

A digital illustration of a deer in a field under a night sky. The scene is dominated by deep blue and purple tones. In the center, a bright, glowing ring of light, resembling a planet or a celestial body, hangs in the sky. The ground is covered in tall grass, and the overall atmosphere is ethereal and magical. The text is overlaid on a semi-transparent white box in the center.

Creating illustrations on demand

Luna Art

Who we are

Website for ordering illustrations, where people can order illustrations for books, films, their own ideas and various sketches. Also artists can send their portfolios and if we will find them good we will post them on our website as a team of freelancers-artists

Who we are

One of our direction is low-cost services which include sketches, black and white pictures, so practically everyone can afford to order non-professional illustration for different purposes. Also we will have a big base of artists which will constantly be updated



Target audience:

- young men and women 15+
- book authors (both professional and non-professional)
- people who like arts
- fans

With different incomes.

As it is online service, our TS leaves all over the world



About us

Home

Contacts

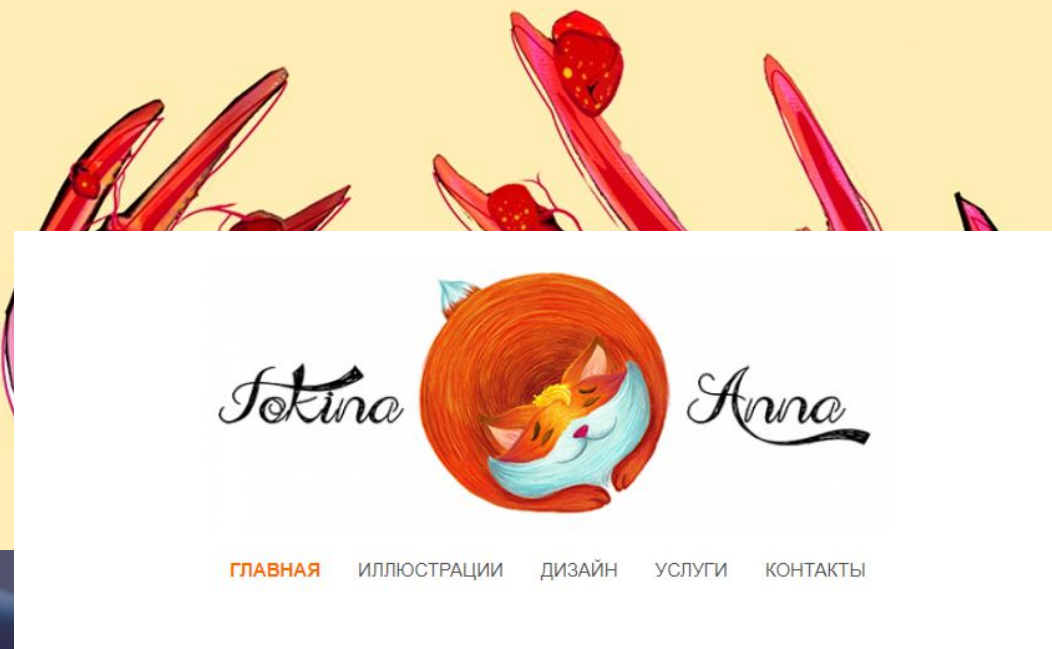
Artists

My profile



luna-art.ru

Our main competitors



☰ Каталог О сервисе Гарантии

МОГУЗА
ПРОДАЖА ЦИФРОВЫХ УСЛУГ

МогуЗа — магазин онлайн-услуг по фиксированной цене

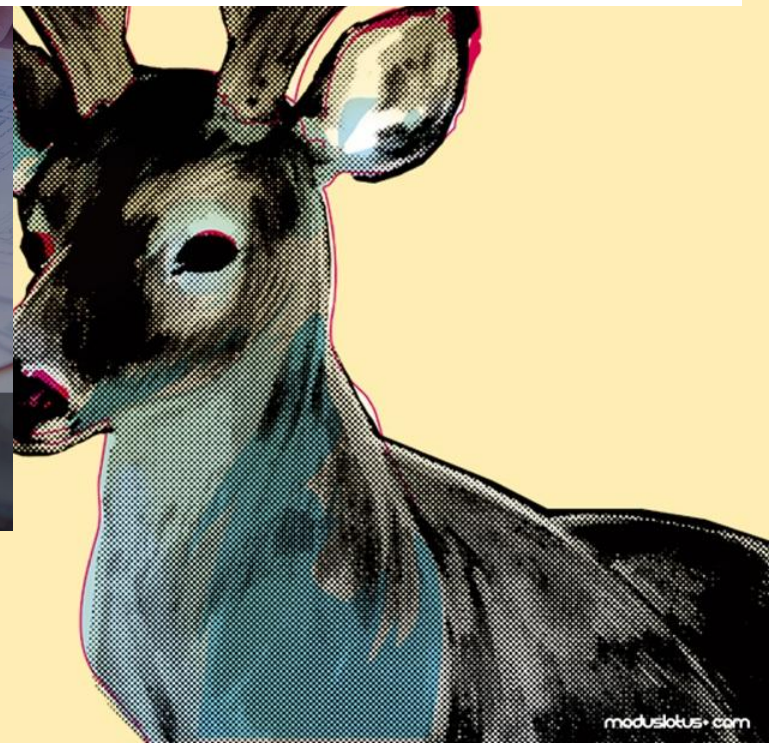
Начните прямо сейчас

Введите слово [Найти](#)

Сделано более **102** тыс

Заказов на сумму **10** млн руб

В каталоге исполнителей **12** тыс



Ideas from our competitors

1. Content

We want to create a content similar to Moguza (broad and understandable) but to focus only on arts and illustrations. There will be many different artists.



2. Functional

Multifunctional profile with the ability to add favorite works or artists, with basket and the history of your purchases. There will differences between artists' and consumers' accounts. As for the artists, it will be available to see views, orders, statistics, reviews, likes, followers.

Ideas from our competitors

3. Design

We prefer use logo and only two or three colors and white background. We decided to show some best and more popular illustrations on the main page so they will be a decoration.



4. Contacts and feedbacks

We will make a section with contacts, and at the same time we will give an opportunity to our customers to leave a comment or a review on a work. Moreover, the customers will not just have an opportunity to contact with administration but with the artists if they want to discuss their order.



Luna Art
5 дек в 13:11

Продвигать

Welcome to our page!

Here you can find illustrations from our wonderful artists for books, films, your own ideas and various sketches ✨

We share inspiration, love, romance, joy, sorrow, happiness and art with each other. How many things can be expressed on paper? Infinity.

Want to create the perfect illustration for your book, story? Or maybe you have your own ideas that are eager to be expressed on paper?

Immerse yourself in the wonderful world of imagination with us!



Luna Art
Illustrations on demand

Информация

Luna Art > Обсуждения > Просмотр темы 1

Редактировать тему

FAQ



Luna Art 5 дек 2018 в 12:52
1. What we do

We make illustrations on demand. We have a wide spectr of art jenes: comics, arts for serials, books, original stories and etc. We provide different artists with different styles for you to choose.

2. How to order

Contact with the administrator or the artist on our website or in VK.

3. How to pay

You can pay online by your bank cards, QIWI, Yandex Money.

4. Can I buy an illustration in your website that I liked but didn't order?

All illustrations that you can see in our album are free for ordering but other illustrations you can buy only after contacting the author and receiving their permission.

If you have any other questions, feel free to ask them in comments here ❤️
Ответить

Promotion in social networks

Фотоальбомы 1



Обсуждения 3

ред.

FAQ

5 дек в 12:52

1 комментарий

Your favorite arts

5 дек в 13:39

7 комментариев

Reviews

5 дек в 12:54

1 комментарий

Контакты 2

ред.



Подписаться

Управление

Статистика

Комментарии

События

Реклама сообщества

Включить уведомления

Продвигать

Demotivators

Our hashtags:

#наши_новости #розыгрыш_luna

#полезности_luna #наши_друзья

#учимся_рисовать #полезные_советы

#тыхудожник #нарисуй #lunaarts

How to draw an Owl.

"A fun and creative guide for beginners"



Fig 1. Draw two circles



Fig 2. Draw the rest of the damn Owl

Tests “Who are you from the well-known artists”

Mini-game “Crocodile” for the artists.

News:

1. Drawing online, live event
2. Meetings with artists with the possibility to get an art
3. Main achievements of our artists



Promotion through search advertising

Our transactional keywords are the following:

арты -заказ -заказывать
арты на заказ
заказать арт
заказать иллюстрации
иллюстрации -заказ -заказывать -платный
иллюстрации на заказ
платные иллюстрации

**In this case our profit will
be 11 509,04 rub**

our average check should be about **1667 rub**
per art

Total budget forecast is 28 703 rub

Potential number of orders **36,12 orders per**
month

The Revenue is **60 212,04 rub**

Lead generation



The idea of our lead generation is to attract new potential users by providing them a 20% discount on the first order of art on our website. In exchange we will have their e-mails there we can write them about our news and special offers later. We guarantee the confidentiality of personal information

We will have a special remark there will be terms.

The discount is valid only for orders from 500 rubles.

Results of the poll – users passport

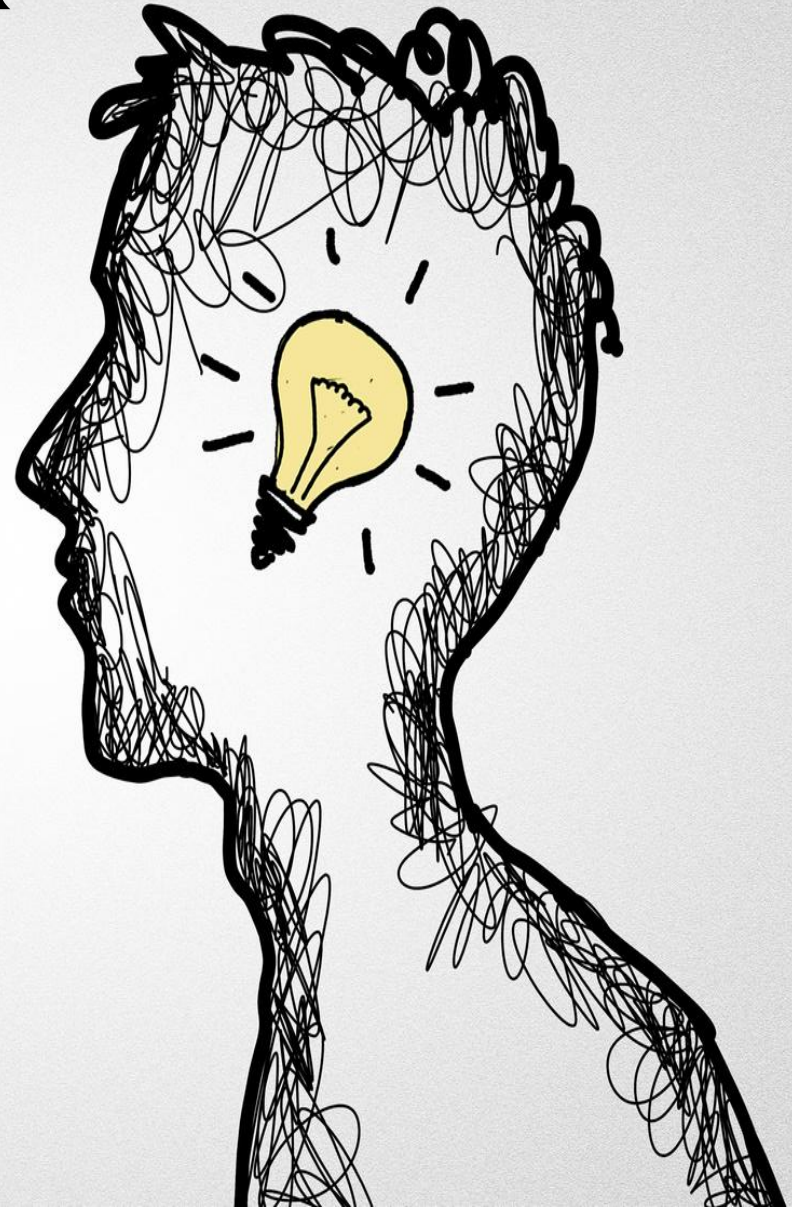
- Main users of our website are young female students in the age up to 25.
- Their interests and hobbies are music, painting and books.
- Their income is rather high, they have no financial difficulties.



RESULTS OF THE POLL

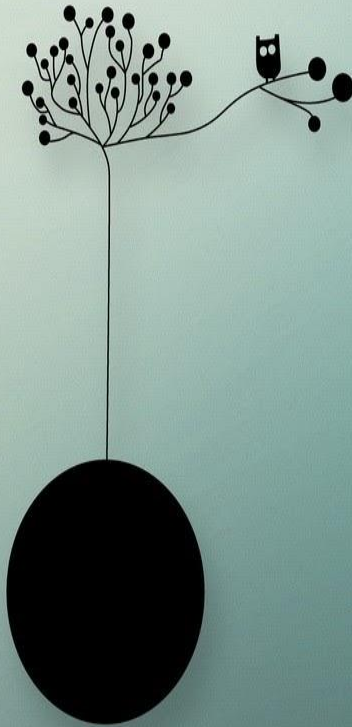
- WEBSITE

- 50% of users answered that they are dissatisfied with navigation on the website.
- Nevertheless, 50% said that it is easy to find all needed information.
- The clearness of information is on the average level, so we have to work on this further.
- 100% of respondents are fully satisfied with the design.
- The most informative sections are contacts and artists.



RESULTS OF THE POLL

- WEBSITE



- 100% of respondents answered that they express good emotions connected with the website.
- Most people found out about our website through social networks. Others said that their friends or relatives told them.
- Also respondents said that they have nothing to change in the website.
- Nevertheless, 50% answered that they are not sure that they would recommend our website.