



WHICH
BUSINESS
MODEL IS
RIGHT FOR
YOU?



What is your Business Model?

Are you more focussed on bringing in
NEW customers, or getting
REPEAT customers?



Why does this matter?

Because it will impact HOW and WHERE
you market your business.

1. A focus on ONE-TIME customers

- Do you sell a product that people are only likely to purchase ONCE?
- If so, your marketing focus needs to be on driving NEW traffic to your shop.

2. A focus on REPEAT customers

- Do you sell items that people are likely to collect or buy more than once/more than one?
- Your focus should be on cultivating REPEAT customers.

3. A MIX of both



- You might sell both one-off products AND products people are likely to come back to over and over.
- Even if your focus is on REPEAT customers, you STILL need to bring in NEW customers, as well - especially in the first few years in business, while you're building a customer base.



Therefore...

EVERYONE will benefit from marketing channels that bring in NEW customers.

However...

- If your focus is NEW customers, you won't benefit much from spending time on marketing channels that focus on keeping customers in the loop and warm to your business.
- E.g. Instagram, email marketing, or any social media.


Some examples...

- A wedding dress maker - focus is on NEW customers.
- A soap maker - focus is on REPEAT customers.
- A graduation gift shop - focus is on NEW customers.
- A clothing store - focus is on NEW & REPEAT customers.
- A ceramicist - focus is on NEW & REPEAT customers.
- A candle store - focus on REPEAT customers.



2 Minute Activity

- **Which are you?**
- Are your customers likely to purchase from you over and over again, or only once?
- What marketing channels are you currently focussing on?



Okay, so which
marketing
channels should
YOU focus on?

- This will depend on a number of factors:
 - Do you need more NEW or more REPEAT customers?
 - What is the demographic of your customers? i.e. where are they most likely to hang out/shop?
 - Do you want to focus on local or international sales?
 - Does your product sell better in-person or online?
 - What are YOU more comfortable doing?
 - Etc...



Which Marketing Channel to Use?

Bring in NEW Customers	Cultivate REPEAT Buyers
<ul style="list-style-type: none">● SEO● Blogging● Influencer Outreach● PR● YouTube● Pinterest● Special Events/Markets● Wholesale	<ul style="list-style-type: none">● Instagram● Tiktok● Facebook● Blogging● YouTube● Email Marketing● Recurring Markets


Example 1: A potter who specialises in homewares.

- Her target market is broadly women in their 30s-50s.
- Items are heavy, so focus is on local and national sales.
- She does special event markets a few times a year to get in front of her target market in person.
- She also does local wholesale, and PR outreach.
- She knows people collect sets, so she focusses on Instagram (lost of reels showing process) and email marketing to keep customers warm and remarket to them.

Example 2: A maker of ornate, high-end leather handbags.

- Customers tend to purchase one bag that lasts a lifetime. Target market is wealthy women in their 40s-60s.
- She sells internationally and locally.
- She reaches out to high-end retailers who are a good fit for her bags.
- She does influencer marketing - choosing the right people whose followers are her ideal target market. Then re-uses these posts on her own website/socials as social proof.
- She also optimises her shop for SEO.
- She uses her socials - such as Instagram - as 'shop windows' to highlight her work, but doesn't often post on there.

Example 3: An artist who makes quirky greeting cards.



- Customers will often come back and purchase from her over and over again, because they like her style.
- Her target market are in their 20s and 30s.
- She ships all over the world.
- She has an Etsy shop and her own website.
- She sends traffic she generates to her website, and lets the SEO on Etsy drive traffic there - BUT she makes sure to encourage her Etsy customers to follow her on social and sign up to her mailing list, so she can re-market and direct them to her own site.
- She posts a lot on Instagram and Tiktok, sharing her illustrations - including videos of her drawing.



2 Minute Activity

- **What is your unique marketing situation?**
- Are you currently wasting time on the wrong marketing channels?
- Which ones would best suit your business model?



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Further Resources

YouTube, Workshops
& Podcasts

- [Makers: Don't make this massive marketing mistake.](#)