

Xanadu Gallery Announces the Road to Art Marketing Success Workshop

A new art marketing workshop is scheduled for Saturday, March 31, 2012. Visual artists will learn how to sell more art by using innovative, accessible art marketing tools and techniques.

March 11, 2012 - [PRLog](#) -- The difficulty in getting enough exposure for their art frustrates many fine artists. Through experience, they know their work sells well when appropriate buyers see it. Attendees will learn how to execute and coordinate art-marketing plans that will help them gain exposure to top prospects.

Assessing the Opportunities Is the First Step to Success

Assessing which marketing opportunities to use is a constant challenge for fine artists. The current art business climate makes the challenge more difficult than ever. In the workshop, attendees will identify marketing actions best for their career and capabilities.

Artists will learn how to:

- Get better results by blending new and old school art marketing tools.
- Leverage the power within their websites and blogs.
- Evaluate social media and online galleries, and strategically use them.
- Generate sales in the healthcare fine art, hospitality design, and licensing markets.
- Turn their email lists into their most valuable marketing tool.
- Create easy, effective ways to ask for and get steady referrals.
- Use the power of publicity and press releases to energize their marketing.
- Coordinate their marketing activities to maximize the potential within them.

Barney Davey will lead this informative art-marketing workshop. Since 1988, through his bestselling art marketing books, blogs, and workshops, Davey has helped thousands of visual artists craft effective ways to get their work to market. Magazines, including *Art World News*, *Art Business News*, and *The Artist's Magazine* have featured his art business articles.

In contrast to thousands of workshops and courses to help artists learn new artistic techniques, there are few opportunities to learn practical art marketing skills. Seeing the need and demand for such information, Xanadu Gallery and Barney Davey developed a workshop to advise artists on how to create art-marketing programs that will produce impressive results for them.

Rather than using a one-size fits all approach, the workshop will help artists pinpoint the most appropriate art marketing tools for their circumstances. They will learn how to streamline and manage their marketing processes. The workshop's goal is to have artists gain confidence that by focusing their marketing that they will have more studio time and still produce satisfying sales results.

The site for this four-hour intensive workshop is the conveniently located Hilton Garden Inn Phoenix Airport at 3422 East Elwood, Phoenix, AZ 85040. The hours are 9:00 am – 1:00 pm. It is sponsored by Scottsdale-based, Xanadu Gallery.

If want more details, watch the "The Road To Art Marketing Success" video overview on YouTube at: <http://youtu.be/it9wYDcpqAk>

There is limited seating, early reservations are advised. Register Now at:

<http://www.xanadugallery.com/Workshop/BarneyDavey/index.a...>

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Media company that publishes books, blogs, online newsletters, workshops, and webinars for visual artists, including fine artists, fine art photographers and graphic designers.

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Source	Barney Davey
City/Town	Scottsdale
State/Province	Arizona
Zip	85255
Country	United States
Industry	Arts
Tags	Art Marketing
Link	https://prlog.org/11821155



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