

Media Map Draft

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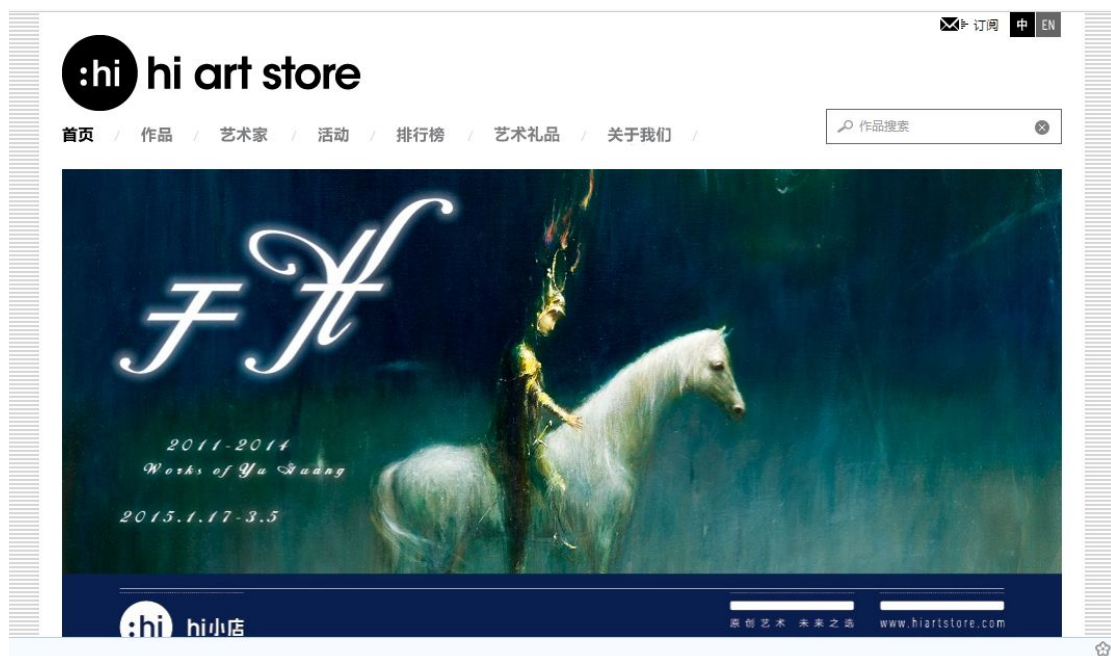
Hi Art Store

Shawn Li

As I mentioned in the last term, HiArtStore(HAS)emerging mode of online transactions, in time for the operation system of the art market has injected fresh element. Its characteristic is through the operation mode of the combination of online, offline diversified tangible market, combined with the HAS professional online trading sites of invisible market, promote the development of creative young artists, using parity marketing public collection market.

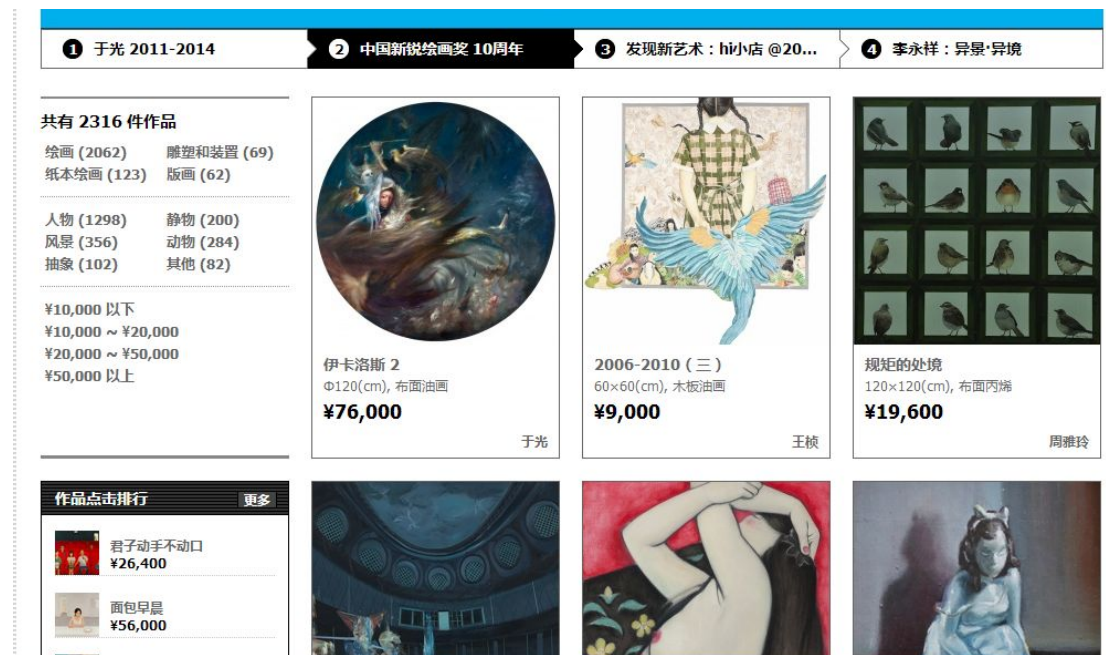
I found three web channels for HAS, HAS's website, WEiBO, and DOUBAN.

HAS's website



As a online trading platform, HAS have their own homepage, In my opinion, this is the most widely used and the most audience will visit in this “web channel”. The store's website --as the HAS online trading

platform, The main page adopts mass conventional Taobao interface.

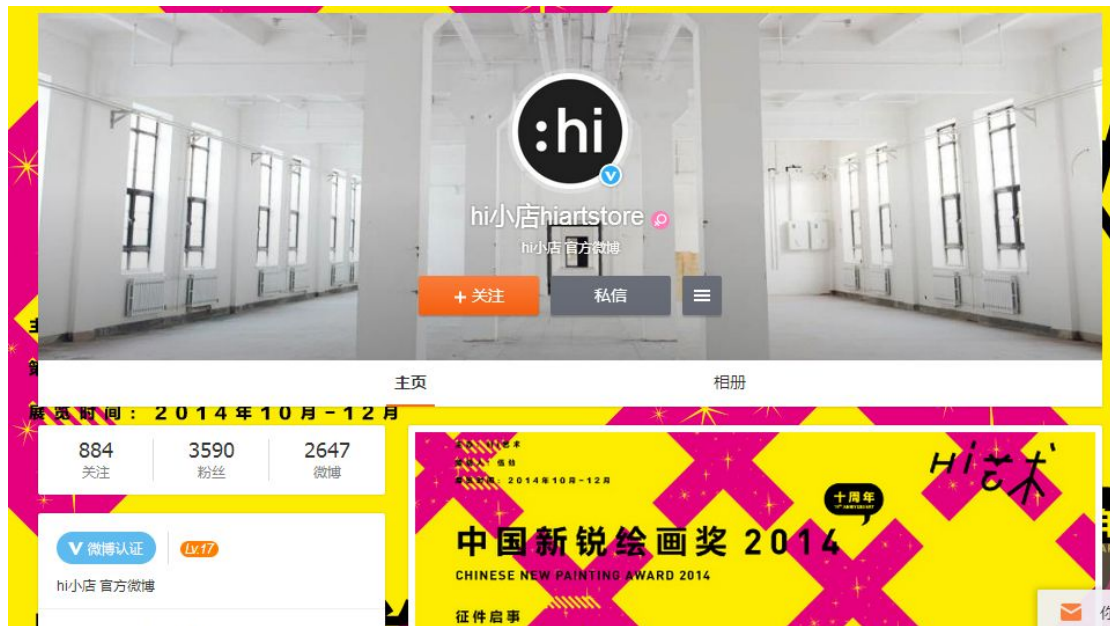


By individual artists works Sales Ranking and single artwork click ranking as hard index for customer reference, this is a major feature of HAS website. Each piece is mark the price clearly, website not only as a medium of exchange, also play online exhibition and display functions, solve the problem of the shortage of the entity shop display only a small part of the works. Similarly, the website also do artists and exhibition activity.

WEIBO:

WEIBO is very famous in China, more like “twitter”, WEIBO as a share and exchange platform, it pays more attention to the timeliness and randomness, WEIBO provides such a platform, you can either as

audience, browse the information you're interested in the WEIBO; also can be used as a publisher, publication in WEIBO for other people to view. As of the first half of 2013, WEIBO registered users reached 536 million, If HAS use this huge network platform to promote the image, its audience will have amazing growth.



Now the official HAS WEIBO website has 3 thousand fans.



DOUBAN:



DOUBAN is a kind of innovation network service, life and culture as the core, DOUBAN core group of users is has a good education background of urban youth, including white-collar and college students. They love life, in addition to reading, watching movies, listening to music, more active in DOUBAN group(more like Post Bar), eat, wear, live, use and were heated discussion. They are keen to participate in a variety of interesting online, offline activities, have all kinds of funny and creative, is the initiator and promoter of fashion on the internet. DOUBAN has gradually become an indispensable part of their lives.

In DOUBAN, you are free to publish books, movies, music reviews. You can search the others recommend, all of the content, classification, screening, sorting is generated by the user and decisions, and even appeared in the homepage content also depends on your choice.

最近话题 / 最热话题
+ 发言

话题	作者	回应	最后回应
即将上线的“hi艺术网站”正在招募数据管理员	蒲公英		2009-11-18
Hi艺术三周岁啦! ——三周年庆典	蒲公英	1	2009-09-02
《HIART》淘宝网上开店啦, 促销中.....	蒲公英	9	2009-08-21
《Hi艺术》在博览会上销售三连冠!!!	佩吉		2008-10-23
【台湾画廊招聘】亚洲艺术中心(北京) 欢迎热爱艺术...	亚洲艺术中心		2014-09-13
张海清: 中国策展档案与生态特征1989-2012	小脚丫丫		2013-02-23
最低价出租费家村艺术区独立LOFT工作室	夏加尔的猫	1	2012-12-12
反学院派 野展《番薯》布展记录	地肆公		2012-04-12
史上最值钱的在世艺术家: 杰夫·昆斯(Jeff Koons)...	热带北极熊		2012-03-20
万里雅陶瓷装置《珠玑》现场组装置预展	台东镇	2	2012-03-19
2012年2月4日: 绿校反应堆——18位国内新锐独立插...	苏霸L		2012-02-01
艺术市场必读书: 市场的力量如何改变了艺术	热带北极熊		2012-01-23
北京民生现代美术馆筹备组志愿者招聘	佩吉		2011-12-08
原版画册	花花	5	2011-11-08

... 霍
@eng
why oh why
乐先生

> 浏览所有H粉 (1010)

这个小组的H粉也喜欢去

在这里发现跟你一样特别的人, 并与之交流...

注册
登录

第三方登录:

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I think HAS choose DOUBAN as a “web channel” is successful, first, DOUBAN audience is young people, and are the young people love art, they appreciate and enjoy arts and create arts, which is consistent with the HAS consumer groups. HAS’s key words are "Original"and"Small Works". "Original" emphasizes the work of originality, is unique, "small works" Most of no more than 1 square meters, a maximum of 2 m², follow the principle of serving the art of life. This also accords with the aesthetic characteristics of young people who love DOUBAN, they support the original, and hope life more into the art, I think HAS combination with the DOUBAN is perfect.