



# Advanced Strategies for Marketing Art: Innovative Ways to Boost Your Art Career

*Constance Smith*

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Educating oneself in all aspects of marketing is a necessity for any emerging or established artist. In this new book, artists will be taught to think about innovative and genre-specific marketing venues that they otherwise never would have explored.

Names and websites of prominent and established art world professionals in a variety of venues are noted. Advance tax issues that will help artists save money are addressed, as well as advertising venues and direct mail innovations. Exposing your artwork online is discussed in detail, including how to develop a profitable and respectful website. Detailed information on how to approach a gallery owner and how to find a rep is also included. Information on art retreats and workshops is covered.

Several prominent art world professionals have added their two cents in a variety of articles throughout the chapters, giving direct insight into how art professionals think and work. If you are a working, professional, exhibiting artist, you can't pass up this book, which will take you to new levels in your career.

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