



CRAFT YOUR IDEAL MARKETING PLAN

A red line graph with a jagged, upward-trending line, symbolizing growth or progress, located in the top-left corner of the slide.

There is no perfect marketing plan.

- Your marketing plan will change over time, and it won't necessarily look like anyone else's.

Some Marketing Avenues.

- Advertising
- PR
- Social Media
- Markets/Shows
- Wholesale/Consignment
- Online Venues (SEO/Photos)
- Own Website (SEO/Photos)
- Content Marketing (blog, podcast, youtube, etc.)
- Influencers
- Email Marketing

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Everyone will be different.

- You need to work out a marketing plan that will work for *you*, *your business*, and *your ideal customer*.
- **There is no one-size-fits-all solution!**

You.

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- How much time do you have to spend on marketing - and when?
 - What is your preferred lifestyle?
 - What's your personality? (Introverted/extroverted etc.)
 - How much money do you have to spend on marketing?
 - Do you have certain knowledge/skills?
 - Do you have a friend/family member who can help?



Do you want to spend time or money?

- You have to spend one or the other (or both!) to bring customers to your business.
- If you spend money, be very thoughtful about where, why, and how.



5 Minute Activity

- **How much time do you have each week to spend on marketing?**
- Be REALISTIC here! Look at your calendar - what days and what times can you dedicate to doing work related to your marketing?
- Is it in one big chunk? Or a little bit each day? This will impact what marketing activities you choose.
- What sort of marketing avenues would you PREFER to be using?

Your Business.

- Is your business focussed on bringing in NEW customers, or focussed on enticing REPEAT customers to buy again?
- Do you have evergreen products, or do you release new lines regularly?
- What sales venues are you focussing on?
- Do you think your work would sell better online or in-person?

Your Ideal Customer.

- If you don't know who they are, go do the [Ideal Customer Workshop](#).
- Where are they shopping?
- Where are they hanging out?
- Where might they find you or go looking for your work?



5 Minute Activity

- **What TYPES of marketing are you going to focus on in the next 3 months?**
- Thinking about what we've just covered, and knowing how much time you have - choose no more than 2-3 marketing channels to focus on for the next 3 months.
- This can always change in future! But give each type of marketing TIME to work. It's very unlikely that most marketing channels will work immediately, especially if they are cumulative (like Pinterest, email marketing, social media, SEO etc.)

Decide on a Marketing Plan and Schedule.

- This will look different for everyone!
- Maybe you want to spend 15 minutes a day on Instagram.
- Maybe you want to spend an hour once a fortnight working on your SEO.
- Perhaps you want to send one PR email a week.
- Decide on 1-2 things and COMMIT to doing them for the next 3 months.

Review your marketing quarterly.

- Each quarter, at least, review the marketing efforts you are making.
- Are they working?
- Are they growing your traffic?
- Are they attracting your ideal customer?
- Should you experiment with trying something different?

Further Resources

Workshops & Podcasts

- YouTube: [Can you have a Successful Handmade Business WITHOUT Using Social Media?](#)
- The whole marketing section in the TC Workshop area.