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Successful Fine Art Marketing

Marcia Layton

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Successful Fine Art Marketing Marcia Layton
This manual is a guide for both artists and gallery personnel. Artists and dealers often fall into the trap of believing that all that is required to sell fine art is the mounting of an exhibition. But the "field of dreams theory", "Exhibit it and it will sell." doesn't work! Many artists and dealers have not been taught how to focus their energy and limited resources in developing successful marketing plans. "Marketing" and "sales" are words which are often used interchangeably but have dramatically different meanings. Marketing consists of the steps that lead up to and results in sales. Well planned and executed marketing leads to multiple opportunities to make sales. The author, Marcia Layton, a marketing specialist, has brought together all of the ingredients of art marketing, including positioning, pricing, distribution, and promotion. Replete with specific examples, this guide assists artists and gallery personnel to develop a specific plan which will lead to increased sales and success. **Successful Fine Art Marketing** is not a generalized marketing manual - it is focused on art, artists, and galleries.

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