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Hi Art Store's Marketing Plan

I. Introduction and Overview of Plan

With the development of the Chinese art market, traditional art management institutions have been unable to meet increasingly diversified art consumer market. Art online platform experienced a long-term exploration, and gradually formed its unique patterns and develop routines that classify art online trading patterns. Art online e-commerce type theoretically composed by four kinds of trading types. First, the online auction, voluntary organization or site collections online auction, effectively overcome the disadvantage space constraints and high commissions. Second, online exhibitions, including a variety of profitable online gallery, online art galleries, museums and non-profit organizations. Third, offer online suggestions and information. As a third party to provide buyers and sellers exchange and trading platform, not directly involved in the arts transactions, as "art agency" functions. Fourth, online shopping mall, to sell the collected works and earn a commission on the website, most art online trading platform have adopted this mode of operation. Hi Art Store online platform combination online exhibition and online store contains two basic components. Hi Art store is a dual platform agency that helps artists sell their artistic creations online. It gathers works of art and lets people to do transactions online.

Hi Art Store (HAS) as an emerging online art platform, this new operation system

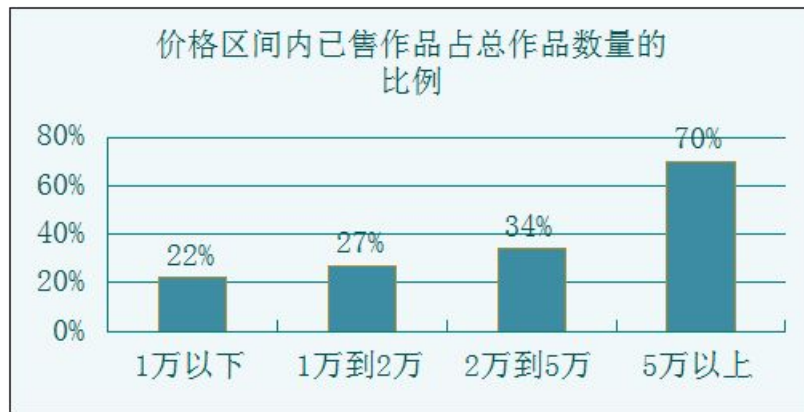
has injected fresh element for the Chinese art market in time. But as an emerging online art platform, it still has a lot of potential clients that have not yet been reached. So, the needs of marketing in this organization I would like to make Hi Art Store stand out and promote the public image, attract more and more people to pay close attention to Hi Art Store, to increase its sales performance.

II. Situational Analysis

Economic Scan:

At present, a total of 1360 work shop and 54 works of art on the internet sales derived gifts, art gifts is not within the scope of statistics. Data analysis showed that the price range from the table, more than half a million or less of the total work works, more than 50,000 are just a few dozens of works. The number of works sold from the price range of information, the sales and inventory proportional yuan biggest selling works. From "works sold within the price range of the proportion of the total number of works" histogram display, the price more higher, more less in the stock, the turnover rate is more higher. At the same time reflects the shop to get the price adjusted by collectors recognition.

Sold works within the price range of the ratio of the total number of works



Under 10000 10000--20000 20000-50000 More than 50000

Analysis exhibition store sales since its inception held. Since the opening of the first solo exhibition store sales results is impressive, nearly 10 months after the store was not successful exhibition held, sales fluctuations, did not break 40% of the track record, There are even three solo appearance 0 turnover dismally. This is a process of self-exploration store experience inevitable run-in period, followed by management model continues to mature, advocacy planning gradually put in place, the growing wealth of themed events, HAS also have been a qualitative leap.

Exhibition sales rate line chart



Exhibition time from March 2012 to May 2013, a total of 18 solo exhibition

Demographic Scan:

So many people uses the internet in china, especially young people. Fortunately

for Hi Art Store, there is a big focus on young artists as their clients. They sell the works of young artists, therefore these “hip themes” will attract other young people. More and more young people join the collection team, everyone can consumption the works of art has always been popular, 70,80 generation collector groups certainly not as strong assets predecessors collectors. 70,80 generation of collectors are mostly working-class, they will gradually guide their investment collection parity young artists, realize everyone can afford to the works of art concept.

Cultural Scan:

HAS established the online art platform through a long process of accumulation. Hi art Store founded by Jin Wu and his team accumulated experience of seven years, with a wealth of resources, has a deep understanding of the market prospects, particularly the bubble economy in 2008 triggered the art market in the doldrums, and spotted the young contemporary artists hidden future market possibilities and contemporary art for art online trading in consumption the market's growing influence, on this basis, they come out a professional online trading platform, Hi Art Store.

Organizational SWOC Analysis of Product, Price, Place and Promotions

Cultural Product

Strengths: Create affordable art market and the promotion of public collectors, this is the most revolutionary and innovative of HAS.

Weaknesses: Art online transactions is virtual, compared to traditional auction houses, galleries, trust is a issue.

Opportunities: The main work of the future should be based on site-related work

to do to develop a more diversified network environment, get rid of the dependence of the line activities, a more innovative, more independent, more professional art business platform.

Challenges: The use of Internet technology advantage, improve operational efficiency and reduce the art market the new mode of operation costs.

Pricing

Strengths:HAS sales with price tag features, there is no universal all aspects of various art auction,Art positioning is very clear, the selection of works from a professional point of view.as the pricing works, put aside all the moisture and impurities to the buyer presents a clear pure price guarantee.

Weaknesses: Online trading limitations,there are some risks.

Opportunities:The introduction of banking and financial services, expand high-end customers online resources.

Challenges:prices can not break the inherent limitations.

Place

Strengths:Because it is on the Internet, so you can sell individual works by artists with Top Rank as a single piece for customers reference.

Weaknesses: Artworks online transactions more confusion facing price assessment system, the lack of industry standards, insurance issues related art, the high cost and low turnover parity art website personalization operations generated a tremendous contrast and lack of comprehensive personnel.

Opportunities: On the Internet,there is a broader audience.

Challenges: More perfect system of online trading.

Promotional Efforts

Strengths: More attractive to young artists, young artists familiarity with the Internet, the media is far more than a veteran artist, multimedia synthesis of art, grasp and individual works of art publicize information on the network have a better advantage.

Weaknesses: Chinese art online trading environment is still developing stage, is limited by the environment.

Opportunities: The rapid development of e-commerce

Challenges: Build brand value fundamentally, became professional art trading website.

III. Scheme

Social media:, I think web channels will be very helpful, for example, Chinese WEIBO and DOUBAN. So many people uses these website in china, especially young people.

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.

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.

I think HAS choose DOUBAN as a “web channel” is successful, first, DOUBAN audiences are 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. Fortunately for Hi Art Store, there is a big focus on young artists as their clients. They sell the works of young artists, therefore

these “hip themes” will attract other young people. Another good thing about having young artists as clients is that their works of art are usually cheaper. So this can help young people find a suitable price for the works which they love.

Experiential strategy:

As we know the internet is a virtual world, people sometimes don't trust it if they buy something online, especially it is a artistic creations, people need feel it face to face, so I would like to choose an experiential strategy, use the combination of online and offline. Hi Art Store has stores in real life but that more like a cafe. I think they can more use of this store, display different works of art in coffee shop or hold the exhibitions in coffee shop. Will inevitably lead to the audience stay in coffee for long time, and exhibition will also let audience have more information from artistic creations, and the buyers will be able to feel the art in person in a comfortable setting. At the same time Coffee's income is sufficient to reduce Hi Art Store daily operation expenses.

Testimonial strategy:

I think share your experience is very important for an organization online, because customer can't feel the product good or bad, they need other customers reviews and advice. That is very important for a buyer who is want to buy something online. So I would like to choose testimonial strategy for Hi Art Store, encourage people to share their experience of the exhibitions, both exhibitions online and in the shops, and the buying process with hi art store online. These reviews will tell people how the business works, and the good reviews will make people want to come. If

people review the business, they will get coupons to use at Hi Art Store at a later time, or the coupons is from restaurant or shopping mall, people can use these coupons to reduce their cost.

IV. Implementation:

Calendar of key dates for marketing action steps

I would like to combine the three strategies together, implement each marketing strategy at the same time. In China, every spring of year is a suitable time to sell works of art at auction and exhibition, it is always hold on April to May, so I will set a time line during this period. And I would like to use “web channel” to build exhibition poster on DOUBAN website and WEIBO website, to attract people's attention, publicity for the exhibition, during the exhibition and after the exhibition, I will use the testimonial strategy, encourage people to share their experience of the exhibitions, and the buying process with hi art store online. And connect with some restaurant and mall to get some coupons, if people review the business, they will get coupons to use at Hi Art Store at a later time, or the coupons is from these restaurant or shopping mall, people can use these coupons to reduce their cost.

First month before hold exhibition(March 29th to April 15th)

1.Post the exhibition related information on the DOUBAN website and WEIBO website.

2.More forward and update to attract young people's attention.

3.Updated the price of works which is will be show on the exhibition.

4.Establish product evaluation system in the official homepage of enterprises

Two week before opening of exhibition (April 15th to April 30th)

1.Enhanced the public image of exhibition.

2.Sort out the works of art which is will be show on exhibition.

3.Prepare posters and handbook for exhibition

4.Establish cooperation relations with some restaurants or sponsor and prepare

these restaurant's coupons

The opening of the exhibition (May 1th)

1.Coupons for every visitor.

2.Collect the visitor's experience of works, statistics volumes.

Resources and budget to implement each strategy

Social Media:

This part is more use internet to post information online, so its does not require any budget.

Experiential strategy:

Hold an exhibition will spend money, we need prepare posters and handbook for exhibition, and the staff for the exhibition, like movers(for works of art), security, so approximately a budget of 2000 RMB is required for this part.

Testimonial strategy:

Establish product evaluation system in the official homepage of Hi Art Store is an technology work, It needs to hire a professional technical staff to make the product evaluation system. For the coupons, we can establish cooperation relations with some

restaurants, they provide coupons, and these restaurants also can provide free food and drinks on the exhibition. So the budget of 2500 RMB is required for this part.

V.Evaluation Plan

For social media, how many people browse the DOUBAN or WEIBO of Hi Art Store would be the best way to evaluate the effectiveness of this strategy. I think in this marketing strategy helped it will attract more and more attention, after all, there are too many people use of the internet.

In the future, I hope Hi Art Store keep working on Internet marketing techniques. Network marketing strategy in general including website promotion, information post, website internal advertising, mail list, large websites and professional network advertising, Email marketing, search engine marketing, a member of the electronic publications, online coupon promotion.

For the Experiential strategy, I think feel a pair of works of art face to face is very necessary, so that the audience would more easily understand and feel the artists what they want to express, through the store works volume can judge the effectiveness of this strategy. So, the combination of online and offline is very necessary for Hi Art Store.

For the testimonial strategy of Hi Art Store, record buyers feedback can evaluate the effectiveness of this strategy. In the future marketing plan development, I think we should keep this marketing strategy, and improve and perfect the evaluation system, for example we can sent a satisfaction questionnaire to the customer's mailbox

directly in the purchase of 7 days, let the buyer evaluate the process of purchase, or can be encouraged the buyer share their experience to their own social networks such as WEIBO and WeChat.