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Digital Marketing in the Arts | After Digital Art Marketing 101: How to Promote Your Art

The Art of Digital Marketing is the comprehensive guide to cracking the digital marketing 'code,' and reaching, engaging, and serving the empowered consumer.

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As a digital marketing virtuoso, one can talk to their customers via cell phones, excite their imagination with digital display masterpieces, delve into their psyches through search engine optimization (SEO) research, and intrigue them with email marketing that speaks to their own particular interests.

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Building an online art portfolio is a crucial first step in marketing your art. Whether you're networking with a new contact, applying for a particular project, or submitting your work for an art competition, it's important to have a place where you can direct people to see some of your work.

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