



*EFFECTIVE &
AFFORDABLE
ADVERTISING
STRATEGIES*



There are 2 things you can spend to market your business

- Time
- Money

Most of us spend time...



- Most handmade business owners don't have a lot of spare cash to spend on advertising our businesses.
- Therefore, we tend to spend time, instead - social media marketing, particularly.
- Also working on things like SEO, improving branding, photos, etc.
- This can be very effective - but sometimes you might want to spend some money to get your business in front of new customers.

1. Facebook/ Instagram Ads

- This is an excellent choice for very targeted advertising.
- One Ads Manager to advertise across the whole spectrum of Facebook & Instagram options.
- You have nuanced control over who you target.
- You can set very low ad budgets to ‘test the waters’.
- Try NOT to boost posts, because you don’t have quite as much control over who your ad is shown to, or your budget.
- Let’s have a look...

2. Pinterest

- Very similar to Facebook & Instagram advertising.
- You can choose demographics, you can choose budget.
- Let's have a look...

3. Etsy Ads

- If you sell on Etsy, this is a low-cost strategy to get more traffic to your shop.
- You can advertise for as little as a \$1 a day, and you choose which products to advertise.
- They give you useful stats to show you how your ads are performing (as do the other platforms, though Etsy's is much more user-friendly).
- It's a useful strategy because of how Etsy's search algorithm works - the more a product gets sold, the higher it will rank organically.
- Let's have a look...

4. Influencers (especially micro-influencers)

- It may cost you as little as a product to work with small influencers.
- Most who do this professionally will have a fee.
- Make sure to do your research and only choose people who appeal directly to your target market (which means you need to know who your ideal customer is).
- They should be willing to share their metrics with you.
- Have a contract in place that lays out all the payment terms.

5. Google Ads



- With Google Ads, you target keywords.
- This means you REALLY need to have your SEO sorted before you do this, to ensure you KNOW what keywords you are targeting.
- This is obviously best chosen for those with their own stand-alone website, rather than an Etsy shop.
- There is no minimum spend, so you can spend very little to get started, and you may also like to target local customers.



2 Minute Activity

- Consider - are any of these options appealing to you? Are you already comfortable enough with any of these platforms to consider advertising?
- If so, which one would you choose?

Further Resources

- Workshop: [Ideal Customer](#)