

# WHEN SOCIAL MEDIA MARKETING TOOLS ARE APPLIED TO ART ORGANIZATIONS ,WHAT KIND OF ARTS CAN BE SOLD ONLINE?

Group 5

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# BACKGROUND AND PROBLEM

- ▶ Leverage the **power of online social networks** in the **internet art business**?
  - ▶ New user experiences and marketing strategies
  - ▶ Rising business opportunities
  - ▶ Art lovers as target group

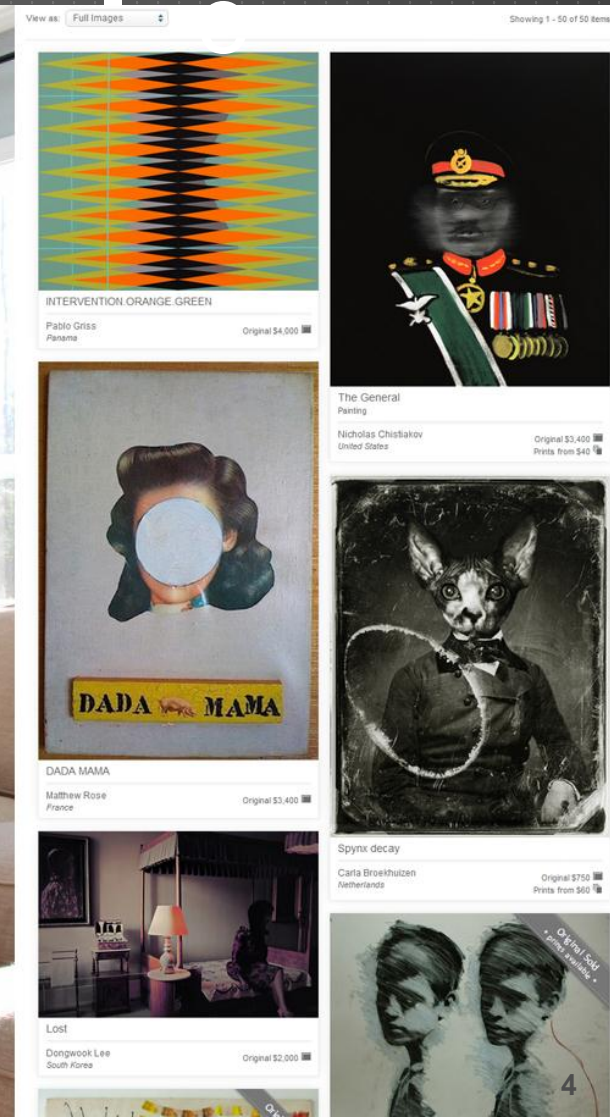
# YOUR IDEA

- Make your living room a virtual Art gallery and invite your friends!



# METHODOLOGY

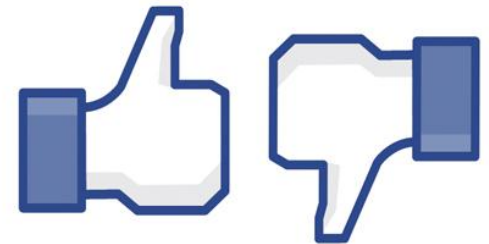
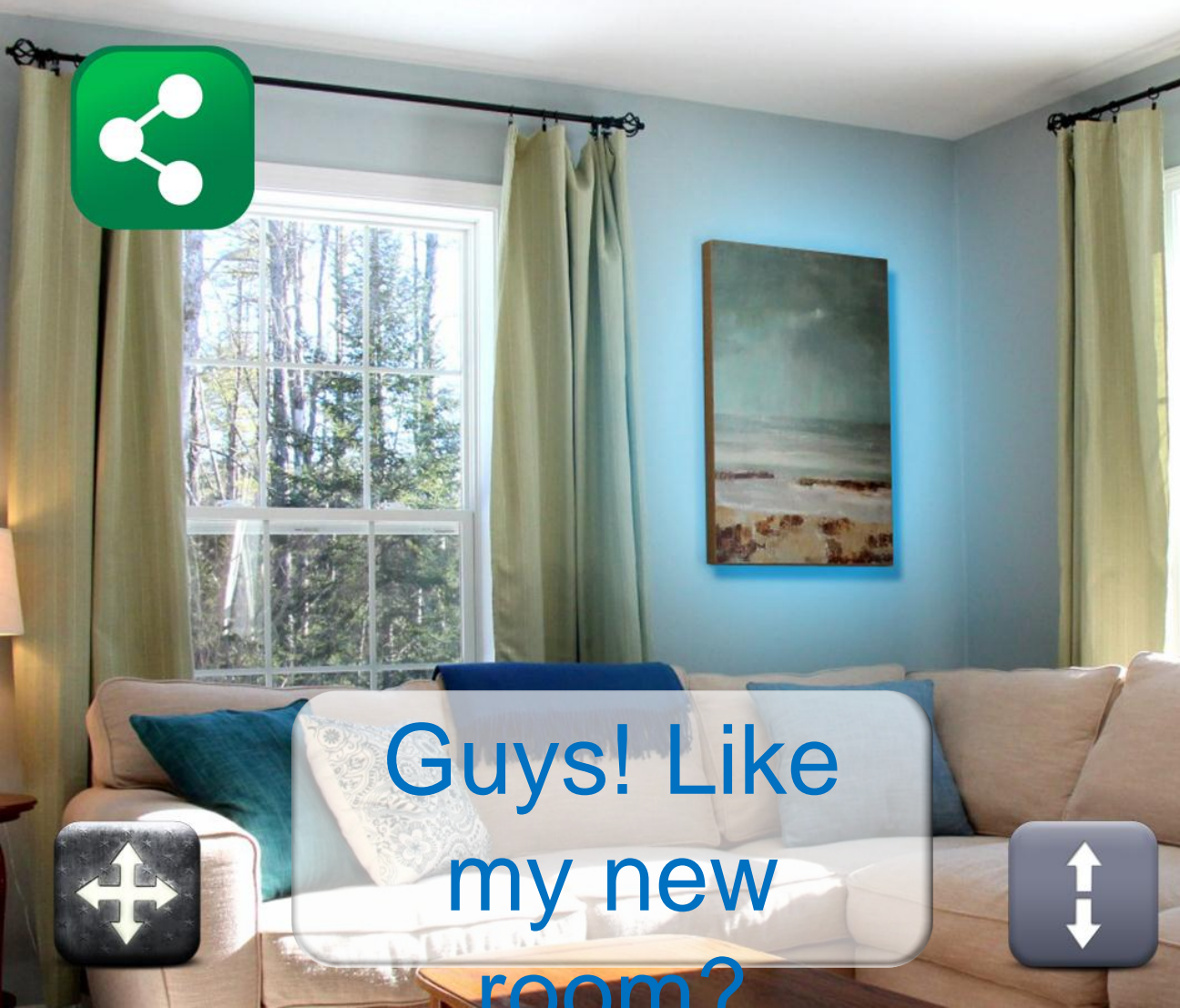
## Brows





# METHODOLOGY

Share



**Maurice Jake**

2 seconds ago 

That's awesome, I need to visit you again 😊 Have you thought about a Stravinsky? I love them!

Like · Comment · Promote · Share

**YOU MAY ALSO LIKE...**

# BENEFITS

- ▶ Free, personalized advice
- ▶ Customer attraction through sharing
- ▶ Additional desirability
- ▶ Data analysis for better marketing and price optimization

● Buy



# Q & A

# REFERENCES

- ▶ [1] Jill Freyne, Shlomo Berkovsky, Elizabeth M. Daly, Werner Geyer, "Social Networking Feeds: Recommending Items of Interest," Proceedings of the fourth ACM conference on Recommender systems, September 26-30, 2010, Barcelona, Spain.
- ▶ [2] Price Optimization Models, <http://www.bain.com/publications/articles/management-tools-price-optimization-models.aspx>
- ▶ [3] Social Media Optimization Services, <http://www.seologist.in/affordable-professional-social-media-optimization-services>