



ART UK

The Art UK Shop

Boost your sales and generate vital revenue

INTRODUCTION TO THE TOOLKIT

The Art UK Shop generates revenue for Art UK Partners through selling print on demand prints and products, and collections own merchandise.

Art UK Partners join the shop at no extra cost.

Read on for a step-by-step guide on how to boost your online shop sales and generate revenue for your collection.

<https://shop.artuk.org/>

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The Art UK Shop

The Art UK Shop is an e-commerce platform that generates revenue for Art UK Partners.

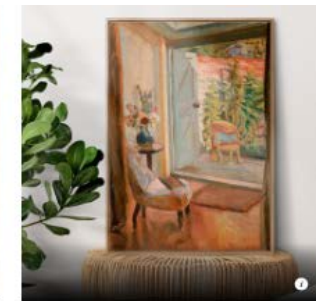
- Collections do not need to invest any capital to participate.
- Art UK work with suppliers Heritage Digital, print and e-commerce specialists based in Derbyshire.
- There is the option to participate in print on demand prints and gifts with Heritage Digital, and/or sell your own merchandise through the marketplace functionality.
- The shop is non-exclusive, meaning collections can sell through their own shops and other platforms.



Summer art prints



Summer wardrobe



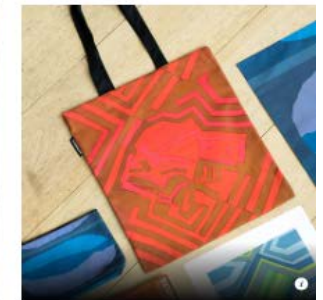
Popular prints



Moorcroft pottery



Limited editions



Shirley Craven exhibition range

The Art UK Shop homepage showcasing a range of products and themed pages

Print on Demand

Print on demand prints

The Art UK Shop sells custom framed and unframed prints ranging from A4 -A0 with multiple framing options. We also sell framed postcard prints using the off cuts of larger framed prints.

Print on demand gifts

In collaboration with Heritage Digital, Art UK design a range of products including:

- Kitchenware
- Homeware
- Accessories
- Fashion
- Stationery



Art UK marketing image featuring View from my Window, Éragny-sur-Epte, 1886 -1888, oil on canvas by Camille Pissarro (1830 -1903). Image credit: Ashmolean Museum, Oxford

Collections own merchandise

Collections can upload their own products to the Art UK Shop to reach new audiences. Please note that collections still hold the stock for these products – Art UK will notify you when you have made a sale.

We encourage products such as:

- books
- limited edition prints
- merchandise made by local makers



Alfred Munnings 'Under starters orders' umbrella from the Munnings Museum

Digital Marketing – social media

Art UK work with a digital marketing agency to promote the shop through Pay Per Click (PPC) advertising and Google shopping campaigns.

Campaigns are reviewed monthly, and budget/content reallocated where necessary.

- Art UK uses organic social posts to engage and re-market the shop to our audience with broadly appealing products.
- We have over 180K followers across all social channels.



Art UK promoting the shop on X

Digital Marketing – newsletters

Art UK send out weekly e-newsletters to our general subscribers. Each newsletter has a theme and features a section on the Art UK Shop along with other news and features from the main Art UK website.

We also send out regular e-newsletters to our shop subscribers. These newsletters contain exclusive shop-specific content such as:

- Exclusive offers for subscribers.
- Interviews with product makers and suppliers.
- Mailshots to further push promotions and special occasions.

<https://mailchi.mp/artuk/how-to-pick-the-perfect-art-for-your-home>



Art UK marketing image made for Moorcroft, featuring Florian Ware Peacock, c.1901, earthenware; metallic oxides on clay with biscuit & glost firings by William Moorcroft (1872 -1945). Image credit: W Moorcroft Ltd

Marketing assets

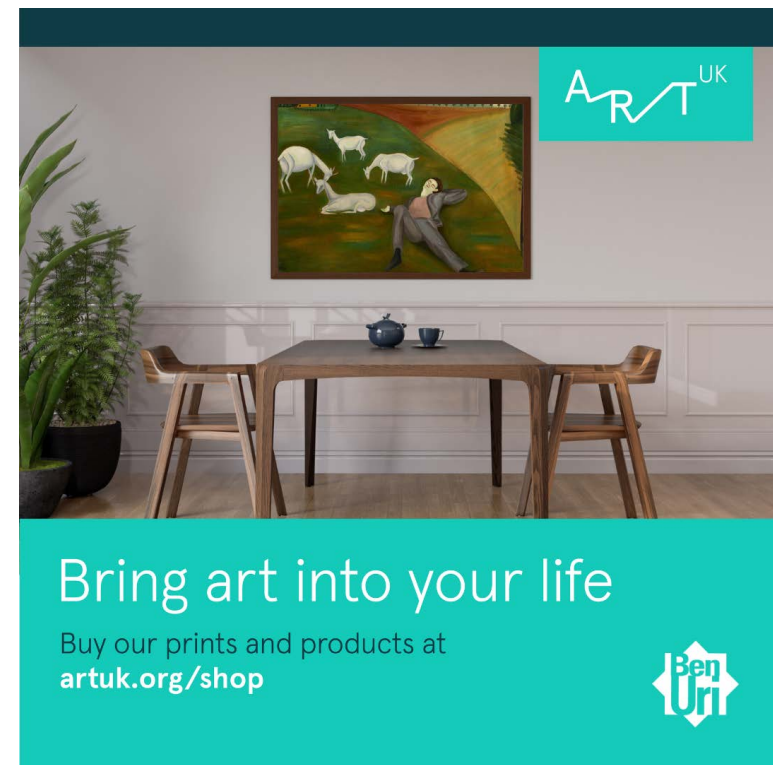
There are a range of marketing templates available to help collections promote their Art UK Shop pages. Art UK can provide assistance in creating the assets and send sample social media posts. Access the full catalogue via the Google Doc link below.

<https://docs.google.com/spreadsheets/d/1ww1O-ujETCWROuX9h22GZCrgLfbuMFNo3g3o5kHWb2c/edit?usp=sharing>

Templates are provided for social media and print, and can be personalised with your logo, a QR code and collection page URL.

The range of templates provide the ability to quickly change and create new images easily, so you can keep your marketing campaigns fresh.

Please email shop@artuk.org for assistance.



Instagram marketing image made using the Canva templates for Ben Uri Museum & Gallery featuring Pastorale, 1923, oil on board by Alfred Lomnitz (1892 -1953). Image credit: Ben Uri Collection

Display framed prints

Order a selection of framed prints for your venue to promote your Art UK Shop offer and so customers can see the quality of the printing and framing.

- Showcase these in your own shop, cafe, entrance/exits.
- Include a QR code to direct customers to your shop page for a smooth checkout process.
- Combine some display framed prints with a selection of printed Canva marketing assets to easily direct people to your online shop.

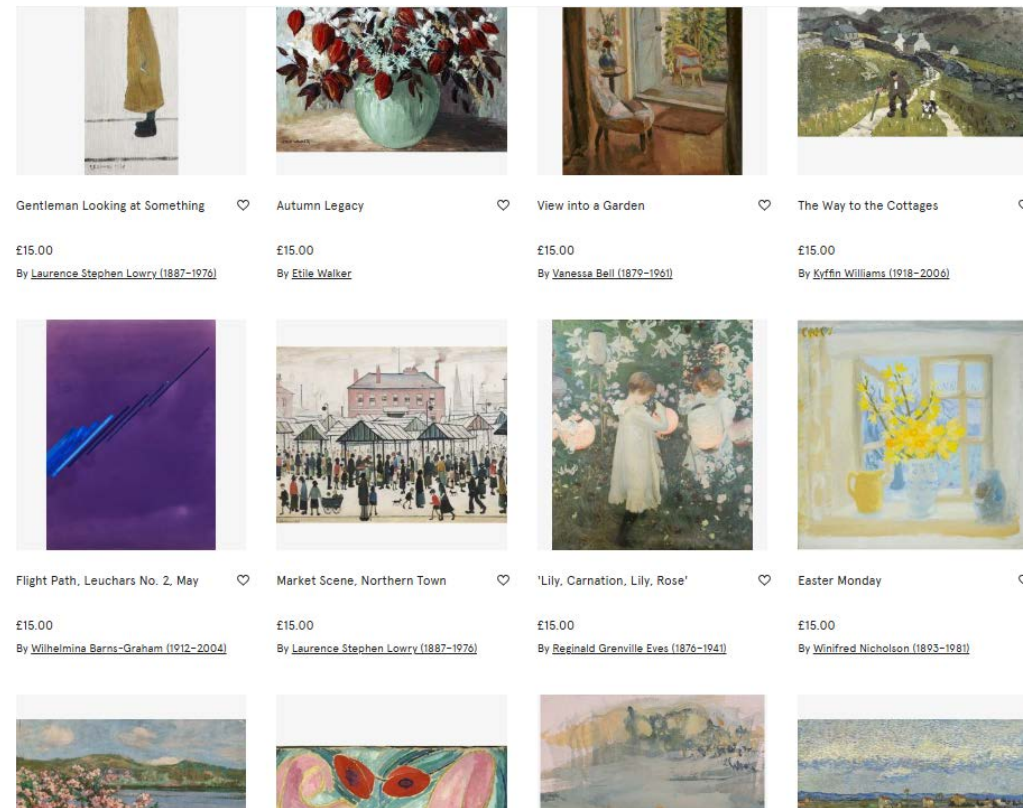
Email shop@artuk.org to place an order at a discount.



Lifestyle image made for *Leccinum versipelle*, 1887 -1900, watercolour on paper by Beatrix Potter (1886 -1943). Image credit: The Armit Museum and Library

TOP TIPS

- Link to your shop landing page from your own website. Collections that do this are proven to have higher sales than those that do not.
- Add a section on your shop offer to any newsletters and comms with your visitors.
- Ensure your Front of House staff are knowledgeable about your Art UK Shop and what you have to offer so they can point visitors to your pages.
- Promote your shop via social media, making sure to tag **@artukdotorg** so that we can like, comment and reshare wherever possible. Take a look at our 'Promoting your collections through social media' toolkit for an in-depth guide on how best to promote on social.
- Look out for the Art UK Shop collections newsletter that provides details of upcoming marketing events and opportunities to get involved in.
- Let your visitors know about your online shop with our printed marketing assets. Make sure to add a QR code to direct visitors directly to your page.



A range of prints available on the Art UK Shop

CASE STUDY 1

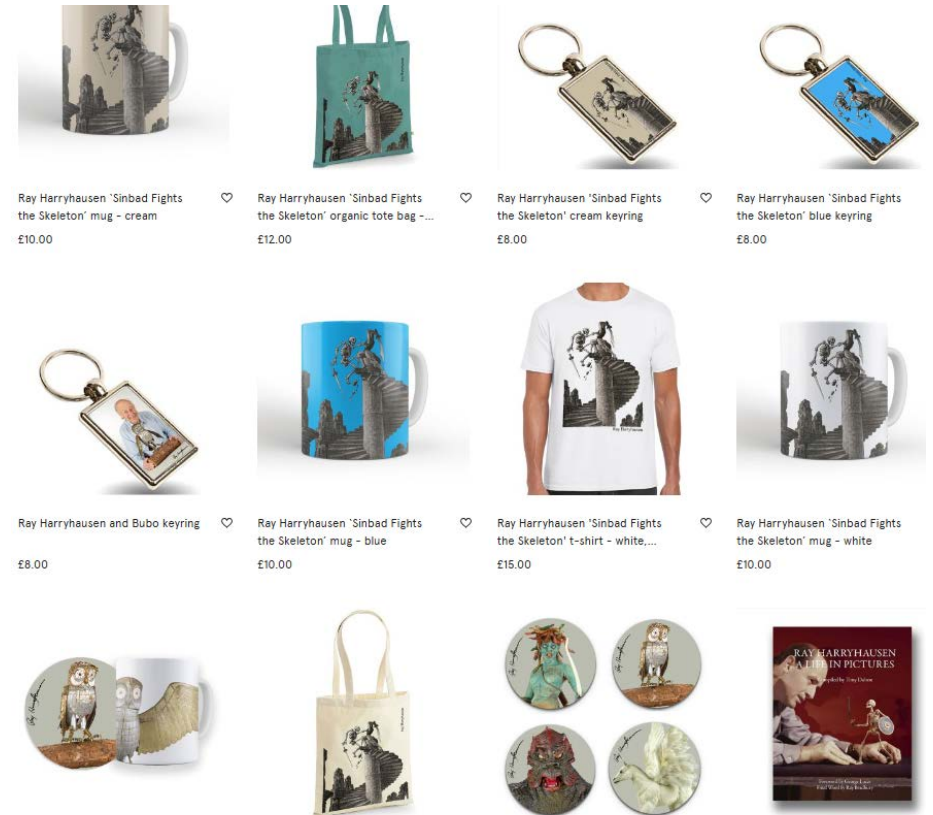
The Ray & Diana Harryhausen Foundation continue to work with Art UK and Heritage Digital to create a series of print to order products.

The collection posted about the products on X which received lots of engagement and was reshared by an account with a large following. The combination of collection and Art UK marketing has resulted in this being one of the most popular ranges on the Art UK Shop with their shop sales for 2022-23 showing an increase of 1,054% compared to 2021-2022.

'The Ray and Dianna Harryhausen Foundation (Charity No. SC001419) care for the incredible archive left by legendary filmmaker Ray Harryhausen. The Art UK Shop has been a great way of creating bespoke merchandise based upon Ray's creations, showcasing unique artwork and models from our collection.'

Between Curations, Stories and Art Unlocked presentations, we have been able to work with Art UK to shine a spotlight onto specific themes and elements of Ray's work. The Art UK Shop has been a fantastic way of linking these curatorial insights in a way that allows fans to purchase official, high-quality merchandise. The income generated helps to support our ongoing conservation projects and raise awareness about the Foundation's ongoing work and events.'

**Connor Heaney, Collections Manager,
Ray & Diana Harryhausen Foundation**



A selection of gifts available from the Ray & Diana Harryhausen Foundation

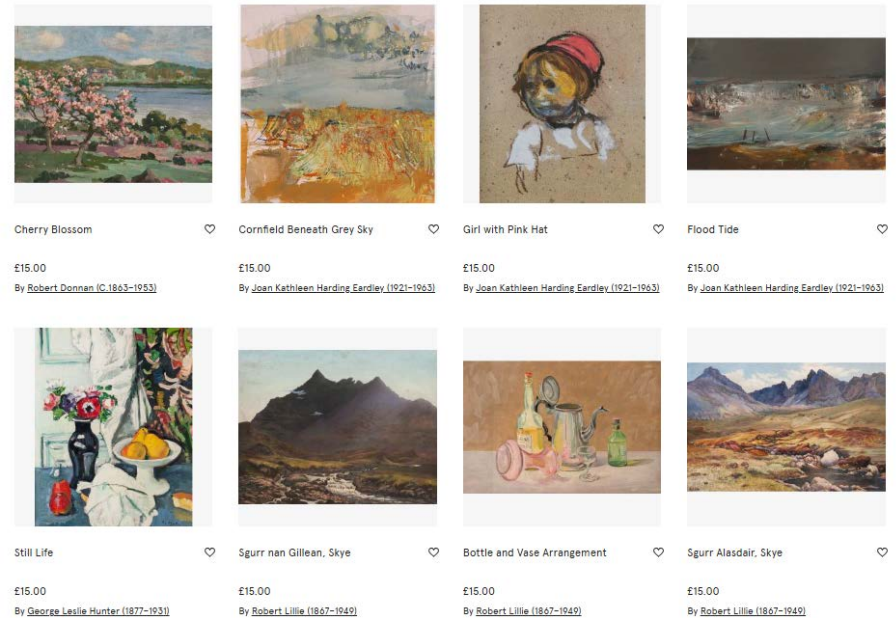
CASE STUDY 2

Art UK and East Dunbartonshire Council have been working together to increase sales and develop new product ranges. The combined marketing and promotional efforts has lead to an increase in sales of 634% Year on Year, with the collection now set to make a profit on their partnership fee.

'The collection page view statistics provided by Art UK feed into our performance figures and shows the continued engagement with our collection online. As well as promoting the collection, we've seen our sales of prints increase, and further interest for other products with collection images from our visitors.'

Working with the Art UK Team to develop what East Dunbartonshire has on the shop has been great. Being guided through the process with regular catch-ups has made expanding our offer on the Art UK Shop much more manageable from our side. Not only ensuring the project keeps progressing but also providing valuable insight into the design and marketing of products.'

Jennifer Binnie, Museums Collection Officer at East Dunbartonshire Council.



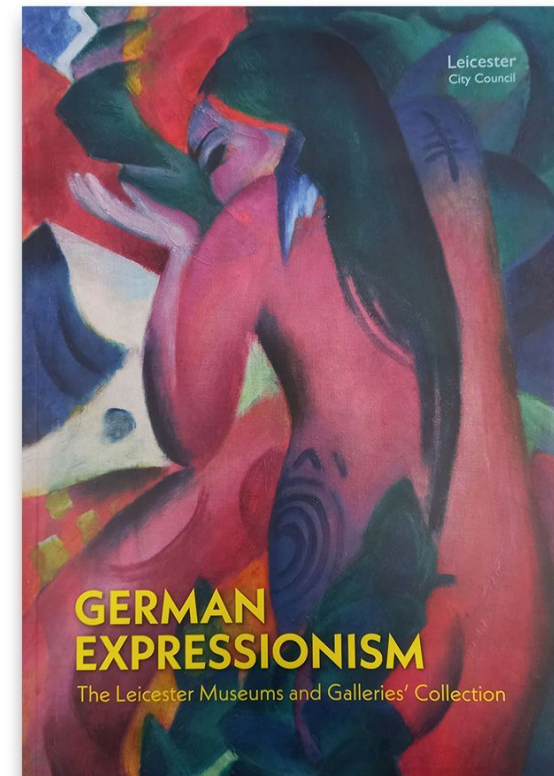
A range of prints available from East Dunbartonshire Council

CASE STUDY 3

Leicester Museums and Galleries have been working with Art UK to increase their shop offer and boost their shop sales. They added some of their own products and books and promoted the Art UK Shop on their own channels. This has resulted in a 643% increase on sales year on year.

'Leicester Museums and Galleries have been collaborating with Art UK for several years and historically had a modest number of sales through the online shop. In 2024, with the new shop platform launch, we worked closely with the team to improve the Leicester Museums and Galleries shop offer. The team were helpful at every step and have really guided us through the process. With a few pointers, and some small changes, including refreshing our products and signposting Art UK in our marketing newsletter, we have seen sales more than double on the previous year so far.'

Rachael Hickson-Pearce, Income Generation Manager at Leicester Museums and Galleries.



Leicester Museum and Galleries German Expressionism catalogue available on the Art UK Shop

CONTACT DETAILS

If you would like to arrange a meeting to boost your Art UK Shop sales,
please email:

shop@artuk.org