

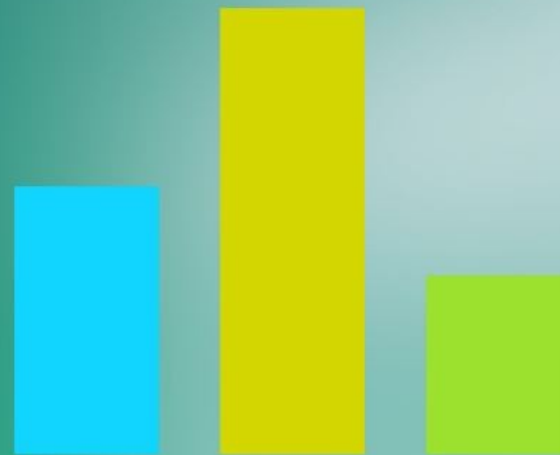
The 4 P's of Visual Content & The Content Cycle

**This workshop is all about Visual
Marketing.**

There are 3 fundamental online
marketing channels for your
products

The 3 Pillars

These are the three avenues of marketing strategy that you need to address when selling and marketing your product online



Blogging **Social** **List**

3 elements for an online marketing plan...



HUB = your website, your piece of online real-estate.
includes static info about your biz, offerings etc,
your blog, plus links to any other web presence

If you have a physical product,
you have a **HUGE** advantage

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you have a HUGE advantage

Especially when it comes to social



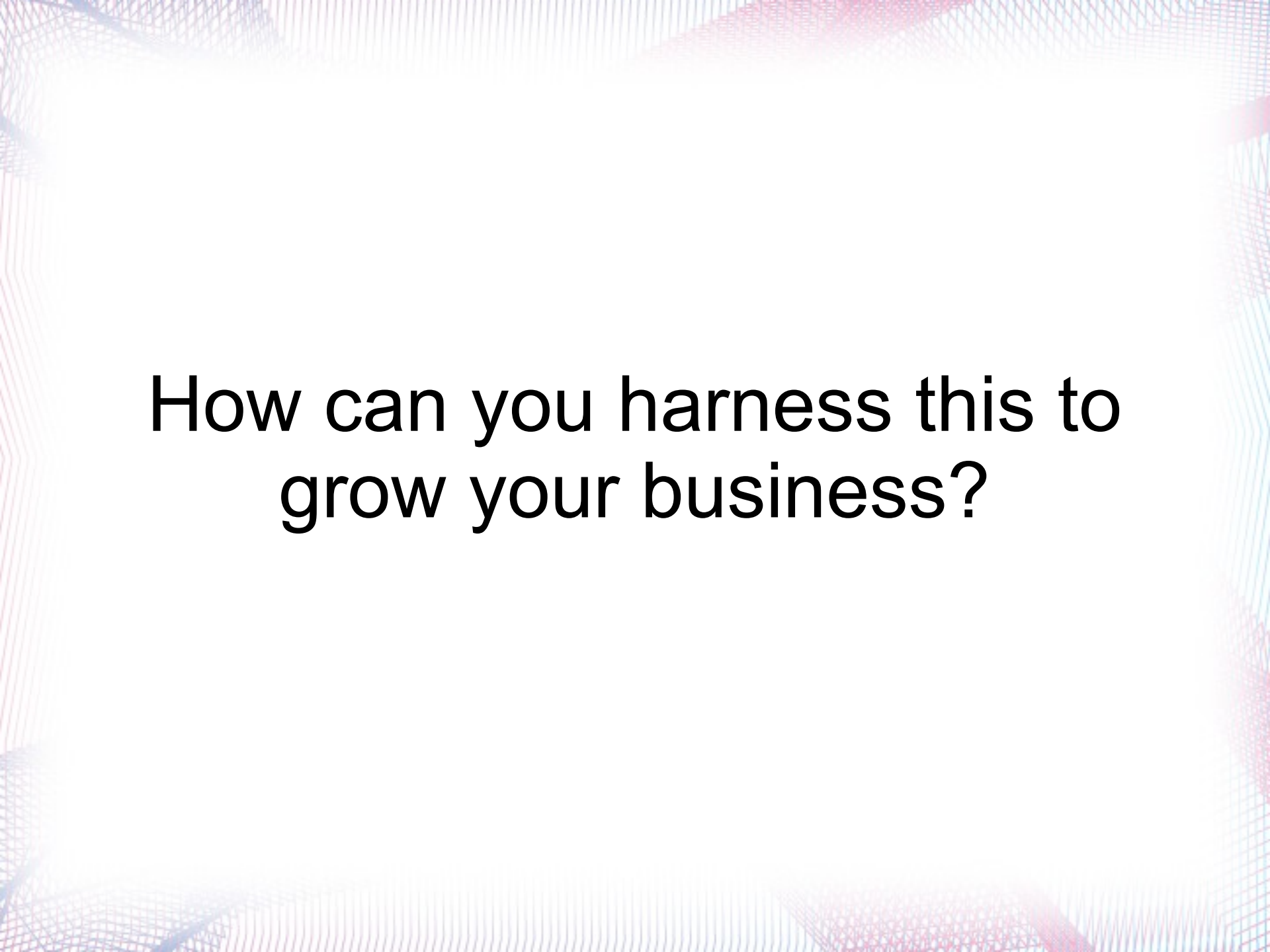
Social media is trending towards
the visual



Two years ago, marketers were spreading the maxim that 'content is king,' but now, it seems, 'a picture really is worth a thousand words.'

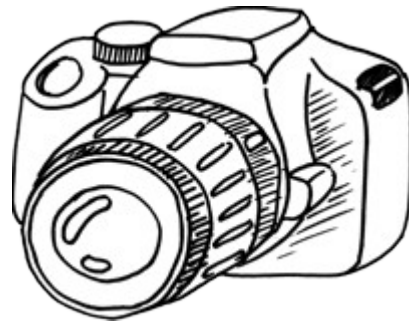
~ *Ekaterina Walter – Fast Company*



The background features a complex, abstract pattern of thin, overlapping lines in shades of blue and red, creating a mesh-like or wireframe effect. The lines are arranged in a way that suggests depth and movement, with some areas appearing more dense than others. The overall color palette is cool, dominated by light blues and soft reds against a white background.

How can you harness this to
grow your business?

Share your story...



But what do you share?

The 4 P's

Four types of VISUAL content you can share on social media, your blog, and your mailing list to market your product-based-business



People



Process



Products



Parallel

What to share?

The '4 P's'

Products – full or part (the 'sneak peek')

Process – what and how you make

People – you & others with your work

Parallel – images that reinforce your brand

Products

- New products
- 'Classic' products
- Collections of products
- Parts of products (peek)
- Prototype products

Process

- Photos of you making
- Photos of the manufacturing
- Photos of design – sketches etc
- Photos of product elements before they're put together
- Styling 'behind the scenes' shots

Process



 The making of... Epheriell's Cloud Earrings.

VIDEO of this is awesome

People

- You, wearing/using/with your product
- Customer appreciation photos
- Celebrities with your product
- Animals + children?

Social proof is gold – make your customers a star!



Parallel

- Other people's products that **REINFORCE** your brand
- Ditto: other people's content
- **NOT** direct competitors

Where to share?

Blog – your own – and other people's

Social media – instagram, twitter,
facebook, pinterest,
youtube, tumblr, G+

Mailing List – exclusive content,
updates, etc

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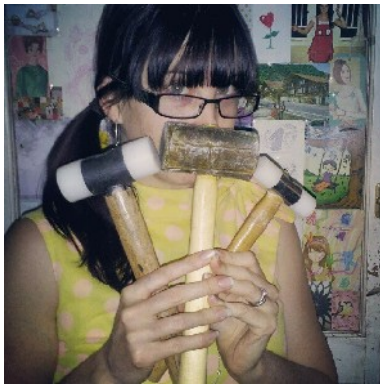
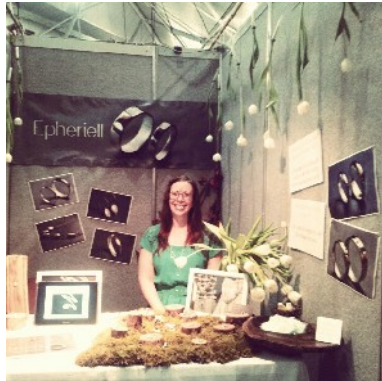
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Instagram is the fastest, easiest,
and most fun way to market your
product without being 'salesy'





Whoa there, lady.

I only have so many minutes in
the day!!!

The Content Cycle



**Make your content work across
platforms**



Instagram

blog

facebook®



Pinterest



Instagram



facebook®

blog



Pinterest





blog



Pinterest



blog



Pinterest





blog



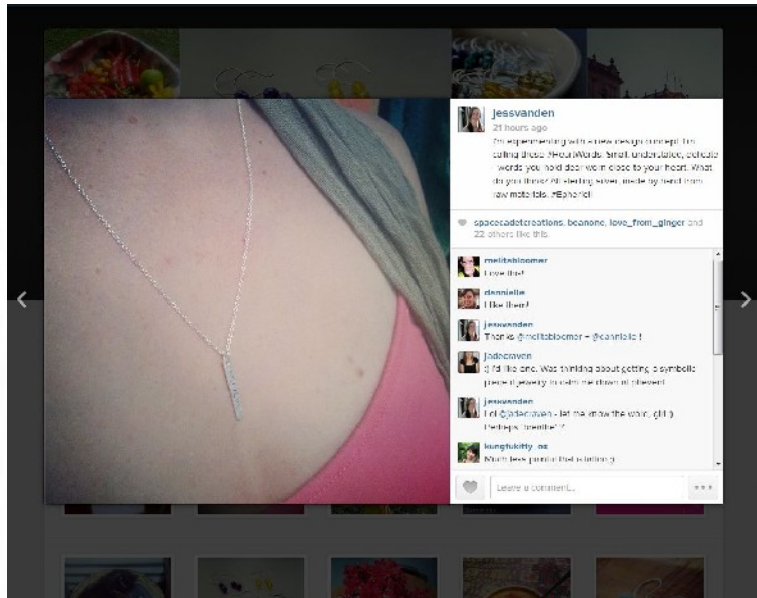
Pinterest

Won't people get annoyed at seeing the same thing multiple times?





Involve your audience



Investment = Repeat Custom



Instagram

blog

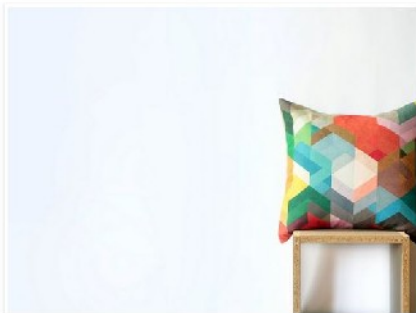


Pinterest

facebook®

Colourful Geometric Cushions by Nirwa

1 day ago | 10 | 10 | 10 | 10



I was stopped in my tracks by these beautiful and I love these geometric cushions by Nirwa.

As the designer behind the brand, is an architect - as well as the eldest grandchild of a tailor. I think the two things have a lot in common, and have combined beautifully in her design. Feature the colours of the seasons as well as the range of patterns.



Boring Silver jewelry by Joss Van Don | Handmade in Australia | 100% Silver | 100% Handmade | 100% Quality | 100% Satisfaction | 100% Guarantee

"Simple life is the ultimate simplicity." - Leonardo da Vinci

Search Products

Categories

[Browse All](#)

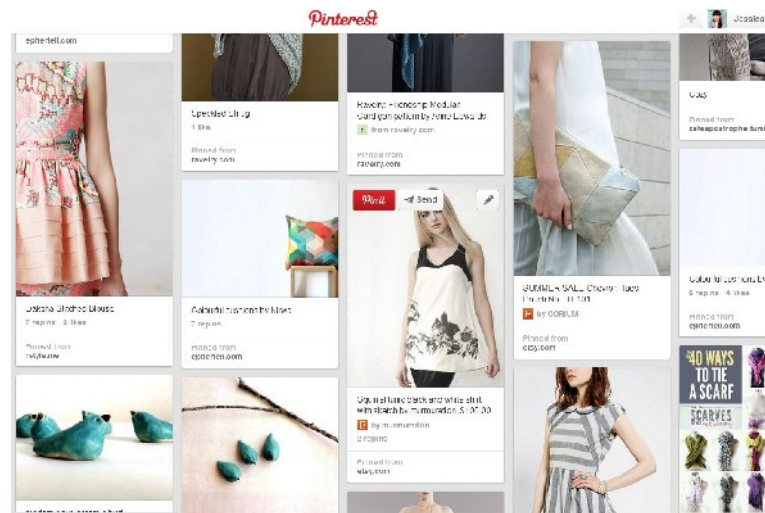
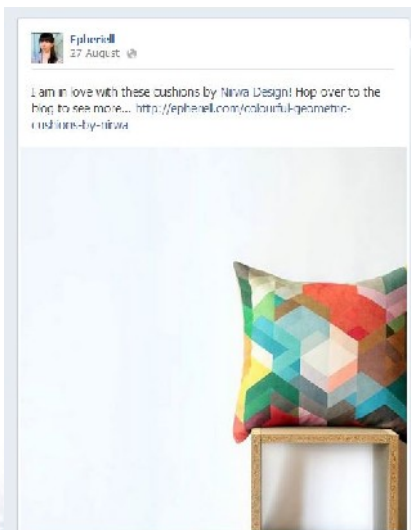
[Wedding](#)

[Necklaces](#)

[Earrings](#)

[Bracelets](#)

[Rings](#)



The key to all of this being
successful is
consistency



“You just seem to be
EVERYWHERE”

A plan is good...

...but a routine is better.

The background features a complex, abstract pattern of thin, overlapping lines in shades of blue and red. These lines form a grid-like structure that is slightly distorted, creating a sense of depth and movement. The overall effect is a modern, digital aesthetic.

What about your mailing list?

Take advantage of html email!

Make it bright

**Use pictures – but size them
correctly**

You can see an example of a simple email [here](#).

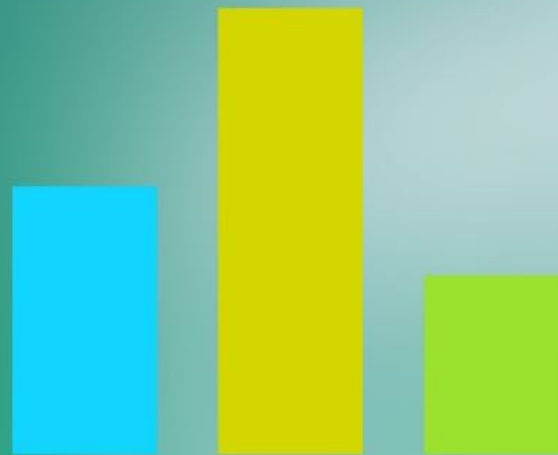
This was a follow-up to an earlier, more detailed email.

Exclusive discounts + content

So remember...

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Parallel

Every. Single. Day.

The Content Cycle



blog



Pinterest

Questions?

