



ART MARKETING

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Abstract: Marketing is an essential component for the success of an artist, for the career growth and professional development. Marketing helps the artist to recognize and predict the success of his works of art, creating a bridge that would provide the connection between the artist and the public. Marketing enables the organization to meet financial, social and artistic objectives. Art is one of the most complex activity in our modern society. The main purpose of this paper is to show the importance of marketing in the development of art and a place through which he creates effects. Art crystallizes and set the values of a society by creating the perfect harmony that provokes aesthetic emotion. Art is also a source, a conductor, a bridge of communication between human beings in particular and the society as a whole.

The analysis of market segmentation and selection of certain segments of the audience are the key component of a successful marketing plan. The purpose of segmentation is to find the audience that will be more satisfied with the artistic product that offers the artist. The marketing process includes areas such as the artist's mission, identity, artistic products, distribution channels, target audience, the communication program, budget etc. All these elements are very important for the career of an artist because it is the public who determines what is important to them, and not the artist, so the artist must measure public satisfaction to get the feedback of his work.

JEL classification codes: M30, M31, M39.

Keywords: art, artist, marketing, audience, artistic product.

Introduction

Art is developed in parallel with the history of mankind. But in this era it has reached a broad and developed form. Modern artistic phenomenon represents one of the characteristic aspects of this era, which is characterized by globalization and technological development. Artists who work with their noble and great desire to create an artistic product to perfection, promote themselves through marketing. The main objective of creating art marketing is the artist himself. This is made possible through the strong integration of the network activity of the artist, giving his image as a complex unity, with and attractive specific features to the audience.

Artwork is a result of a close cooperation between the object, the work to be created and creative subject, which means the artist himself. The role that plays an artist in society is largely dependent on the personality of the artist. Art marketing aims at meeting the needs of segments of the audience and increase the audience size. This paper tries to explain the role of marketing in artistic activities and challenges that face the artist in increasing satisfaction of the actual and potential audience. Marketing strategies increase the income of the artist, the audience or his fame to build a new audience through its "penetration strategy," creating long-term relationships with them.

1. Art marketing

We live in a dynamic environment with changing attitudes, preferences, values, between an audience that is increasingly more critical.

Arts marketing is an integrated management process which sees mutually satisfying exchange relationships with audiences as the route to achieving organizational and artistic objectives (Hill L., O'Sullivan C., O'Sullivan., T 2003: 20).

Marketing is the science and the art of recognition, creation and transmission of values to satisfy the needs of a market that aims to bring profits (Frederick E. Webster Jr., 1994:16). Marketing identifies unfulfilled desires and needs. It defines, measures and aligns the identified market size and rate of return. It locates the market segments that the company is able to recover and promotes the appropriate products and services. Target market and target audience are similar marketing terms, each of which relates to a specific market segment of an artist. There are differences between these two terms, however, regarding the practical implications each of them has different components of the marketing function. Understanding the difference between the target markets and target audiences is essential for marketers who work in the field of art. The target audience has a broad impact on advertising as the target markets have in the marketing in general. Every small detail of a well-designed advertising is specifically selected to appeal to the target audience.

Marketing deals with identifying and meeting social and human needs (John B. McKitterick., 1957:75).

Nowadays, globalization, showbiz, changes in the audience preferences, and technological developments have made marketing to be redefined as innovation.

Sales of works of art or the promotion of an artist follows the same general path of marketing, referring to marketing principles of public sector, private sector or art in general are the same, but with specific differences. The basic principles of marketing are: identification of opportunities; development of new products; attracting customers; retention of existing customers and create loyal customers; and the fulfillment of orders. The artist calls the client as audience, so public.

Marketing principles are as follows: Respect and focus on the public, focusing on competitors to make a strategic marketing planning. Market segmentation and choice of the most promising segment in terms of capabilities and intentions of the artist.

For each chosen market, should be segmented, studied the needs, perceptions and preferences of the audience. Lastly an artist must win by defining, carefully conducted and distributed the promised values to the chosen market. Correlation between marketing and audience needs is not simple but it is a very complex interface (John B. McKitterick., 1957: 76). It is essential to make a clearly difference between the needs, desires and demands of the audience.

A good measuring means to see how preferably is an artist by an other artist or a work of art from another work, there is the information technology, media or social networks for example, to measure how much is heard a song or how many people have viewed a show, a new choreography, film, etc. and how much they are clicked, now, there is the channel "YouTube", which has become more or less a means of profit for the artists in the whole world.

2. Public Satisfaction

This term, used mostly in marketing, is a measure that shows how a product or service reach to meet the requirements and expectations of the public. Public satisfaction is defined as "the number of the audience, or

the percentage of the total audience, who have experience with a certain artist, the art he performs (James, J. and Lawson, A, Hodge, S. 1998: 12).

Public satisfaction provides an important indicator of goals consent of the artist. Its data are among the most common indicators collected to understand the market (Frederick E. Webster Jr., 1994: 15). It involves measuring, collecting data that provide information about whether the public is happy or unhappy about a certain artistic product.

As well as, providing these data can be used to understand the reasons which have led to this level of satisfaction of that audience. This information can be gathered and analyzed in many different ways (Tower, R. & Cooper, P. 1992:309).

As evident from the above scheme early stages of the process of measuring the satisfaction of the audience are (Homburg, Christian, Nicole Koschate, and Wayne D. Hoyer., 2006: 31):

- a. Search qualitatively. Audience and competition.
- b. Determine who is your audience and what are the artistic products that you offer.
- c. Find out what you already know, searching for secondary data from searches that are done before by others, if any.

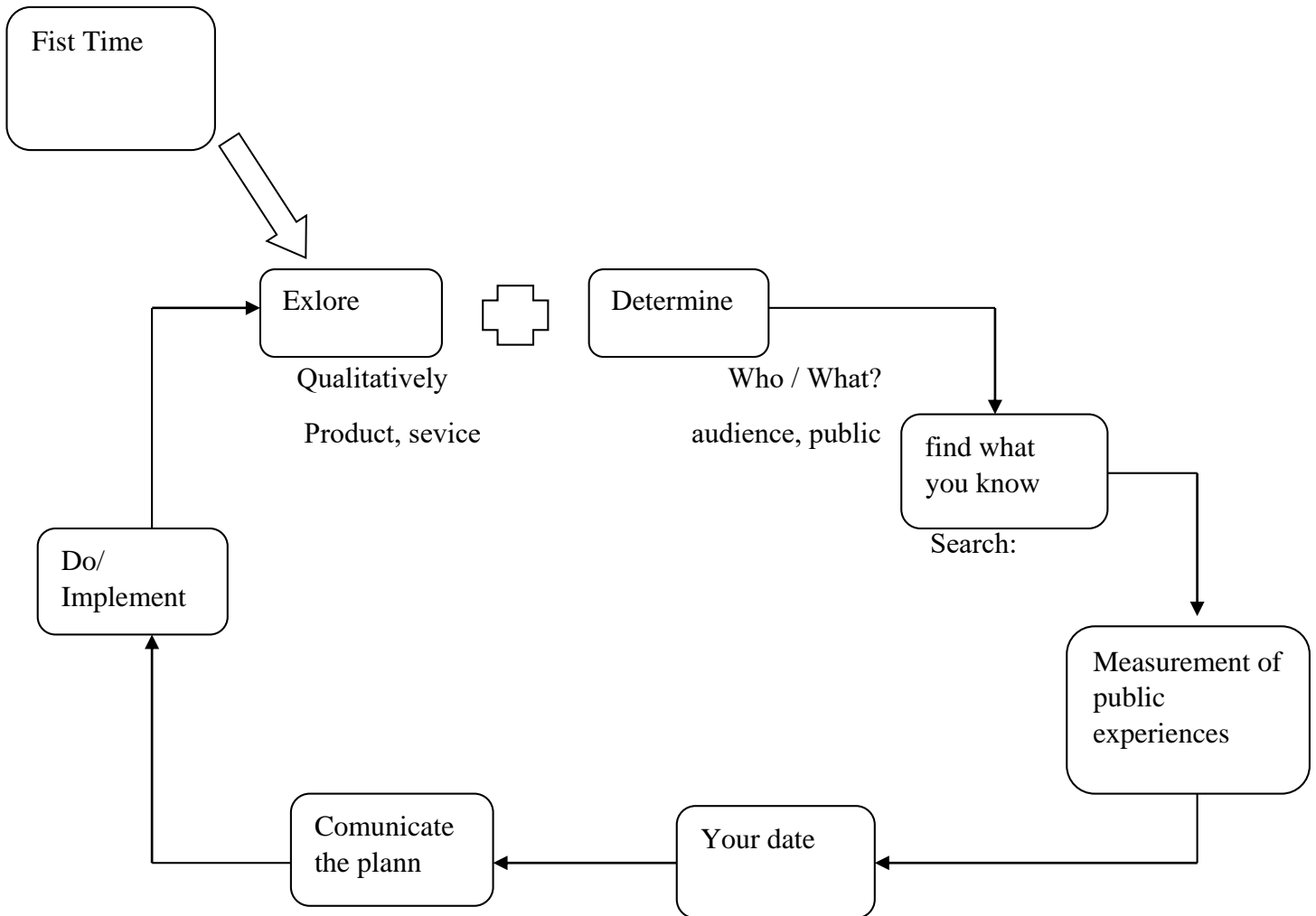


Figure 1: The cycle of art marketing

The measurement of satisfaction of the audience is structured in the form of a questionnaire research approach (Tower, R. & Cooper, P. 1992:310). However, for an effective quantitative measurement, it should generally be preceded by qualitative research to discover the main features of an artistic service from the public perspective.

Key issues to be taken into account at this stage of the search process are analysis of the current situation of the artist, which is achieved through some questions (Westbrook, Robert A., and Richard L. Oliver., 1991: 87):

- Who am I?
- What do I offer?
- How do I offer?
- Which audience includes my product?
- How do I determine I services / products My art?

Competitive advantage is the ability of an artist to perform better than other artists, producing competitive artwork.

Four structural blocks of the competitive advantage are: efficiency and superior quality; speed; flexibility and renewal; and responsibility to public preferences.

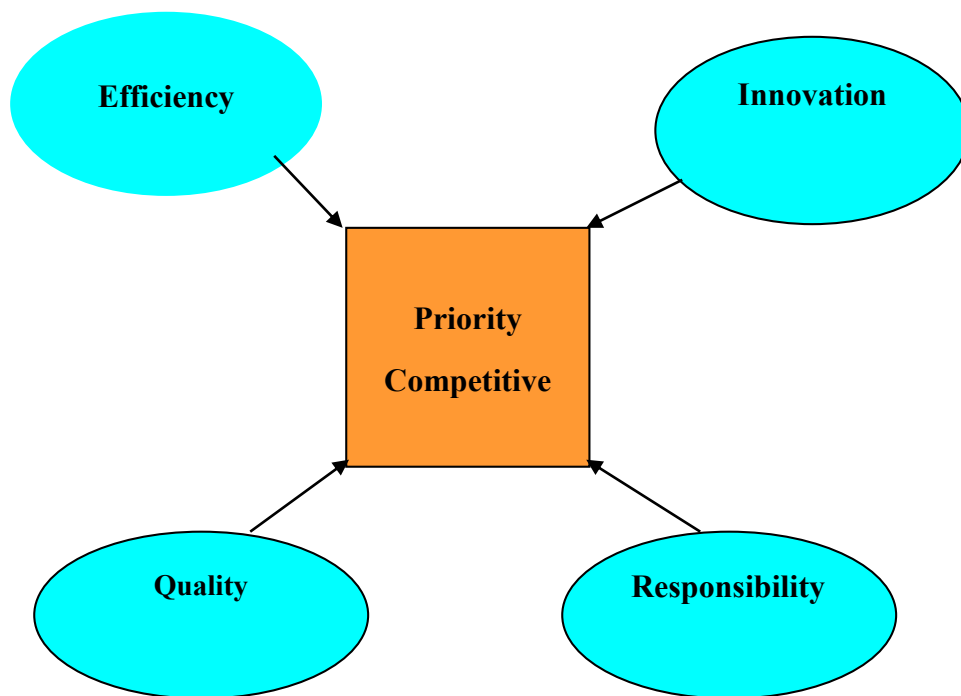


Figure 2: Structural blocks of competitive advantage

a. Increasing efficiency

Artists increase their efficiency when produced productions that are acceptable and liked to the public. In today's competitive environment, artists constantly seek new ways to creatively use their resources to

improve efficiency. Many artists are trained and seek to have new skills and techniques that are need to realize complex and innovative artistic productions.

b. Increasing quality

The challenges of global artistic products and marketing have also increased pressure on the market to improve skills and competencies of their artistic power in order to enhance the quality of their products.

c. Increasing public liability

Artists compete with their artistic products to be liked by the public or their audience. Therefore, it is vital for artists to be followed by the public because it is a way to measure the success of the artist and shows the level of his professionalism.

d. Turnaround management

Turnaround management is a difficult and partly complex managing task because it is carried out in conditions of a great uncertainty. Artists are uncertain about their future, for example, will his art be valid and liked after passing several years, or will his art be liked by other generations to come, will his fame be temporary or will it be long-term? The risk of failure is greater for an artist that meets the wishes and preferences of a small target group, or if his art is a new stream.

CONCLUSIONS AND RECOMMENDATIONS

- Art is a means of measuring the creative potential of the artist and the engine of society, which affects the cultural development and crystallize the values of a society.
- The artist has many ambitions. The foremost are gaining recognition in the district of artists, and gaining recognition in order to have effects on the audience and on society in general and therefore to increase the professionalism and income.
- In today's world of art, the ability to effectively manage the marketing process from beginning to end has become a very important competitive advantage.
- Successful artists must know how to adapt to a continuously changing market through strategic planning and careful management of the marketing process.
- Artists should try to bring positive aspects of artistic product in order to be then successful and liked by the audience.
- Artist who wants to have a higher performance should increase expertise in organizing, implementing, and controlling marketing activities and to follow closely the results of marketing, to diagnose problems and take corrective action when necessary.
- Nowadays, one of the biggest challenges of the artists is the creation of art that is liked by the public and the creation of a parallel coherent artist-audience. It becomes a simple connection through the art marketing.

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