

"We could not have imagined how much of an impact James Dillehay's advice would make on our business. To our delight we are seeing results on a faster and larger scale than we expected in such a short period of time!"

Ken Kobrick & Angela Geene,
www.Passchal.com,
featured on the Today Show

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NEWSLETTER

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"If you have a web site, it makes your small business look big."

~ **Natalie Sequera**

How to Use Facebook Pages to Promote Yourself as a Craft Artist

by James Dillehay

This issue explores the advantages for you as a craft artist for having a free presence on Facebook.com's business pages.

Facebook is a hugely popular social network with more than 140 million active users. In addition to free profiles for networking with friends and associates, you can have multiple Facebook business pages for promoting your crafts.

"Every Facebook Page is a unique experience where users can become more deeply connected with your business or brand. Users can express their support by adding themselves as a fan, writing on your Wall, uploading photos, and joining other fans in discussion groups. You can send updates to your fans regularly — or just with special news or offers. Add applications to your Page and engage your users with videos, reviews, flash content, and more. Creating a Facebook Page is easy, free, and great for all types of businesses," from the Facebook site.

Although you can only have one personal profile on Facebook, you can

have many 'pages' for your craft business.

Facebook personal profiles are for you to network with friends. Facebook business pages are an interactive way to promote your business.

Facebook personal profiles don't show up in search engines. Facebook business pages do get seen and rank in the search engines.

You can have different pages for each of your craft pieces, for yourself as a craft artist, and even a page for your website(s).

Facebook originally charged thousands of dollars for business pages, but now these pages are free. And there doesn't seem to be a limit as to how many pages you can put up.

Advantages

Visibility: Your Facebook pages are seen by the search engines. You can have links on your pages which can lead to your Etsy or eBay listings or your personal website.

Interaction: When you log in to your Facebook profile, you get a news feed of what all of the people in your network are doing. People who become your fans through your business page can post comments, add photos or videos. Their actions become published stories on the news feeds to the wider audience of their

“The message for business people contemplating their place in cyberspace is simple and direct: get linked or get lost.”

~ Vic Sussman and Kenan Pollack



James Dillehay

Helping You Profit from Your Creativity

James’ craft marketing books have been highly recommended by The Crafts Report, Family Circle, Sew News, Bead & Button, Country Almanac, Sunshine Artist, Ceramics Monthly, Working Mothers and many more craft magazines. He serves on the advisory boards of the National Craft Association and ArtisanStreet.com.

social network. In other words, an online natural word-of-mouth buzz starts to happen. And all of these events link back to your Facebook business page(s).

You can update fans with news feeds when you have come out with a new piece or have an exhibition coming in their area or make a special offer.

When someone becomes your fan, your page shows up in their profile under who the person is fans of. Everyone in their network sees your name and can follow links to learn more about you.

You can also upload videos of your work to your Facebook pages. Studies show online videos can increase sales.

Setting Up

First, create your Facebook profile. If you don't have one yet, it's easy.

Next, go to www.facebook.com/business and choose “Facebook pages.” Follow the links to start setting up your business page.

You will be given the option of a category. Choose “artist, band or public figure” or “brand or product.” If you choose “local,” Facebook will only show your pages to people in your area.

Upload a primary picture. Choose an attractive image you would use to attract business. You can create an album of images of your craftwork, too.

Fill in basic descriptions of your website and how to contact you.

There’s a place to include your mission statement. Write a compelling personal story that will motivate people to buy your work and / or become a fan.

List your craft items under the products section. You can link to product pages on your other sites.

You can post events, like a virtual craft show, a live craft fair or a gallery opening.

You can create discussion boards, post videos, and create ‘wall’ posts where you write about anything you feel will help people get to know you better.

As you go along filling in your business pages, be sure to save your changes. This way if you get knocked offline for any reason, you can pick up building your page without losing your work.

Examples

Check out examples of how other craft artists are promoting themselves using Facebook pages at <http://www.facebook.com/pages/Craftmarketercom/69372451240> and look under “Notes” for examples. If you have already set up a Facebook page about your craft business, please leave a comment on the discussion board about your experiences.

Setting up a Facebook page(s) is easy and fast. It’s a practical way to create more of an online presence for your crafts. Facebook business pages provide interactive, social networking tools to grow your connections. And best of all, Facebook pages are free.

Let’s Be Friends on Facebook

Go to <http://profile.to/jamesdillehay/> and add me as a friend. Mention that you read the Craftmarketer newsletter so I’ll know how you found me.