



# Joining the Dots?...

## HOW TO CREATE A REMARKABLE ONLINE BRAND AND NAIL YOUR DIGITAL MARKETING!

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### Programme:

**Week one: Refining your product line & finding your customer**

**Week two: Your Brand Message**

**Week three: Where to Sell**

**Week Four: Website & SEO**

**Week Five: Creating & curating content plus: Owing your digital marketing - E-marketing & blogging**

**Week Six: Social Media**

**Week Seven: Planning & Scheduling**

**Week Eight: Bringing it all together & Round up**

### Workshop Information:

Each week will comprise of a live video with me, but this will be recorded so if you can't make the workshops live then you can watch afterwards in your own time. You will also be getting actions each week following the live call to complete over the course of the following seven days ready for the next session.

- I will provide worksheets via email that you can print out and bring to the session.
- There will be a number of brilliant small creative business case studies as examples and inspiration to support the course.
- There will also be a private Facebook group that you can ask questions in and share your homework – I will be checking up regularly to see how you are getting on!
- I will keep the groups small of up to 12 so there is plenty of opportunity for personalisation.
- You will have access to all the videos for 3 months following the course and you also have the option to add a two-hour one-on-one session with me following the course.

The first course will begin Wednesday 21<sup>st</sup> February at 8pm and will continue each week at the same time, until 11<sup>th</sup> April.

**8 week 'join the dots' online workshop:  
£185**

**8 week 'join the dots' online workshop plus 2 hour session with me:  
£265**





## Full Workshop Details:

### Week one:

#### Refining your product line & finding your customer

We will be looking at your product range and considering;  
What you sell and if you have a comprehensive range  
Whether you have your pricing right  
Are there any other options to what you sell?  
Is it clear what you do?  
Is there a market for your products?

Knowing your audience is vital to selling to them – how can you find or target them if you don't know who they are, or how to speak to them in a language they will respond to?  
So therefore we need to find out  
Who are you selling to already?  
What do you know about them?  
Demographics / Psychographics

We will be looking at creating a 'persona' of your customer and defining;  
Where they shop / what they wear / how old they are / how much they earn / what are they interested in / what do they feel passionate about

Knowing your customer and understanding your market will help you define your product range, and defining your product range will help you target your audience. The two go hand in hand so therefore we will be covering both in the first week.

### Week two:

#### Your Brand Message

Once we have defined your products and understood your target audience, we can now create a brand to help you focus your marketing energies in the right direction.

A brand isn't just a logo, it is your voice, your message – the 'you' that you will be projecting wherever you are. It is so important to get this right early so your audience will understand you.

We will be exploring:

Knowing what you know about your target customer, are you talking to them in a voice they will respond to?

Looking at the products you make – is it obvious in your business name and logo or biography?

What are you using as your tag line – can you summarise what you do in a short sentence?

What is your USP – what stands you apart from everyone else? And how can we maximise that?

We will delve into language, colour and voice to help you create an authentic, consistent and cohesive brand that you are proud of and can use throughout all of your marketing.





### **Week three: Where to Sell**

Now you have a clear idea of who your customer is, and your brand message, you can focus your energies on the best selling platforms.

Will you concentrate on shopping channels such as Etsy or Folksy for the time being? Do you want to apply for specific sites such as Notonthehighstreet or MadebyHandonline? Or would you ideally like to launch your own website (which we will be exploring much more in week four)?

Or would you prefer to be selling direct to the customer through markets or even trade shows?

We will be looking at all the different options you have for selling your work, and deciding which is the best route to go down.

I will introduce you how to approach selling online, how to create a great listing and what not to do.

We will explore what you need to do when selling direct to the customer, and what craft fair options you have.

We will also touch on trade and wholesale selling.

There are so many options when it comes to selling your work, that this week will be an overview of those, but we will explore pros and cons of each channel and there will be plenty of advice for you to consider.

### **Week Four: Website & SEO**

You may already have your own website, or you may be at the point that you are looking to build one. Either way, you need to make sure it is working right for you. This week we will delve into the benefits of having your own platform to focus on, but also how to make it even more visible using SEO.

Search Engine Optimisation needs to be at the heart of your website, and it is all to do with the information you put into it; primarily the content you add. Using all the information you have learnt over the last few weeks about your target audience, you will be able to use keywords that you know they will be searching for, to give your content more opportunity to be found.

We will look at different web platforms and consider which one/s might be right for you.

We will explore the pros and cons of creating one yourself or outsourcing.

What pages do you need? Do you need e-commerce or can you link to an external shop?

We will learn about what SEO is, what you can improve, and how you can make your website more visible.





**Week Five:  
Creating & curating content  
Owning your digital marketing - E-marketing & blogging**

This week is a biggie! Content is the centre of all of your online activity and so it's not something that can be rushed through. However, I will try and cover as much as I can in the session and then be prepared for a lot of homework!

You will learn best ways of creating content, and how that content can be used throughout different channels.

We will look at the power of visual, video and storytelling.

I will show you how you can create blogs and newsletters using the content you have created.

I will also give you tips for finding content that someone else has produced, for you to use within your own marketing.

We will be introduced to Pinterest as a tool to not only source great content, but also to use for your own marketing.

Keeping in mind your target audience and your brand message, you can keep your content voice clear and concise, and you can produce content that will appeal to them, and keep them coming back.

**Week Six:  
Social Media**

I have purposely left Social Media until quite late on in the course, because it is essential you understand everything else that needs to be in place before you can have a successful social media presence, or strategy.

This week we will not only be looking at all the different platforms that are out there, we will also be finding out the best ones for you to use for the audience you want to attract.

We will look at best practices on each platform, and also what not to do.

We will explore the language of each channel and how each one differs.

I will also introduce you to 'influencers' on social media, and different trends that users adopt.

You will have a much greater understanding of what you can achieve using social media channels because of the work you have done up until this point.





## **Week Seven: Planning & Scheduling**

It's not enough to create content, you've got to plan when is best for that content to be delivered. You don't want to have loads of posts going out in one go and then nothing for another month! How can you keep a steady stream of content going out to your audience?

I will show you the best planning practices, and will discuss ways to make the most of your time.

We will learn a number of different scheduling apps and how they can be used best. We will look at planning your blogs, newsletters and social media to make the most of the content you have, and the platforms you are on.

I will also explain the importance of planning in days to focus on your product development, listing updates, SEO and also time to look after yourself.

We will aim to have enough time to do everything we need to do, without burning out!

## **Week Eight: Bringing it all together & Round up**

This week will bring everything that we have learnt together – hopefully at this point you will see the path that you have been on makes sense and you can approach your online business with focus.

The session will also be an overview and round up of the whole course, with any issues that have arisen over the last two months being discussed. I will recap on everything that you have learnt and also go over anything that needed more time spent on it! It will also be an opportunity to ask questions and share experiences.

