

"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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Craft Marketer

NEWSLETTER

How a Marketing Calendar Helps Grow Your Craft Business

by James Dillehay

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I put off this issue of the newsletter to finish up a new book called *Sell Your Crafts Online*. It started off as a revision to an earlier book called *The Basic Guide to Selling Crafts on the Internet*. But there were so many changes in how we sell crafts online that a new approach with new resources was needed.

You are probably aware that sales from live craft shows have been disappointing in recent months. During this same time, craft sales online at Etsy and eBay have risen.

And new sites for selling handmades are sprouting up and getting customers.

I identified 85 places to sell online from, in addition to Etsy and eBay, as well as social shopping sites, bloggers, and crafts-related directories to promote from. When I totalled up all the ideas and places, there were more than 500. The

huge number of marketing venues presented its own challenge. How would one organize so many online promotions? The answer was to use a calendar where all the marketing tasks for any particular day were listed, along with the costs, the actions to take and a place to grade the effect of the particular tactic (see the visual on the next page.)

With a marketing calendar, one can assign action tasks to each day so that you always know what to be doing to promote your craft business. Grading each activity

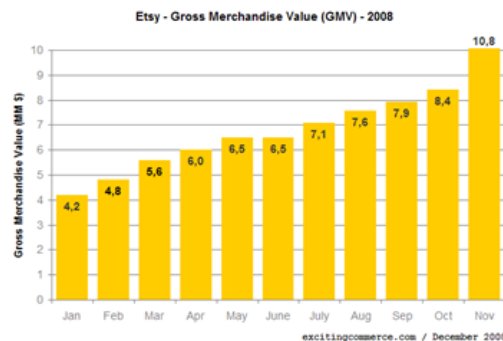
helps you see over time what actions that you took performed well (resulted in profit or social capital) and which ones failed to produce a result.

If you want to see how this concept could work

in promoting your craft items, make a list of all the ways you sell and market, note how much each costs, and then go back every month and assess the results.

I use a marketing calendar and find it very effective. The big challenge is keeping up the discipline of doing it week after week.

Graph Showing Etsy Sales Growth in 2008



*“Every artist dips his brush in his own soul, and paints his own nature into his pictures.”
~ Henry Ward Beecher*



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 served on the advisory boards of the National Craft Association and ArtisanStreet.com.

Sample Marketing Calendar

Date:			
Tactic	Cost	Action	Result
List 10 items on Etsy store	\$2 + 3.5% of sales	Upload product descriptions and images.	GRADE=
Set up Dawanda.com store and list 10 items	0 to list + 5% of sales	Upload product descriptions and images.	GRADE=
Create 10 blog posts; 1 for each new item	0	Join Craftsu.com and create free blog	GRADE=
Submit item for review at Coolmompicks.com	0	Write positive worded description of new item and submit to editor	GRADE=
Bookmark new blog posts at social bookmarking sites	0	Login to each account on my list of bookmarking sites	GRADE=
Submit site to Indiefriendly.com	0	Enter text description for directory listing	GRADE=

FEATURED MARKETING OPPORTUNITIES

Starting with this issue, each newsletter will now showcase one promotion idea and one selling venue from the new ebook, *Sell Your Crafts Online*.

Promote From: Forums.Craftzine.com This is a popular site for crafters with an active forum / community. Check the forum headlines for opportunities to promote your online store.

Sell From: FarmersMarketOnline.com

Booth spaces here cost \$75 for 5 months or \$120 for a full year for one featured product (which you can change.) You can also put a listing in their business directory. Don't let the name fool you, they also have craft artists listing handmade items here.

