce your social network's contents. Check the ideas that you have gathered, produce, schedule your publications in advance. And don't check it too often!
• **Be patient**: it takes time.

SOCIAL MEDIA TAKE AWAY	*Define the objectives of your presence on Social Media*	*Create engagement*	*Be regular*
	• Sell your work (IG Shop - Link to your online shop) • Generate Business contacts (Invite people to contact you, engage them on your work)	• Vary the content type (*Gif, video, images - educational, fun, etc.*) • Vary the type of publication (*posts, stories, reels, IGTV, etc.*) • Engage in conversation • Put yourself on stage	• Generate ideas • Make it a part of your weekly work • Schedule in advance