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MARKETING TECHNOLOGY IN DESIGN

Today the world is a symbiosis of design and marketing. Every day we are faced with a visual advertisement that demonstrates their interaction. Unfortunately, young designers face the problem of non-realization of their services. Need to understand the basics of marketing? Is that all you need to do to have a long-awaited bunch of orders? Designer and marketer people do the same work, but in different ways? Is this one person with both professions?

All that is needed today is marketing, and its interaction with design continues to this day. The market and it arose 6-7 thousand years ago, at the same time the first forms of marketing activity appeared and began to develop. In Sumer, Ancient Egypt, the State of Mesopotamia, etc. The advertisements on papyrus or on wooden boards and bones. Advertising also includes emblems of merchants. At that time, when he was really a master of his affairs, he was in great demand [1].

It has long been a long time. Moreover, they are subordinate to each other. In the context of the rapid search for new technologies, art marketing, which combines the following actions: on the one hand, a brand is being introduced into an art project and on the other an art project is formed under the brand. Creativity "overgrown" with marketing tasks, attracting the audience and distinguishes the brand from the competition. In society, there is a perception that a good artist is a hungry artist. Unfortunately, there are often such cases. These are not only positive consequences, but also negative consequences, which should be largely due to the results measured by the profit.

We can say with 100% certainty that the artist should not be hungry, so he must balance between the marketer and designer professions. And all that is needed is something like torture on the shelves.

If you do art. Art shows that there is a difference between life and everyday existence. And people are willing to pay for it.

So, how to promote your art in terms of art marketing?

1. Connect with people. Be sure to talk about your work.
2. You need to know exactly what you can do for your target audience. Rate the best results of your work that you can promote.
3. Try to predict what customers spend their time on. Ask them why they want to buy your product.
4. Make previews of upcoming events. Tell in the virtual space about events, in short video reviews, in your studio and equipment, the process of work. Be open to a wide audience. You can do this on your website or on the Youtube channel.
5. Stimulate people to subscribe to your accounts on social networks, arranging jokes and contests with small but pleasant gifts. Keep updating your exclusive content to keep your audience's attention.
6. Do better than your competitors. Find something necessary in the art market, which is often not enough, and find out how you can provide it. Try before. Differ from competitors.

There are a huge number of tools that can become artificial. Take marketing as an integral part of what you do. Make your art business [2].

Conclusion: this way we can conclude that in the conditions of the modern space, marketing and design have strengthened their interrelationship and are identical concepts. For some time marketing can exist as a separate system, but only at the planning stage. When it comes to the secondary stage, that is, the sale of goods, the practical manifestation of marketing and its direct participation in the product-customer system, the success of the final result is impossible without the participation of such an important element as design. In order to successfully promote your product, a modern designer needs to balance between his creativity and marketing activities.

REFERENCES

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