



The Ultimate Guide to Selling Art Online

Marques Vickers

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“The Ultimate Guide To Selling Art Online” is author Marques Vickers’ (MixedColors.com) concise reference book for artists and creative entrepreneurs to maximize the expanding sales capabilities of the Internet. This advanced edition details important exposure strategies, existing and emerging sales opportunities and important promotional outlets. Over 370 useful reference websites are provided on every element of art marketing, design, sales and promotion. This Ultimate Guide stresses the importance and urgency of cultivating a vibrant social media presence via active postings and participation with content, social networking and weblog websites. This involves supplementing an artist website with videos, feedback capabilities and resources to cultivate new and return buyers. The book stresses the importance of personalization and an artist’s articulation of their creative vision. Practical advice and supplementary consulting sources are offered on every aspect of website design, effective promoting through media exposure, direct mail (MixedColors.com) and the cultivation of a potential and existing client base to establish long-term sustainability. Concrete and instructive sales advice is provided on the most direct online sources available today for artists including online art galleries, eBay, Amazon and Etsy marketplace stores, auction houses, design industry outlets and barter exchanges. A chapter stresses alternative income sources including giclée reproductions and licensed art images.

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