

Determining the categories of artwork to be sold online and their optimized prices

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Selling Artwork Online

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- Issues at hand-
 - When social media marketing tools are applied, what categories of art should be sold and what should be the optimal price for these art works?
- Importance-
 - Social media marketing for arts is already a trend
- Why it is still unsolved-
 - Confusion about the categories of art work to be sold

Our Idea

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Sellers

**Purchasers
(buying
power)**

Professionals

Amateurs

Interest

Awareness



Online Statistics

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- Online art sales grow steadily as consumers increasingly use the internet to bid on art auctions.
- IBIS World's Online Art Sales market: the top three firms hold about 61.7% of the online art sales

Amateur artists

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- Amateur art work market is far from developed
- Priced by the author
- Some simply only for attraction
- Solution:
 - A platform to attract both amateur painters and buyers for selling and buying

Optimum Price

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- By social media
- Classify purchasing power into several groups
- Discount tag can be involved

Reference

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- [2]. <http://www.ebay.com/bhp/amateur-painting>
- [3]. <http://theabundantartist.com/how-i-made-50000-selling-art-on-facebook>

Q & A