SOCIAL MEDIA CAMPAIGN TRAINING FOR ARTISANS

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- SALES
- BRAND
- PR

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Erasmus+

Critical Craft sales skills

- Know your worth, speak with confidence
- Develop good people skills
- Understand your customers (reflection of you)
- Follow up with old customers regularly
- Have attractive packaging
- Create a loyalty program: email list for sample offers, pre-sales options for old customers, behind-the -scenes events

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SALES=

contacts, action and emotional decisions in real life situations. Numbers, orders, deliveries.

AIDA = **A**ttention

Interest

Desire

Action

SMART = Specific: What is the desired outcome?

Measurable: How will success be measured?

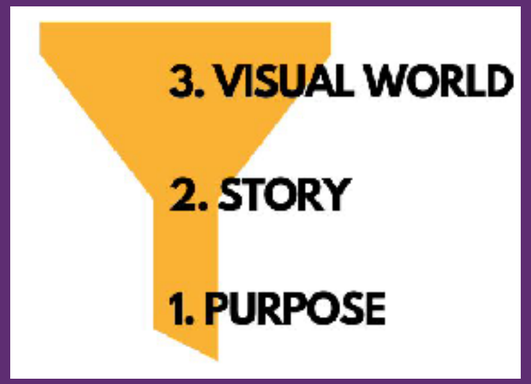
Achievable: How will the campaign achieve its goals considering outside influences?

Realistic: Is your campaign goal realistic for the bandwidth of your campaign?

Time-based: How long do you have to meet these goals?

BRAND =
recognisable, trusted, helps to make sales decisions

- **Brand:** Purpose, story & visual outlook
- **Purpose:** clarity, assets, story. I help (x) with y (how) to z (why).
- Example: **My online courses help growth minded artisans to brand their services so they can focus on the essential activities and make more sales.**
- **Brandkit** = logo, colours, fonts, photobank



Critical Crafts PR skills

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Public relations goals:

- Sending out press releases that stand out and communicate the meaning, change or uniqueness of the news fact
- Partnering with the media and local journalists
- Using social media effectively, targeted locally/regionally
- Communicating with your sales network like other makers, local tourist office etc.
- Communicating corporate social responsibility and/or sustainability in broad sense

How to build a successful social media campaign

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Trends

- Find out trends of the year!

Social media marketing ABC

- Brand / social media strategy
- Content planning
- Building a Community

Campaign planning

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Objectives

- Increase traffic in websites, campaign pages, blog posts
- Get participants for events
- Create social media conversations
- Add followers and participants in a community

SMART goals

For **example**: “To get 20 influencers to post in Twitter, using the brand hastag #notforsale about theme Y during one week”

- S = Specific **social media posts**
- M = Measurable **20**
- A = attainable **brand #**
- R = Relevant **topic Y**
- T = Timely **per week**

Measuring

Once your campaign goals are clear, you can think about the metrics

For example, if you want visitors to see your campaign page, and they should act while they visit the campaign page, the correct indicators could include:

- How many visitors clicked the campaign address link in social media or website
- How many desired results did campaign website produce (Contacts, answers to a questionnaire, etc.)
- What was the price per click

Target

- Establish a clear understanding about who you want to reach. Get to know your target audience

Channels

- Make an informed decision about on which channels to launch a campaign
- Choose the right channels, where your audience is already active
- Explore how your audience uses these channels
- Think carefully about the user path: Will the campaign have its own campaign page? What do you want to happen there?

Channels

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OWN PAGE

Post (photo link video)

FB live

FB Story

FB Group

FB Messenger

Target group: General

OWN PAGE

Post (photo link link)

IG live

IG Story

IG TV

IG Reel

Target group: younger women

OWN PAGE

Post (image, link to video)

Hashtag

Tw list (private/public)

Ad

Trending

Tweetdeck Tool

Target group: experts, b-to-b audience

EXERCISE
with
CANVA

Channels

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Campaign planning

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Choose the right channels

- know your target group and which channels they use
- know how they use that channel
- know who are the influencers in that channel

Content

- one main message that is presented creatively to the target group
- not all content needs to be your own
- content is in appropriate formats on different channels
- campaign's visual look is consistent across channels
- Call-to-action that supports campaign goals

Campaign planning

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Video Content

- Create a story that appeals to viewers
- First 10 seconds are important - hook
- Video story can be inspiring, informative, or it may create a need to find out more about a particular subject
- If the videos are uploaded in YouTube, be sure to fill out all the information (title, description, tags)

SIX THINGS TO REMEMBER

- Be empathetic with the viewer, or
- make an emotional appeal
- Speak to a very specific target group
- Talk about benefits
- Clear and colloquial language style is more personal
- Call to Action

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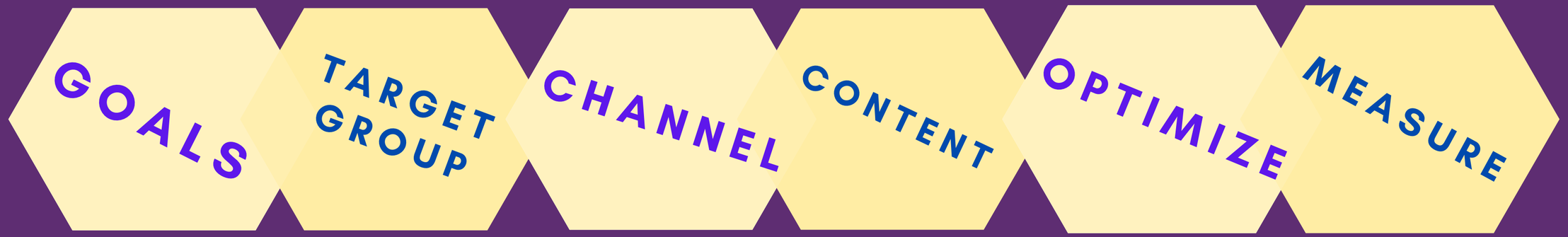
Optimize

- There are many things to choose from: image, text, audience, budget, keywords, etc.
- See which ads/posts aren't performing as well as you like and edit or change the content during the campaign
- Follow the developments and support well-performing ads

Measure

- Data collection
- Analytics via Google Analytics, FB, IG, Twitter etc
- Impact: Did you reach the SMART goals for the entire campaign? What did you learn?



EXAMPLE

REASON TO CAMPAIGN:

- MOVING TO ANOTHER CITY
- LAUNCHING TWO NEW DESIGNS

METHOD

- CHOOSING AN INFLUENCER KNOWN IN THE REGION AND IN THE TARGET GROUP

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Liked by **ateljee_ew** and **119 others**

pihkacollection Aurinko laski tänään upeasti heittäen viimeiset säteensä Punanotkonkadulle. Tuon komistuksen kivijalassa sijaitsee meidän yhdistetty workshop-tila ja PIHKA myymälä. Seinänaapureina meillä on italialaisravintoloista inspiraationsa saanut @ventuno_helsinki osteria ja caffé sekä @kotiapartments 'in korkealuokkaiset kalustetut huoneistot. Kadun toisella puolen palvelee @designmuseo_fi . Punanotkonkatu rules! 🌞 Tulkaa kurkkaamaan!

#pihkassa #helsinki #visithelsinki #punanotkonkatu #kotiapartments #ventunoravintola #designmuseo

pihkacollection

Liked by **tadweek** and **146 others**

pihkacollection Kaikki PIHKA laukut valmistetaan Suomessa. Näiden aprikoosien HUPI lauk... more

Posts

99 likes

pihkacollection Jenni bongattu Ullanlinnassa ROIHU laukun kanssa! Hmm, kumpikohan näistä kahdesta väristä on @jenalexandrova 'n suosikki: pehmeä konjakki vai ikityylikäs musta?

Liked by **pseddiki** and **221 others**

pihkacollection SYNTTÄRIALE jatkuu vielä keskiviikon ajan! Vuosi sitten lanseerattiin @jenalexandrova kanssa PIHKA x Jenni -malliston HUPI ja ROIHU laukut. Tämän vuosijuhlan kunniaksi tarjoamme