

How to Get More Visitors Into Your Online Viewing Room?

Your to-do list to get the most out of your online exhibition:

1. Embed the online exhibition into your website

You can do that easily by creating a HTML-box on your site and copying the link you find under your show into it.

2. Send out newsletters

Don't rely on people looking for you, go and get in touch with them. You can create an interesting newsletter with your Magic Link we send you, a few screenshots from the 3D model, and a catchy title. Make it simple, but visually appealing!

Remember: your site and newsletters are for those who already know you, but social media is the place where you get discovered by new collectors.

3. Share snippets from your online exhibition on social media

The most important social media platforms in the art world are Instagram, Facebook, and Twitter. In this order. Concentrate your energies on these, but use more if you can. Try LinkedIn, Pinterest, or TikTok for example.

You can use whatever content you created for your newsletter, but here's a list of what you will need to run a successful social media marketing campaign:

1-2 short videos of the exhibition recorded with a screen-recording software

Videos getting the most interaction are usually 10-12 seconds long. If you don't know how to do that, we recommend [this tutorial](#).

3-4 pictures of the exhibition taken with the built-in camera

Try a mix of close-ups and totals. Show off your space but don't forget about the details of the artworks.

[In this case study](#), we explain how.

5-6 keywords you can use as your hashtags

Don't be too specific: the title of the exhibition and the name of the gallery can work great, but artwork titles don't get much attention. Avoid being too broad as well: #painting or #sculpture gets lost in the ocean of similar keywords.

a catchy headline to go with the pictures and videos

Be short and sweet: around 60 characters can do the trick, and above 240 characters, you're rapidly losing the interest of your audience.

use geolocation to be more visible

People find you easier if they know where you are based.

Useful links:

If you need help to get new collectors, please send us your contact details **through this link**, and our marketing ninjas will contact you shortly.

If you want to try the technology and create your first online exhibition for free, **visit this website**.

If you want to know more about how to be seen on the Internet as an online gallery, read **this case study**.

If you have any questions about how to use the technology, don't hesitate to contact us at **hello@onlineviewingroom.com**