



# THE ARTSTATION GUIDE TO SUCCEEDING ON THE MARKETPLACE

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## Chapter 1

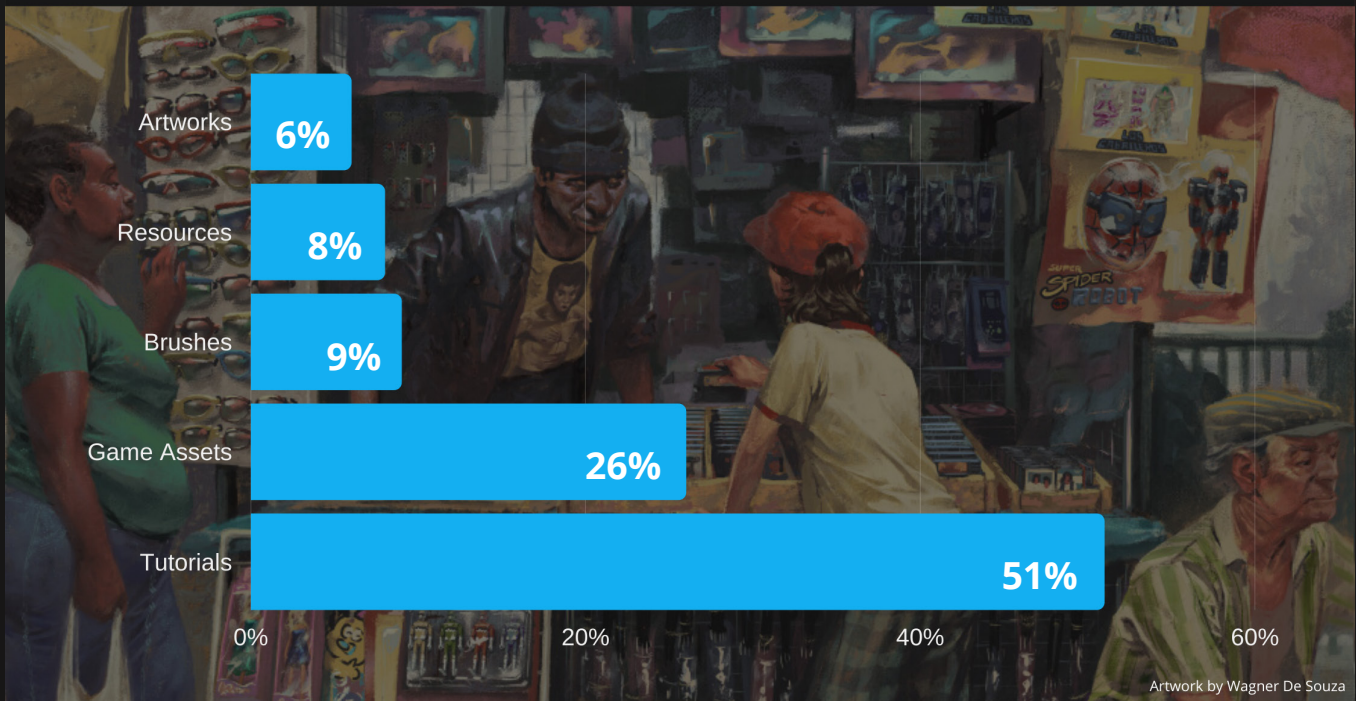
# Creating Marketplace Products

You may have toyed with the idea of selling some of your creations on the ArtStation Marketplace but for whatever reason, you got stuck or never got around to it. Your ideas for your personal projects might hit you like a lightning bolt, ideas for a Marketplace product might take a bit more thought and work.

You're going to want to find the common ground of what you're talented at doing and what buyers are looking for. If selling your product is just a bonus to the joy of working on a personal project, then more power to you—work on whatever your heart desires.

Once you've come up with a few ideas for products, take a look through the ArtStation Marketplace and make sure it's not been covered by multiple people already. You'll want your product to be unique or an improvement on what's already out there.

## Most in-demand products on the ArtStation Marketplace



### Artworks

If you're looking to sell your art as prints, you're in the wrong place—you want to sell on ArtStation Prints. The Marketplace's Artworks section is for pieces that can be used for kitbashing or the files to a completed piece that novice artists can pick through to learn about the creation process.

### Brushes

These are custom digital brushes for ZBrush, Blender, Photoshop, Procreate, or other tools. Those brushes you made for a specific project could be helpful to any number of artists. If you just love making brushes, you can create themed bundles.

### Game Assets

Both 2D and 3D assets are hot commodities on the ArtStation Marketplace. If you're skilled in creating anything from base meshes, to decals, to clothing and more, this is the category to sell in.

### Resources

If you fancy yourself a muse, this is the category for you to be selling in. Resources include photos and images, reference material and more. The products in this category are aimed to assist digital painting, 3D modeling, or game development.

# Tutorials

Tutorials get their own section here because they're high in demand and require a bit more showmanship than other types of products. Once you've decided on your topic and how you want to go about teaching it, take these steps to make a great tutorial.

## Plan it out

You're going to want to have the tutorial's content planned, from beginning to end. Avoid "winging-it," because it is surprisingly easy to repeat yourself or go over irrelevant information. Having a concise plan will also make your tutorial easier to follow.

## Know more than you scripted

It may be common sense, but you want to be an expert at what you're covering in the tutorial. Understanding the surrounding subject matter to your tutorial allows you to diverge from the script in a natural way which is still useful to the viewer. This is super important to making an extensive and engaging tutorial.

## Provide context

Make sure to explain why what you're teaching is useful because it can make the difference between someone loving or leaving your tutorial. Make it clear why the viewer needs this information; tell them what value it'll bring to their craft.

## Relax

Even though your tutorial is all thought-out and scripted, make sure you rehearse it and that you can talk through it in a calm,

relaxed manner. Perhaps do a run-through of it with someone in person first. If your delivery is stiff and awkward, chances are viewers will be turned off by your tutorial.

## Final piece of art

When creating tutorial content, have a piece of art to give context to what you are teaching at the end. In the art world, this is how people will judge the value of what you are teaching. Having a finished piece of art also acts as a motivator for viewers to try it out themselves; a goal to aim for.

## Fact-check

Another reason to plan out your tutorial is fact-checking. Just one out-of-date or incorrect line can make viewers question your whole tutorial. Make sure what you're saying is true and make sure your content isn't redundant.

## Equipment test

Test all your equipment, mic, camera, etc before starting your tutorial recording. The last thing you want is to start editing your tutorial only to find that there's a constant echo or feedback buzzing on the recording. A quick 30-second test video to make sure everything is recording properly will save you a ton of time in the long run.



## Chapter 2

# Getting Set Up

Once you've created your masterpiece product, you're going to want to list your product on the ArtStation Marketplace.

First, take into account your subscription level and what it means in terms of being a seller. Anyone who has an artist account on ArtStation can sell on the ArtStation Marketplace, regardless if they're a Free, Plus, or Pro member. That being said, being a Pro member does have its advantages. Free and Plus members get 70% of the revenue for products sold on the ArtStation Marketplace. Meanwhile, Pro users get 80-95% of the revenue in addition to being able to set up discount coupons.

Next, you're going to want to set up your payout information. You can find the payout settings by choosing "Manage Products" in the ArtStation dropdown menu, then select "Payouts & Earnings". ArtStation offers two options for you to get paid: PayPal and Bank Transfers. For PayPal, all you need to do is enter the email address associated with your PayPal account. Bank transfers require a bit more information but all the information with a bank transfer can be found on your cheques or from your online banking profile.

Once you're set with the right type of account, subscription and payment method, it's time to take one last look at your product. While you're reviewing your product, it's important to consider your customers.

We polled some of the Marketplace's most frequent customers to find out why they shopped on the ArtStation Marketplace.

## **To learn**

Customers appreciate ArtStation as a one-stop-shop. When ArtStation Learning doesn't have exactly what they're looking for, their next place to look is the Marketplace. If you do want to create a tutorial or learning material, it's important to not only consider what else is available on the Marketplace already but also what's available on ArtStation Learning.

## **Need a specific product**

We've already mentioned that tutorials are the highest in demand, but you might also find success in catering to a niche market. Things like game assets and resources fill a need for artists looking for help with specific projects. These niche products are often used for kitbashing and creating concept art.

## **Quality**

ArtStation is home to some stellar talent, so it's no surprise that the quality of the products is high. Strive to continue the tradition of providing quality products on the Marketplace. Before releasing a product, have your friends or peers review it and give you feedback. If any issues are flagged or if your skills have improved since the launch of your product, it's always a good idea to update your product.

## **Shopping experience**

If you haven't been a big Marketplace shopper until now, take some time to explore the interface. See under what categories similar products have been listed and what the best-selling products have in the description. You'll want your product listing to work with the flow of the ArtStation Marketplace, not against it.

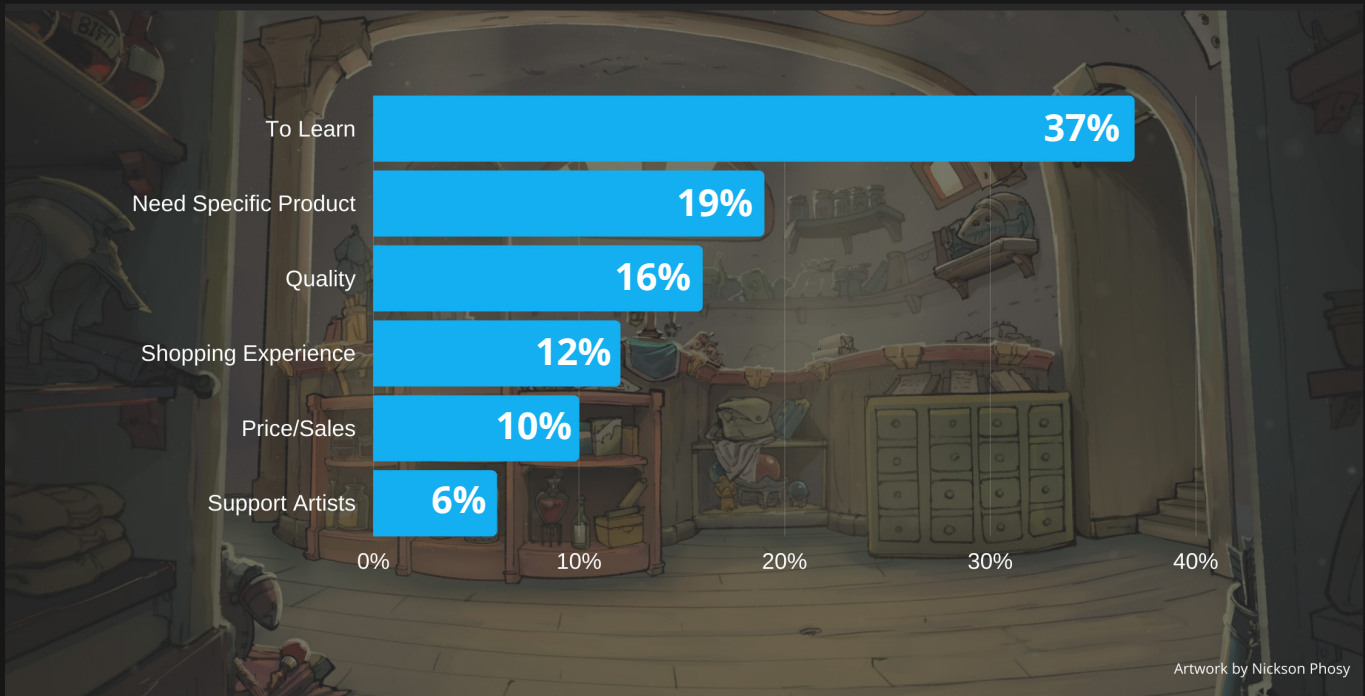
## **Price/Sales**

While you're investigating the ArtStation Marketplace shopping experience, you might also want to look into what other sellers are charging for similar products. Try to keep in the same range to stay competitive. It's also important to note that big-name artists often get away with selling their products at a slightly higher price than someone new to the scene.

## **Support artists**

ArtStation is a community and communities support their members. That's excellent news for sellers but also a reminder to show appreciation for the community. Follow other artists, like their work, provide feedback, and buy their products.

Why artists are choosing to shop on ArtStation Marketplace:



## The Inside Scoop

Now that you've seen what matters to the Marketplace shoppers, here's some insight on what the ArtStation team has noticed makes a difference in terms of products that sell well.






### Be mindful of presentation

Make sure all the images and previews you attach to your products look attractive and contain useful information. For example, if you're offering a brush set, give examples of what these brushes look like. If it's a tutorial, you may want to include an outline of your topics or some screenshots.

### Write enticing descriptions for your products

Product descriptions should make a potential buyer feel confident in what they are getting. A description that doesn't have enough information might leave potential buyers unsure about purchasing your product. On the other hand, a description that is too complicated might cause buyers to lose interest.

### Make sure to include:

-  **What your product is**
-  **Who it's for**  
(beginners, advanced, traditional artists, 3D artists, etc)
-  **Files included**
-  **Software compatibility**
-  **Optional: Include video clips or trailers**  
This is a great way to inform users in an engaging way.



## Chapter 3

# Ratings & Reviews

The Ratings & Reviews feature on the Marketplace enables buyers to provide feedback on a product with ratings and reviews.

Ratings and reviews can enhance customer service, improve trust, and increase sales for sellers while giving potential customers more confidence in buying a product and a voice to share their experience with other users. For this reason, you'll want to make sure your product descriptions are clear so you don't accidentally mislead a buyer. You'll also want to make sure your files are labeled in an easy to navigate way as not to confuse the buyer. These extra efforts in putting together your product will save you from inconveniences later.

As a seller, you can view and manage all the reviews your products receive from the Ratings & Reviews section of the Manage Store panel. From there, you can reply directly to buyer reviews and easily sort them by product and rating.

The Marketplace's Ratings & Reviews system only allows verified buyers on the platform who have the product in their library to give feedback. This prevents fake or fraudulent ratings or reviews but on the downside, it means that if a buyer purchased your product on another platform, they can't leave a review on ArtStation.

## Ratings & Reviews

Date	User	Rating	Review	Product	License	Release
59 minutes ago	Josh Purple	★★★★★	5 Stars! Thank You :)!	EaZyremesh Tool! A retopology plugin for Zbrush.	Standard Version	1.1
19 hours ago	Pete Burges	★★★★★	Does what it says, and very well. You can get very ...	EaZyremesh Tool! A retopology plugin for Zbrush.	Standard Version	1.1
			Does what it says, and very well. You can get very useable topology with it in a couple of clicks.			
			<input type="text" value="Thank you! Glad you enjoyed it."/>			
			<input type="button" value="Reply"/>			
Yesterday	Ashton Fora	★★★★★		EaZyremesh Tool! A retopology plugin for Zbrush.	Standard Version	1.1
3 days ago	Jason Stockdale	★★★★★		EaZyremesh Tool! A retopology plugin for Zbrush.	Standard Version	1.1

## Replying to reviews

Only the seller of the product can reply to the product review. However, other users can upvote or downvote reviews based on how helpful or relevant they believe they are. We recommend replying to all reviews, good and bad. Seeing a seller who is proactive in replying to reviews adds a layer of reassurance to potential buyers.

## Deleting reviews

While sellers are not able to hide, edit, or delete any reviews, they can respond to reviews and try to resolve any issue with the buyer to get them to edit their review. To prevent any unsavory reviews, you can reach out to buyers to ask if they're satisfied with their purchase so that any issues get resolved through private messaging.



## Chapter 4

# Growing Your Customer Base

Now that your product is set and ready to go, you'll want to build your customer base. Building your list of followers is a great way to spread the word about your new products! There are several ways you can encourage the sale of your products, and most of them are built right into your ArtStation account.

## Sales

ArtStation organizes and promotes discounts on the ArtStation Marketplace fairly often. When you opt-in to participate in these sales events, you benefit from all the additional traffic and visibility from the promotion. You can set your own discounts on your products and opt-in and out as you please. When you've opted-in, your products are automatically discounted and included in the promotion.

# Coupons

Coupons are available for Pro members and allow users to create custom discount coupons for their products to share with their subscribers and followers. This way, you don't have to wait for an ArtStation sale to provide your followers with amazing deals.

When you create unique coupon codes, you'll be able to directly measure how effective your campaigns are and see how many people used each code.



*The image above was generated for preview purposes only.*

Once you create your coupon, ArtStation automatically generates beautiful social sharing images that you can use for promoting your store. You can post to your social channels directly with the click of a button or download them to use anywhere you want. With these tools, we do the marketing work for you so that you can spend more time creating great products.

## Free Products

I know what you're thinking: "I don't want to give away my products for free; I worked hard on those." Absolutely, you work hard on your products and you should be compensated for them. There is a way to use free products to your advantage. Offering free digital products enables you to grow your following and attract potential new customers. Customers are more likely to buy your product if they can try out a sample first!

When someone buys or downloads your products, they start following you. They'll automatically be subscribed to notifications on your updates, new products, artworks, and blog posts. If you have announcements, blog posts will reach your followers via notification and email.

## Social Media

The more people who know about your products, the better. The easiest way to bring people to your store is to tell your existing followers or friends. You can also use hashtags to draw in outside traffic. See what related hashtags are trending and use them when writing posts about your products.

## Blogging

Try using your ArtStation Blog to promote your products. Blog posts enable artists to share their news, WIPS, updates, and more. A great way to let users know about a new product is to share some thoughts or behind-the-scenes work on your product to get your followers interested in the new product before you even release it.

## Publish New Products Regularly

When a user adds one of your products to their cart, they are automatically offered to check out up to 10 other products you've published. You'd be surprised how many visitors choose to add additional products to their cart directly from the Suggested Products!



## Chapter 5

# Customer Service

Marketplace sellers and buyers have an easy way of communicating about recently purchased products. Sellers have the option of messaging buyers directly from their Order on the Sales Report page and buyers can message sellers from the modal on the product page.

You can sort and find messages related to Marketplace products within the Marketplace tab. The product or order that the message came from appears at the top of the thread so you can easily keep track of conversations.

## Dealing with an upset customer

The first thing is to do is to keep your cool at all times. When a customer approaches you with harsh language or a negative attitude, it might make you feel like it's personal, but it's not until you make it personal by responding in an equally aggressive or passive-aggressive way. Remind yourself to stay calm without being condescending. Give the customer a chance to vent and let all the frustration out. It's not fun being on the receiving end but sometimes that's all the buyer needs.

You are not trying to win a fight or be right. You want to solve the issue so focus on that. A good way to do this is not thinking about your answer until you're done listening or reading the customer's complaint in its entirety. When you reply, use the same language as the customer, and even repeat entire phrases if necessary. You want to make sure everything is clear and you want to let the customer know you fully read/heard and understood the problem.

- ➔ Use positive language and instead of saying "No, I cannot do that" try "What I can do is..."
- ➔ Always use the name of the customer at least once in your reply. "I'll do my best to help you, Jane" sounds more sincere than "I'll do my best to help you, ma'am."
- ➔ Make the customer feel important and appreciated. If the issue is about a bug, open your reply with something like "Thank you for bringing this to my attention" or if it's a missing feature something like "Thanks for the feedback/suggestion, this really helps me improve the product."
- ➔ Even if the issue has been fully resolved, offer to follow-up. Letting the customer know that you want to hear/help more and not less will turn you from an adversary to a collaborator.

## Involving ArtStation Customer Service

Nobody knows your products as you do, so do your best to solve the issue. If it gets to the point where refunding is the only solution, feel free to contact us with a screenshot of the conversation you had with the customer so we have as much context as possible and we'll be happy to help.

## The best way to ask for ratings and reviews

Be mindful of your customer's time. If you send an email/message asking for a review overnight, the customer will see it first thing in the morning when they're busy and forget about it. Try sending it during lunch or after work and chances are the customers will have a bit more time to reply as soon as they see your message.

Try to make it personal. Appreciate your customer and extend your services in the message. Most customers will continue to do business with you if they feel they can get good support. So instead of just "Hi, please leave a review" try "Hi John, thank you for your purchase. If you liked my product, you can really help me by leaving a review, and I'll be happy to answer any questions you might have."

Ask for a review as soon as possible. You want to use the same positive energy that motivated the purchase to fuel the review. If you wait for the honeymoon between the buyer and the product to be over, you might not get as much love. Plus, contacting the buyer right away will give you extra points.

If you get a positive review, say thank you, publicly if possible. If you get a negative one, act immediately. Contact the customer, do your best to fix the issue and understand what motivated the bad review.

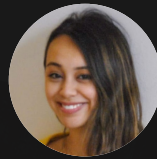
Never, ever try to buy a good review. Things like discount coupons or free things in exchange for good reviews might work for some users, but it can quickly backfire and destroy your credibility. No matter how good your product is, it will not sell if people feel they can't trust you.

# Special Thanks

The ArtStation team was proud to work together to bring together this guide.



**Alex Beddows**  
Learning Manager



**Sierra Mon**  
Product Marketing Manager



**Bianca Marques**  
Digital Marketing Manager



**Victor Zamudio**  
Customer Service Manager

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