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# Visual Artists' Use of Digital Self-Marketing Strategies. A Quantitative Survey on the Present Situation in Germany

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## ABSTRACT

Faced with increased competition on the market, visual artists today opt for digital self-marketing strategies to promote their work. In order to determine applicable measures for best results, the authors of this paper carried out a quantitative research survey among 158 artists working in Germany. Findings show that a large number of participants act as digital entrepreneurs, and over 50 per cent indicate a need for further training.

## KEY WORDS

Visual artists, self-marketing, digital marketing, social media, art market

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