

Art Marketing Success Workshop for San Diego, CA Announced by Xanadu Gallery

Visual artists will discover innovative ways to get their work seen and sold by attending a new art marketing workshop on Saturday, May 5, 2012 in San Diego, CA. Artists will learn to use the best tools and techniques to achieve art career goals.

April 23, 2012 - [PRLog](#) -- The difficulty in gaining sufficient recognition for their art frustrates many fine artists. Through experience, most know their work sells well when enough appropriate buyers see it.

Workshop attendees will learn how to target their best prospects, and new ways to create and coordinate art-marketing plans designed to reach and influence them. With the specialized knowledge they gain, artists will integrate their marketing activities into a scheduled, cohesive plan that leads to greater sales.

Here is a video that provides insights into art marketing today and demonstrates the in-depth of information attendees will receive at the workshop. <http://youtu.be/it9wYDcpqAk>

Determining an Action Plan Based on Available Resources and Opportunities Is the Key to Success

Artists' success depends on discovering reliable ways to develop consistent sales. With so many choices, finding the most affordable and cost-effective marketing opportunities is difficult. Today's business climate adds to the challenge. In the workshop, attendees will determine their optimal marketing mix based on a candid evaluation of their skills, resources, and capabilities.

Attendees will benefit in seven ways as they learn to:

1. Coordinate their marketing activities to maximize the potential within them.
2. Leverage the full power within their websites and blogs.
3. Turn their email lists into their most valuable marketing tool.
4. Use the power of publicity and press releases to energize their marketing.
5. Evaluate social media and online galleries, and use them strategically.
6. Create easy, effective ways to ask for and get steady referrals.
7. Generate art print sales in the healthcare fine art, hospitality design, and licensing markets.

Barney Davey will lead this innovative and 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. His has contributed numerous articles, providing invaluable art marketing advice, to top art business magazines including *Art World News*, *Art Business News*, and *The Artist's Magazine*.

In contrast to the thousands of workshops for artists to develop artistic techniques, there are scant few offering practical art marketing skills. Seeing the need and demand for such information, Barney Davey, in conjunction with Xanadu Gallery, his Scottsdale-based marketing partner, created a live workshop to help artists get their work seen and sold by initiating a custom, comprehensive art-marketing program.

Tailored Marketing Programs Lead to Success

Rather than using a one-size-fits-all approach, the workshop will help artists determine the most appropriate art marketing tools for their circumstances. They will learn how to streamline and manage their marketing processes. Artists will leave with newfound confidence that by employing focused marketing they will

generate more art sales, and enjoy more studio time.

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

The location and dates for this four-hour intensive workshop are:

Saturday, May 5, 2012

Country Inn & Suites
5975 Lusk Boulevard
San Diego, CA 92121
9:00 am – 1:00 pm.

--- End ---

Source Xanadu Gallery, Scottsdale, AZ
City/Town Scottsdale
State/Province Arizona
Zip 85255
Country United States
Industry [Arts, Marketing](#)
Tags [Art Marketing](#), [Art Business](#), [Art Workshops](#), [San Diego art marketing workshop](#), [Southern California art marketing workshop](#)
Link <https://prlog.org/11855858>



Scan this QR Code with your SmartPhone to-
* Read this news online
* Contact author
* Bookmark or share online