**What is the Art UK Shop?**

The Art UK Shop is an e-commerce platform that generates revenue for Art UK Partners. As of January 2020, nearly 50 collections share the platform, with more joining each month. Art UK’s aim is that hundreds of museums and galleries will join to bring in much-needed commercial income.

The shop is a way for collections to generate income without making any capital investment or taking any risk. Art UK does not take a share of the revenue – after supplier costs are deducted, all the money goes directly to the collection.

Art UK has over 2 million annual unique users with our UK audience growing at 20% each year. Our integrated e-commerce platform can offer you exposure to an engaged audience of art lovers and potential customers. Partnering with Art UK on marketing will enable you to generate revenue with minimal resources.

**Why Manchester Art Gallery?**

As a Gold Partner, Manchester Art Gallery (MAG) pays an annual fee of £1,000 to Art UK. Benefits include the opportunity to add works on paper to Art UK and to make use of the shop, which they joined in its pilot phase.

Through the Art UK Shop, MAG sells prints of artworks and their own product ranges. They have also collaborated with our supplier, Heritage Digital, to develop bespoke product ranges.

This case study explains how we have generated sales for MAG though different marketing channels, and how we can support you to achieve similar success.

- 2,157 MAG artworks are listed on Art UK and 1,378 of those are sold through the Art UK Shop
- In the 2018-2019 financial year, gross sales were £8,590. After deducting the supplier share and VAT, MAG generated net revenue of £3,164.89 – three times their partnership fee
- In the first nine months of 2019-2020 financial year, gross sales were £11,935 compared to £6,258 in the same period last year: 190% higher
What does Manchester Art Gallery think about the shop?

Charles McKenzie, Head of Commercial at Manchester Art Gallery, explains five ways in which the partnership benefits the gallery and enhances their retail offering.

1. Art UK has an established base of over two million users
The Art UK user base has been built up over 15 years and exactly matches the target audience for retail at Manchester Art Gallery. It would take 15 years for us to build this up from scratch.

2. Manchester Art Gallery aims to develop unique bespoke products
Art UK’s print-on-demand solution, provided by Heritage Digital, means that we can develop and test new, unique product ranges online through Art UK and in the museum shop with little or no investment or risk.

3. The Art UK Shop minimises Manchester Art Gallery’s administration overheads
We currently have no resource for e-commerce. Art UK and Heritage Digital provide these services at little or no cost.

4. The Art UK Shop offers a much wider range of frames than other competitors
We see this as a big advantage over our competitors and results show a very wide variety of frames have been chosen by online customers to frame Manchester Art Gallery images.

5. Art UK is a charity supporting museums and galleries around the UK
Art UK exists to make artworks accessible and to support collections across the UK. This charitable message sits well with our institution’s aims.

Catalogues for the recent Martin Parr and Annie Swynnerton exhibitions have sold well.
How has Art UK marketed the shop for Manchester Art Gallery?

We will share our marketing expertise and help you benefit from our established platform. To achieve sales, we ensure good foundations are in place for generating traffic. Our content is search engine optimised, meaning the shop ranks highly for relevant search terms. We also promote the shop through social media, pay per click advertising and e-newsletters.

**Organic search** – 76% of MAG traffic and 53% of shop sales. Customers will find artists or artworks they’ve searched for on e.g. Google.

**Social media** – 5% of traffic to MAG and 3% of shop sales. New audiences can discover products and prints through promoted posts and ads.

**Pay per click (PPC)** – 1% of MAG traffic and 5% of shop sales. Google provides a $10,000 monthly advertising grant to non-profits. This reaches new audiences and our MAG PPC campaign has a high click-through rate of 13.5%.

**Email newsletters** – 0.5% of MAG traffic and 1% of shop sales. Our newsletters have a 49% open rate and 14% click through rate, bringing products to the attention of Art UK’s engaged audience. We plan to grow the list in 2019 and 2020.

**Seasonal campaigns** – MAG’s products were promoted over Christmas and sold well in December. We also run campaigns for e.g. Valentine’s Day, Mother’s Day etc.

**Supporting exhibitions** – MAG have added exhibition catalogues and merchandise, and these have sold well with marketing behind them, including related stories on Art UK and social media.

**Enhancing the shop** – Art UK works with our supplier to invest in improving the shop platform and the user experience.

We provide full access to a reporting dashboard so you can have control over your data¹.

How has Manchester Art Gallery marketed the Art UK Shop?

- MAG links to the Art UK Shop from their website – this represents 9% of traffic to MAG shop pages.
- MAG distributes printed promotional materials about the shop in the physical gallery shop (Art UK provided templates for this). They have also created a ‘gallery wall’, showing their prints on Art UK.
- Gallery shop staff are instructed to give details about the Art UK Shop to customers.

¹ For simplicity, we have not included figures for direct traffic above.
Join the Art UK Shop today

By joining the Art UK Shop we can help you increase sales, grow your audience and raise your profile among millions of art lovers.

Art UK will continue to grow. As we build brand awareness and implement our content strategy, we will publish more stories about artworks, artists and exhibitions. We will continue to add sculpture from all across the country to the site, and more product to the shop itself.

Through this expansion of content, we will be able to direct new customers to the shop through more links across the site and new marketing campaigns.

Four key reasons to join the Art UK Shop

1. Exposure to the growing Art UK audience of engaged art lovers
2. Support from our team on tailored marketing campaigns
3. Share a ready-made e-commerce platform with other UK museums and galleries
4. Minimal time and effort required, at no risk and with no capital investment

To find out more about how you can benefit from joining the shop, contact Camilla Stewart, Art UK’s Head of Commercial Programmes and Collection Partnerships:

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01952 510775
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You can find out more about the shop online.

Additional research provided by Heritage Digital