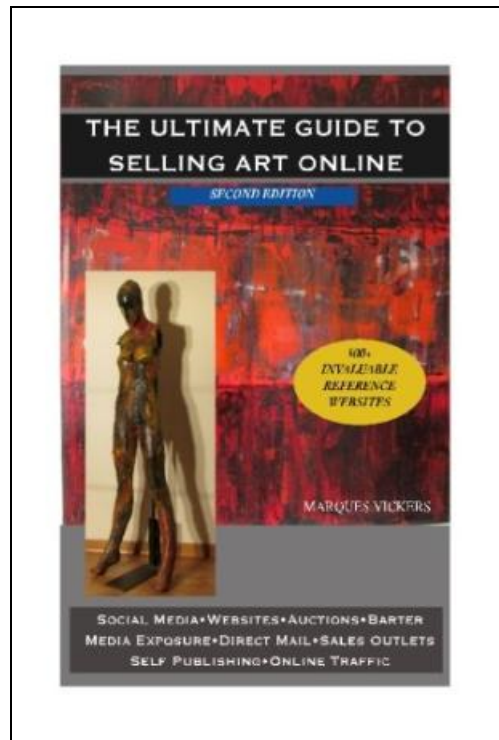


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Reviews

Thorough guideline! Its this type of good read. It is really simplistic but shocks from the 50 percent from the publication. It is extremely difficult to leave it before concluding, once you begin to read the book.
(Sallie Wiegand)

THE ULTIMATE GUIDE TO SELLING ART ONLINE (PAPERBACK)



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Createspace Independent Publishing Platform, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. The second edition of author Marques Vickers The Ultimate Guide To Selling Art Online is a concise reference source for artists enabling creative entrepreneurs to maximize the expanding sales capabilities of the Internet. This edition details important exposure strategies, existing and emerging sales opportunities and valuable promotional outlets. Over 500 useful reference websites are provided referencing art marketing, website design, sales and promotion outlets. This Ultimate Art Guide stresses the importance and urgency of cultivating a vibrant social media presence via active postings and participation with content, social networking and weblog websites. These activities supplement an artist website with videos, feedback capabilities and resources to cultivate new and return buyers. The book stresses the importance of personalization and an artist s articulation of their creative vision. Practical advice and supplementary consulting sources are offered on every aspect of website design, effective promoting through media exposure, direct mail and the cultivation of a potential and existing client base to establish long-term sustainability. Concrete and instructive sales advice is provided on the most direct online sources available today for artists including online art galleries, eBay, Amazon and Etsy marketplace stores, auction houses, design industry outlets and barter exchanges. A chapter stresses alternative income sources including giclee reproductions and licensed art images. CONTENTS: What Art Selling Outlets Are Profiting By Online Sales The New Gallery Business Model For Selling Online Breaking Into The Art World s Closed Circle Global Selling Opportunities Chapter #1 A Fresh Dependency and Integration of Social Media How to Personalize Social Media Follow-Up The Three Categories of Social Media Best Suited For Artists Chapter #2 An Artist s Website Attractive Packaging Your Role in Creating The Design Concept Designing and...



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