Applied Project

Submission Form

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Name: Lina Nunez

Date: **10/05/2025**

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The text should be double-spaced throughout and single column format (A4) with 2cm for left and right-hand margins and 2.5cm at head and foot. Text should be justified, standard 12 point, footnotes 10 point, and in Calibri. Page numbers should be at the bottom-right. Do not use line and paragraph spacing. Keep formatting to a minimum and avoid underlining.

Harvard Referencing shall apply.

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1. Chapter 1: Introduction.

1.1 Introduction

Social media platforms like Instagram have become essential tools for independent artists looking to promote their work, engage with their target audience and grow their artistic careers. However, with millions of users and a constantly shifting algorithm, causing to create more than just beautiful content; it requires an intelligent approach to content output. This study is focus on the kinds of content independent artists should create to engage their Instagram audience. Artists can increase audience engagement, expand their followers and eventually achieve their artistic and professional objectives. The goal of this study is to offer helpful guidance on what kind of content cerate that not only captures the personal voice of an artist but also fits in with the tastes and habits of their target audience.

1.2 Rationale for the study.

During the pandemic, my sister started to paint as a hobby, she painted from tote bags until walls, after all that work, she realized she wanted to paint murals and it was something she could do as a job. She never was involved in the artist´s word so it was very difficult to think how to start selling her services as a muralist and as an artist. Nowadays she is living from that business, nevertheless, she has had to face many challenges to reach her target.

The work of the artist is not enough to show on social media is the way they show it, the most important on social media is the speech they use in their content, the way they approach to the customers, and the interaction between them

I am interested in this area because there must be a lot of information to compile about audience interest, ways to capture the attention of art/ design consumers and new ways to use AI to improve their careers through the creation of valuable content that help the artists to achieve the goal of live from their artwork

1.3 Statement of the research objectives

What kind of content should the independent artist create for Instagram to connect with their target market?

Theme 1. Mixed Marketing Strategies

To discover the ideal mix of content and marketing strategies independent artists should use effectively engage with their target audience.

Theme 2. Art Market

To explore the new digital areas where art/design content can exist and flourish.

Theme 3. The Instagram Profile

To discover the aspects of an Instagram profile which make the customer identify with the artist and their work.

Theme 4. Behavior of the Art Consumer

To know the types of content which encourage the customer to make the final purchasing decision.

Theme 5. Use of AI

To explore the possible uses of AI in content creation for Instagram.

1.4 Information gathering & data collection

Quantitative method will be use on this research by applying structured, closed-ended multiple-choice surveys, those will allow to identify preferences of content that engage them with the artist to collect information.

1.5 Expected Outcomes of the study.

This study's expected outcomes about the kinds of content that independent artists should produce for Instagram to engage their target audience

1.6 Chapter by chapter Overview.

Chapter 1. Introduction: It explains the motivation of the research about how independent artists can use Instagram in effective way to engage to their target market. The chapter outlines the main research question and five key themes, including marketing, audience behaviour, and the use of AI. It also exposes the expected outcomes from the study.

Chapter 2. Literature review: In this chapter it will be exposed the literature review per theme, gathering ideas from different authors and contrasting between them to offer the reader a background and overview in every area.

Chapter 3. Methodology: This chapter justifies the choice of the research methodology and explains the process followed throughout the study. It describes the quantitative approach used to get information from the consumers of art and how it will be compared to the theorical information to get important insights for the research question.

Chapter 4. Results and analysis: This chapter presents the results of the surveys and provide the analysis of the data. The findings are organised by themes and compare with the existing literature. By linking these aspects, it can be confirmed or deny the theorical

information to get important insights and uncover any new or unexpected trends that emerged from the data.

Chapter 5. Conclusion and recommendations: Due the analysis in the chapter 4, this chapter provides a summary of the findings and offer some recommendations for independent artist to create an appealing Instagram profile to boost the sales and connect with their target market.

Chapter 2: Literature review.

2.1 Themes.

Theme 1. Marketing in creative area

What mix of digital marketing techniques and content works best for independent artists to reach their target audience?

A few years ago, marketing was done in a general way, i.e. a campaign was created to attract everyone's attention and, with a bit of luck, to attract target customers, due to the limited resources available. With the passing of the years and technological advances, marketing has reached unimaginable functions, resulting in the personalisation of content for each client.

Birte Teufel says … 'Today, it is not the provider but the customer who determines which messages are communicated.'. Together with Erich Joachimsthaler, they indicate that consumers now search for the products they want to buy, inform themselves and decide what, how and when they want to make their purchases. Marketers no longer focus as such on finding customers but on attracting them to their products or services. (Magazin, 2019)

The Internet has revolutionized the way marketing has evolved; high connectivity has

allowed business reach to be highly benefited thanks to the different advertising channels. Social media has become the best ally of all independent marketers in general. Speaking specifically of the area of the arts, social media have allowed us to expand and reach audiences that had never been imagined, crossing time zones, languages and cultures, resulting in a better and greater exposure of new trends.

Social media provides a swift networking point between arts professionals anywhere in the world and at any time. With open doors online, artists can build local audiences and international audiences by sharing their works from home. Networking for exhibition opportunities is not limited to the artist's actual space anymore. This means that those behind the art-pulse, located mainly outside metropolitan centres can be active in the art world along with sick or disabled artists and other artists with caregiving responsibilities.

Some of the benefits of social media for independent artist are:

Direct Interaction: These artists can directly communicate with their followers and audience through comments, direct messages, and live sessions. This allows them to build a community where artists cultivate loyalty and develop a meaningful relationship with their supporters everywhere.

Collaborations and networking: social media provide the means to collaborate with other artists, to network with fellow artists, curators, and art influencers. With platforms such as Instagram and Twitter, these artists can connect with potential collaborators and mentors, expanding their professional sphere. (Singh, 2023)

Low cost: social media and internet in general, offer marketing low-cost campaigns avoiding the hiring of expensive marketing agencies.

Variety of channels to explore internet has many channels to sell, all social media, web

sites and ecommerce are part of these new channels where they can share their artwork through value content.

Artists should prioritize learning digital marketing and enhancing their marketing skills to create compelling campaigns for selling their work. While not all artists have the time to study digital marketing, those who lack the financial resources to hire an agency will find it beneficial to invest in these skills themselves. Mastering digital marketing can significantly advance their careers and help them achieve their goal of establishing a prosperous career in the arts. (Carton, 2020)

Theme 2. Art market

In which other areas does the art / design can be included to sell it in a massive way?

Art, like any other market, has the purpose of generating wealth both in the artist and in the place where he resides, however over the years the way in which artistic works gain value is through the functionality of the work and the renown of the artist who makes it. The increase in demand for some parts has caused them to be massively produced and consequently lose their value and quality (Jureniene, 2020). Douglas mention that art and design converts into a product when it adapts to the market necessities, integrated into areas that it was not common and also to listen what the customer is asking for and make it real (Davis, 2016), and the new way to distribute the items and the art in general has been improving throughout the new digital platforms making easier the purchasing process which has been increasing in the last few years (McAndrew, 2021)

New business opportunities, job creation, and synergies between various industries have emerged because of these changes, leading to a larger supply and demand. The art

market is not only an economic system but also a cultural one, where aesthetic, spiritual, and cultural values are formed alongside the supply and demand of art objects (Zorloni, 2013 and Jureniene, 2020)

Art is finding new markets in areas such as interior design, fashion, NFTs, event experience design, and digital content for brands. Traditionally, the art market was managed by galleries, but now, with the rise of new artists and the diversification of art/design, new opportunities have opened up for generating items and applications in various industries. Artists must base their decisions on market trends and customer needs to ensure sales and success.

The art market, like any other, has evolved. Today is not necessary to be an expert to sell or buy art, from my perspective, art is no longer valued just for the techniques but for the creativity of applications, the way they sell and how accessible do it for all types of public. Generations change and along with it the tastes and perceptions, so the accessibility to any kind of expression seems incredible, without judging and rather respecting the expressions of all social groups, the importance of exposing the works of anyone is part of modern culture and freedom.

Theme 3. Instagram profile appealing.

Which Instagram features are most appealing to customers to be interested in the artists' work?

In his book, Manovich explores the different types of photos and content that can be shared on Instagram, explaining how each type impacts the audience and the messages they convey. He suggests that high-quality content with good intentions helps artists connect with their desired target market. Additionally, he emphasizes that engaging

with customers is crucial for building trust in the product (Manovich, 2017).

In the article “How to strategically disclose sponsored content on Instagram? The synergy effects of two types of sponsorship disclosures in influencer marketing.” The authors evaluated the results of investigate about what people prefer to see on social media based on 3 different type of strategies and the results were that people prefer to see the expertise of the person followed by trustworthiness and attractiveness in the third place (Xie and Feng, 2023), this will allows to keep on mind the principal aspects to take in count in the creation of content.

By the study “Keeping them hooked: exploring the facets and implications of users’ content interaction experience with brands’ social media” the authors could conclude two engagement outcomes, the first one is the type of content should be interactive, creative and stimulate positive feelings will create a favourable perception of the brand, and the second is that the interaction with the brand and the continued usage of social media is crucial to create engage with the brand (Majd et al., 2025)

Austin Kleon said that the content creation has to be direct and genuine, that people like to see what the artis is doing and how they do and the frequency that they are sharing content could define the customer engagement (Kleon, 2014) , Gary Vaynerchuk reinforces the importance of visibility through strategic tools like hashtags, which help attract new audiences and increase traffic on social media platforms. (Vaynerchuk, 2013).

In his book “Show your work!”, Kleon gives some advices about important key points of the content that artist should show in their accounts to increase the traffic in the account, some of these advice are:

- Show your process more than the final product: people engage to the processes

that each artist has along their work, it engages to the content.

- Create an interesting storytelling where you can share your expertise, it will give security to the customer that what you do is good, interesting and high quality
- Share something small every day but do not convert into human spam, people like to see what you are doing but sharing no interesting content will brings a lack on the quality of followers. (Kleon, 2014).

Ibrahim and Aljarah say that Social Media Marketing (SMM) is conformed for five elements: entertainment, customization, interaction, trendiness, and word of mouth (WOM) (Aljarah, 2023 and Kim and Ko,2012), those elements create a connection with the customers having a two-ways communication and enforcing the loyalty. In his article Sam del Rowe mentioned another important aspect, the disappearing conte, is an element like “you have to be there” to not miss anything that appeals to younger population. (Del Rowe, 2018)

I consider all the points are very important in the creation of content nevertheless, the disappearing content can out too much pressure on the audience, and it could be self-defeating and play against to the brand.

Artists should prioritize learning digital marketing and enhancing their marketing skills to create compelling campaigns for selling their work. While not all artists have the time to study digital marketing, those who lack the financial resources to hire an agency will find it beneficial to invest in these skills themselves. Mastering digital marketing can significantly advance their careers and help them achieve their goal of establishing a prosperous career in the arts. (Carton, 2020)

Theme 4. Art consumer behaviour

What kind of content encourage the customer to take the purchase decision?

The hedonic view associates well-being with pleasure. Prior studies in neuroscience and psychology suggest that engaging in cultural and artistic activities enhances feelings of pleasure, which subsequently contribute to a sense of well-being (Baklien, 2000; Bygren et al., 1996; Guetzkow, 2002; Tinio & Gartus, 2018 and An et al., 2022))

Discoveries in recent years indicate that there is a neurological substrate for aesthetic experience and that this is related to the brain systems of pleasure. (Backos, 2021)

Sanches studied the consumer behaviour in social media and one of the key points she discusses is the importance of effective communication and emotional content, which helps to connect the customer with the brand. She also mentions that interaction is crucial in influencing purchasing decisions. (Paloma et al., 2020)

By demonstrating reliability, the customer can feel more secure in the purchasing process, with a constant upload profile and appealing content that keep them informed about the brand.

The customer like to perceive usefulness information and joined with reliability they will feel that they are accomplishing their objectives with that purchase

In the study “Selling on Instagram: Factors that Determine the Adoption of Instagram Commerce” was found that customers tend to purchase on profiles that provide useful information about the product and can navigate in that profile to find new products and how to do the process of purchase, the simpler the process, the easier it will be for them to buy. Additionally, creating interaction through the post, reels and stories that allow the customers to express their thoughts and feelings about the brand will build trust and engagement. (Herzallah et al., 2022)

Theme 5. Use of AI

In which other areas of art creation content does AI can be used?

According to Sasha Lam from FORBES (Lam, 2024), artificial intelligence cannot replace human expertise, many artists see artificial intelligence as a threat due the creations it can generate. However, it should be seen as a tool to help improve and increase the visibility of their work.

Various artists (Lam, 2024) and writers (Atte Oksanen, 2023) agree that artificial intelligence should be seen as an ally for the generation of work and its improvement, as well as a tool of utmost importance and I could even say that it is essential to support the marketing process. Independent artists particularly benefit from this tool. While we cannot generalize that all independent artists lack the resources to hire a marketing agency, it is true that AI offers a cost-effective approach to achieving their goals. Staying up to date in this area can provide them with a significant advantage in both their creative work and their ability to market themselves.

Art is define by autonomy, authenticity, authorship and intention as it is mentioned by McCormack, the AI contributes in all those areas by optimizing the processes of the creation of an art piece, it would be depending of the creativity of the artist to apply its knowledge to get the best of the AI contribution (McCormack, 2019). AI is not just a technological tool; it is a creative collaborator.

AI can improve the artist's content, with the creativity applied in its use reflected in the final product. This optimization can lead to better sales results and greater acceptance by their target audience. This technology should be used as part of the creative processes with and ethical perspective to offer valuable content and be able to grow the brand and people's interest in consuming art in its different applications.

It is true that artificial intelligence is changing in an important way the state of art due to the parameters with which it works, it is important to remember that in spite of making beautiful creations such as images, music, writing etc., it could not achieve it because it does not have the human factor to transmit feelings and emotions that each artist prints in his art, Therefore, the art that could be generated would not be totally attached to the purpose of art which is to convey emotions, artificial intelligence beyond changing art as such what is changing is the way in which art is sold and consumed, providing artists and buyers with important tools that will help them achieve their goals more efficiently and effectively. (Marr, 2024)

Generative AI is revamping diverse industries, including creative domains such as arts and design. By employing technologies like these, creative professionals such as artists, designers, illustrators, and animators may spend less time on repetitive and tedious work they would rather avoid and have, therefore, more time left to devote to the aspects of their work they truly love.

2.2 Conclusion of literature review.

Independent artists today have more tools than ever to position themselves competitively in a world when technology, globalization, and new forms of consumption that have changed the art market. Particularly via social media where digital marketing offers a direct and real connection with the final consumer creating communities. Having a present account on Instagram is not enough anymore, it also calls for strategy, high-quality material, and emotional communication that keep audience interest and fosters trust.

Beyond conventional galleries, the art scene now finds new sectors including fashion, interior design, NFTs, and experience-based events. This diversification offers great possibilities but it also requires more flexibility to meet consumer needs and changing market trends.

Considering the importance of consumer behavior, it can be said that they are looking not just for a product but an experience, which it has to be offered by the artists. These experiences can be created with the use of AI maximizing the creativity and expanding the creativity and content.

Consequently, the success of independent artists depends on their capacity to creatively combine these tools, so adapting to a constantly changing environment and maintaining their artistic identity. Building a strong and sustainable career requires digital skills, artistic sensitivity, and entrepreneurial vision

Chapter 3: Methodology.

3.1 Theoretical Paradigm / Philosophy employed

The research approach was conduct under the post-positivism philosophy, it allows us to understand the average human behaviour, in this case, the average of customer preferences according to Instagram and purchasing related to art. The surveys applied were formulated by multiple choice options guiding the respondents through pre-fabricated answers based on the previous research to get information related to the expected insights. The options were formulated according to the authors writing to confirm the or refute the gathered information in the literature review. This close survey helped to gather different options of thoughts about one same topic giving the people

the freedom to express themselves in a limited environment which can be measure, quantify and classify.

3.2. Justification for the adoption of method.

Quantitative data will provide a broader insight about motivations and behaviours of art consumers. Using structured, closed-ended multiple-choice questions, will allow to identify preferences of content that engage them with the artist; through this type of questions, it will be easier to classify and detect the preferences instead doing open question that could offer non relevant extra information about each theme. It captures what motivates people to appreciate, choose, and buy artwork. The data collected will help to discover the factors that influence consumers decisions. By utilizing quantitative method, I will be able to explore the consumer motivations and the different ways that consumer approach the art market. Getting valuable insights into the dynamics of the art market will help to align the artists promotional strategies with the consumer behaviour.

3.3 An outline of sampling technique and sample size

For this research, a convenience sampling technique was used to collect data from individuals around the world, it was a non-probability method to the ease access of reaching a diverse audience quickly through online platforms.

A total of 106 respondents participated in the survey. The survey aimed to explore the type of content should the independent artist create for Instagram to connect with their target market, focusing on the customer preferences, the influences on the decision to purchase among other topics. Participants were selected regardless of age, profession,

or location, giving also was interesting to know what percentage usually buy art and which one could be a potential customers of art.

This approach allowed to gather opinions from a global customer to understand different approaches and preferences to art buying.

3.4 Explanation of analysis method employed

This study followed a quantitative research approach and data was collected through structured surveys conducted with consumers.

The responses were analysed using descriptive statistics, which included calculating frequencies and percentages to identify patterns across different variables. These responses were carried by using Google forms to tabulate the answers and generate the graphics and charts to support the findings, this support made easier the interpretation of the responses.

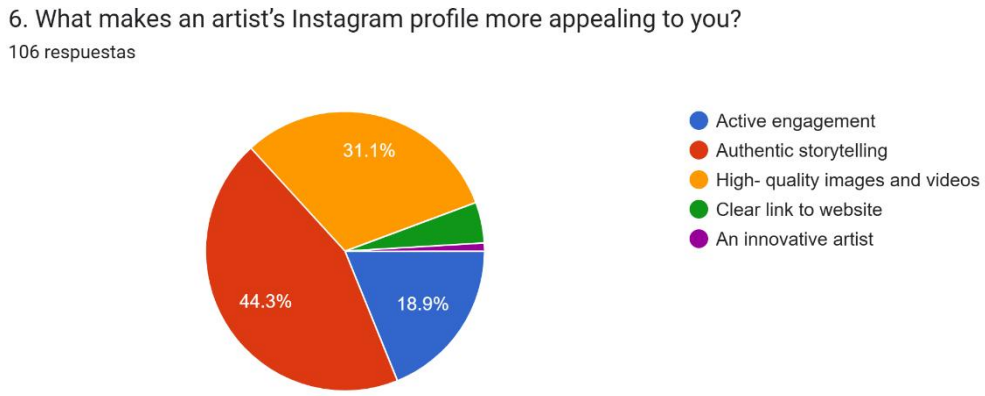
3.5 Ethical Section.

The first approach on the survey was the introduction about the main objective of the research followed by an ethical consent. According to the regular ethical conduct, the surveys informed that it was completely voluntary, and they could leave the survey in any moment they want, it also informed about that it does not collect identifying information such a name, email or IP address. Befort starting the survey the respondents had to agree the ethical section to continue the survey, otherwise the survey were expulsed them straight away.

Chapter 4. Result and analysis.

Theme 1. Marketing in creative area

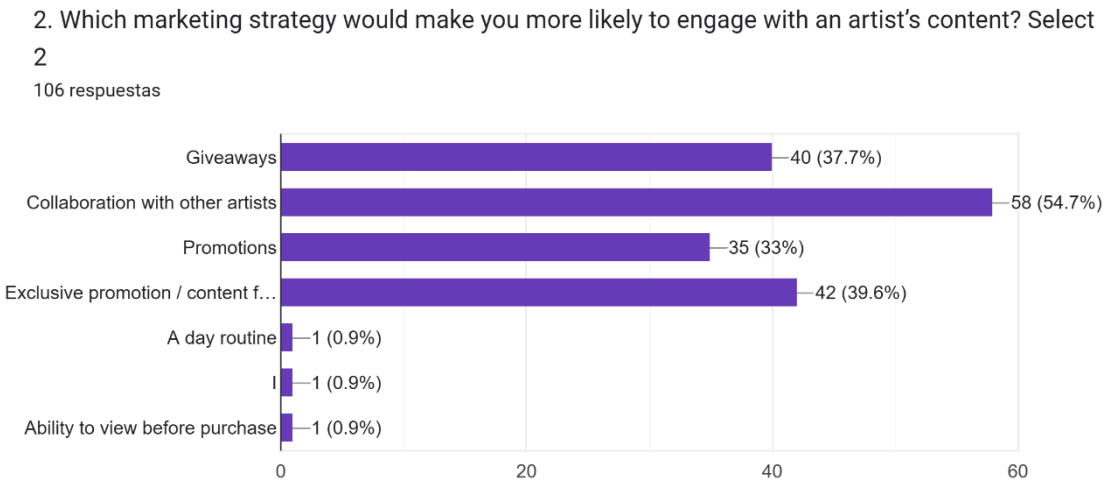
What mix of digital marketing techniques and content works best for independent artists to reach their target audience?



In the chart before, it can be observed that there are 3 important aspects that are appealing to customers, authentic storytelling, high quality images and videos, and active engagement are the most important aspect to look after in the creation of content. As Birte Teufel together with Erich Joachimsthaler indicate, the change in selling techniques have changed and is not anymore to go up to the customer but reached them, knowing that now, the consumer reach the products and take its time to browse in social media (in this case on Instagram) to find the type of profile that make them feel connected due the type of images, reels and storytelling.

Instagram is one of the most popular social media to interact with people, and selling through this app has become very important to keep in social trading. Like Singh mentioned, Instagram helps to create networking opportunities and expand the professional sphere.

By creating aesthetic content on Instagram, artists will create a dialogue between them to connect and know the expectations that their followers have, this will help them to keep improving and offer better content aligned with their tastes and build a community.



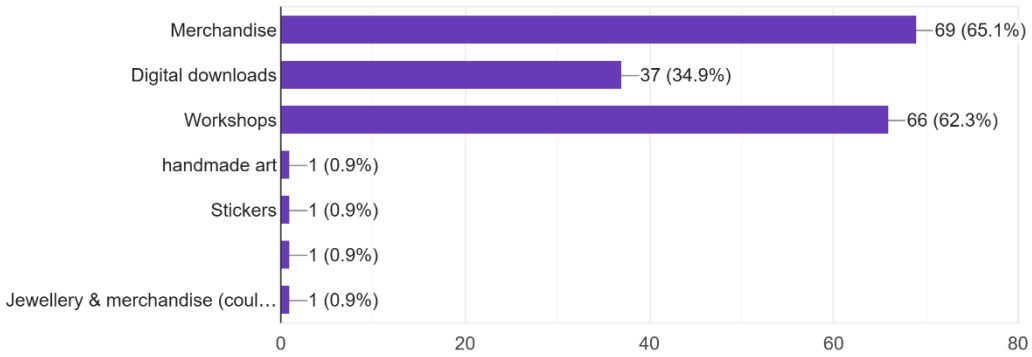
As Carton mentioned, digital marketing offers opportunities to be creative in other areas besides their art but also to connect with new artists creating a networking platform between art professionals expanding the market. By investing time and money on digital marketing, artist will be able to achieve their goals faster.

Theme 2. Art market

In which other areas does the art / design can be included to sell it in a massive way?

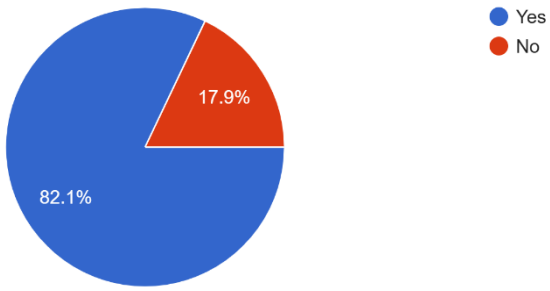
4. Besides traditional prints, what other products would you be interested in purchasing from an artist? Select 2

106 respuestas



5. Would you be interested to have a preview of the artwork printed in your personal items?

106 respuestas



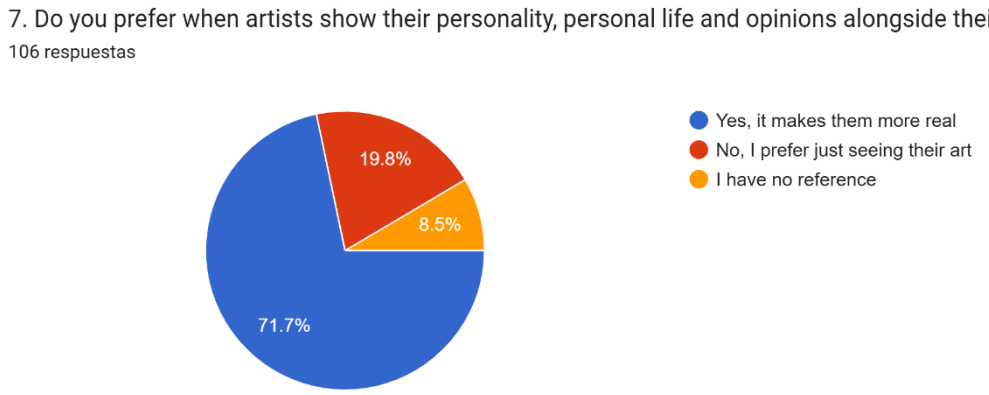
Davis mentioned that art and design must be adapted to the market necessities, that the artist must hear what the customers are asking for and identify the new necessities to offer them an innovative solution. The surveys showed that the 82.1 % of the respondents have said that they would like to have personal items printed with their favourite art piece but also buy merchandise giving them the option to get products kind of personalise and get that feel of being unique. It opens the possibility to the artist to think out of the box, put their creativity active again in a different area to offer different

products the clients' disposition.

Jureniene added that the art market also connected to spiritual and cultural values and discovering new business opportunities, artists are not selling just art pieces but also knowledge, people passionate about art are also interest into learn how to create something by themselves. In the surveys, 62.3% of the people expressed that they would be happy to buy workshops

Theme 3. Instagram profile appealing.

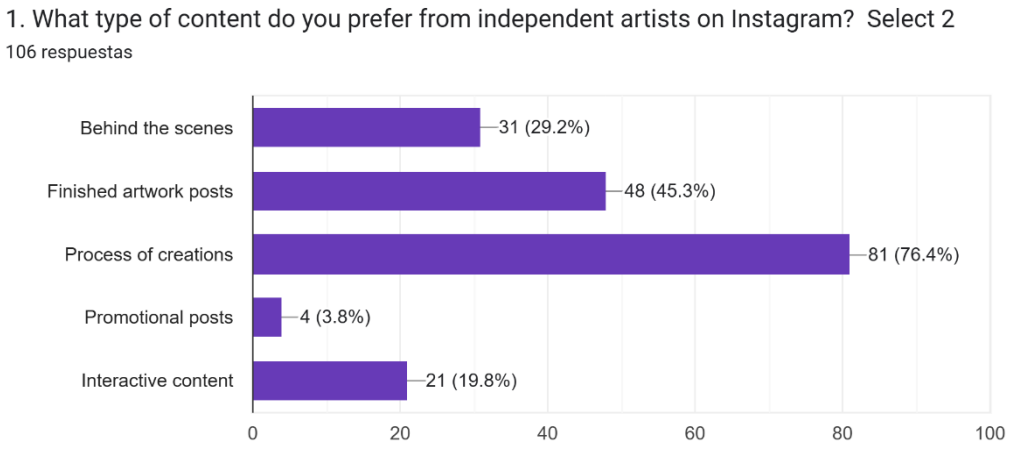
Which Instagram features are most appealing to customers to be interested in the artists' work?



Feng mentioned, people like to see true stories and the reality of the artist to feel more secure and close to them; by showing their personalities, artist will create closeness to their customers, it was that the 71.1% of the respondents said. On another question of the survey almost the 50% of the respondents agreed that the combination of a nice storytelling matched with a beautiful image content make them feel more connected with the artist, one more time, the advice that Kleon pointed in his book "Show your work!" it can be confirmed by the customers.

Manovich said that the high quality on photos and content will impact the audience in a better way, after the storytelling, the high quality in mages and videos is the most important for the customers to feel connected and attracted to the profile. This will engage the customers and will help to start to create a community to build brand recognition.

By the study “Keeping them hooked: exploring the facets and implications of users’ content interaction experience with brands’ social media” the authors could conclude two engagement outcomes, the first one is the type of content should be interactive, creative and stimulate positive feelings will create a favourable perception of the brand, and the second is that the interaction with the brand and the continued usage of social media is crucial to create engage with the brand (Majd et al., 2025)



The data show the main aspects that attract the consumers, most of the sample prefer to watch process and finished artwork. As Kleon mention in his book, people engaged to the content of the processes of the artists. The author also said that people are not too

interested to see the result of the process, nevertheless, the surveys showed that they actually like to see the result.

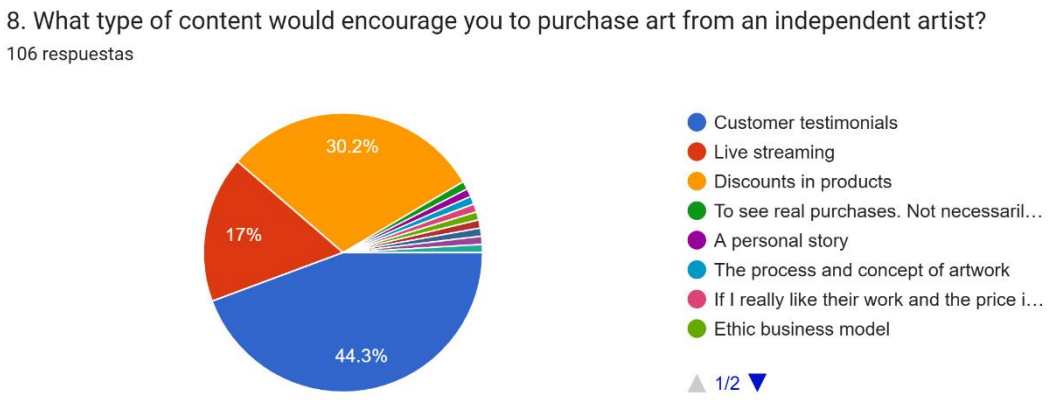
It shows that people like to have two ways communication like Ibrahim and Aljarah mentioned, through collaboration with other artists, exclusive promotions for followers and giveaways, artist will create better engage to the target market, it will also allow the customer to

to express their necessities and desires about the artist work, and the artist will have the insights they need to keep producing interesting content.

It can be said that in somehow customers like to generate the feeling of authenticity when they get personalised items. These products are appealing to the customer, and the artist labour is to learn how to sell their work.

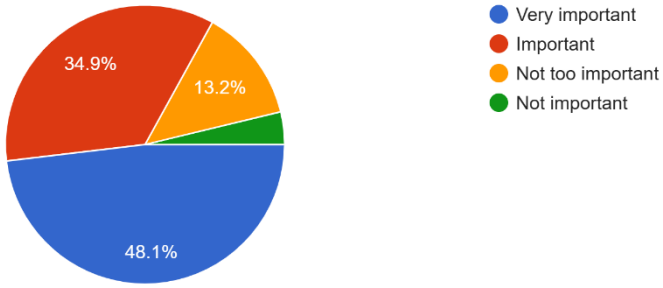
Theme 4. Art consumer behaviour

What kind of content encourage the customer to take the purchase decision?



9. How important are customer reviews or buyer experiences when deciding to purchase art?

106 respuestas

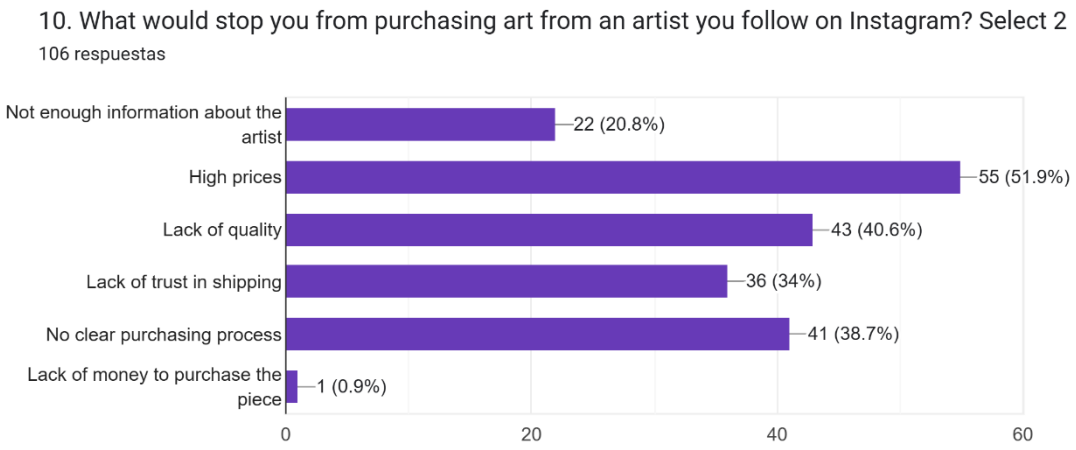


Sharing experiences of current customers will enhance and promote the trust on the brand helping to increase the community.

People want to know the experiences of other customers, it gives them more information about the product that are thinking to buy, it also provides the feeling of security of the full service like payment and delivering, in second place with 30.2% is the people who can based their purchasing on the discounts offered. Artist could develop strategics to offer discounts or special experiences to boost the sales and increase the brand recognition.

As it was mentioned before, people like to feel save and that is why they like to know the experience of previous customer, by reading their comments and hearing from them, new customers could generate an idea of how their own experience by could be purchasing through the same profile. The 48.1% of the sample expressed that they consider very important to be With these results, the theory proposed in the study

conducted by Sanchez can be strengthened.



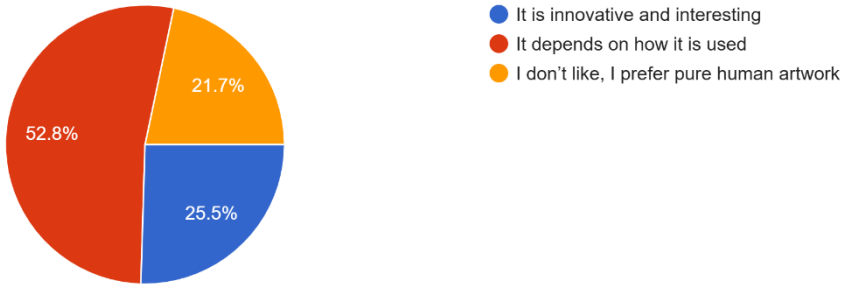
In the study of Herzallah “Selling on Instagram: Factors that Determine the Adoption of Instagram Commerce” customers trends were to purchase on Instagram profiles that provides usual and simple information, but also that and that motivates you to browse the profile to find new products. The author board the positive features, nevertheless the survey was more focused on the things that stopped the customer to buy, The first concept to point would be the price, high prices are different depending on the target market that is why it has to be specified from the beginning to offer the best relation between price-quality and guarantee the purchase. Artists must put special attention to make easy the process of purchasing, the Instagram profile has to be very clear and easy for the customer to complete the purchase, if they find too long the process or complicated, they will desert of the purchase and probably will never try again due the first experience was not the best.

Theme 5. Use of AI

In which other areas of art creation content does AI can be used?

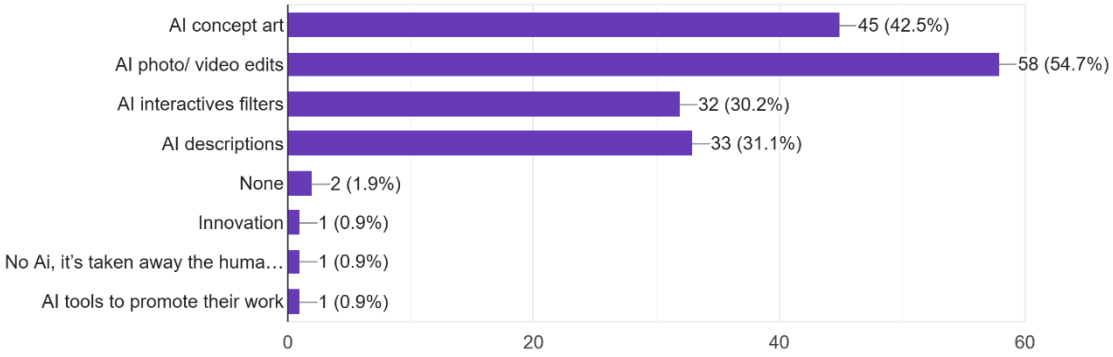
11. What do you think about artists using AI tools to create or enhance their Instagram content?

106 respuestas



12. What AI-assisted content would you find engaging? Select 2

106 respuestas



Crossing the information result of the previous questions, it can be observed that people are curious about how artists can use the AI nevertheless, the other 50% of the population is divided between accepting the use of the AI to innovate the art field and the other half are against claiming they prefer the pure human art creation. One important area where artist can use AI is in the writing of the posts, like McCormack mentioned the AI can optimize different processes and it will depend on the creativity of the artist to use it as a collaborator.

By using AI on photo and video editing will help the artist to create content faster and with a better quality, it also can help to develop the speech or storytelling among the content to create and engaging with the perfect audience, it will be reflected on the time

and money that they are spending on these points. AI can be used in different fields in art, it will be part of the artist work to exploit their own creativity to use it as an advantage. As Lam and Oksanen agreed, AI should be used as a tool to improve the quality in the assessments produces, not only by artist, but in every area where it can be helpful.

Agreeing with Sasha, the AI will never replace the human expertise, it is true that it will be intervening in many processes however, it does not mean that people will be creating everything with AI.

Chapter 5. Conclusion and recommendations.

5.1 Answer to research question.

What kind of content should the independent artist create for Instagram to connect with their target market?

One of the most important findings was that storytelling plays a key role in audience engagement. People do not just want to see a final product; they want to see the process that the artist follow for every piece of art. They like to know how the artist thinks, what inspires them and the evolution of a piece of art from an idea into something tangible.

Another valuable insight is the power of personalization. The pieces of art used to be mostly paintings which were exhibited in art galleries however, nowadays art can be extrapolated into any item that the artist or the consumer wish, opening a new market that the art used not to have, by customizing personal items artists are able to offer new ways to consume their art. Additionally to these findings of consumers preferences, another percentage of the respondents have said that they are interested into workshop,

many of them would like to learn how to create art and start to these new hobby or career and there is no better way that learning from the artist they like. Independent artists are creative people who could explore new ways to expand their work into merchandise, online classes or sessions. These actions will add value to the artist's work and open a new income opportunity.

In addition, technology is playing an important role in helping artists to become more visible and productive. Even there are mixed opinion about the use of AI in the process of art creation, this tools is very helpful to optimize the time invested in the creation of content, it is not saying that they will use it as a substitute however, it will help them to writing content description, editing images, creating videos or any other activity that take a lot of time or feel difficult. AI tools will help to simplify these important tasks and make content faster and more professional. For example, they can use AI to improve the quality of their photos, generate ideas for captions, reels or content in general and the most important, they can schedule the posts based on the best time to reach their target audience. As the authors said, the AI will not replace the art, but it offers many benefits impossible to ignore and it would be a waste not to make use of such useful tools as these.

The importance of social media, especially Instagram, cannot be ignored. According to the data collected, people like to follow and interact with artist profiles that show their personalities and processes along their art work, this build trust and sense of community, high quality in the content plays a big role in the connection between the artist and customer. Profiles that are continually posting and remain active on social media generally gain credibility by being real and customers can feel more secure to purchase.

The final step of all this process of posting and creating content is the purchase. People want to feel safe when buying, here is where the artists must offer clear information about the process of purchase, offer a good experience and make it easy could guarantee total satisfaction and attract new clients. Furthermore, communication with the clients, and showing the reviews of previous clients will increase visualization and trust. With this kind of experience, customers will want to keep buying and will start to recommend it, as it is knowing the best marketing method is word by mouth and the summary of all these mentioned strategies will help the artist to reach the goal.

5.2 Limitations of the study.

The chosen method gave me a general overview of the opinions and tastes of the sample, nevertheless, after the analysis I realised that I should classify the sample to get more specific information about what I wanted to know. Giving I applied the surveys in a general way, I discovered that not too many people buy art through Instagram, that just some of them consume art content for entertainment of because they enjoy it. By classifying the sample, I would be able to know the opinion of art consumers and not the Instagram users in general.

5.3 Final reflection

In conclusion, the growth of independent artist in today's world depends on a mix of creativity, strategy, and connection. It is not only about creating beautiful pieces but also about knowing how to share them, how to tell a story, and how to listen to the audience. Using Instagram as a broadcasting media and AI can make this process easier and more effective, as long as they are used with intention and ethic. Artists should always remember that building a brand takes time, but small actions like showing who they are,

listening to their audience, and offering valuable content can make a big difference. By applying the strategies explored in this chapter, artists can strengthen their identity, grow their audience, and open new paths to success.

It's important to keep in mind that the market is constantly changing thanks to technology, so developing strategies aligned with goals must be kept up-to-date to continue offering valuable content and continue generating sales, as well as expanding their market.

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