ART MARKETING TECHNIQUES AND THE DEVELOPMENT OF ART MARKETING WITH DIGITAL TRANSFORMATION

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ABSTRACT

The art marketing field is now undergoing active development towards its maximum potential. The aim of this study is to examine several topics, such as art marketing, the characteristics of art marketing, art marketing methodologies, the importance of art marketing, art marketing tactics, the relationship between digital art and art marketing, and the influence of digital transformation on art marketing. The primary objective of this study is to address the existing deficiency in the literature and encourage writers to conduct research on this topic. Despite the little research on art marketing and digital art, the main aim of this study is to fill this knowledge gap. This part of the inquiry receives considerable emphasis. It has been suggested that technologies such as virtual reality, augmented reality (AR), artificial intelligence, and the metaverse, which are crucial for the advancement of digital art and digital art marketing, should be prioritized in art marketing. This conclusion was derived from the determination that these technologies warrant significance in the realm of art marketing.

Keywords: Art Marketing, Digital Art, Digital Marketing, Metaverse, Non-fungible Tokens.

SANAT PAZARLAMA TEKNİKLERİ VE DİJİTAL DÖNÜŞÜM İLE SANAT PAZARLAMASININ GELİŞİMİ

ÖZ

Sanat pazarlama alanı şu anda maksimum potansiyeline doğru aktif bir gelişim sürecinden geçiyor. Bu çalışmanın amacı sanat pazarlaması, sanat pazarlamasının özellikleri, sanat pazarlaması metodolojileri, sanat pazarlamasının önemi, sanat pazarlaması stratejileri, dijital sanat ve sanat pazarlaması arasındaki ilişki ve sanat pazarlamasında dijital dönüşümün etkisi gibi çeşitli konuları incelemektir. Bu çalışmanın temel amacı literatürdeki mevcut eksikliği gidermek ve yazarları bu konuda araştırma yapmaya teşvik etmektir. Sanat pazarlaması ve dijital sanat üzerine çok az araştırma olmasına rağmen bu çalışmanın temel amacı bu bilgi boşluğunu doldurmaktır. Araştırmanın bu kısmı önemli ölçüde vurgulanmaktadır. Dijital sanatın ve dijital sanat pazarlamasının ilerlemesi için hayati önem taşıyan sanal gerçeklik, artırılmış gerçeklik, yapay zekâ ve metaverse gibi teknolojilere sanat pazarlamasında öncelik verilmesi önerildi. Bu sonuç, bu teknolojilerin sanat pazarlaması alanında önem taşıdığının belirlenmesinden türetilmiştir.

Anahtar Kelimeler: Sanat Pazarlaması, Dijital Sanat, Dijital Pazarlama, Metaverse, Nitelikli Fikri Tapu.

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INTRODUCTION

Marketing in the arts industry has transformed over the past few decades, shifting from being a practical tool to being a fundamental business concept. Simultaneously, modern art philosophy has introduced a relational perspective on art, emphasizing the involvement of art consumers in both the production and reception of art. Arts consumers now hold a significant role in the artistic purpose of arts organizations, which presents new problems for arts marketing as both a practice and an academic field (Boorsma & Chiaravalloti, 2010). Consumer goods markets have different relationships between *"producers"* and *"consumers"* than artistic markets (Lehman & Wickham, 2014). Experiential marketing has become a fundamental aspect of recent progress in commerce, branding, and event marketing. However, there is room for enhancing and expanding its use in arts marketing (Petkus Jr, 2004).

The contemporary art market comprises several key participants, including artists, art enthusiasts, art purchasers, art appraisers, art advisors, art galleries, auction houses, and museums, along with art fairs and biennials. The viability of art intermediaries, such as art galleries and auction houses, hinges on their ability to generate revenues equivalent to those of conventional commercial enterprises. As a result of this need, the social sciences have shown a growing interest in art and culture, leading to the emergence of new fields such as cultural economy, cultural sociology, and art marketing. Marketing researchers promptly recognized the necessity of marketing in the arts. However, they also acknowledged that marketing strategies and principles that have demonstrated effectiveness in other domains may not always be appropriate or effective when applied to the cultural and creative industries (Kerrigan et al., 2009; Aglargoz & Ozturk, 2015).

Throughout history, the question of whether marketing is a scientific discipline, or an artistic endeavor has been a topic of significant debate. While there may be varying viewpoints in the literature on the scientific nature of marketing, it is evident that marketing possesses both scientific and creative elements, setting it apart from other scientific disciplines. The creative dimension of marketing serves as a catalyst and enhancer for the cerebral dimension. The fluctuations and advancements in the competitive landscape, particularly in relation to customers, due to their interactions with their own surroundings, have prompted marketing to undergo varying cognitive processes, resulting in shifts in marketing tactics (Odemis & Hassan, 2019).

Given the advancements in technology and the increasing interconnectedness of the globe, it is imperative for organizations to possess a malleable organizational framework that enables them to swiftly adjust to fast transformations. Businesses are always faced with fast change due to the emergence of new concepts and the rise of trends. The transformation and innovation in question are applicable not only to enterprises but also to other domains. It also pertains to clients with whom firms have an inherent connection. It is necessary for the organization or corporation to take these aspects into consideration to sustain its effectiveness (Tekin et al., 2014).

The advent of technology and the Internet has revolutionized the field of marketing, and this trajectory is expected to persist. Hence, marketers must take initiative in comprehending and embracing novel technologies for the sake of advertising, branding, consumer engagement, and customer assistance. Marketers are facing challenges in adjusting their strategies due to the transition to the metaverse, often known as Internet 3.0. Several inquiries remain unresolved within this context. Prior to implementation, marketers must ascertain segmentation tactics that yield advantages for both their firm and customers. Hospitality and tourism researchers are required to offer a clear plan and strategic models to assist industry participants in classifying and focusing on certain client segments (Aydin & Nalbant, 2023).

There is a scarcity of research on art marketing and art markets in the existing literature. Meyer & Even (1998) focused on the fine arts market, examining its definition and unique characteristics from both a marketing perspective and via empirical and theoretical analysis. Boorsma (2006) contended that art marketing should mainly focus on supporting and strengthening the creative integrity of artworks.

Additionally, he believed that art consumers should be co-producers in the art process and that arts marketing should highlight the creative experience. Geissler et al. (2006) used a new service convenience model to study important art museum services and convenience factors. Their model was used to guide our investigation. The visitors to the art museum participated in four different facilitated focus group conversations.

Dickman (2009) aimed to help arts organizations and artists identify and tackle their marketing requirements. His project was undertaken jointly by the Australian Council and the Centre for Professional Development (CPD). Bradshaw (2010) aimed to examine the fundamental principles of alternative arts marketing studies, to investigate the dialogue between arts and marketing that they introduce, and to delve into the resulting conceptual challenges to reassess arts marketing approaches. Lemel (2010) elaborated on the synergistic potential of the various social networking platforms accessible to visual artists to increase the artist's market visibility. The purpose of his discourse is to cultivate an awareness and comprehension of the manifold applications that social networking offers as an instrument for interactive marketing.

Cho et al. (2011) showcased a unique and successful marketing plan by utilizing the artistic communication method of storytelling. Applying art to marketing is beneficial because it enhances the brand's image with sophistication and visual appeal, ultimately resulting in higher revenue and consumer loyalty. Fillis (2011) conducted an in-depth analysis of arts marketing studies across time and examined the beginnings of arts marketing research, pinpointing the first areas of focus and tracking its evolution into a recognized research field. Hausmann & Poellmann, (2013) investigated the utilization and significance of social media for German performing arts groups. Secondly, they sought to get a deeper understanding of how performing arts organizations may utilize social media for their marketing efforts. Akoren (2015) studied how digital art applications are used in virtual or actual public settings for innovative byte-based advertising.

Erdogan (2015) examined the ideological connection between globalization and art. Neo-liberal policies form the basis and operational methods of globalization. Also, he analyzed the connections, conflicts, and impact of globalization on art, focusing on how art reflects the dynamics and perspectives of globalization. Alagoz & Ekici (2016) sought to clarify the players' perspectives on each other by analyzing the production and consumption of art from a marketing standpoint. They offered insights into the future by addressing the complex history of the interaction between creative creation and marketing as contentious partnerships. Patsiaouras et al. (2018) focused on how protestors utilized public space to creatively engage, involve, and collaborate with audiences in creating artwork, as well as media art initiatives that attempted to further their collective goals and educate citizens. They proposed potential areas for future study on the artwork of social movements that may emphasize the creative and political elements of arts marketing theory. Walmsley (2019) intended to show how scholars in arts marketing are moving away from traditional marketing concepts to adapt to new ways of engaging with audiences.

Nadini et al. (2021) examined the predictability of NFT sales using basic machine learning algorithms and discovered that sales history and, to a lesser extent, visual characteristics are reliable indicators of pricing. They expected that these findings would encourage more study on NFT creation, acceptance, and trading in various settings. Belk et al. (2022) aimed to comprehend the reasons behind why certain buyers are willing to pay exorbitant rates for digital art that has basic and often whimsical designs with restricted ownership rights. They identified several, albeit occasionally intersecting, reasons that drive buyers in the complex realm of crypto art as they supposedly progress towards the metaverse.

The primary objective of this inquiry is to address the current gap in the literature and motivate other writers to do research specifically on this topic matter. The main aim of this study is to fill the existing knowledge void, despite the limited amount of research conducted on art marketing and digital art.

ART MARKETING AND ITS KEY FEATURES

The field of arts marketing has experienced significant growth and development in recent decades. The realm of culture and the arts is defined by a distinctive social and experiential component, where consumption plays a significant role (Colbert & St-James, 2014). Culture, arts management, and arts marketing are connected. Cognitive advancements affect the arts, which reflect society's ideologies. The modern cultural industry meets consumer needs in industry, politics, economics, and globalization. Modern arts marketing should respect its marketing mix heritage. However, it must grow freely, emphasizing market orientation and formation within a framework. Popular, classical, theatre, film, dance, opera, jazz, visual art, museum and gallery marketing, audience expansion, and social arts marketing influence worldwide consumer behavior, branding, and aesthetics. The combination of creativity and entrepreneurship has created an arts marketing strategy that boosts the arts business and influences marketing in and out of the creative industries. Arts marketers must now balance creative and commercial risks to succeed. Marketing and art should play a larger part in establishing more successful ways to meet artist, audience, and societal demands (Fillis, 2011).

The key topics in generic arts marketing management include arts organizations, entrepreneurship, strategy, arts management, and marketing (O'Reilly, 2011). In the art market, private information affects prior pricing, causing weak and strong efficiency to collapse (David et al., 2013). Although arts marketing has fostered much study, its practical and contextual aspects have resulted in a lack of agreement over its scope and subject matter. The proliferation of study topics in arts marketing is mostly attributed to the potential for many interpretations of the phrase *"arts marketing."* Variations in the direction of study and the themes of investigation arise from the many implications of arts marketing (Lee & Lee, 2017).

Sellers set a minimum transaction price for unique artworks. Bidding determines hammer pricing; thus, there is no maximum. Thus, using present prices to predict future prices is unreliable. Thus, art market inefficiency stems from its trading technique architecture (David et al., 2013). The art market exhibits several characteristics. The organization acquires funding from a combination of private and public sources, encompasses a wide range of both support and opposition, and acknowledges and responds to critiques regarding the influence of different perspectives on art. The funds that resource arts organizations use to engage with art and artists come from state arts bodies, donations, and corporate sponsorships. The heterogeneity of participants leads to variations in the marketing of art. An instance of this is the display of a depiction of Jerusalem at Walt Disney World in Florida, which caused conflict between Israeli and Muslim authorities. The contentious issue culminated in the Arab world implementing a boycott of the show. The evolution of art relies not only on the quality of the creative activity but also on the caliber of the players involved in it. Although art criticism plays a crucial role in fostering artistic progress, it may occasionally pose significant challenges for artists. The significance of criticisms offered by a specific group of critics or persons outweighs the impact of word-of-mouth communication by participants on creative goods in this domain. These critiques, which are very influential in shaping strategic choices for art institutions, play a significant role in influencing preference and popularity within the art market (Izmir, 2017).

ART MARKETING ACTIVITIES AND APPLICATIONS

Various techniques are employed in the field of film marketing, but the most notable approaches include the use of posters, banners, and trailers; highlighting awards and Oscars; advertising on TV, radio, newspapers, and magazines; spreading information through word of mouth; organizing gala screenings; incorporating product placement; implementing sales promotions; and offering licensed products. In the field of cinema marketing, it is feasible to entice cinemagoers by providing hints about the film's genre and the actors involved through posters and banners. Additionally, it is also viable to market posters and banners of films that garner attention and admiration post-screening and are regarded as cult classics (Alagoz, & Ekici, 2016). In artistic disciplines such as painting, sculpture, and ceramics, the value of the artwork increases over time. The exceptional quality of the product enables its utilization in

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marketing visual arts and consumer communication through various channels such as antique markets, auctions, collections, art fairs, biennials, museums, and art galleries. Galleries and gallery owners are pivotal figures in facilitating the dissemination of art to a broad audience and influencing the development of art history (Meyer & Even, 1998).

To distinguish itself from other conventional productions in the theater, a staged play must consistently deliver performances that are innovative, original, and novel. Furthermore, to ensure worldwide dissemination, the play must be exhibited at significant venues. The membership and combination systems are crucial determinants in setting the pricing of the product (Argan, 2007). Significant advancements have occurred in the marketing of musical compositions. The advent of downloading free content or inexpensive downloads via the internet has necessitated a reevaluation of marketing techniques for musical compositions. Due to the digitization trend in the music business, several aspects of the music industry, including production, pricing, marketing, and distribution, have had to adapt to this transformation. Given the present state of the music industry, there is increased emphasis on marketing communication and promotional activities (Alagoz & Ekici, 2016). The computer plays an important role in the marketing of media arts, particularly in the fields of design and as a medium for advertising and promoting various art items. People from all sectors of society dedicate a substantial portion of their time to using computers. In recent times, the rise of social sharing platforms and the emergence of customers who can generate content and voice their thoughts about it have created a novel avenue for marketing. Within this framework, it is fitting for institutions such as artists, producers, theaters, galleries, museums, workshops, etc. to avail themselves of computer-based marketing solutions and social media platforms. One may establish a dynamic and efficient marketing presence on many social media platforms, including blogs, Twitter, Facebook, Flickr, and Delicious, without paying expenses for media purchases. This can be achieved through the utilization of artists' personal profiles, art community profiles, and websites (Lemel, 2010).

Art museums provide a distinct combination of instruction and amusement. Exploring an art museum is a pleasurable and enjoyable experience. That is, the activity is frequently pursued for its intrinsic value and the enjoyment it provides. Appreciating art may be solo or communal. Art museum management may improve visitor experiences by offering self-guided tours and hosting charity dinners and art and wine activities after hours (Geissler et al., 2006). In the digital era, technical advancements have opened new options in the market. Online sales have emerged as a prominent tool, allowing artists to directly sell their products from their websites to customers worldwide. Additionally, conventional tools are also being enhanced and improved. Furthermore, the dissemination of artistic works and the mobility of artists have significantly increased. Galleries, local fairs, international fairs, the internet, special sales, and auctions are used to market and sell artwork globally. Dealers operate within a geographical framework, focusing on specific art disciplines and conducting distinct business operations (Erdogan, 2015).

New-age applications are extensively utilized in infrared and Bluetooth devices. These interactive applications are mostly utilized by governmental entities for personal applications, as well as in healthcare and urban planning across extensive regions. 3D project mapping is a technique that involves projecting two-dimensional films onto three-dimensional surfaces to create the illusion of depth. Next-generation interactive apps can showcase new city furniture in the form of touch screens. Touch screens are manufactured using durable and bulletproof glass to withstand outside environmental conditions. City Furniture is a collection of engaging and practical advertising tools that effectively convey messages without the use of slogans. Industrial and graphical designs are employed to enhance the functionality and utility of city furniture, leaving a lasting impression on consumers. The QR (quick response) code was developed in 1994 under the name *"fast response"* code. Denso, a Japanese company, initially developed this code for the automotive sector. However, it has since expanded its application areas to several other industries. Currently, QR codes are predominantly utilized in several domains, such as official documentation, healthcare, insurance, newspapers, printed and digital

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advertising, museums, and urban planning (Akoren, 2015). Google Analytics provides insight into how the QR codes were utilized. The QR codes' usage in the exhibition was monitored from autumn 2014 until the present day. QR codes at an art display demonstrate a cultural change towards a seamless transition between physical and virtual domains (Dressler & Kan, 2018). The fast advancement of intelligent mobile phone technology has led to the widespread adoption and popularization of QR codes using mobile phones equipped with barcode readers. In today's culture, the widespread use of smartphones has made communication between individuals convenient and rapid. The reliance of city dwellers on mobile phones is evident in all facets of daily life. Scanning QR codes has become an essential talent for today's youth, utilized in several aspects of life (Dou, 2018). By the latter part of the 2010s, numerous apps and services had widely adopted the QR code, making it a common component of Chinese daily life. Social media, payments, customer memberships, food delivery, transportation, and other services were available. Platforms now provide services using QR codes. These rare QR code interactions influenced this machine-readable data encoding standard worldwide. Early in 2023, three years into the COVID-19 pandemic, QR codes were utilized globally for contactless social interactions, including ordering meals, boarding planes, and verifying vaccination status (de Seta, 2023).

Art auction houses, galleries, dealers, artists, collectors, and investors have been affected by NFT sales. The NFT and OpenSea auction platforms offer non-art collectible markets. Multi-trillion-dollar digital activity offers profit opportunities for Wall Street, other financial markets, and private investors. Decentraland, Roblox, Fortnite, and Metaverses are being developed by Meta, Microsoft, Apple, Tencent, Alibaba, Sony, and Nintendo. Gaming, commerce, and social media may use the metaverse; therefore, 2D platforms must adapt to 3D and mixed reality. That is a significant condition, as we will soon see (Belk et al., 2022). Architectural drawings, renderings, photos, 3D models, movies, and blueprints may all be considered art. Major NFT marketplaces do not have a designated architecture segment, but certain architectural pieces have been created and exchanged on platforms like Opensea. Real-world real estate is now being offered as NFTs. These works primarily aim to expand the real estate market and facilitate tradeability, but they are not related to art or architecture as artistic expressions (Fischer, 2022).

Digital art is a new visual style that may reunite humans with nature, making it humanistic art. Digital art is an open system with strong production, innovation, and coherence that helps build a harmonious, sturdy, and respectful society. Digital art relies on artificial intelligence (AI) technology for its development and advancement, which in turn contributes to the progress of AI technology. The advancement of digital art is highly important and has vast potential (Yu, 2016). Examine the compositions of *"AIVA,"* an AI composer that creates symphonies with the ability to deeply touch human emotions. DALL-E is an AI that generates bizarre and intriguing visuals based on textual descriptions, stimulating the imagination in unprecedented ways. AI-generated artworks challenge our preconceptions of what is possible in the field of art. They prompt us to consider if the person controlling the brush or the one pressing the keys is as significant as the creative drive itself. NFTs have led to the commercialization of AI-generated art, a development that some traditional critics believe diminishes the artistic value by turning it into digital assets for trading (Aris et al., 2023). Artists may use virtual reality (VR) glasses to create images and sculptures that are only visible in the virtual world, as seen in Fig. 1 (Nalbant et al., 2023).

Figure 1. "Mona Lisa Beyond the Glass": The Louvre's First Virtual Reality Experience
(Louvre, 2019).

IMPORTANCE OF ART MARKETING

The increasing significance of art as a valuable commodity in contemporary society motivates several organizations and collections to allocate resources towards significant art-related events, thereby facilitating the further progression of art. Additionally, the practicality of strategic and tactical components and economic demands shape the cultural framework of advanced capitalism. Hence, several techniques and tactics have been recognized and formulated to maximize profitability and acquisition, extending their applicability beyond the realm of art to encompass all aspects of life (Cildir & Fettahlioglu, 2019).

The topic of art frequently becomes the focus of societal discourse. Receiving both positive and negative evaluations, this practice may effectively enhance a city's tourism industry. The art director's responsibility to generate publicity for urban development can elevate the artist's prominence in society, occasionally even including controversies. While there may be differing opinions on the ethicality of an art director promoting an artist through both positive and negative criticism, the reality is that the final artwork must be pushed to get recognition in the art market. Nevertheless, throughout the execution of this role, the curator is required to design a marketing plan that adheres to the guidelines established by the artwork itself (Vargun, 2015).

Although arts marketing has fostered much study, its practical and contextual aspects have resulted in a lack of agreement over its scope and substance. The proliferation of study topics in arts marketing is mostly attributed to the potential for many interpretations of the phrase *"arts marketing."* (Lee & Lee, 2017). Arts-based initiatives offer several advantages for organizations, managers, and workers. However, there is a limited understanding of how marketing may integrate art to enhance value for customers (Estes et al., 2018).

ART MARKETING STRATEGIES

Quesenberry & Sykes (2008) conducted research on the utilization of the Internet to enhance the sales of fine art items. They identified four key aspects that influence consumer preference: product perception, purchase experience, customer service, and customer risk. According to their assertion, consumers, having acquired knowledge from their visits to galleries, showed a preference for purchasing the things they like directly from the gallery's website. As a result, the purchasers achieved a heightened degree of pleasure. According to Stoddard et al. (2012), art and handcrafted objects are considered

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hedonic products. Hence, buyers require an extended duration and firsthand exposure to the product to ascertain its worth. Rather than making direct online purchases of art objects, many choose to buy via festivals and galleries that operate with a retail mindset. When considering marketing strategy, it is important to carefully evaluate the appropriateness of following the distribution trend through e-commerce or exclusively relying on traditional distribution channels for the art market. Erdogan (2015) contends that the ideas of *"contemporary"* and *"global"* elicit an electronic relationship and that, with the assistance of the liberal market, the electronic distribution technique facilitates the introduction of items to the worldwide market.

Advertising is a crucial factor for firms to sustain their market presence in contemporary times. In today's globalized market, establishing a robust brand image and earning customer trust have become crucial. In our modern day, advertising that is present throughout a diverse array of platforms, spanning from old forms of media to more current ones, results in us being constantly exposed to various businesses. Advertisements serve several purposes, including providing information about the business, introducing its products, enhancing the company's image, and convincing people. They empower the consumer to select the advertised product over comparable offerings from competing brands. Presently, advertising has reached a stage where it greatly relies on art, and certain commercials are nearly regarded as masterpieces. This scenario heightens the rivalry among brands in the market (Karabacak, 2013). Numerous firms employ machine learning algorithms to uncover latent insights in consumer data and enhance their company operations. This enables them to deliver superior customer experiences and achieve operational efficiency by increasing speed, reducing costs, and enhancing precision. These tools are being increasingly utilized in the marketing industry to analyze data, get insights into clients, and optimize marketing operations. Marketers utilize machine learning's capacity to establish connections between data pieces to obtain insights about their clients and analyze crucial data for future predictions. Many firms are utilizing machine learning techniques due to their ability to evaluate vast amounts of data and provide comprehensible insights that assist marketers in optimizing their marketing tactics and focusing on other areas of specialization (Bayoude et al., 2018).

Artificial intelligence and metaverse are crucial technologies in the field of art marketing. Expanding the utilization of these technologies in the realm of art marketing will provide a benefit. In the realm of AI marketing, firms may reap several advantages, such as improved decision-making capabilities, increased productivity, and efficiency, and streamlined, more sustainable use of energy or resources. Consequently, nations must allocate substantial resources towards sectors that play a pivotal role in artificial intelligence and digital transformation, in accordance with their domestic policies (Aydin et al., 2023). Metaverse is poised to assume a significant role in our future existence. Consequently, numerous investments are made. Currently, since the corporate world strives to rapidly adjust, it is anticipated that several industries will participate in the metaverse in the next few years. Computer vision will drive the development of extended reality (XR) and augmented reality (AR) technological goods, leading to the emergence of new products in the future (Nalbant & Uyanik, 2021).

GANs are a form of artificial neural network that enables users to acquire profound representations without requiring much labeled training data. Due to the impacts of COVID-19 accelerating digital transformation and online interactions, there has been an increase in the number of individuals utilizing Roblox, Zepeto, Minecraft, and Fortnite for gaming and socializing. Individuals, particularly younger generations used to internet activities, are increasingly utilizing metaverse platforms. Rapid growth is anticipated in the market for these platforms. Businesses across all industries are increasingly utilizing the metaverse for purposes like advertising, education, events, and performances. Research on the metaverse is being conducted in several fields due to its rapid rise in popularity globally. The word "metaverse" has expanded in significance with the introduction of blockchain technology, NFTs, and various platforms. The increasing integration of the metaverse and real life is impacting society, the economy, and culture (Nalbant et al., 2023).

RELATIONSHIP BETWEEN DIGITAL ART AND DIGITAL MARKETING

Digital art encompasses any kind of artistic expression created or displayed using computers or other digital technologies. Various forms of digital art include illustration, animation, video, photography, music, and digital painting. For a product to be classified as digital art, it must undergo aesthetic modifications within a computer or technical device setting, transforming it into a work of art. Various forms of digital art exist. Virtual reality (VR), AR, and AI have a significant impact on the current understanding of digital art. The incorporation of AI technology enhances digital art by introducing a remarkable dimension. Artificial intelligence employs diverse algorithms to generate significant artistic creations. Artists may produce a wide array of artworks using software that employs a Generative Adversarial Network (GAN) algorithm as its fundamental component. By utilizing the GAN method and providing it with data, AI has the capability to generate innovative and artistic creations. Artificial intelligence has created a new domain in digital art (Nalbant et al., 2023).

Art is regarded as a commodity that is vulnerable to marketing efforts. The advancements in technology and digitization have opened fresh prospects, particularly for museums. Tablet computers are utilized to enhance the pleasure and understanding of museum patrons, as well as to provide explanations of artworks without the assistance of a guide. Digitalization provides artists and art organizations with the chance to enhance the client experience by utilizing websites (Gursen, 2020).

THE DIGITAL TRANSFORMATION OF THE ART MARKET

In contemporary times, art markets have become networked, technology-driven, and characterized by a diverse range of styles and influences, owing to factors like the proliferation of the internet and the process of globalization. Due to globalization and digitization, several boundaries have vanished, including those in the realm of art, making it more readily available. Art, once exclusive to affluent families, has now been accessible to a wider audience, providing a platform for easy participation. The market has experienced growth and increased significance due to the participation of China and Middle Eastern nations. With the expansion of the art market, there has been a rise in the number of participants. The art being created nowadays is unconventional, and so are the consumers. Consequently, the methods of acquiring art have also become non-traditional. The multifaceted nature of engagement seen in postmodern marketing is similarly observed in art markets. Some merchants alter their identities and fail to tailor their art to meet client expectations, while others possess a wealth of technological expertise. The experience economy is characterized by the provision of technical information and intelligence, which are then encountered in virtual worlds. In the NFT system, the buyer and seller balances are established on the digital foundations. This transforms the process of exchanging and marketing into places where "passwords" serve as the means of access. Artificial intermediates, such as passwords, might be seen as novel participants in *"marketplaces."* (Saygin & Findikli, 2021).

Audience digital engagement in the arts is undergoing a major transition. Even though the arts industry is seeing a rise in digital engagement programs, the academic community still doesn't grasp their processes, advantages, and drawbacks. Although theories are emerging on how pre-performance background may improve audiences' anticipation and enjoyment of a live artistic event, they are still evolving (Brown & Novak, 2008; Walmsley, 2016). An NFT, or non-fungible token, can be considered a form of cryptocurrency that represents a unique and asset, unlike other cryptocurrencies that deviate from conventional notions of *"money."* An instance of a non-financial investment might be any intangible asset exclusively existing in the digital domain and owned by an individual. This encompasses non-fungible tokens (NFTs) such as Bitcoin and Ethereum, which utilize blockchains (Nalbant & Aydin, 2023).

While the conventional art industry remains stagnant, the digital art sector is seeing significant growth, partly because of its association with NFTs, which enable the representation of unique assets in a digital setting (Horky et al., 2022). A burgeoning industry that verifies the authenticity of digital artworks, such as NFTs, through the utilization of blockchain technology. NFTs make it possible to trade digital

artworks as assets. Because of this, the value of digital artworks is determined through the process of exchanging or auctioning them, with due consideration given to market values and the utilization of digital money. Digital artists have the possibility to make revenue by earning a share of the proceeds from the sale of their digital artwork whenever it is purchased and sold online. This is a potentially lucrative opportunity for digital artists (Wang & Wang, 2021).

The recent occurrences related to NFT artworks have garnered significant financial attention, owing to sales that have broken previous records. The advent of digital art has already exerted a significant influence on the market. Emerging technology gives birth to novel types of supply and demand in conjunction with online platforms. The emergence of NFTs, along with cryptocurrencies, is anticipated to have a significant influence on the longstanding practices within the art sector (Sahni, 2022). The emergence of new technologies presents a significant challenge to conventional art and historical academic research. This challenge arises from the direct confrontation between the philosophical principles of aesthetics and various aspects of art, such as its uniqueness (including criteria and conditions for creativity), the identity of the artist (including the ongoing debate regarding human versus artificial intelligence), the definition of taste (including the certification of art through blockchain technology), and the quantification of art's value (Sidorova, 2019).

Culture and the arts are aggressively exploiting the metaverse to engage the public because of its prevalence in developing new relationships with minimal face-to-face involvement. Performers study spatiality and presence. Roblox, Zepeto, Minecraft, and Fortnite have gained popularity owing to COVID-19 and the fast digital change in online interactions. Young, online-savvy consumers are joining metaverse sites. Thus, these platforms' marketplaces should grow significantly. Thus, corporations across sectors have used the metaverse for advertising, performances, events, and education. Due to the metaverse's worldwide importance, research spans fields. As blockchain, NFTs, and other platforms emerge, the metaverse grows. The metaverse's merging with reality affects the culture, economy, and society (Hwang & Koo, 2023).

The headline of the February 21, 2021 edition of The Art Newspaper podcast is *"Why crypto is dominating the art market."* It highlights the influence of NFTs on the art industry and their newness to the majority of people. The change extends beyond the art market. NFT usage in gaming has advanced significantly, particularly in trading in-game items. Other businesses, particularly those creating digital content like music and film, are now exploring the concept. Between January and April 2021, the NFT trading volume surpassed 2 billion USD, which is 10 times more than the whole NFT trading volume of 2020 (Nadini et al., 2021). The use of NFTs in art was showcased through the *"Burned Picasso"* project in a unique manner. The individuals responsible for this *"transformation"* defended their initiative by explaining that burning the artwork and creating an NFT of it converts it into an asset, shifting the piece's essence from the physical to the web 3.0 version. In 2018, the utilization of blockchain technology in the art industry experienced significant growth, with the creation of experimental software focusing particularly on the contemporary art sector. Blockchain, NFT, and smart contract technologies offer increased agility, security, integrity, and authenticity in international art trading. Technological resources have shown that instruments and methods in the international art trade are widely employed, leading to high yearly sales volumes. It is important to consider the effects of market changes resulting from the usage of digital technology in the art market and social sphere (de Sousa, 2022).

The onset of the pandemic caused by COVID-19 is leading to significant changes across all sectors, including individuals, organizations, society, and the nation. Limitations on interregional and international human mobility as well as social segregation policies led to a crisis in the art market. This situation has led to changes in artworks, trading methods, and the preferences and traits of buyers. The calls for change in the art market are driving the emergence of new opportunities through the adoption of digital technologies, such as expanding the online art market, utilizing VR and AR technology to broaden virtual space, and extending the trading platform for digital works through NFTs based on

blockchain technology. The study identifies the contents of digital acceptance in the art market by summarizing different forms of digital transformations in the art market and surveying attitudes after the introduction of digital transformation and NFTs (Roh, 2022).

The NFT gained significant attention in the digital art world during the past year. NFT artworks have attracted considerable financial interest in recent months because of their record-breaking sales. Novel technologies give rise to new supply-and-demand models alongside online platforms. The advancements in NFT artworks, blockchain technology, and cryptocurrencies are expected to have a substantial influence on the traditional dynamics of the art industry in recent decades. The digital art market is becoming more democratic in the realm of NFT art. Emerging gatekeepers, such as internet platforms and social networks, are gaining more power. The latter are essential for exchanging information and are highly valuable to artists, their communities, and collectors (Bsteh & Vermeylen, 2021).

Utilizing Public Relations Activities as a Promotional Tool in Art Institutions
Upon closer scrutiny, advertising may be shown to be misleading as it contains commercial particulars such as timing and pricing. Public relations (PR) are a multifaceted process that encompasses elements such as ambiance, enthusiasm, and ingenuity. Moreover, it involves the transmission of information. Moreover, it serves to interact with those who are resistant to and unsatisfied with advertising efforts. The press release is a crucial instrument utilized in the field of public relations. Public relations professionals draft news releases to facilitate the work of journalists. When crafting press releases for the media, it is crucial to prioritize newsworthy content above promotional information to provide impactful messages and narratives. The components encompassed under news value consist of attributes such as occurrences, discussions, and viewpoints; originality; public appeal; and timeliness. When disseminating information to the media, it is advisable to use unambiguous photos and visuals that effectively highlight the intended message and enhance the event or subject being discussed (Betes, 2016).

All cultural businesses involve the artist playing a significant role and focusing on the outcome of a creative process. Consumers desire to purchase this creative deed. Typically, this creative endeavor is carried out autonomously, particularly in fields like visual arts or literature, where artists tend to work independently while others handle the task of marketing their creations. Cultural enterprises can have several functions in relation to the product, such as designing, creating, replicating, distributing, or maintaining it (Colbert, 2014). History and the arts have received little attention in public relations research, which is heavily positivist. Although the scientific nature of public relations may be debated, most researchers agree that PR is an art form. The arts' ability to crystallize has been a valuable but underutilized resource for the development of theories in communication studies throughout history. Intellectual history provides several examples that demonstrate the crucial role of art in shaping and advancing public relations. PR textbooks often focus on the historiography of public relations, including photo opportunities, publicity, unusual events, and museum displays (Brown, 2004).

Public art sometimes helps revitalize old industrial areas and mining regions by improving the appearance of damaged landscapes. This technique is a significant component of corporate PR efforts. Public art has a significant role in generating beneficial impacts for local places, providing a form of restitution to communities impacted by industrial activity. Assessing the advantages that public art brings to communities and understanding the impact of altering financing policies on those communities is still difficult (Chambers & Baines, 2015). Universities have always been centers for creating and enjoying the arts, with music schools, art studios, and theaters being regular features on campus. Initially centered on academia, this quest has evolved to benefit both academic and local community groups (Keeney, 2018). Art organizations are generally considered lacking in marketing and administration, although it is uncertain if this is a deliberate choice due to their unique atmosphere or simply due to a lack of skills and resources (McDonald & Harrison, 2002).

CONCLUSION

In the realm of art, the importance of marketing and promotion has consistently increased over the years. The advancement of technology and the broad integration of digitalization are the main factors driving the growth and improvement of promotional and marketing tools in the field of marketing and promotion. To create virtual worlds that are incredibly lifelike, augmented reality and virtual reality technology should be combined with artificial intelligence. These technologies are very necessary for the creation of virtual worlds that are realistic. A number of businesses are now using chatbots and virtual assistants that are artificial intelligence-driven. As a result of this technology, digital entities will manifest themselves in the metaverse. It is anticipated that advancements in artificial intelligence will result in the development of digital people in the not-too-distant future. They can make use of a variety of skills, such as facial expressions, body language, emotional expressions, and physical involvement in virtual environments. It is crucial to invest resources in implementing and advancing emerging digital technologies, including the metaverse, AI, blockchain, digital twins, VR, and AR.

The metaverse notion is becoming increasingly popular in academic research due to recent developments in the field. Integrating digital channels is essential for organizations in the metaverse to enhance the effectiveness of their advertising, marketing, and sales strategies. Artificial intelligence-generated artworks are drawing significant attention. It is obvious the importance of the work that artificial intelligence will produce in the future. The potential creative output of these fast-advancing applications is intriguing. New technologies are emerging and gaining popularity, causing art and the concept of artwork to shift towards digital formats. The fast advancement of GAN technology sparks interest in how future creative works and art will be influenced. Digital artists and marketers rely on the GAN as a crucial tool. GAN can automate and customize content development in marketing. GAN can produce engaging pictures and videos for certain consumer categories. GAN-based content can boost social media engagement and conversions. GAN technology helps digital marketers build closer relationships with their target consumers and promote their companies.

Artists may now utilize social media and the digital sphere to promote and perhaps commercialize their art. Previous generations have been unable to match this significant advancement. In contemporary times, marketing and promotional endeavors are vital for both organizations and artists as they enable them to create their brand, generate sales for their products, and get sponsors who offer further financial assistance. Digital technology improves access to and distribution of created and transmitted information, facilitating open innovation processes. Digital technologies help open innovation processes by improving information and knowledge access, sharing, and use. Developing a framework for innovation processes with an open viewpoint is crucial for understanding how digital technologies might assist organizations in overseeing open innovation processes. Moreover, digital technologies may be applied in other marketing areas, including precise targeting, consumer relationship management, and data analysis.

In addition to bridging a knowledge gap in the existing body of literature, the main objective of this research is to inspire more authors to investigate the same subject matter. Despite the limited amount of published material on art marketing and digital art, the purpose of this study is to bridge the knowledge gap that exists. The objective of this study is to investigate a variety of aspects that are associated with art marketing. These aspects include what art marketing is, how it operates, what factors contribute to its success, which strategies are the most effective, how digital art and art marketing are related to one another, and how the digital transformation has impacted art marketing.

The utilization of digital technology to create innovative designs is highly important for these marketing strategies. Technology such as AI, VR, AR, and the metaverse are indispensable to the art marketing industry. Expansion of the utilization of these technologies within the marketing sector would yield advantageous outcomes. Making investments in these technological advancements is of the utmost importance.

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