



GIFTS OF HANDMADE GLASS, JEWELRY, CLOTHING, PAINTING & MORE

Dear Holiday Art & Gift Show Artists,

We are excited to have you in the **Holiday Art & Gift Show** starting this Thursday, November 19 through Saturday, December 19!

SHOUT IT OUT!

Before the show, send out announcements and reminder emails to your friends, family and clients, and post on your social platforms! Graphics are attached for you to use too.

USE THE LINK: <https://artzipper.com/festivals/holiday>

SUGGESTED MARKETING MESSAGES For YOU to use before and during the fest:

- **TODAY:** “Mark Your Calendars for the Holiday Art & Gift Show opening this Thursday!”
- **Thursday, November 19:** “Now Open, the Holiday Art & Gift Show! Shop my art TODAY online at the Holiday Art & Gift Show! Shop now at <https://artzipper.com/festivals/holiday>” (Use the “Now Open” graphic attached!)
- **Monday, December 14:** “It’s the FINAL week to shop the Holiday Art & Gift Show! Shop the best gifts specially made by me! Shop now here > <https://artzipper.com/festivals/holiday>” (Use the “Final Week” graphic attached!)
- **Thursday, December 17:** “Last Days to shop my work at the Holiday Art & Gift Show! The show closes this Saturday, November 19. Show now here > <https://artzipper.com/festivals/holiday>” (Use the “Last Days” graphic attached!)
- **Saturday, December 19:** “Show Closing at Midnight TONIGHT! Last chance to shop my work at the Holiday Art & Gift Show! Show now here > <https://artzipper.com/festivals/holiday>” (Use the “Show Closing” graphic attached!)

HASHTAGS: #HolidayArtandGiftShow #HolidayShopping #shophandmade #virtualholidayshow #buyart #shopart #buyoriginal #supportartists #shoponline #handmadeart #supportsmallbusiness

PRICING STRATEGIES

Your first few art pieces listed in your gallery should show a diverse range of price points. Try to have some pieces under \$100, then in the \$200-\$500 range and then you can add from there. We’ve seen great selling success implementing these strategies.

IMAGE REQUIREMENT BEFORE THE VIRTUAL ART FEST

All artists need to have a minimum of 10 art pieces for sale in their gallery before the live event begins. Load up your booth now!

KEYWORDS ARE SUPER IMPORTANT

Please list the following in your keywords section for every piece so that you are searchable:

-your name, listed all ways. Ex: Amy Amdur, Amdur, A Amdur

-your media, listed all ways: EX: Photo, photos, photography, photographer, photographs, photograph, etc.

LET US KNOW HOW WE CAN HELP YOU!

Email: Info@amdurproductions.com (fastest response)

Phone: 847-926-4300 (leave a message, we are working remotely at this time)

Amy Amdur and the Entire Team at Amdur Productions and ArtZipper.com

Attachments: **Holiday Art & Gift Show Graphics Included**