

1. The Art of Marketing

Marketing is the **process** of interesting potential customers and clients in your artwork, product or services.

Marketing is an umbrella term for a multitude of activities including:

- Market research
- Product design and development
- Sales
- Packaging
- Advertising
- Promotions
- Price analysis
- Competitor analysis
- Product identity
- Public and media relations
- Customer service and satisfaction

Successful marketing is a combined package of approaches to all of the above, employed consistently over time.