

1st INFO
to



Women in Art 2.1

proudly presented by



Welcome to



Women in Art
2.1



published 2013



Nationalmuseum Doha 2023

Dear Female Artist of the 21st Century,

Welcome to the captivating era of art marketing!

Exclusive project by experienced art experts
www.unique-fine-art.com and www.fuerstenweg.com

The Women in Art 2.1 Edition

Inspired by visionary ideas after the 2023 visit to Doha
Focus: Exchange and networking of international female artists

Details for participation

Exhibition on www.unique-fine-art.com in 2024
Presentation of 3 to 10 artworks per artist
Transparent and investment-friendly costs and fees
„BASIC“ (with 3 works): 16 euros/month
„STANDARD“ (5 works): 20 euros/month
„PREMIUM“ (publish 10 pay 9): 28 euros/month

Benefits for participating artists

No commission fees on the sale of artworks
Price advantage of up to 50 percent for the artists
International recognition and nomination for exhibitions and auctions
Collaboration with art experts and curators
The Art Hub - An exchange of art and business:

The Art Hub - an Exchange of Art Business

Opportunity to share works through „The Art Hub“
Unparalleled presence before an art-interested audience
International marketing campaign on artprice.com
Digital worlds in the 21st century:
New ways of art presentation with unique-fine-art
and Fürstenweg GmbH

Invitation to participate in the art marketing journey

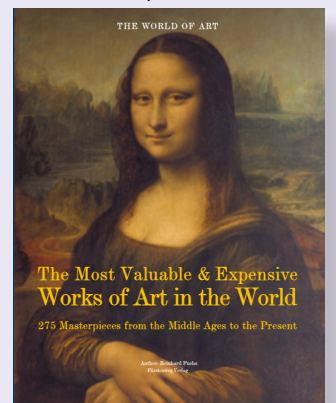
We look forward to showcasing your unique art to the world.

Your loyal partner in art,

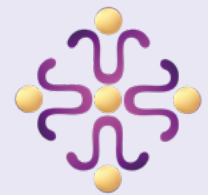
Ing. Reinhard Fuchs
Book Author The World of Art, Art Advisor & Mediator
c/o Fürstenweg GmbH - UNIQUE FINE ART · Partner of Fürstenweg Doha Foundation



published 2021



Welcome to 2024



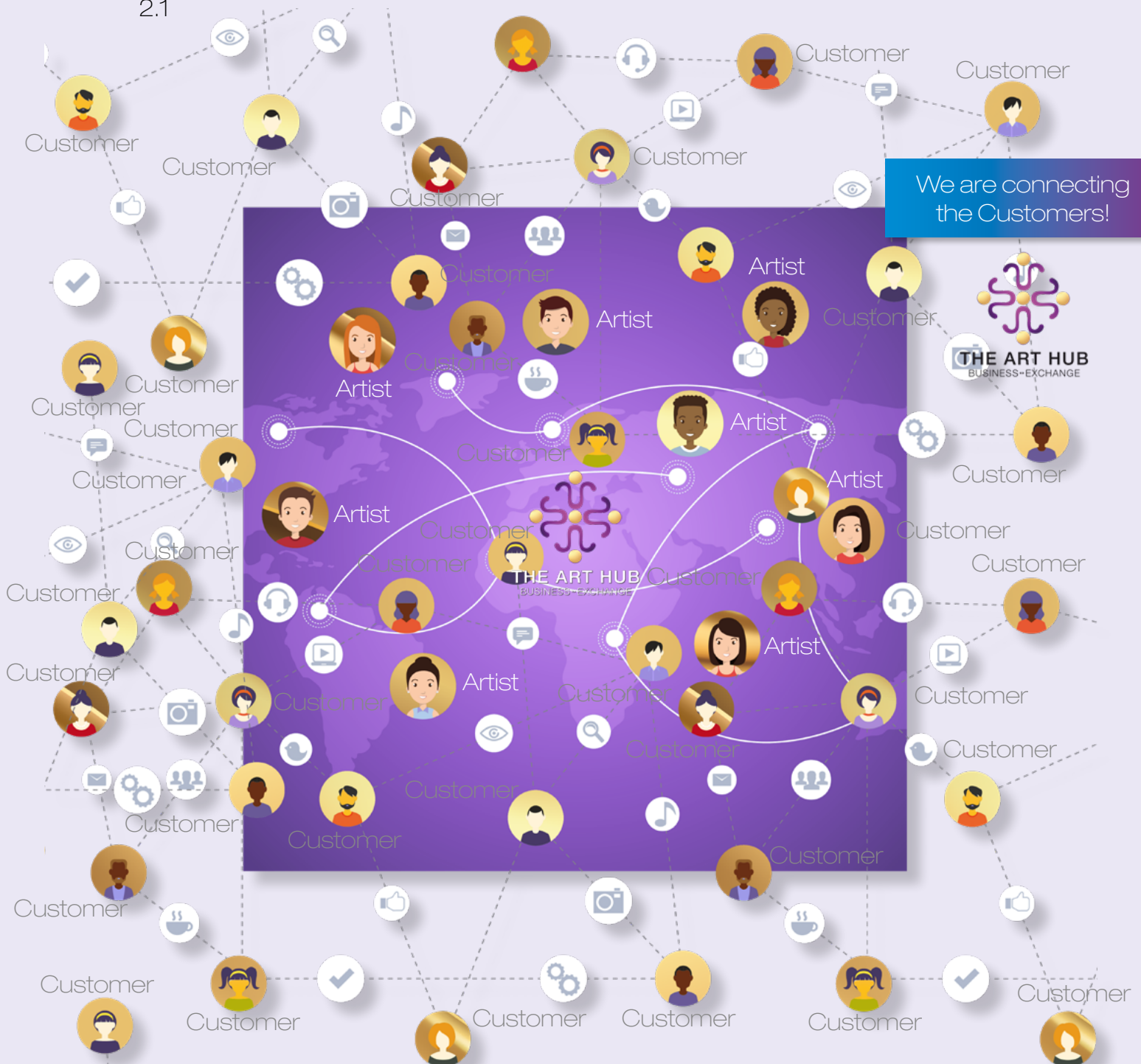
THE ART HUB
BUSINESS+EXCHANGE

Welcome to

Explore the art of success with us! As an artist of the 21st century, we elevate your works to the next level – **multiply your artistry with us a thousand times!**



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Opportunity
to Participate



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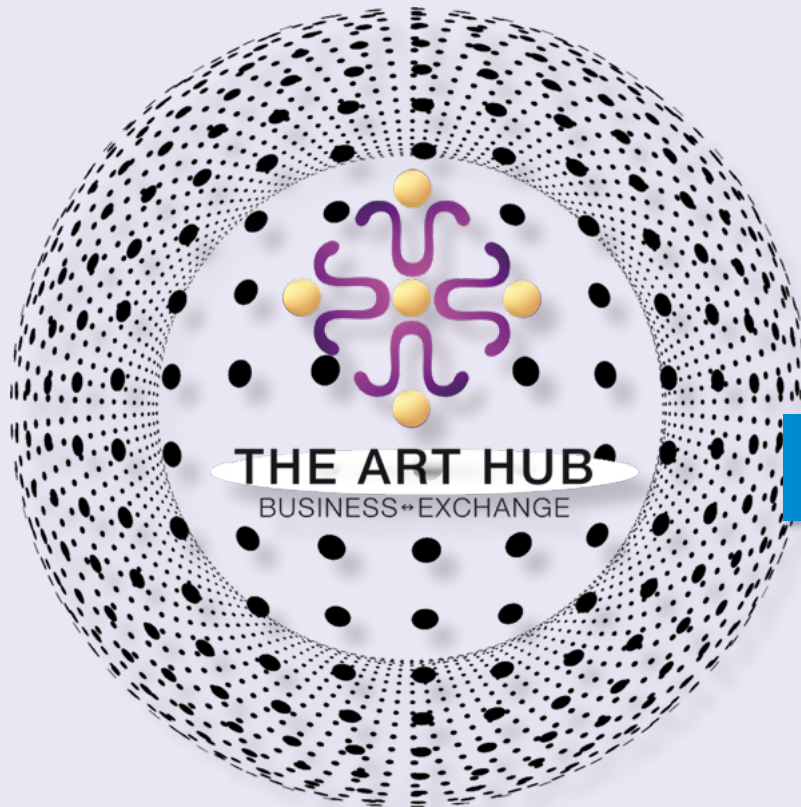
Shape your creative business in the world of art together with us.

Allow it to evolve into a unique art form, and you are warmly invited to be part of it!

Here's what you need to do to participate:

Send us your three most impressive works today as a photo in JPEG format with a resolution of 200 dpi to info@fuerstenweg.com.

Our curator will carefully select which female artists can be added to our already impressive community.



We are connecting
the Dots!




The registration forms are also available for you at:
unique-fine-art.com/the_hub_application

We look forward to hearing from you soon!

Ing. Reinhard Fuchs
Book Author The World of Art, Art Advisor & Mediator
&
Oliver Fuchs
CEO Fürstenweg Doha Foundation & Fürstenweg GmbH

Pricelist

Time-limited offer

<div style="background-color: #e91e63; color: white; padding: 10px; border-radius: 15px;"> <p>BASIC ★ ★ ★ ★ ★</p> <p>€16.00 EUR MONTH</p>  <p>THE ART HUB</p> <ul style="list-style-type: none"> ✓ monthly fee € 10.00 ✓ 3 artworks published ✗ 1 artwork published free ✓ THE ART HUB member ✓ Women in Art participant <p style="background-color: #007bff; color: white; padding: 5px 10px; border-radius: 15px; display: inline-block;">BUY NOW</p> </div>	<div style="background-color: #008080; color: white; padding: 10px; border-radius: 15px;"> <p>STANDARD ★ ★ ★ ★ ★</p> <p>€20.00 EUR MONTH</p>  <p>THE ART HUB</p> <ul style="list-style-type: none"> ✓ monthly fee € 10.00 ✓ 5 artworks published ✗ 1 artwork published free ✓ THE ART HUB member ✓ Women in Art participant <p style="background-color: #007bff; color: white; padding: 5px 10px; border-radius: 15px; display: inline-block;">BUY NOW</p> </div>	<div style="background-color: #ffc107; color: white; padding: 10px; border-radius: 15px;"> <p>PREMIUM ★ ★ ★ ★ ★</p> <p>€28.00 EUR MONTH</p>  <p>THE ART HUB</p> <ul style="list-style-type: none"> ✓ monthly fee € 10.00 ✓ 10 artworks published ✓ 1 artwork published free ✓ THE ART HUB member ✓ Women in Art participant <p style="background-color: #007bff; color: white; padding: 5px 10px; border-radius: 15px; display: inline-block;">BUY NOW</p> </div>
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*Prices are calculated with 0% VAT.

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unique-fine-art.com/the_hub_application

We look forward to your participation!

Marketing-Überblick



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Target Audience:

Our primary target audience includes individuals of all age groups with an interest in art. To effectively tailor our marketing efforts, we will identify specific demographic and psychographic characteristics.

Marketing Goals:

Increase customer engagement by 30%.
Ensure a 25% improvement in website traffic.
Increase brand awareness within the target audience by 20% through active participation as a member of „THE ART HUB.“

Marketing Strategies:

Social Media Marketing:

Focus on platforms such as Instagram, LinkedIn, and Twitter to meet the preferences of our target audience. Collaborate with social media marketing agencies at strategic locations for targeted outreach.

Content Strategy:

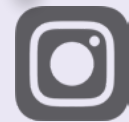
Develop engaging multimedia content, including videos and images, to captivate the audience. Emphasize authenticity and quality in content creation.

Collaborations and Influencers:

Identify and collaborate with influencers in the art sector to stimulate meaningful discussions across the Women in Art & The Art Hub Community forums. Curate user-generated content through reviews and feedback.

Customer-Centric Approach:

Actively listen on social media platforms. Utilize social listening tools to track keywords and gather valuable customer insights.



Marketing Overview:



Metrics and Analytics:

Establishment of SMART goals and metrics for performance measurement. Regular analysis of engagement metrics such as likes, comments, and shares, as well as impact metrics like website traffic and generated leads.

Adaptability:

Recognition of the dynamic nature of social networks and willingness to adapt marketing strategies.

Budget Allocation:

50% of the total marketing expenses will be allocated to social media marketing tools, collaborations with influencers, and content creation. Additional consideration will be given to paid advertising efforts to enhance visibility on key platforms like ArtPrice.com.

ArtPrice.com, the world's leading provider of information on the art market and marketplace, listed on Euronext (Bloom. PRC Reuters ARTF), will be utilized as a strategic platform for targeted advertising. This integration aims to achieve broader reach and effectively engage the target audience on an established art market platform.

Our holistic marketing strategy aims to build an authentic community passionate about art, maximize reach, and position „THE ART HUB“ as a significant platform in the art world.

Social Media Plan



Instagram:

Utilization of Instagram as the central platform for „THE ART HUB“ to showcase art-related content. Use of Instagram marketing tools for targeted outreach.



LinkedIn:

Building a presence on LinkedIn to emphasize the business side of „THE ART HUB.“ Publishing industry-relevant articles, events, and updates to expand the professional network.



Twitter:

Integration of Twitter as a platform for quick and current updates about „THE ART HUB.“ Active use of hashtags and trending topics to maximize reach and connect with a broader community.



Marketing Overview:

Content Strategy:

Diverse Content Types:

Create various content types, including videos, infographics, whitepapers, images, and carousels. Customize content for each platform in line with user intentions.

Authenticity:

Adhere to the 80/20 rule: 80% valuable and useful content, 20% promotional. Focus on content that informs, entertains, and provides practical solutions.

Social CRM Tools:

Utilize social CRM tools for planning, scheduling, and tracking the performance of posts. Convert social media inquiries into valuable sales opportunities.

Social Listening:

Monitor conversations, keywords, and hashtags relevant to our brand. Actively engage with the audience through comments and messages.

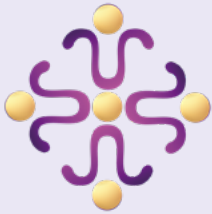
Influencer Collaboration:

Collaborate with influencers to increase reach and credibility. Encourage influencers to share their positive experiences with „THE ART HUB.“

Adaptability and Evaluation:

Regularly evaluate social media metrics against predefined goals. Maintain adaptability and make necessary changes to the social media plan based on performance and trends.

Implementing these refined strategies will establish a strong presence for „**THE ART HUB - Women in Art 2.1 Edition**“ through Fürstenweg GmbH and Fürstenweg Doha Foundation, fostering engagement and growth within the target audience.



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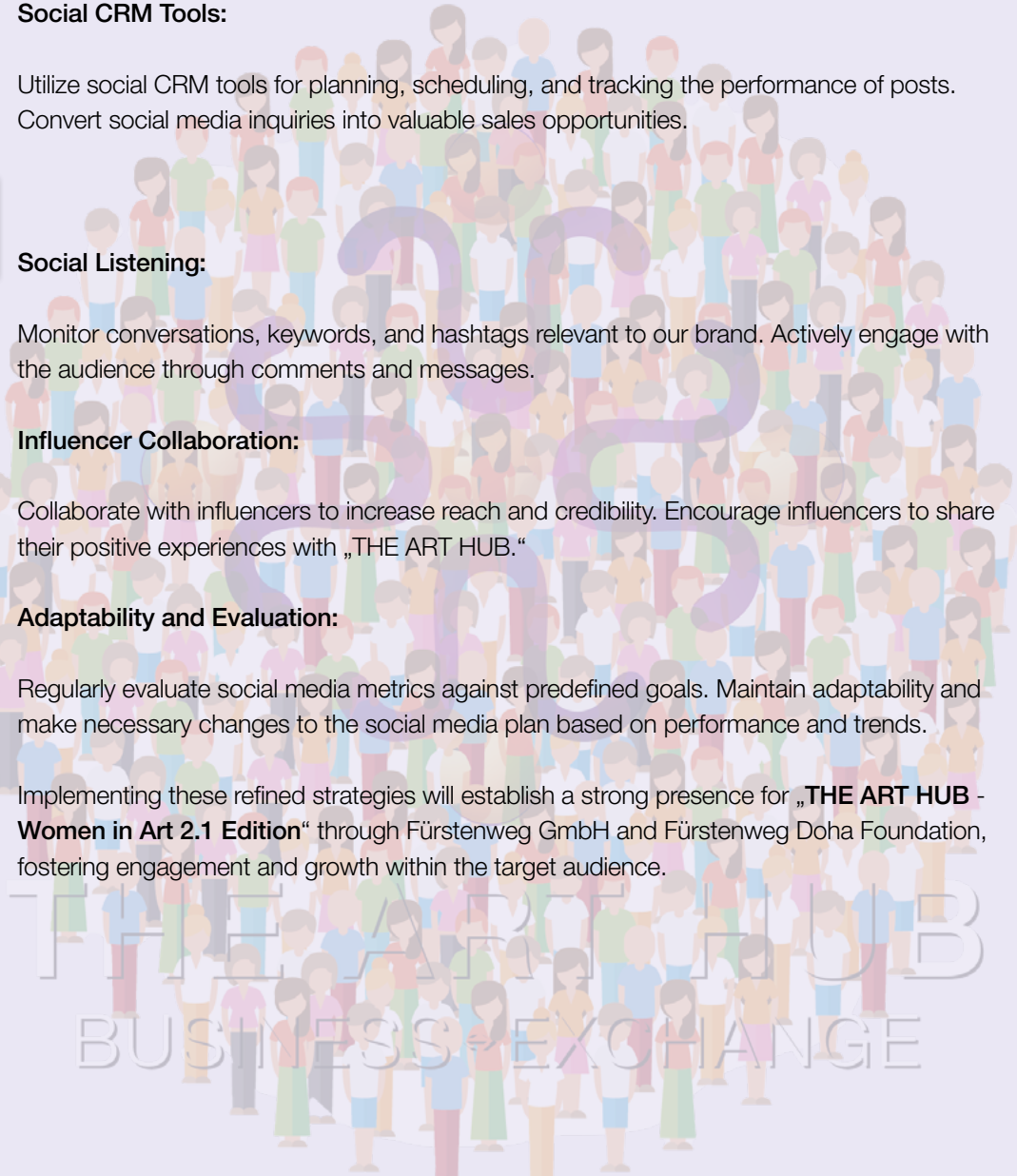
Engagement
and Monitoring:



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FÜRSTENWEG GMBH
DOHA FOUNDATION



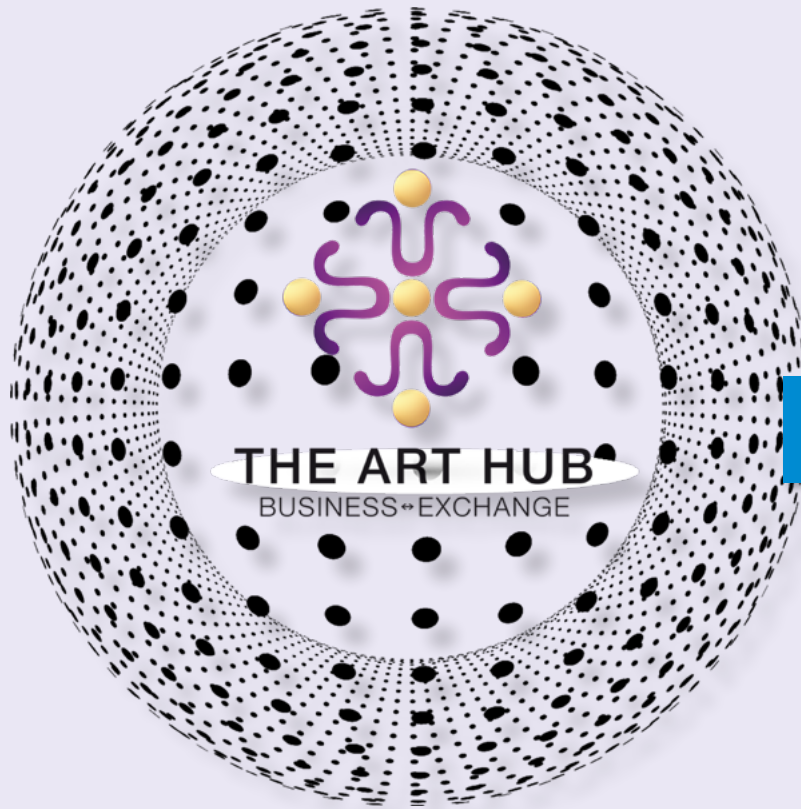
Welcome to



Women in Art 2.1

Dear Female Artist, immerse yourself in the exciting world of art marketing.

With us, we create the perfect CONNECTIONS for you!



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the Dots!