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CHALLENGES OF ART PROMOTION IN SOCIAL MEDIA

The sale of art works has never been available to everyone so easily. The reason for this is the global network. The depth of Internet penetration is increasing, resulting in blurred distances and boundaries between sellers and buyers. In the first hours after the creation of a work of art it can be shown to the widest possible audience. All you have to do is register on the most popular platforms and start selling the painting online.

This problem is getting more attention all over the world. Online promotion has become *the object* of this research as well. *The purpose* of this paper is to investigate the ways and challenges of promotion and selling art online with the use of social media.

The World Wide Web is the best tool for selling nowadays. It has a number of advantages in comparison to traditional methods: 1) Fast sale: finish your work, take a photo, post a photo on a social platform, add a post and wait for the result; 2) Maximum coverage of potential customers: for this we use special online galleries, social networks, mailing list on the basis of gallery owners; 3) Increasing the visibility of the artist and his works, and hence social recognition; 4) No costs for transportation and storage of paintings, their demonstration at exhibitions, in the form of a commission to intermediaries; 5) Ability to devote maximum time to creativity.

This is the minimum of benefits that the Internet provides to artists in realizing the results of their work. But this is enough to sell goods on social networks. The work is posted for sale on popular online sites, including foreign ones. Then we advertise

ourselves as talented, in-demand artists. To do this we create accounts on social networks and begin to get acquainted with art promotion: 1) Tell about yourself as if you were talking to a friend: simple and affordable suggestions, more specifics; 2) Share your experience: in what genres you work, what paintings you write; 3) Find out how one can contact you; 4) Post photos of works, create short and capacious descriptions of them; 4) Invite users to your interests, join thematic groups, participate in discussions [1].

Social networks are a good opportunity to earn a reputation as a professional with a capital letter and gain a customer base. One can use: 1. Internet advertising. It is placed on the Internet, mainly on well-established and popular websites; representation of goods, services or enterprises on the Internet, addressed to the mass customer and has the character of persuasion. It includes a huge arsenal of tools (search engine promotion, contextual advertising, banner advertising, e-mail marketing, affiliate marketing, viral marketing, covert marketing, interactive advertising, blogging, etc.). A huge role is played by both graphic design and usability of the site, and the quality of processing applications from the site. You should also pay attention to download speed, work with payment systems, delivery terms, work with customers before, during and after the sale. 2. Creative advertising is the "key to the heart" of your target audience. The advertising message should be conspicuous, memorable, even a little confusing. Creative social advertising and marketing messages for commercial purposes are created by a team of marketers, designers and other professionals. The most difficult thing is to create an idea. It should be quite provocative, but at the same time polite; subtle but understandable to all; not too intrusive, but able to sell. 3. Modern Internet user thinks visually. Pictures, photos, bright design that attract attention are important. Design is important as well, but text is still a key tool for conveying information and sales. Creative text for advertising should be competent, short, but at the same time bright and unforgettable. 4. For some types of advertising, design and text are still half the battle. You need to make a

quality finished product so that it looks as attractive as possible on the screens of any browser. 5. When the ad is ready, run it in progress. Now it will work and lead customers. However, the process of launching creative advertising is of paramount importance. Everything must be organized properly to reach the maximum audience, not to go unnoticed [2].

Beginners need to know that the advantages of this method include: 1) Independence. You monitor the market, set the price and choose which site and client to work with; 2) Ability to find a regular client; 3) Comfort. You will find a buyer without leaving your own home, just sitting in front of the monitor with a cup of coffee in hand; 4) Possibility of anonymous cooperation; 5) Assistance in setting prices by specialists of the Internet platform.

At the same time, online sales of works of art have disadvantages: 1) You may encounter difficulties in registering on the site, poor command of technology and the Internet. 2) You will also be forced to set your own pricing, and you can make serious mistakes that will significantly affect your business. 3) Entering little-known online markets or working through social networks, you may encounter unscrupulous buyers or fraudsters [3].

Conclusions. We can draw the following conclusions: today everyone has unique opportunities to sell their product, because there is a global Internet network for this. With its help you can quickly advertise the product, find a customer, agree on the cost of the product, quickly and profitably sell it. This requires a minimum of money and time. But we should not forget about the existing shortcomings, because poor mastery of technology and inability to use the Internet will be an obstacle to achieving the goal. Unfortunately, in social networks there may be unscrupulous buyers and fraudsters who will cause significant damage to your business. And yet, to be successful, you should not stop there, improve and use all existing modern opportunities.

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