

## FOR GALLERIES | DIGITAL SOLUTIONS

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Structured digital frameworks for visibility, market access, and new income streams.

We support contemporary art galleries in building strong, coherent digital presence and unlocking new income streams through structured digital strategy - designed specifically for the operational realities of galleries.

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### OUR SERVICES

#### 1. Gallery Digital & Online Presence

- Website architecture aligned with sales goals
  - Social media positioning & content direction
  - Digital exhibition formats (viewing room, online catalogue)
  - Newsletter & collector communication
  - Marketplace platform setup and management (e.g. Artsy)
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#### 2. Administrative Infrastructure & Operational

- Structuring core administrative systems: CRM, inventory, collector management
  - Artwork inventory: cataloguing, provenance tracking, consignment agreements
  - Sales process: pricing structure, proposals, collector follow-up systems
  - Financial workflow support: invoices & payments, reports
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#### 4. Infrastructure for Growth & Scaling

- Artist liaison
  - Exhibition production
  - Art fair preparation systems
  - Partnerships & institutional outreach
  - International expansion: cross-border trade, new online sales channels
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#### 5. Ongoing Management Support

- Monthly operational advisory
  - Sales
  - Exhibition planning oversight
  - Strategic introductions within art ecosystem (collectors, advisors, institutions)
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## 6. Optional ADD-ONS

- Content & Storytelling System
  - Digital Content Production (photoshoot, video walkthroughs, interviews, collector previews)
  - Press & Communications Outreach
  - Social Media Structure
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## PRICES

Setup: £ 1,500 – 5,000 (depending on size)

Monthly management retainer: £ 3,000 – 10,000 (depending on scale)

Add-Ons: from £ 1,000

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## SAMPLE PACKAGE PRICES

### • **Founder: Launch**

Full infrastructure + positioning + digital setup

£ 1,500 – 5,000

### • **Growth: Audience & Markets**

Operational optimisation + digital upgrade: content system, social structure, marketplaces & campaigns

£ 3,000 –10,000

### • **International: Revenue & Scale**

Full digital framework, new market strategy, revenue stream development

£ 3,000 –10,000

### • **Long-Term Strategic Partnership**

Annual advisory, scaling roadmap, artist positioning & sales optimisation)

£ 42,000+ per year

### • **Workshops**

Team Training: online and offline

£ 1,000+

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## WHY THIS WORKS FOR GALLERIES

- New revenue opportunities without compromising curatorial integrity
  - Access to international audiences and collectors
  - Structured, repeatable digital systems rather than short-term marketing
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## WHY PARTNER WITH US

- Founder-Focused: We understand the realities of founder-led galleries balancing vision and operations
  - Market Fluency: Insight into collector psychology, pricing structures, and primary market dynamics
  - Sustainable Growth: Systems designed for long-term scalability, not short-term fixes
  - Integrity: Strengthening commercial viability
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## NEXT STEPS

1. Discovery Call
  2. Diagnostic & Scope Alignment
  3. Proposal /Package selection & Timeline Definition:
  4. Implementation
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## CONTACT US

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