

# Marketing Concepts

*Includes visual examples of all topics discussed*

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**The intrinsic vs. extrinsic value of art and how you can give your art more value through marketing**

**Differences between print and internet marketing**

**Print Marketing:**

Examples of ways to get articles about yourself published  
Scanning tear sheets to use in a portfolio or on a web site  
Examples of publishing books, calendars, greeting cards and posters  
Examples and requirements of print on demand self publishing through the internet

**Internet Marketing:**

Using web sites, Google, forums and newsgroups, blogs, eBay and screensavers to market yourself and your artwork  
What Google looks for  
How you can promote your web site and how your web site can promote you  
Things you can do and things you shouldn't do in web site design or printed material to drive relevant traffic to your web site  
Examples of good and bad web site design  
Example of a good web site that didn't work, and why  
How having more than one web site can help in your search engine rankings

**Marketing Tools:**

Business card design and printing tips  
Postcards  
E-mail marketing  
Press kit

### **Image Security on the Web:**

How to add your copyright to your images

What works and what doesn't work to protect your images and why

Examples of copyright violation on the web and in print

E-bay's VeRO program to protect copyrighted work

Digital Millennium Copyright Act

### **Selling From a Web Site:**

Tips for selling 2D and 3D art from a web site

Do you need a shopping cart?

How to maintain accurate color in the images you upload to the web

Pricing and selling photographic prints

Pricing and selling stock photography from your own web site, stock agencies and micro stock

### **Art Show Marketing Tips:**

Things you can do to your display to help people remember you and contact you through your web site afterwards

### **Barter or Trade your Skills or Artwork**

### **Personal appearances:**

Using the promotional material to your advantage

Putting together a digital slide show presentation of your work

### **Communication Tips:**

Products and tips that help you remain in contact with people interested in purchasing your artwork

### **Additional Helpful Tips:**

Tips and links to resources that supplement the information given in the seminar