

Social Media Marketing for Art

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Group 1

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Background and Problem

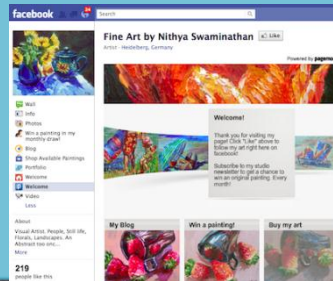
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Marketing Mix

Place



Promotion



Product

?

Price

?

- Online art market is not a hot topic for researcher
- Small scale followers -> hard to develop distribution model

- What kind of arts
- What is the optimize price

Our Idea

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Analysis of social media user by age

Analysis of type and price of
artwork online

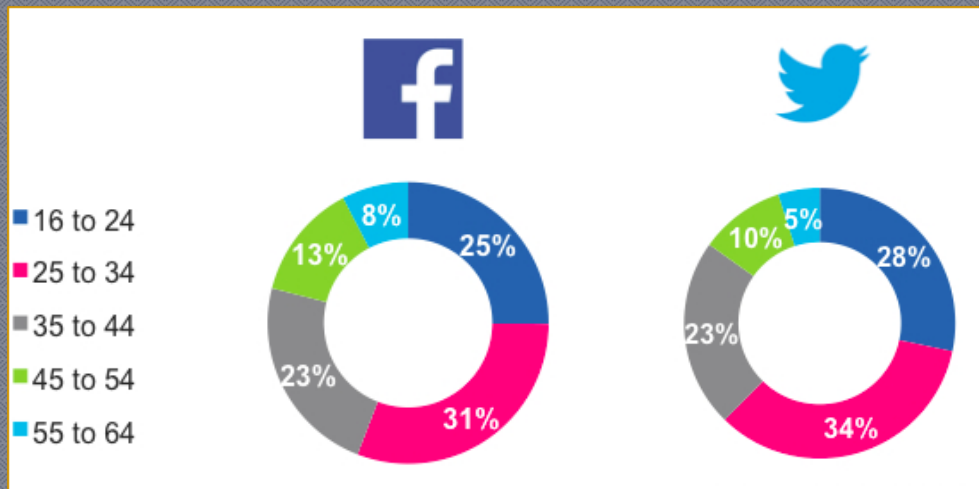
Deduce target
consumers' preference

Optimal price range
and product

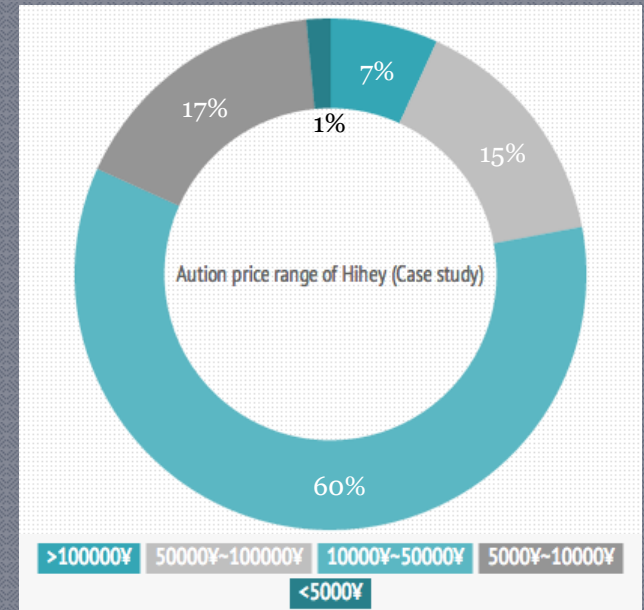
Methodology

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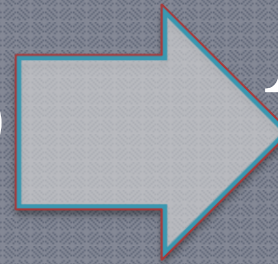
Target consumer of online gallery

website	Artists	Auctions catalogues	Pricing
Artfact.com	500.000	2.000	US\$25-US\$1995.00
Artnet.com	182.000	500	€29.95-€2000.00
Artprice.com	405.00	2.900	€20.00-€538.2
Artrecord.com	11.453	62	AUD\$28.00-AUD\$135.00
Artvalue.com			Free-€99.00

Preliminary Result

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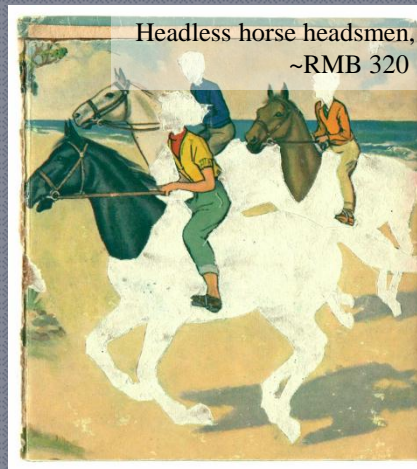
Middle – low class art
Pricing range RMB <\$30,000
Decorative art



Affordable Art



Church in church, ~RMB 320



Headless horse headsmen,
~RMB 320



The well, ~RMB 24000

Q & A

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Thank you for your time!

References

- [1] Andrea Hausmann·Lorenz Poellmann, "Using social media for arts marketing: theoretical analysis and empirical insights for performing arts organizations". Springer-Verlag Berlin Heideberg. 2013.2
- [2] GlobalWebindex. "9 social media facts and figures". 2013.
- [3] Hiscox. "The online art market". 2013.3
- [4] Huang Hui, "Art E-commercial meets with fair price market". China culture newspaper. 2013.3
- [5] <http://www.kunstpedia.com/art-price-guides.html>