

A GUIDE TO SELLING PRINTS ONLINE



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INTRODUCTION

Who This Book Is For (And Who It's Not For)

Selling art prints online can be an exciting and profitable venture, but it's not as simple as uploading a few images and waiting for sales to roll in. Whether you're a seasoned artist looking to expand your revenue streams, a photographer eager to share your work with the world, or a designer hoping to turn digital creations into tangible products, this guide is here to help you navigate the process of selling prints online.

This book is for:

- Artists, photographers, and designers who want to monetize their work by selling prints but aren't sure where to start.

- Creative entrepreneurs looking to build an online print business and establish a passive income stream.

- Hobbyists ready to take their art to the next level and transition from creating for fun to making a profit.

- Anyone struggling to make consistent sales who wants to understand the best platforms, pricing strategies, and marketing techniques to boost visibility and income.

This guide is not for:

- People looking for a get-rich-quick scheme. Selling art online takes time, effort, and a bit of business savvy. If you're hoping for overnight success, this probably isn't the right fit.

- Those unwilling to market their work. No matter how stunning your art is, it won't sell itself. We'll cover strategies for getting your work in front of the right audience, but you'll need to put in the effort to apply them.

- Artists looking to sell original pieces only. This book focuses specifically on selling prints—reproductions of your work, not one-of-a-kind originals.

By the end of this guide, you'll have a clear roadmap for choosing the right selling platform, pricing your work, optimizing product listings, and marketing your art effectively. We'll break everything down into simple, actionable steps so you can start (or improve) your online print-selling journey with confidence.

Ready to turn your art into income? Let's get started!



The Opportunity in Selling Art Online

Once upon a time, selling art prints meant finding a gallery, securing a booth at an art fair, or hoping a local coffee shop would hang your work. Today, all you need is an internet connection and a plan. Selling art online isn't just possible—it's a thriving industry, with artists of all styles and experience levels making a living (or at least a solid side income) selling their prints to buyers worldwide.

The shift to digital marketplaces and direct-to-consumer sales has changed everything. You no longer have to wait for a gallery's approval or pay expensive overhead to reach art collectors. Instead, you can connect with an audience that truly appreciates your work, whether they're across the street or across the globe. Services like Pictorem's print-on-demand platform make it easy to sell high-quality prints without worrying about inventory, fulfillment, or upfront costs.

That's not to say it's effortless—like any business, selling prints online takes strategy, persistence, and a bit of trial and error. But the opportunity is undeniable. People are decorating their homes, offices, and workspaces with more art than ever before, and they're looking online to find unique pieces that speak to them. Whether you're a painter, photographer, digital artist, or illustrator, there's a market for your work—you just need the right tools and approach to tap into it.

This guide will walk you through everything you need to know: from choosing the right platform to marketing your prints effectively. With Pictorem, you can focus on creating, while we handle the printing and shipping—allowing you to build a professional art business without the hassle. Whether you're just getting started or looking to refine your existing business, you're in the right place. Let's dive in!



01 Understanding the Online Art Market

The Shift from Traditional Galleries to Online Sales

Not too long ago, if you wanted to sell your artwork, you had a few well-defined (but somewhat limited) options. You could submit your work to a gallery and hope for representation, sell at art fairs or markets, or try to land a commission through word-of-mouth. While these traditional methods still exist and can be successful for many artists, they come with challenges—limited exposure, high commission fees, and the need to physically be present at events or maintain inventory.

Enter the digital revolution. The rise of e-commerce, social media, and print-on-demand services like Pictorem has reshaped the way artists sell their work. Instead of relying on a gatekeeper like a gallery curator, artists now have direct access to collectors, interior designers, and everyday buyers looking to decorate their spaces.

Why the Shift Happened

Several factors have contributed to the move from traditional gallery sales to online art marketplaces:

1.The Internet Expanded the Art Audience

Before the digital era, an artist’s potential customers were limited to their local community or the gallery circuit. Today, an artist in a small town can sell their work to collectors across the globe. Online platforms have democratized access to art, allowing more people than ever to discover and purchase pieces they love.

2.Print-on-Demand Eliminated the Need for Inventory

One of the biggest barriers for artists looking to sell prints was the need to invest in stock upfront. Traditional galleries and in-person art fairs required artists to print and frame their work ahead of time, which meant significant costs and the risk of unsold inventory. Pictorem embraced the print-on-demand model to simplify art sales for creators. Now, artists can sell their work without ever needing to handle printing or shipping. When a customer places an order, Pictorem produces the print and ships it directly to them—saving the artist time, money, and stress.

3.Social Media Became a Gallery Alternative

Instead of hoping a gallery will feature their work, artists can now curate their own online presence through platforms like Instagram, Facebook, and Pinterest. Social media allows artists to showcase their work, engage with their audience, and direct potential buyers to their online stores. In many cases, artists have built successful careers without ever stepping foot in a traditional gallery.

4.Buyers Became More Comfortable with Online Art Purchases

In the past, buying art was an experience that often required seeing the piece in person. However, with the rise of high-quality online images, detailed product descriptions, and trusted platforms like Pictorem that ensure professional-quality prints, more buyers feel confident purchasing art online. Advances in augmented reality (AR) tools even allow customers to see how a piece will look in their space before making a purchase.



How This Shift Benefits Artists

The move to online sales presents significant advantages for artists, offering more control, higher profits, and greater flexibility. One of the most immediate benefits is the lower barrier to entry. Selling online eliminates the need to establish relationships with gallery owners or wait for exhibition opportunities. An artist can launch their online store and start selling almost immediately.

Profit margins are also more favorable when selling directly to buyers. Traditional galleries often take commissions ranging from 40% to 50% on sales. In contrast, online platforms like Pictorem allow artists to keep 100% of their markup, providing greater financial freedom. By setting their own prices and eliminating middlemen, artists can earn more per sale while offering competitive pricing to customers.

Reaching a global audience is another key benefit. While physical galleries and fairs limit exposure to local buyers, an online store allows artists to showcase their work to customers worldwide. This increased visibility translates into more sales opportunities and a broader customer base.

Selling online also gives artists full control over their brand. Instead of relying on a gallery to curate their image, artists can shape their own narrative, tell their story, and present their work exactly as they envision it. They determine pricing, promotion strategies, and the overall customer experience, making it easier to build a distinct and recognizable brand.

Scalability is another major advantage. Print-on-demand technology eliminates the need for upfront inventory costs, making it possible for artists to scale their businesses without the risks associated with physical stock. Artists can offer a wide range of sizes and print materials without worrying about storage or production logistics, allowing them to experiment with different formats and cater to diverse customer preferences.



Are Galleries Still Relevant?

Despite the rise of online sales, traditional galleries continue to hold value. Exhibiting in galleries provides credibility, networking opportunities, and the chance to reach high-end collectors. Many artists today take a hybrid approach, selling prints online while also showcasing their work in galleries, participating in art fairs, or taking commissions. This combination allows them to maximize exposure and take advantage of the benefits offered by both traditional and digital markets.

Galleries still serve as important cultural institutions, offering curated exhibitions that attract serious collectors and industry professionals. However, they are no longer the sole pathway to success. Many artists now use online sales as their primary income source while leveraging gallery representation for prestige and networking.

The online art market has created unprecedented opportunities for artists to build sustainable careers without relying on traditional gatekeepers. Whether an artist is just starting out or transitioning from a gallery model to digital sales, embracing online platforms like Pictorem provides the tools and services needed to succeed.

By selling art online, artists gain greater control over their careers, expand their reach, and enjoy financial benefits that were once difficult to achieve. As the digital landscape continues to evolve, those who adapt and leverage these new opportunities will be best positioned for long-term success.

The next chapter explores the different types of buyers in the online art market and how understanding their motivations can help artists sell more prints effectively.



02

Choosing the Right Print-on-Demand Partner



For artists looking to turn their passion into profit, selling art prints online has never been more accessible thanks to the rise of print-on-demand (POD) services. However, not all POD platforms are created equal. Your choice of POD partner directly impacts the quality of your prints, your profits, and your customers' experience. Selecting a high-quality provider is essential for ensuring that your artwork is represented professionally and that customers receive a product worthy of their investment. This chapter explores how print-on-demand works, why it's a game-changer for artists, and what sets Pictorem apart in a competitive market.

What is Print-on-Demand, and How Does It Work?

Print-on-demand is a fulfillment method that enables artists to sell prints without managing inventory, handling production, or dealing with shipping. Instead, when a customer places an order, a third-party printing service produces the print and ships it directly to the buyer. This model eliminates the need for upfront costs, minimizes financial risks, and allows artists to focus on creating rather than logistics.

The process begins with an artist uploading high-resolution digital files of their artwork to a POD platform such as Pictorem. The platform then prepares these files for printing on various materials, including canvas, fine art paper, and metal. Once the store is set up, customers can browse the collection, select their preferred print size and medium, and place an order. At this point, the POD partner takes over, handling everything from printing to packaging and shipping. The artist earns a profit based on the pricing they set, keeping the difference after production costs are deducted.

This approach offers several key benefits. There are no upfront costs, as artists don't need to invest in bulk inventory. There's no need for storage, as prints are only produced when ordered. Fulfillment is entirely hands-off, allowing artists to focus on their craft while the POD provider manages logistics. Additionally, global reach is possible without the complexities of international shipping, making it easier to connect with buyers worldwide.

While many print-on-demand services exist, choosing a high-quality partner ensures that prints are produced with precision and care, elevating the customer experience and protecting the artist's reputation.



Why Pictorem?
The Benefits of Using a High-Quality Print Partner

Not all print-on-demand services prioritize quality. Many focus on mass production and low costs, often resulting in poor reproductions, cheap materials, and dissatisfied customers. Pictorem, however, was built with professional artists and photographers in mind, offering museum-grade prints that meet the highest standards.

Superior print quality is one of Pictorem’s defining features. Unlike many POD platforms that take a percentage of each sale, Pictorem lets artists keep 100% of their markup, no commission fees. Pictorem utilizes high-resolution pigment-based printing to ensure accurate color reproduction,

deep contrast, and archival-grade durability. Whether printed on fine art paper, canvas, or metal, artwork maintains its original vibrancy and depth.

Profit retention is another major advantage. Most POD platforms take a percentage of each sale, cutting into artists’ earnings. Pictorem operates differently, allowing artists to keep 100% of their markup without commission fees. This ensures that the pricing structure remains in the artist’s control and that profits are maximized.

Material selection plays a crucial role in the final presentation of a print. Pictorem offers a curated range of premium materials tailored to fine artists and photographers. Fine art paper provides a matte finish that enhances traditional prints with museum-quality elegance. Canvas offers a classic, gallery-style aesthetic with rich texture and depth. Metal and acrylic prints create a modern, high-gloss finish that makes colors pop, perfect for contemporary and high-contrast artwork. Each material is carefully chosen to enhance longevity and visual impact.

Customization options further elevate the buying experience. Customers can personalize their orders with various framing options, ensuring that their prints arrive ready to display. The ability to offer professionally framed artwork increases perceived value and boosts sales potential.

Pictorem also excels in fulfillment, offering shipping with white-label packaging. Unlike many POD providers that include their branding on shipments, Pictorem ensures that each order appears to come directly from the artist. This strengthens the artist’s brand and enhances the buyer’s perception of professionalism.

Beyond its print quality and logistics, Pictorem stands out as an artist-friendly platform. The interface is designed to make store setup seamless, and customer support is tailored to the needs of creatives. With Pictorem, you’re not just printing your art, you’re building a professional brand, reaching a global audience, and maximizing your creative potential.



03

Preparing Your Artwork for Printing

Uploading your artwork is just the beginning. When selling prints online, it's not enough to simply upload an image and hope for the best. To ensure your prints reflect the quality of your original work, it's crucial to prepare your files with care. A well-prepared and properly formatted image file ensures crisp details, vibrant and accurate colors, and a professional, gallery-worthy finish — exactly what collectors and customers expect. Whether you're printing on canvas, fine art paper, or metal through Pictorem, taking the time to follow the right preparation techniques will help you achieve the best possible results.



File Types, Resolutions, and Color Profiles

1. File Type

Choosing the correct file type is essential to preserving the quality of your artwork. The most widely accepted formats for fine art prints include TIFF, PNG, and high-quality JPEG files. TIFF files maintain full image integrity without compression, making them ideal for detailed artwork. PNG files are useful when transparency is required but are not always the best choice for large prints. JPEG files, when saved at the highest quality setting, can be an acceptable alternative, though they may introduce slight compression artifacts.

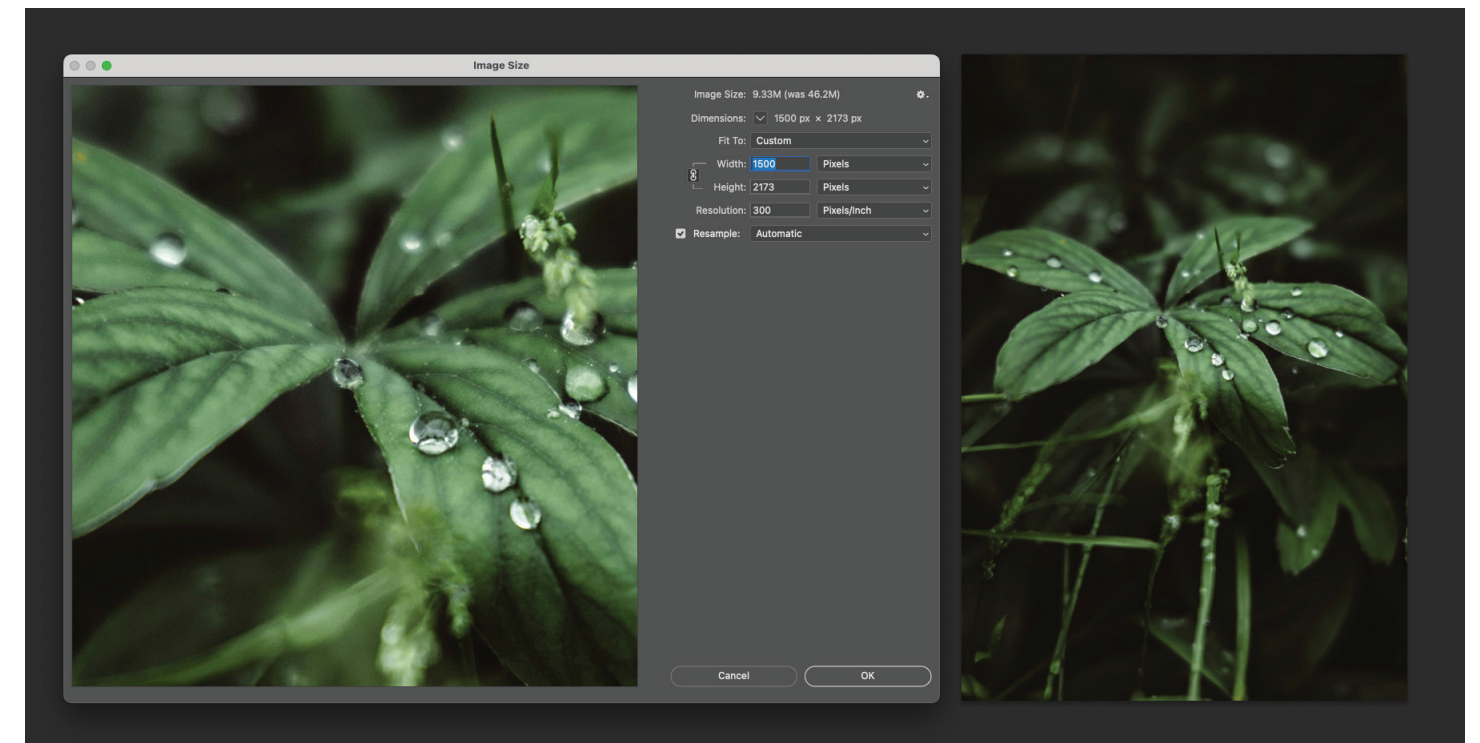
2. Resolution Guidelines

Resolution plays a crucial role in determining print clarity. A higher resolution ensures sharp, professional-looking prints, measured in DPI (dots per inch) or PPI (pixels per inch). For standard prints, a minimum of 300 DPI is recommended. Large-format prints, such as posters or canvas, should ideally be between 150 and 300 DPI, while extra-large pieces like wall murals can still achieve good results at 100 to 150 DPI. The best practice is to work with the highest resolution file possible to maintain crispness and detail.

3. Color Profiles

Color accuracy is another key factor in achieving high-quality prints. Digital screens use RGB (Red, Green, Blue) color profiles, while printers rely on CMYK (Cyan, Magenta, Yellow, Black). However, for most print-on-demand services, RGB profiles such as Adobe RGB or sRGB provide the best results. Pictorem automatically optimizes color profiles to enhance accuracy, though ensuring your files are saved in Adobe RGB or sRGB helps maintain color fidelity in the final print.

By mastering the basics of file preparation, you ensure your art translates beautifully from screen to print and that every customer receives a piece they'll be proud to display.



Understanding Aspect Ratios and Cropping



When offering prints in different sizes, aspect ratio becomes a crucial factor in ensuring that the composition remains intact. Aspect ratio refers to the proportional relationship between the width and height of an image. If the original artwork does not match the aspect ratio of a selected print size, cropping may be required, potentially cutting off important parts of the composition.

Common aspect ratios include:

- 1:1 (square): Ideal for square prints, such as 12x12 inches.
- 4:5: Common for classic photography proportions, like 16x20 inches.
- 3:2: A standard photographic ratio, often used in traditional photo printing.
- 16:9 (widescreen): Great for panoramic or cinematic-style images

To avoid unwanted cropping, artists should consider how their work will appear when re-sized. Pictorem provides size previews that allow artists to visualize how different formats affect the composition before finalizing print options.

By understanding aspect ratios and previewing your work, you ensure every print stays true to your vision.

Choosing the Right Print Medium

The printing surface significantly influences the final appearance of an artwork. Pictorem offers a variety of professional-grade materials, each suited for different artistic styles and preferenes.

1. Canvas Prints

Canvas prints provide a textured, painterly look that enhances traditional paintings and digitally created artwork with a classic feel. They feature gallery-wrapped edges, eliminating the need for framing while offering a warm, timeless aesthetic.

At Pictorem, artists can choose between stretched canvas, ready to hang and ideal for easy display, or rolled canvas prints, which offer more flexibility for custom framing or shipping.

However, the texture of canvas may soften some details, making it better suited for expressive compositions rather than intricate designs.

2. Fine Art Paper Prints

Fine art paper prints deliver a museum-quality finish, ideal for photography, watercolor-inspired pieces, and highly detailed illustrations. The matte surface prevents glare and provides deep, rich col-

ors, making it a preferred choice for artists seeking a sophisticated presentation. Unlike canvas, fine art paper prints require framing to ensure proper display and preservation.

3. Metal Prints

For a sleek and contemporary look, metal prints offer ultra-sharp color reproduction with a reflective, high-gloss finish. This medium is particularly well-suited for modern designs, abstract art, and photography with high contrast and vibrant colors. Metal prints are durable, waterproof, and ready to hang, though their reflective surface may change the appearance of the artwork depending on lighting conditions. Selecting the right print medium enhances the overall presentation and impact of an artwork.

4. Preview Before You Print (Sample Kit)

Pictorem offers a professional sample kit that lets artists and businesses preview how their work appears on various materials—such as canvas, metal, acrylic, and more. This hands-on tool ensures each piece is showcased in the most suitable format, helping you make confident, informed decisions for your print offerings.



Proofing Your Prints for the Best Results

Before making artwork available for sale, proofing is an essential step to guarantee that prints meet the highest standards. Color accuracy is one of the most important aspects to review. Since screen displays vary, checking an image on multiple calibrated monitors can provide a better sense of how the colors will appear in print. Ordering a small test print before offering a piece for sale allows artists to verify color consistency and overall quality.

Examining artwork at high magnification can help detect hidden flaws such as pixelation, compression artifacts, or unwanted dust

spots. Viewing the file at 400% zoom provides a detailed inspection of fine elements, ensuring that brushstrokes, textures, and details appear as intended.

Additionally, make sure that the file meets standard print settings such as:

- 300 DPI resolution
- sRGB or Adobe RGB color profiles
- A correct aspect ratio ensures that the final product aligns with the artist’s expectations.

Ordering a small test print before offering a piece for sale is a great idea. It allows artists to verify color consistency and overall quality, ensuring the artwork looks just as intended when printed.

A well-proofed print not only protects your reputation as an artist, but also gives your customers a product they’ll treasure.



04

Creating a Strong Online Presence

In today’s digital landscape, selling art online requires more than just creating beautiful pieces. A strong online presence is essential for artists looking to attract collectors, increase sales, and build a lasting brand. This chapter explores how to build your brand as an artist, set up your Pictorem store, and optimize your online portfolio to drive sales.



Building Your Brand as an Artist

Your brand is more than just your name; it is the identity that distinguishes you from other artists and helps collectors connect with your work. A strong image is consistent, memorable, and reflective of your unique artistic vision.

To begin, define your artistic identity by considering what themes, techniques, and styles best represent your work. Think about the emotions or messages you want to convey and how you would like others to describe your art. Having a clear and consistent artistic identity makes it easier for collectors to recognize your work across various platforms.

A professional artist bio and statement provide insight into your journey, inspirations, and creative process. A compelling bio should introduce your background and experience, highlight the influences that shape your art, and mention any notable exhibitions, achievements, or collaborations. This helps establish credibility and connection with potential buyers.

Visual branding plays a crucial role in building recognition. Creating a cohesive aesthetic across your website, social media, and online store fosters a professional image. Elements such as a logo, color scheme, and a consistent style of presentation contribute to a strong brand identity.

Equally important is your online persona, which should reflect your signature style voice and engage with your audience authentically. Whether you prefer a formal, conversational, or playful tone, consistency in communication builds trust with potential buyers. Social media platforms such as Instagram, Facebook, and Pinterest are excellent tools for branding, offering opportunities to share behind-the-scenes content, showcase new artwork, engage with followers, and collaborate with other artists and influencers. The stronger your brand, the more recognizable and desirable your art becomes.

Setting Up Your Pictorem Store

Pictorem offers a seamless way for artists to sell prints without worrying about production, packaging, or shipping. Getting started is simple, and paying attention to the details can significantly boost your success.

Begin by creating an artist account. A complete, professional profile should include a high-quality profile picture or logo, a compelling bio that reflects your brand, and links to your website and social media. This builds trust and credibility with potential buyers.

Next, upload high-resolution images of your artwork. To ensure print quality, your images should be well-lit, color-accurate, and properly cropped. Each listing should feature a clear, engaging title and a thoughtful description that shares the story or inspiration behind the piece. Use relevant keywords and tags to improve your visibility in search results.

Pictorem offers a range of print formats—canvas, acrylic, metal, and fine art paper. Choose those that best suit your artwork and appeal to your audience. Set pricing that reflects the value of your work while remaining competitive. Consider production costs, your ideal customer’s budget, and similar artists’ pricing.

Once your store is live, promote it consistently. Share your store link on social media, include it in your email signature, and add it to your website. Collaborating with bloggers or influencers can further expand your reach.

Curating Your Online Portfolio

Your online portfolio serves as your digital gallery and should be curated to attract buyers. A well-structured, visually appealing portfolio enhances your credibility and increases the likelihood of making sales.

Choosing the right platform for your portfolio is the first step. Rather than displaying every piece you have ever created, focus on a selection of your strongest and most cohesive works. Organizing pieces into collections or themes can make browsing easier for potential buyers. Removing outdated or lower-quality artwork ensures that your portfolio maintains a high standard.

Descriptions play a significant role in helping buyers connect with your work. Each piece should have a thoughtfully written description that conveys its inspiration, techniques, and materials used. Providing insight into how the piece could be displayed or how it fits into a collector’s space can also encourage purchases.

Search engine optimization (SEO) is an often-overlooked aspect of an online portfolio. Using relevant keywords in artwork titles and descriptions helps improve visibility in search engines. Image file names should also be descriptive rather than generic, as this enhances discoverability. Writing blog posts or articles related to your art can further boost your online presence and attract more visitors to your portfolio.

Engagement is another key factor in optimizing your portfolio. Responding to inquiries promptly, adding a blog or journal to share artistic insights, and hosting virtual studio tours or live Q&A sessions can create a sense of connection with your audience. Collectors are more likely to purchase from artists they feel a personal connection with, making engagement an integral part of online success.

Artists can greatly benefit from promoting their primary domain name website, which serves as a personal hub to showcase their story, history, and artistic journey. A well-crafted website that highlights your biography, creative process, and portfolio can leave a lasting impression on visitors.

To further enhance your sales strategy, consider setting up a subdomain dedicated to selling prints. By creating a visible and inviting link labeled “Buy Prints” on your main website, pointing to something like shop.yourwebsite.com, you can seamlessly direct potential buyers to your online gallery.

This approach keeps your branding consistent while providing a smooth experience for visitors interested in purchasing your work. All sales transactions are handled through your online gallery, allowing you to focus on promoting your art and connecting with your audience.

Joey Franco Pop Art Photography

➕ Upload new artwork

Your default artwork category:

You can still modify the category on each artwork

Set price

Artwork Sorting option

Printing Medium Selection

Min & Max Printing Size Selection

Create & Manage your Categories

Watermark

Default Moulding model

Default Room preview

Export images

Auto-fill keyword (AI)

Prices are in US funds

Image Server status: **BUSY** (530)

VIDEO

TUTORIALS

5 artworks

display: 50 | 100 | 200 | 500

Search by:

Keyword

search

Sort By:

--

display by category

Select all

Artwork name	Resolution	Status	Style	Buy	Price	View Count	Likes	Edit	Remove	Bulk Edit
 Hateful Apples 🔗	Resolution: 10800 x 14400		photography-abstract Page category: Red Apple Collection	BUY	100.00 % profit 🌐\$	2			✖	
 Hollywood Apples 🔗	Resolution: 10800 x 14400		photography-abstract Page category: Red Apple Collection	BUY	100.00 % profit 🌐\$	5			✖	
 Pulp Apples 🔗	Resolution: 10800 x 14400		photography-abstract Page category: Red Apple Collection	BUY	100.00 % profit 🌐\$	0			✖	
 Fuji Dream 🔗	Resolution: 9000 x 13500		photography-abstract Page category: Filmic Love Collection	BUY	100.00 % profit 🌐\$	2			✖	

⬆

TOP



05

Pricing Your Prints for Profit



Pricing Your Artwork

Pricing your artwork can be one of the trickiest parts of selling prints online. If prices are too high, buyers may hesitate; too low, and you risk undervaluing your work and cutting into your profits. Striking the right balance ensures your art remains accessible while still conveying its true worth.

A thoughtful pricing strategy not only boosts your chances of making sales—it also reinforces your credibility as a professional artist. In this chapter, you’ll learn how to set the right price for your prints by accounting for costs, calculating margins, and using psychological pricing techniques to drive conversions.

Understanding Costs, Commissions, and Margins

To earn a sustainable income from your art, you need to consider all associated costs. Overlooking production, shipping, or marketing expenses can quickly erode your profits.

Start by calculating production costs: these include the base price of printing on your chosen material (canvas, fine art paper, or metal), packaging, and any optional customizations. On Pictorem, production costs are already built into the platform’s pricing, so you can focus on setting your markup without worrying about hidden fees.

Next, consider shipping. If you offer free shipping as a sales incentive, be sure to factor those costs into your base price. Many artists incorporate standard shipping fees into the total price to simplify the checkout experience. Pictorem includes standard shipping

within North America in its pricing, but keep in mind that additional charges may apply for express or international deliveries.

Marketing is another key factor. Whether you’re investing in social media ads, maintaining a website, or producing promotional content, these costs should be included in your overall pricing strategy.

Your profit margin is what you earn after deducting all expenses from the sale price. A healthy margin allows you to reinvest in your practice and grow your business. Many artists aim for a 30–50% margin, depending on their audience and competitive landscape.

A simple way to calculate your price is:

Production + Shipping + Marketing + Desired Profit = Base Price

9 x 12 inches

23 x 31 cm

12 x 16 inches

31 x 41 cm

15 x 20 inches

38 x 51 cm

Stretched Canvas

\$75

ORDER

COMMISSION EARNED : \$37

Stretched Canvas

\$69

ORDER

COMMISSION EARNED : \$34

Stretched Canvas

\$104

ORDER

COMMISSION EARNED : \$52

Price:

☐

\$

Flat price

☐

\$

Price per sqft

☐

\$

Price per width

☒

100.00

% of Profit

This is your commission, it is the amount added on top of the printing cost, 100% of this amount will get back to you after each completed sale.

Same price for any size

Example at 10\$ per sqft will provide you 10\$ for a 12x12 and 90\$ for a 36x36

Example at 1\$ [16 inch width = 16\$ commission] [36 inch width = 36\$ commission]

Percentage of Profit from the printing cost

For example, if your total costs are \$40 and you want to earn \$60 per sale, your base price should be \$100. You can adjust this based on demand, seasonality, and promotional goals.

How to Determine the Right Price for Your Work

There’s no one-size-fits-all formula for pricing art, but several key factors can help guide your decision. By understanding your target audience, researching market trends, and evaluating the perceived value of your work, you can establish prices that are both competitive and sustainable.

Begin by studying artists in your niche. Examine their print sizes, materials, and price points to understand current market standards. If your work features intricate detail or a distinct style, you may be able to command higher prices. On the other hand, if you’re just starting out, offering more accessible rates can help attract early buyers and build momentum.

Your brand positioning plays a crucial role as well. If you’re presenting yourself as a high-end fine artist, your pricing should reflect that identity by signaling exclusivity and premium value. Conversely, if your strategy is to sell larger volumes, more affordable pricing may better support that goal.

Equally important is how your pricing is perceived by buyers. Price often communicates quality. If your prints are priced too low, they may be seen as mass-produced or of lesser value. A well-calibrated price not only reflects your artistic worth but also instills confidence in the buyer—helping them see your work as a meaningful, lasting investment.



The Psychology of Pricing: Influence, Value, and Perception

Beyond setting a logical price, understanding the psychology behind pricing can significantly impact how buyers perceive and engage with your work. Certain strategies can make your prints feel more desirable, valuable, or within reach—ultimately increasing the chances of a sale.

Price anchoring is a powerful tool. By displaying a high-priced item next to a more affordable option, you create a value contrast in the buyer’s mind. For example, listing a limited-edition print at \$500 alongside a standard edition at \$150 makes the latter feel like a smart deal—boosting its appeal.

Bundling and tiered pricing can also drive larger purchases. Offering a discount for multiple prints, or creating a premium option (such as a signed, numbered edition at a higher price), gives buyers more choices and incentives to invest.

Scarcity and urgency are additional motivators. Limited-time offers or messages like “Only 10 left in stock” create psychological pressure, prompting quicker decisions and reducing hesitation.

Context matters too. A \$200 print might seem expensive on a mass-market site like Etsy, but the same price can feel entirely justified on a fine art platform like Pictorem. The marketplace you choose—and how your work is presented—plays a major role in how its value is perceived.

Ultimately, pricing is about more than numbers. It’s about positioning, perception, and the experience you offer to buyers. By aligning your prices with your brand, factoring in your true costs, and applying strategic techniques, you can build a pricing model that feels fair, compelling, and profitable.

Whether your goal is exclusivity or accessibility, the right pricing strategy helps you grow your print business while honoring the worth of your art. Don’t be afraid to experiment.

Monitor buyer behavior, test different price points, and adjust as needed to find the sweet spot that works for both you and your audience.

06 Selling Prints Through Pictorem

Selling prints online goes beyond simply displaying your artwork, it’s about creating a seamless experience for your buyers. From customizing options to managing orders, every step should reflect your professionalism and artistic vision.

Pictorem offers a streamlined platform that takes care of the logistics—production, packaging, and shipping. So you can focus on what matters most: your art and your audience.

In this chapter, you’ll learn how to upload your artwork effectively, tailor your offerings to attract more buyers, and manage your storefront with confidence. With the right setup, you can build a thriving online presence that not only showcases your work but also turns it into consistent sales.

Uploading Your Art and Managing Your Storefront



To start selling on Pictorem, your first priority is setting up a professional-looking store and uploading your artwork with care. A clean, well-organized storefront boosts your credibility and makes it easier for buyers to browse and purchase your prints.

Begin by uploading high-quality images. Pictorem supports high-resolution files, ideally in TIFF or high-quality JPEG formats to ensure your artwork prints beautifully. Aim for a resolution of at least 300 DPI to maintain sharpness, especially for larger sizes. Before uploading, double-check your files for clarity, color accuracy, and proper cropping.

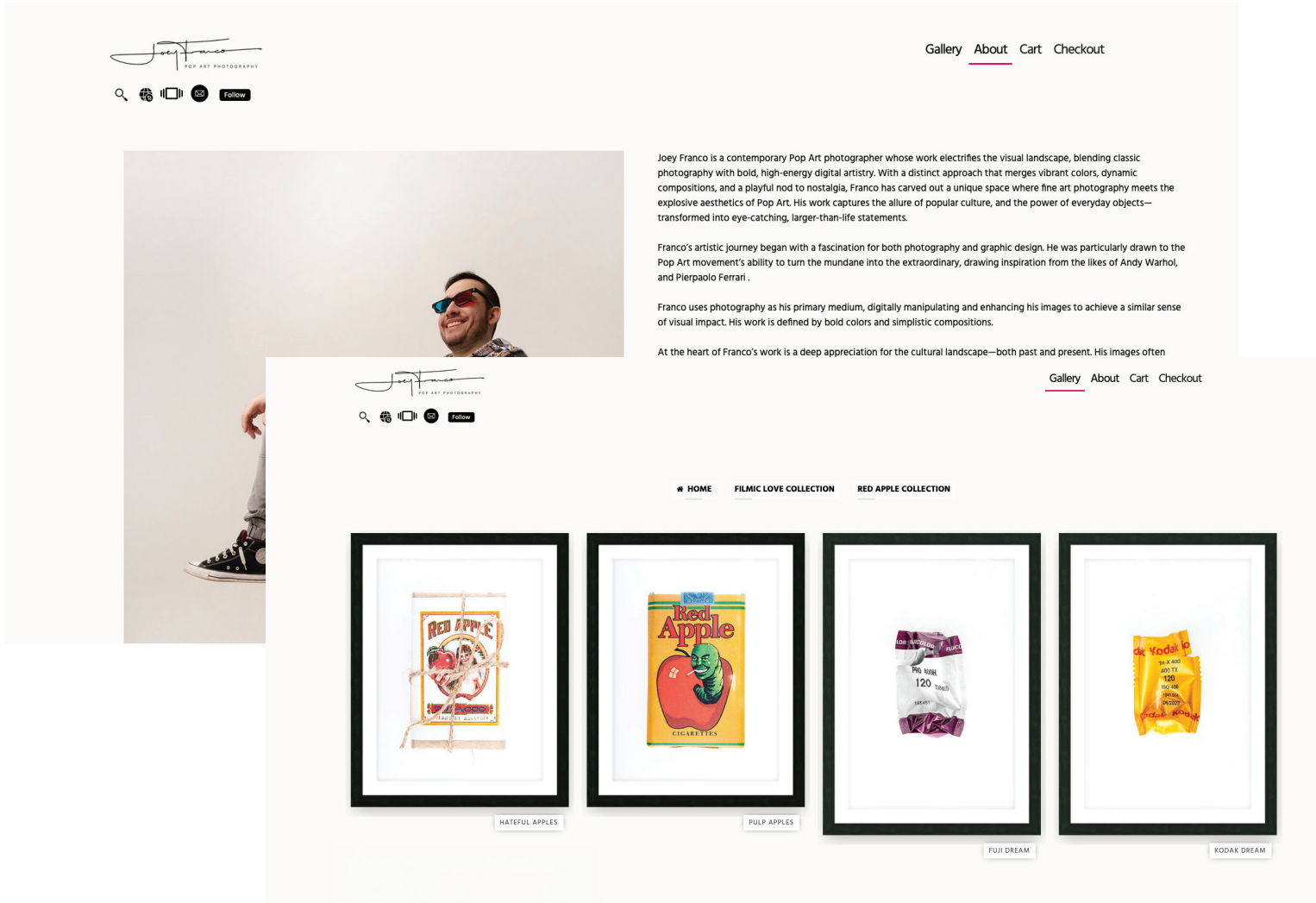
Next, focus on your titles and descriptions. A strong title draws attention, while a well-crafted description helps buyers connect with your piece. Share the story behind the work, your creative process, and any distinctive details. Adding relevant keywords also improves

your visibility in search results, increasing the chances of discovery.

Curation plays a big role in how buyers experience your store. Grouping your artwork into themed collections by subject, color palette, or style. That makes the navigation more intuitive and enjoyable.

Regularly update your gallery with new works or limited editions to keep it dynamic and encourage repeat visits.

Finally, don’t overlook pricing. With Pictorem, you have full control over your markup, allowing you to define your profit margins. Consider offering price tiers for standard versus limited edition prints to appeal to a broader audience. Strategic pricing not only drives sales but also reinforces the value of your work.



Customization Options for Your Customers

One of the advantages of selling prints through Pictorem is the ability to offer buyers customization options that enhance their purchasing experience. Customization allows customers to select from various print materials, sizes, and framing choices, making each purchase feel tailored to their specific needs.

Pictorem offers a selection of professional-grade printing surfaces, including fine art paper, canvas, metal, acrylic, and wood. Each medium presents a different aesthetic, giving buyers the flexibility to choose the one that best suits their space. For example, canvas prints provide a classic, textured appearance, while metal prints offer a sleek, modern look with vibrant colors.

Framing options add another layer of personalization. Customers can choose from a variety of frame styles, colors, and matting options to match their home or office decor. Offering framed prints not only increases perceived value but also encourages higher-order values by providing buyers with a ready-to-hang piece.

Providing multiple size options is another way to cater to different customer preferences. Some buyers may prefer smaller prints for gallery walls, while others might be looking for large statement pieces. By offering a range of sizes, you can attract a broader audience and increase overall sales potential.



Handling Orders, Shipping, and Customer Inquiries



Once your store is set up and customers start placing orders, ensuring a seamless fulfillment process is key to maintaining customer satisfaction. Pictorem's automated order handling system simplifies this process, allowing you to focus on creating new art while the platform manages production and delivery.

Pictorem prints and ships each order on demand, eliminating the need for you to maintain inventory or handle logistics. All prints are produced using high-quality materials and professional-grade equipment to ensure consistency and durability. The platform also offers worldwide shipping, expanding your reach to international buyers without additional effort on your part.

Providing excellent customer service is just as important as delivering high-quality prints. Although Pictorem manages fulfillment, customers may still reach out with questions about shipping times, order modifications, or product details. Promptly responding to inquiries helps build trust and enhances the buyer's experience. If a customer requests a return or replacement due to damage or defects, Pictorem's customer support team can assist in resolving the issue efficiently.

Keeping track of your sales and performance is another essential aspect of managing your store. Pictorem provides analytics tools that allow you to monitor which prints are selling well, track order trends, and identify opportunities for promotions or discounts. Reviewing your store's performance regularly can help you refine your marketing strategy and optimize your product offerings.

07

Marketing Your Prints Like a Pro

Creating high-quality prints is just the first step to building a successful art business. To maximize sales, you need to market your work effectively. A strong marketing strategy helps you reach potential buyers, build a loyal audience, and turn one-time customers into repeat collectors. This chapter explores the best strategies for promoting your prints, from leveraging social media and optimizing for search engines to using email marketing and running sales promotions.



Social Media Strategies for Artists (Instagram, Facebook, Pinterest)

Social media has become a powerful tool for artists to showcase their work, engage with their audience, and drive traffic to their online stores. Platforms like Instagram, Facebook, and Pinterest provide visual-focused spaces where art can thrive.

Instagram is one of the most effective platforms for artists, with its image-heavy format and highly engaged user base. Posting high-quality images of your prints, behind-the-scenes content, and time-lapse videos of your creative process can help attract potential buyers. Consistency is key—regularly posting and using relevant hashtags such as #fineartprints, #artforsale, and #wallart can improve discoverability. Engaging with your followers by responding to comments and messages also builds a loyal community that is more likely to support your work.

Facebook remains a valuable platform for art marketing, particularly through Facebook Pages and Groups. Creating a dedicated page for your art business allows you to share updates, announce new print releases, and interact with potential customers. Facebook Groups focused on art collecting, interior design, and home décor can also be great places to promote your work, as long as you engage genuinely rather than spamming links.

Pinterest acts as a visual search engine, making it an excellent platform for driving long-term traffic to your store. By creating pins of your artwork with optimized descriptions, keywords, and links to your Pictorem store, you can reach users actively searching for home décor and wall art. Pinterest users frequently save and share content, which means your prints can continue to gain visibility long after posting.



The Power of Email Marketing and Newsletters

Email marketing remains one of the most effective ways to nurture relationships with potential buyers and drive repeat sales. Collecting email addresses through your website or Pictorem store allows you to communicate directly with your audience, keeping them informed about new releases, exclusive discounts, and behind-the-scenes updates. A well-crafted newsletter should include engaging content that provides value beyond just sales announcements. For example, sharing insights into your creative process, featuring customer testimonials, or offering interior design tips on displaying art can make your emails more compelling.

Segmenting your email list helps tailor messages to different audience groups. New subscribers might receive a welcome email introducing your art, while past buyers can get exclusive early access to new collections or limited-edition releases.

Timing and consistency are also crucial. Sending emails too frequently may overwhelm subscribers, while sending too rarely can cause them to forget about your work. A monthly or bi-weekly schedule often works best.



Running Promotions and Limited Editions to Boost Sales

Strategic promotions can encourage hesitant buyers to make a purchase. Limited-time discounts, bundle deals, and free shipping offers create urgency and increase conversions. For example, a campaign like “Get 20% off all prints this weekend only!” can prompt buyers to act quickly.

Limited-edition prints are another powerful sales driver. By offering a specific quantity of number prints, you create exclusivity and increase perceived value. Announcing limited editions on social media and through email campaigns can generate excitement and anticipation among your audience.

Seasonal sales align with key shopping periods, such as holiday gift-giving, back-

to-school dorm decorating, or Black Friday promotions. Planning ahead and launching well-timed promotions ensures you take advantage of peak buying seasons.

Collaboration with influencers, bloggers, or interior designers can also expose your work to new audiences. Partnering with home décor influencers who showcase your prints in styled settings can attract buyers looking for inspiration.

Marketing your prints effectively requires a mix of social media engagement, search engine optimization, email outreach, and strategic promotions. By consistently applying these tactics, you can increase visibility, build a loyal audience, and drive more sales.

08 Sales Insights for Smarter Business Decisions

Running a successful art business goes beyond creating and selling prints—it requires organization, strategic decision-making, and ongoing evaluation of what works. Tracking your sales, handling customer service professionally, and staying motivated through challenges will help you build a sustainable and profitable business. This chapter explores how to analyze sales data, manage customer interactions, and avoid common pitfalls while maintaining long-term motivation.



Tracking Your Sales and Analyzing What Works

Understanding your sales performance is essential for making informed business decisions. Regularly reviewing your sales data helps identify trends, measure the success of marketing efforts, and refine your product offerings.

Pictorem and many other e-commerce platforms provide built-in analytics tools that allow you to track your best-selling prints. Pay attention to which pieces attract the most engagement and whether certain sizes or materials perform better than others. If a particular print consistently sells well, consider expanding that collection or offering limited-edition versions to increase demand.

Analyzing seasonal trends can also provide valuable insights. Certain times of the year, such as the holiday season, tend to generate higher art sales. Planning marketing campaigns and promotions around these peak periods ensures that you capitalize on increased demand.

Beyond direct sales, tracking customer behavior on your website or social media channels can offer additional insights. High engagement on certain posts, website pages, or email campaigns can indicate which styles or themes resonate most with your audience. Using this information to guide your creative and promotional strategies can lead to more effective sales efforts.

Handling Customer Service and Returns

Providing excellent customer service is crucial to maintaining a positive reputation and encouraging repeat business. Buyers want to feel confident that they are making a purchase from a reliable and professional artist.

Prompt responses to inquiries about print sizes, materials, or order status show that you value customer satisfaction. Clear and friendly communication reassures buyers and can make the difference between someone following through with a purchase or abandoning their cart.

While Pictorem handles production and shipping, customers may still reach out with concerns about their orders. Being

proactive in resolving issues, whether related to delivery delays, damaged prints, or return requests, helps build trust. If a customer receives a damaged print, assisting them in coordinating a replacement through Pictorem's customer service team ensures a smooth resolution.

Encouraging reviews and testimonials from satisfied customers also strengthens your credibility. A simple follow-up email thanking buyers for their purchase and inviting them to share feedback can result in valuable word-of-mouth marketing.

Avoiding Common Pitfalls and Staying Motivated

Managing an art business comes with challenges, and many artists encounter obstacles along the way. Understanding common pitfalls and developing strategies to stay motivated can help ensure long-term success.

One of the most frequent challenges artists face is inconsistent sales. While some months may be highly profitable, others may see slower activity. Diversifying income streams—such as selling on multiple platforms, offering commissions, or exploring licensing—can provide stability during slower periods.

Pricing mistakes can also affect profitability. Undervaluing your work may lead to financial strain, while overpricing could deter potential buyers. Periodically reassessing your pricing strategy based on sales performance, competitor analysis, and material costs ensures that you remain competitive while maintaining healthy profit margins.

Time management is another hurdle, especially for artists juggling creative work, marketing, and administrative tasks. Creating a structured schedule that balances production, promotion, and customer engagement helps maintain efficiency. Automating certain tasks, such as social media scheduling or email marketing, can free up more time for creating new artwork.

Creative burnout is another risk, particularly when art becomes a full-time business. To stay inspired, take breaks when needed, seek new sources of inspiration, and engage with the art community for motivation. Exploring different mediums or working on personal projects outside of commercial prints can also keep creativity fresh.

Surrounding yourself with a supportive network—whether through artist communities, mentorship, or collaboration with fellow creatives—can make a significant difference in maintaining motivation and business longevity.

Running a successful art business isn’t just about talent—it’s about persistence, adaptability, and a commitment to continuous learning. By staying organized, analyzing what works, and maintaining motivation, you can turn your passion for art into a thriving and sustainable career.



09The Future of Selling Art Online

The online art market is constantly evolving, shaped by technological advancements, consumer trends, and new opportunities for artists. Staying ahead of these changes is crucial for artists who want to grow their businesses and maintain a competitive edge. From emerging trends and digital tools to scaling your print business, this chapter explores the future of selling art online and how artists can prepare for long-term success.



Emerging Trends in the Online Art Market

The way people buy and experience art is shifting. More buyers than ever are turning to digital platforms to discover, purchase, and even customize artwork. As the art world embraces technology, artists who adapt to these trends will have a significant advantage.

One of the most notable trends is the rise of virtual galleries and augmented reality (AR) tools. Buyers increasingly want to visualize artwork in their spaces before making a purchase. Many online art platforms now offer AR previews, allowing customers to see how a piece will look on their walls through their smartphone screens. Art-

ists who integrate these tools into their marketing efforts can provide an immersive buying experience that builds confidence and increases sales. Pictorem offers many preview mock-ups directly on your storefront.

Another major shift is the growing demand for personalization and limited-edition prints. Buyers seek artwork that feels unique and exclusive, which makes offering numbered prints, custom sizing, and limited-run collections an effective strategy for driving sales. Limited editions create a sense of urgency and value, encouraging collectors to act quickly before a piece sells out.

12" x 17" 30 x 43 cm	16" x 23" 41 x 58 cm	20" x 28" 51 x 72 cm	24" x 34" 61 x 86 cm	30" x 43" 76 x 108 cm	36" x 51" 91 x 130 cm	42" x 60" 107 x 151 cm	48" x 68" 122 x 173 cm
600 ppi	447 ppi	362 ppi	300 ppi	239 ppi	200 ppi	171 ppi	150 ppi
Amazing	Amazing	Amazing	Amazing	Amazing	Superb	Superb	Superb

Suggested Size

Custom size (inches)

24 x 34 " C\$123

Width: 24 Height: 34

update

POPULAR SIZES PRICING Multi panel options

Product Type

☐ Canvas Roll

☒ Stretched Canvas

Options

☒ Stretched Canvas Gallery 1.5" BESTSELLER

☐ Stretched Canvas Gallery 1.5" with Floating Frame

☐ Stretched Canvas 3/4"

☐ Stretched Canvas 3/4 with Moulding

Sustainable and Ethical Art Production

As environmental consciousness continues to rise, many artists are adopting eco-friendly materials and practices in their printing processes. This shift towards sustainability is not just a trend—it’s becoming an essential aspect of the art-selling experience. Consumers today are more mindful of the environmental impact of their purchases, favoring brands and creators who prioritize ethical and sustainable practices.

Recognizing this demand, platforms like Pictorem are leading the way by implementing eco-friendly initiatives. At Pictorem, every sale made results in a tree being planted, directly contributing to reforestation efforts and promoting a healthier planet. This unique approach allows artists to promote their work while actively supporting sustainability, creating a positive impact that resonates with environmentally-conscious buyers.

Highlighting your commitment to sustainability by partnering with platforms like Pictorem can enhance your brand’s reputation and attract a broader audience of eco-aware collectors. By showcasing your dedication to ethical production, you position yourself as a responsible artist who cares about both creativity and the environment.



Sustainable and Ethical Art Production

Your Next Steps to Start Selling Today

Now that you have a comprehensive understanding of how to sell prints online, it’s time to take action. Start by setting up your Pictorem store, curating your best artwork, and optimizing your product list-ings. Leverage social media, SEO, and email marketing to drive traffic, and explore additional sales channels like marketplaces and wholesale partnerships.

Taking small but consistent steps will help you build momentum. Whether it’s refining your pricing strategy, experimenting with promotions, or networking with potential buyers, progress comes from continual effort and learning.

Final Tips for Long-Term Success

- Stay consistent with your branding and marketing efforts.
- Regularly analyze sales data to understand what works.
- Engage with your audience through social media and email.
- Keep evolving by learning new marketing strategies and staying updated with industry trends.
- Maintain a balance between creativity and business strategy to sustain long-term growth.

Success in the online art market is not instant, but with dedication and the right approach, you can build a thriving business and create a lasting impact with your work.

Resources & Bonus Materials

A Checklist for Selling Prints Online

- Set up your Pictorem store and upload high-quality images.
- Optimize artwork titles and descriptions with relevant keywords.
- Establish your pricing strategy, factoring in costs and profit margins.
- Promote your store through social media, SEO, and email marketing.
- Offer customization options like framed prints and multiple sizes.
- Monitor analytics and adjust strategies based on sales trends.

Recommended Tools and Platforms for Artists

- Pictorem – High-quality print-on-demand service.
- Instagram, Facebook, Pinterest – Best platforms for social media marketing.
- Etsy, Saatchi Art, eBay – Additional marketplaces for selling prints.
- Canva, Adobe Photoshop, Lightroom – Design and editing tools.
- Google Analytics, Meta Business Suite – Tracking and data analysis.
- Mailerlite – Email marketing and automation.

FAQs About Print-on-Demand with Pictorem

1. How does Pictorem handle printing and shipping?

Pictorem prints, packages, and ships each order directly to customers, ensuring high-quality production and fast delivery.

2. Can I sell prints on multiple platforms while using Pictorem?

Yes, you can sell on Pictorem while also listing your work on other marketplaces like Etsy or Saatchi Art.

3. How do I price my prints competitively?

Factor in production costs, desired profit margins, and competitor pricing while using psychological pricing strategies.

4. What if a customer has an issue with their order?

Pictorem’s support team helps manage order issues, including replacements for damaged prints. By applying these strategies and using the provided resources, you’re well on your way to successfully selling art prints online.





UNLEASH YOUR ARTISTRY