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MARTEN ART GALLERY



Introduction

About Marten Art Gallery. Marten Art Gallery is one of the most famous galleries in the world, which has revealed strategic and operative problems in the present stage. The case solution has intended to discuss on the issues that are hampering the gallery and put forward some necessary solutions for the sustenance of the gallery in the competitive art market.





Crucial challenges

The key issues related to The Marten Art Gallery are: The gallery also has the challenge of creating customer traffic to the business while at the same time maintaining the same clientele. Furthermore, due to the popularity of the internet, the traditional art gallery variants are under pressure to get into cyberspace without sacrificing tangible art showcases.



Marketing and Positioning

The gallery should launch a more appropriate dynamic marketing strategy.

This includes combining social networking, enhance visibility of the organisation website, and availing online tours of the exhibitions. One more advantage of working with influencers and artists is in improving gallery's brand identity and capturing young audiences attention.



Conclusion

If properly applied, the strategic marketing plan, changes in the revenue generation sources, and digitalization will produce the required outcomes for the gallery. The proposed case solution also encourages producing and implementing some new approaches for organisations that are operating in the fluctuating art market.



Resource

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