

The Impact of Social Media Platforms on Art Marketing

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Abstract:

Research paper on the impact of social media on art marketing. Using qualitative research methods based on previous studies, data on the impact of social media and current art marketing trends on reputable websites and social networks, the study shows that social media is an important and effective tool in art promotion and marketing activities. Some popular social networking sites currently used in art marketing activities such as Instagram, Tiktok, Youtube, Facebook reach customers through specific tools including videos, live streams, posts, stories or reels. Art marketing on social media platforms increases audience reach, builds loyal fan communities, enhances the art experience for audiences, expands relationships between artists and influencers, and is cost-effective. Besides the positive impacts that social networks bring, there are some limitations and challenges that need to be mentioned in art marketing activities such as saturation, intellectual property issues, and frequently changing algorithms of social networking platforms that require marketers to constantly innovate their strategies. Thereby, the research team proposes some effective strategies for art marketing through social media and solutions for marketers to deal with the above challenges.

Keywords: Social media, platforms, art marketing, impact, art marketers

1. Introduction:

Social networking is a familiar concept to users in the current context with the remarkable development of science and technology and digital transformation. As an effective means of communication not only for industries and services, social networks are also a factor in diversifying the fields that marketing activities target, including art.

Social networks create a space for connecting, sharing information and entertainment across the

country. The age of use is not limited to teenagers, but all audiences can access and use social networking platforms for many different purposes. According to statistics from the WeAreSocial Digital annual report (2024), 73.3% of Vietnam's population uses social networks with an average time of 2 hours and 25 minutes per day, ranking in the top 20 in the world. In particular, Vietnamese youth use social networks an average of 7 hours per day, mainly for entertainment purposes

(congan.laichau.gov, 2024). Data published on the advertising planning tools of leading social media platforms shows that there are 72.55 million users aged 18 and over using social media in Vietnam by early 2024, equivalent to 99.2% of the total population aged 18 and over at that time, estimating that about 92.7% of all Internet users in Vietnam (regardless of age) have used at least one social media platform by January 2024. DataReportal data shows that there are 72.7 million active social media users in Vietnam as of January 2024. Kepios analysis shows that the number of social media users in Vietnam increased by 6.5 million (9.8%) from early 2023 to early 2024 (datareportal, 2024).

Nowadays, it is not difficult to see famous artists, or even galleries, exhibitions or art museums, performance venues such as concerts, live shows... taking full advantage of social networking platforms such as Instagram, Tiktok, Facebook, Youtube, Twitter... to attract audiences, build personal brands and promote their artistic products. However, there are few studies on the impact of social networks on art marketing, mainly previous studies focused on the impact of social networks on marketing in general or research on traditional art marketing (using museums and art exhibitions as a tool to introduce and promote works of art). Therefore, the commercial aspect of art products has not been exploited much, because most traditional promotion can only generate profit through ticket sales...). Using qualitative research methods based on secondary data collected from websites, scientific articles, etc., the article reviews and analyzes some strategies in art marketing used in some popular social networking platforms in Vietnam to draw conclusions about the positive and negative impacts of social networks on art marketing activities. Thereby helping art marketers to build effective art marketing strategies and tools.

2. Theoretical basis and research overview:

2.1. Theoretical basis:

Social media platform concept

The Law Library defines: "Social media are online platforms that allow users to create, share and interact with content, information and each other via the Internet".

Art marketing concept

The Arts and Culture Magazine (2021) defines: "Arts marketing is a management process that helps art organizations realize their vision and mission by satisfying the public's need to enjoy art. Art marketing is a management process because it involves all stages from market research, idea generation, staging/production, pricing, promotion, distribution/choosing performance organization model, evaluating audience feedback... these activities are repeated, never ending".

However, unlike the commercial field, art marketing is not completely subject to the dictates of the market but has a certain independence, needing to balance public demand with artistic quality. This is also one of the basic characteristics of art marketing. At the same time, through communication strategies, cultural and artistic units not only promote their works and activities but also contribute to orienting and educating aesthetics, creating a need for the public to enjoy art (The Arts and Culture Magazine, 2021).

2.2. Research overview:

Some empirical studies show the impact of social networks and their approaches to art marketing. Rohan Miller and Natalie Lammas (2015) examined how social media affects marketing called "the viral effect". The article showed that social media offers exciting opportunities for new forms of communication between marketers and users.

Research by Neha Kaur Chhabra, D.D. Chaturvedi (2022) showed that social media plays a key role in the marketing strategies of art exhibitions, institutions and artists. At the same time, the research shows that each platform has its own distinct functionality and uses unique tools to engage audiences. Andrea Hausman & Lorenz Poellmann (2013) examine the use of social media for arts marketing through theoretical analysis and empirical insights for performing arts organizations. The article focuses on exploring the relevance of social media platforms and their application to the promotion of German performing arts organizations, and also shows how performing

arts organizations can leverage and exploit social media in promoting their image and marketing their arts. The study found that performing arts organisations are using social media rapidly and are using at least one application – with Facebook being the most popular platform – and concluded that social media can effectively support arts marketing activities related to promotion and communication, stimulate word-of-mouth dissemination and effective market research.

3. The impact of social media platforms on art marketing:

3.1. Popular social media platforms used in art marketing today:

Facebook

Facebook had 72.7 million users in Vietnam by early 2024. Facebook's potential advertising reach in Vietnam increased by 6.5 million (9.8%) from January 2023 to January 2024. The number of users that marketers can reach through Facebook ads in Vietnam will decrease by 5.9 million (7.4%) from October 2023 to January 2024 (datareportal, 2024). Facebook is the most popular platform for promoting images, events and building communities. The platform's tools allow users to share and promote art exhibitions and music performances through personal posts or shares. For artists, Facebook is a hub that allows them to engage with fans, create communities of influencers, and connect with audiences around their artwork. Facebook's outstanding advantage is its wide reach and fast distribution, with customizable filters that help segment audiences effectively, creating the basis for marketing activities aimed at the right target (Bright et al, 2015).

Instagram

Instagram had 10.9 million users in Vietnam by early 2024. Instagram's advertising reach in Vietnam by early 2024 is equivalent to 13.9% of Internet users (regardless of age), an increase of 550 thousand people (5.3%) compared to the same period last year (datareportal, 2024). Instagram is a social media platform that emphasizes the visual aspect of its audience by providing users with images and visual content, and is particularly

effective in promoting unique, visually appealing works of art and stories. This platform provides artists and art marketers with features that allow them to create artistic products with high-quality images and sharp short videos to attract audiences. In addition, the platform is equipped with the feature of creating short stories and reels, often used to create behind-the-scenes content, thereby attracting users and connecting more with the audience (Visone, 2015).

Tiktok

Tiktok had 67.72 million users aged 18 and over in Vietnam by early 2024. TikTok ads reached 92.6% of adults 18+ and 86.3% of local internet users regardless of age by early 2024. Potential reach of TikTok ads in Vietnam increases by 5.1 million (8.2%) from October 2023 to January 2024 (datareportal, 2024). If other platforms have been around for a long time, Tiktok is a new media application in marketing activities. The platform is popular for its short videos with algorithms that suggest relevant videos to its audience. This promotes viral content, which can reach a diverse audience with art-related content. Artists or art organizations can use Tiktok to create trending videos with unique, creative content and attract a large number of young users. Tiktok's emphasis on creativity and trend-setting has changed the way it reaches audiences, especially its ability to attract new audiences (Gerlieb, 2021).

Youtube

Youtube has 63 million users in Vietnam by early 2024. Youtube's advertising reach by early 2024 is equivalent to 63.5% of the total population and 80.3% of the total number of Internet users in Vietnam (datareportal, 2024). Art marketers rely on the feature, which allows users to create relatively long videos that give audiences a realistic view of concerts, dances or comedy shows. Not only objects, online videos are used to realize sounds and trigger emotions of the audience (Andrea Hausmann and Lorenz Poellmann, 2013).

Twitter

Twitter has a distinct feature set from Instagram, emphasizing updates and allowing users to

participate in conversations. This superior feature is suitable for informing or updating and interacting directly with followers quickly. Unlike some platforms, Twitter has a character limit, which makes users accustomed to concise communication, which is especially useful in discussions about current art trends (Kaplan & Haelein, 2010).

Social media tools used in art marketing:

Content: diverse and rich content in posts, such as short behind-the-scenes posts, gives the audience an overview of the artist's creative process and creates a sense of curiosity and interest in the work; Artist interviews can be in the form of a post, or a video or image, providing users with authentic experiences about the artist's creative inspiration and style, enhancing the audience's understanding and appreciation.

Livestream: a useful tool that helps attract a large number of users to participate, allowing artists and fans to interact in real time, through which users can access in an intuitive and comprehensive way. Live streams can include virtual gallery tours, online Q&As with artists, or live performances. This feature makes marketing easier by expanding reach and creating real-time connections with users (Walmsley, 2016).

Social media not only allows artists to create and promote their artworks online, users can also share and post their own experiences and reviews of artworks or artists. This creates an amplification of reach and has a huge impact on the perception of the art by the people around. Thus, this tool allows social networks to indirectly reach potential users (Kaplan & Haelein, 2010) through third channels, improve efficiency in art marketing activities.

Art marketing strategies based on social network:

Use hashtags: is a fundamental tool for increasing visibility and engagement. Users can discover and experience content related to a hashtagged topic or event, or engage more deeply. Creating memorable hashtags can build your personal brand and increase the impact of your campaigns (Furrini et al, 2017).

Use interactive posts: is an important tool that not only enhances audience interaction but also serves as a basis for collecting important data about user preferences and behaviors. For example, a poll or quiz post about a music event will pique your audience's curiosity and give them an idea of what they're looking forward to or expecting from the event.

Connect with social media influencers like KOLs, KOCs in promoting art products to help increase brand awareness and visibility to users. Influencers often have the ability to amplify media messages, shape public opinion, and empathize with users. Therefore, audiences often tend to trust influencers or even collaborate with some people who have a deep influence on social media users to maximize their reach to the audience, motivating them to participate or buy artistic products (Levin, 2020).

3.2. Positive impact of social networks on art marketing:

Helps increase audience reach compared to traditional art marketing Social media allows artists and art organizations to connect with authors on a global scale, without geographical or temporal limitations, thereby attracting international audiences to experience works of art online; on the other hand, social media helps art marketing activities to be visible to users on a regular basis in all locations. For example, when art marketers want to promote a work of art in Vietnam, if they use traditional marketing methods such as advertising, flyers or word of mouth, it will lead to low efficiency because it cannot spread widely. On the other hand, advertising on mass media is costly and cannot even reach the target audience accurately due to the small amount of time spent on advertising, random broadcast, low visibility and infrequent... Most customers tend to listen to descriptions of artworks rather than read, because the nature of artworks (including tangible and intangible) emphasizes vivid, intuitive sounds and images... so flyers will not be very effective. Word-of-mouth marketing of art can lead to distortions in information, descriptions or experiences of artworks and artists as they are passed from person to person without ensuring consistency... Thus, the

above traditional marketing methods are very limited in terms of reaching users and audiences;

besides, there is only one-way interaction without any feedback from the audience.

Box 1. Case study: Promote the image of the Vietnam Museum of Fine Arts on social media platforms

Taking advantage of the strengths of social networks, many young people have used social networking platforms such as Facebook, Tiktok, and Instagram as a bridge to spread special values, priceless artifacts and collections in museums to the general public.

In this trend, the Vietnam Fine Arts Museum - adjacent to the special national relic of Van Mieu - Quoc Tu Giam has attracted more and more young people to visit, take photos, share shooting angles, exhibitions, and priceless collections of Vietnamese fine arts through videos/clips... Mr. Nguyen Anh Minh, director of the Vietnam Museum of Fine Arts, said, "The status lines, posts, and shares of Facebookers and Tiktokers... has helped spread the values of Vietnamese fine arts to the public everywhere, both at home and abroad. Le Hung Cuong shared: "I chose to create content about Vietnamese fine arts through images and artifacts at the Vietnam Fine Arts Museum to post on social networks to spread more of the attraction of this place. Through the videos, young people will feel curious, interested and want to go to the museum to visit and experience". Ha Trang said: "Sharing about meaningful destinations such as museums, relic sites... on social networks is a very effective thing to do. Young people today tend to surf Tiktok and Facebook, so posting on social networking sites helps young people know that our country has many beautiful tourist destinations where young people can learn about many beautiful, humane, true, good and beautiful values...".

Young people believe that through videos/clips posted on social networks, they not only attract domestic visitors to experience art but also attract the international community.

Source: Bao Ngan (2023)

Building a community of loyal followers increases the level of engagement between the audience, the artist and the artwork

Social media provides art marketers and users with a common platform with a variety of tools that allow them to comment, share and interact directly. Through this, artists and arts organizations can build a loyal and enthusiastic community of followers, which can then extend beyond the online realm, for instance, have real-life interactions and connections through events and exhibitions to increase engagement and strengthen audience support for artists and art marketers..

Provide detailed information about your audience (including tastes, behaviors, etc.)Social media allows audiences to interact with art marketers online through platforms with wide reach and frequent presence. In addition, social media platforms provide many tools for art marketers to survey user tastes, behaviors, or even feedback and reviews... After the survey, the audience data is processed and analyzed using the social media

platform's filters, algorithms that can detect detailed information about what types of content people are interacting with, what content they prefer, and what content they interact with most effectively. This helps art marketers adjust their marketing strategies and content creation to suit trends, adjusting their approach through feedback, reviews and audience engagement.

Enhance the artistic experience for the audience

Audiences can experience works of art from many different perspectives and contexts without having to experience them directly at exhibitions or concerts...; Through social networks, users can understand and perceive art in a deeper and more comprehensive way. Platforms allow audiences to watch a performance or admire a work of art over and over again at any time and in any location, which helps to imprint the artistic experience in the mind, thereby creating audience loyalty to the art. Artists (marketers) can expand relationships with art critics and influencers through social media. From there, the promotion of artistic images is

more effective, attracting potential audiences and retaining current audiences...

Commercially effective, can leverage audience to promote through feedback on social media sites

Social media is a platform that connects art products and influential brands without spending

too much money because usually works of art often have symbolic value but have a big communication message to the audience. When a product is associated with a message from a work of art, users tend to want to experience and approach the commercial product more.

Box 2. Case study: Honda combines with the song “Going home” by Den Vau: impressive marketing campaign

Social networks help the campaign spread widely to Vietnamese users, thereby not only creating efficiency in conveying positive messages from the artwork to the audience but also strengthening the role of the Honda brand in the hearts of Vietnamese people on every journey. The MV “Going home” has achieved outstanding achievements such as:

- + Reached #1 on Youtube Trending list just 1 week after launch
- + Surpassing the 50 million views mark after 1 month of release, by March 2021, the number of views reached nearly 100 million
- + Ranked No. 1 in the top 10 social media campaigns by Buzzmetrics
- + Won “MV of the Year” at the Dedication Awards
- + On social networks, the MV was reported by more than 100 newspapers and attracted more than 5 million online interactions
- + Brand mentions within 2 weeks of the MV’s release increased significantly, up to 19%

Source: Le Oanh (2024)

3.3. Challenges and limitations of social media for art marketing:

In-depth resources

Requires art marketers to invest time and resources to create a media product. While traditional marketing – through word of mouth, flyers, museums, exhibitions... does not require too much investment in content, social media promotion requires engaging, authentic content (Marchand et al, 2021). Marketing art on social media platforms is much more complex than traditional marketing, requiring art marketers to have a certain understanding of tools and algorithms to analyze audience and user databases.

Art marketers need high level of creativity to be able to produce a large volume of media products to promote art. Besides, it also requires large resources, time and cost if you do not know how to effectively utilize social networking tools, leading to waste and waste of resources without bringing

high marketing efficiency. In addition, the content/images used on social networks for art marketing must ensure transparency, accuracy and not violate community standards or cause controversy for any target group because the spread of social networks is extremely large. If the marketing content is controversial or inappropriate, it will negatively affect the artworks, artists in particular and art marketers in general.

Social media platforms’ algorithms change frequently

This affects the level of visibility and interaction, maybe at this time, this artwork or artist is trending or has a high level of interaction thanks to trendy or unique creative marketing content, keeping up with the real context, but when conditions change without innovation in content, it will lead to obsolescence and no longer be effective. Therefore, art marketers are always required to have the ability to continuously adjust marketing strategies and content creation, and update algorithms...

Constantly adjusting algorithms or updating content and art marketing strategies to match trends is also a huge challenge for art marketers. When resources are limited and facing fierce competition in attracting consumers' attention can lead to saturation when the volume of posts and marketing content is large on platforms, brands will find it very difficult to compete and attract attention from the audience.

Intellectual property issues

Promotional and marketing posts posted on social networks can easily be stolen and misused, creating unfair competition among marketers... Social networks allow users to interact directly and freely

manipulate content and images on social networks to promote and market art, leading to some acts of intellectual theft and plagiarism without the owner's permission. Or some articles are misused when they are cut and distorted to reduce the reputation of the owner as well as their art products, create unfair competition between art marketers and cause a wave of boycott or controversy against the artwork and the artist himself. In addition, the level of trust in social media posts promoting art is not high, some inappropriate content is posted and used for marketing purposes without censorship, which can cause users to misunderstand the nature and value of art.

Box 3. Case study: Taking advantage of social networks to promote works of art in a distorted way, orienting public opinion wrongly and deviatedly

Many artists take advantage of personal websites, blogs, Zalo accounts, and social networking sites to comment on current events and politics of the country using literary and artistic language with a one-sided, extreme perspective

Because of the wrong and distorted manifestations, taking advantage of social networks to promote distorted artistic images and literary content has a negative impact on the thoughts and feelings of some people, especially the youth. There are many people who are confused and skeptical about the history of the nation and the revolutionary achievements of the people, even pessimistic, discouraged and lose faith in artistic values.

Source: nbtv.vn (2021)

4. Exchanges and discussions:

Firstly, it is necessary to make the most of social media to increase reach and connect with audiences through comments, feedback or reviews on social media platforms. In particular, art marketers need to actively build online bonding sessions, meet via zoom, chat or interact with users through mini games, Q&A to strengthen the connection between artists in particular, art marketers in general with the audience, those who have a certain interest in the art field...

Second, art marketers need to focus on creating content to promote their art products in a unique way. Content, images or videos intended for art marketing must be carefully crafted, with investment in quality. It is especially important to emphasize uniqueness and create distinctive impressions. In addition, art marketers can take

advantage of social media tools to create interactive content and reach audiences, such as creating polls, anonymous questions to stimulate curiosity and desire to experience art. One strategic tool of social networks is the livestream function, which helps connect users and art marketers in the most authentic way. Art marketers need to make the most of this tool to create a space for communication, exchange and sharing to answer audience questions...

Third, to make art marketing on social media platforms most effective, it is necessary to combine with KOLs, KOCs and influencers. They will be the ones to spread the messages contained in the works of art to a large number of users because the characteristics of influencers are those who have the ability to guide public opinion, create trends and attract audiences. However, it is important to choose influencers whose artistic style or audience

matches the artist's artwork. Avoid choosing people who, although influential, have no understanding or passion for art, as this can misdirect public opinion, leading to ineffective art marketing activities, even causing reactions, controversy and incorrect thinking about art.

Fourth, art marketers need to constantly innovate and improve the quality of images and content created on social networks to promote and boost art marketing activities. This is because the algorithms on the platforms are constantly changing, making it more difficult to reach your target audience. Therefore, art marketers need to be flexible, proactive in improving their ability to keep up with trends, analyze emerging trends to stay ahead, and create promotional content for art products that is similar to reality. Art marketers can create content and social media images that focus on personal stories that contain emotional elements, share humane messages and link art to inspiration and social issues of interest to attract a large number of potential audiences who are interested or knowledgeable about the social issues being addressed.

Fifth, art marketers need to focus on building personal images, providing just enough and truly necessary information for the target audience. At the same time, art marketers need to make their individual social media platforms more recognizable by linking social media accounts together instead of building art marketing content or images on each separate platform. In addition, posts must be carefully censored before posting because the characteristic of social networks is fast transmission speed, so if images or any artistic marketing content posted on social networking platforms are problematic, non-transparent or controversial, it will create a strong wave of boycott. Therefore, the content or images must be accurate, inspirational and posted regularly, which will help the art marketing activities achieve optimal effectiveness.

Conclusion:

In conclusion, the study analyzes the impact of social networks on art marketing activities based

on the tools of some popular social networking platforms such as Facebook, Instagram, Tiktok and Youtube. Art marketing on social media platforms increases audience reach, builds loyal fan communities, enhances the art experience for audiences, expands relationships between artists and influencers, and is cost-effective. Besides the positive impacts that social networks bring, there are some limitations and challenges that need to be mentioned in art marketing activities such as saturation, intellectual property issues, and frequently changing algorithms of social networking platforms that require marketers to constantly innovate their strategies. Thereby, the research team proposed some effective strategies for art marketing through social networks, emphasizing the uniqueness and creativity in building content and images to promote art on social platforms. At the same time, art marketers need to increase the level of access and engagement between art and users by making the most of social media tools such as the function of creating short stories and reels; livestreaming and filters; tools to analyze consumer tastes and behavior through personal polls. Thereby promoting art marketers to enhance creativity and uniqueness to attract audiences, users to use and experience art products, optimizing art marketing activities in the current digital context.

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