



DEvelopment SUpport for RUral AreaS

Marketing for Artisans and Craft Entrepreneurs.

Workshop

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Workshop outline

This workshop is designed to introduce the craft entrepreneur to a number of marketing tools and concepts which will help them to analyse their own strengths and weaknesses as well as those of their competitors and to develop simple marketing strategies.

Participants will be able to discuss their own business's planning needs and issues and can use the workshop to write their own strategy.

Recommended Duration

4 hours

Objectives

- To create awareness of the need for a marketing plan.
- To introduce artisans and crafts persons to the basics of creating a marketing strategy.

The learning outcomes of the course

The learners should be enabled to understand basic marketing tools and instruments. They will become aware of how a basic marketing strategy can impact their business. They will learn about traditional and online marketing, pricing and packaging and how a craft entrepreneur can achieve market recognition. The content has been written in jargon-free language.

Suitability

This workshop is suitable for all learners. It assumes the reader has limited knowledge or expertise about principles of marketing.



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Unit 1: Market Survey or Research

1.1. Introduction

You have been making a great product as a hobby and you believe it will sell well on the market. Your friends and family have encouraged you to start a small business. But how do you know that people will buy your product? Before you get involved in any outlay of time or money or start up a business it is advisable to carry out a market survey. To succeed in business it is essential to understand your customers, your products and services, and the market in general.

A good market survey will show you where and who your customers are, their preferences and purchase intent. When you conduct marketing research, the people you ask, the questions you ask, the way you ask the questions, are all important to learn what your customers like and dislike about your products and services. That way, you can better meet your customers' demands.

1.2. Survey Methods

The basic methods in market research are Primary research, Secondary research and Collecting Data.

a) Primary research can include:

- telephone or face-to-face Interviews. Prepare the questions ahead of time in the form of a questionnaire.
- online surveys (Survey Monkey is a useful tool for online surveys).
- email or mail questionnaires
- Focus groups - getting direct feedback from a sampling of potential clients or customers. To get accurate information, you need to talk to real customers about their needs, wants and expectations. Avoid interviewing friends, family and close colleagues. They may be just telling you what they think you want to hear.

b) Secondary research involves identifying competitors and target segments by analyzing data in publication. Your segments are the people who make up your targeted groups; people who live a certain lifestyle, follow certain behavioural patterns, etc. Information can be found on-line, in

libraries, in trade magazines, small-business centres, etc.

Take care to collect only information relevant to your business idea and ensure the information is accurate.

c) Collecting Data.

Quantitative Data collecting employs mathematical analysis to produce statistics. Quantitative results can be found in your web analytics if you have a website (available in Google's suite of tools). Web analytics provides you with information such as where your leads are coming from and how long visitors are staying on your site. A large sample size is required with this method.

Qualitative Data collecting gathers customers' opinions, values and beliefs. With qualitative research, the sample size is usually small.

Once you have collected the information from customers summarize the key findings.

1.3. How to Create a Market Survey

- Decide what you want to know. When writing your market survey questionnaire prepare questions carefully. Ask specific questions in a way that will ensure that you get the information you need about your target market. These surveys can be conducted in writing, in person, via e-mail or over the phone.

- Before you design your market survey, view samples of surveys to help you develop your questionnaire. The Internet is a good source of information.

- Identify the demographic (i.e. population profile) that you want to target. If you don't have a mailing list you can buy one from market-research companies, though these tend to be costly.

- When you write the questions to ask potential customers what they like/dislike about your product or service, be careful how you phrase the questions. Keep your objectives in mind. Make sure that your questions are brief and clear. Test your questions on friends and family before you write up the survey.

- Ask yes/no questions. Follow up yes/no answers by asking "why?"

- Don't ask "not" questions, which may cause confusion. People may give double-negative answers. A double-negative is a positive.
- The form you create should be simple and easy to read.
- Use multiple-choice or yes/no questions. The questions should be answered in the same order.
- Gather the feedback. View the results of the survey and use the data to assist with marketing your products.
- Nowadays surveys can be conducted online which makes it easier to gather data. An online survey, using for example Survey Monkey, will provide you with graphs, charts and other statistics which you can download and save for future use.

* Source Entrepreneur.com, & eHow.com

Unit 2: Define Your Customer

Defining your customer is as important as defining your products or naming your business. To create a focused, effective marketing strategy it is vital to know who your customer is. This can be done by defining a target audience. Collect a variety of demographics such as income, age, gender, geographic location, income, where they work and level of education. This information will influence how to promote your product, where to place your advertising to reach your target customer.

- Write one or two sentences to describe the customer who will want to purchase your products or services. Your customer is your target audience.
- To find out more about your customer, do some secondary research on the target audience's demographics, to include age, income, education and earnings. Trade magazines and industry and consumer tracking publications often provide statistics and customer descriptions that are helpful in further defining a target audience.
- To understand how a target audience thinks, investigate trends relating to their attitudes, lifestyles, values and interests or hobbies.
- Study the competition to define the target audience. Locate their website. Use online tools to investigate products and services, who they are targeting and where they advertise. Visit them to check out who is shopping there.
- Use attendance at conferences and events targeted at your target audience to complete a survey. Offer a discount on your product to those who complete the survey. Plan a process to gather information from visitors.

- Investigate trends to learn more about how a target audience thinks which includes attitudes, lifestyles, values and interests or hobbies. All of this information can help you target products and ways of marketing.

- Of course, although this option can be costly, if your budget allows, you can consult experts in statistics. Information from these resources is generally up to date and can be targeted specifically for your particular business.

Now answer these questions to create a profile. Be as realistic as you can.

My customer is:

- | | |
|--|--|
| <input type="checkbox"/> male | <input type="checkbox"/> female |
| <input type="checkbox"/> married | <input type="checkbox"/> single |
| <input type="checkbox"/> works out of the home | <input type="checkbox"/> works in the home |

His/her job profile is:

- | | | | |
|--|----------------------------------|---------------------------------|---------------------------------------|
| <input type="checkbox"/> an executive | <input type="checkbox"/> manager | <input type="checkbox"/> worker | <input type="checkbox"/> entrepreneur |
| <input type="checkbox"/> stay-at-home parent | | | |

His/ her net household income is

His/her level of education is

His/her spending budget for my product/service is:

- | | |
|-------------------------------------|-----------------------------------|
| <input type="checkbox"/> occasional | <input type="checkbox"/> constant |
|-------------------------------------|-----------------------------------|

He/she uses or buys my product/service

- | | |
|--|------------------------------------|
| <input type="checkbox"/> for himself/herself | <input type="checkbox"/> as a gift |
|--|------------------------------------|

He /she spends

- | | | |
|--|--|---|
| <input type="checkbox"/> a lot of time on Internet | <input type="checkbox"/> some time on Internet | <input type="checkbox"/> minimal time on Internet |
|--|--|---|

He/she looks for my product/service

- | | | |
|---------------------------------|--|-------------------------------|
| <input type="checkbox"/> online | <input type="checkbox"/> in physical locations | <input type="checkbox"/> Both |
|---------------------------------|--|-------------------------------|

Once you have this written out, you should have a good picture of how to write your publicity and where to start looking to place it.

Unit 3: Develop a Marketing Strategy

So you have done some market research to identify a need and interest for your product and understand the market demand. You have taken the big step and moved from creating for pleasure to becoming a craft entrepreneur. And now the challenge is to sell your product. Many craftspeople feel uncomfortable about selling, but... no sales no business. In order to sell, it is of vital importance to understand the behaviour of consumers and competitors. Marketing is the tool which will provide the information we need to do this.

So, what is marketing? By marketing we mean “the systematic planning and implementation of everything that a business does to facilitate an exchange between company/entrepreneur and consumer”. (Wikipedia).

Selling requires promotion. If you’re going to have a successful business you need to promote your business. Actually, this process should start at the inception of your business idea and you never stop promoting during the entire time you run your business. From the beginning you need to plan how you will do this by designing a Marketing Strategy.

Branding: How a craft entrepreneur can achieve market recognition.

First things first.

For your business to grow you need to make customers aware of your products, in other words, to create market recognition. To achieve this you need to create a brand that represents what your company is about. The two elements that are critical in creating a brand are:

- a logo that’s attractive, easy to read and remember;
- a good slogan.

Use the same colours, logo, slogan, etc. everywhere on your promotion material.

1. Choose a name for your business

Think carefully about the name of your business. Create a name that describes your product or

service, that says what your business is about, rather than just naming it after yourself. You may be well known locally but to reach a wider market you want a name that is catchy and easy to remember.

2. Design a Logo

Your logo is a graphic image which identifies your product or service to customers and distinguishes it from products or services from other entities. The key to logo design is **keep it simple**. Think how simple famous logos like Apple or Nike are. Your logo and trademark are elemental tools for achieving market recognition.

3. Your slogan

Your tag-line or slogan is a short phrase, words that stick in the mind and make your client think only of you, for example Nike's slogan "Just do it".

4. Your Domains

In today's digital world your domain is as an important part of your branding. To prevent others imitating or copying the name of your site, buy multiple domains. As well as .com, buy the .org and .net versions of the same name. You may wish to develop your website into a money making site in the future.

5. Protecting your brand

Your brand is the sum of everything associated with your business: name, slogan, logo, colour schemes and typeset. In Unit 8 we will look at ways of protecting your brand

Source: * Marketing Crafts and Visual Arts: The Role of Intellectual Property – A practical guide, published jointly by the International Trade Centre (ITC) and the WIPO.

Creating a Strategy

A marketing plan is a proposal which integrates the four Ps of marketing -- product, price, promotion and place - where you plan to sell your products.

Your marketing strategy is a document that will clearly explain what you will offer your customers, help determine the price at which your product will sell, how you will deliver to your customers, how you will differentiate your business from your competitors, and how you plan to promote your

Your marketing strategy should provide an overview or summary, and can form the basis of a more detailed marketing plan. A marketing plan will usually include specific details of the marketing activities you plan to carry out, including dates, budget and expected results.

You should refer to your marketing strategy regularly to assess whether you are meeting the aims and objectives you have set out for your business.

Your Vision and Mission

If you have previously created a business plan for your crafts enterprise, you may already have a vision and mission. If not, now is the time to do it!

Having a clear vision and mission will help focus your marketing activities and be reflected in your brand.

Your Vision

Why does your business exist? Write one or two lines.

Your Mission

What is it you actually do? Write one or two lines.

Writing your Marketing Strategy

Once you have your Vision and Mission, it is time to write your marketing strategy. Use the following template to help you develop a marketing strategy for your business. You can write as much or as little as you like for each section.

Filling out the template will help you to think of and identify opportunities to develop your brand and product, as well as promote your business to new and existing customer groups.

This will form the basis of your marketing strategy.

1. Describing your target market

- Who are your customers today?
- Who are your most important customer groups? Describe them.
- Do you see any opportunities to market your product to new customer groups in the future?

(Feel free to extend the table and add as many customer groups as you wish)

	Who are they?	Where do they come from?	What is their income bracket (buying power)?	What are their specific needs?
Group 1				
Group 2				

2. Think about your current strengths and any opportunities you have identified. Describe how will you differentiate your brand and offer from your competitors.

2.1 Your strengths and weaknesses

List all the strengths, weaknesses, opportunities and threats you can think of for your business in the following table:

STRENGTHS	WEAKNESSES
OPPORTUNITIES	THREATS

2.2 Analyzing your strengths, weaknesses, opportunities and threats

Once you have listed all the strengths, weaknesses, opportunities and threats facing your business, think about which are the most important and how you will tackle them:

Key Strengths	How will you exploit them?
Key Weaknesses	Can you overcome them?
Key Opportunities	How will you exploit them?
Key Threats	How can you avoid them?

3. Find out about your competition

3.1 Your competition

- Who are your main competitors?
- What do they offer and how much do they charge?
- What are their strengths and weaknesses in comparison to your own business?

Feel free to extend the table to add as many competitors as you wish.

Competitor Name	Description	Strengths	Weaknesses	Pricing

3.2 Your competitor's promotional activities

- How do your competitors position themselves in the market?
- What promotional methods do they use?

Feel free to extend the table to add as many competitors as you wish.

Competitor Name	Do they have a website?	Rate their website 1-5 (1 = very poor, 5 = excellent)	Do they appear on search engines?	Where / how else do they promote their business?	How do they position themselves?

4. Developing your brand

Taking into account the work you have done above on your most important customer groups and competitors, take some time to think about the following questions.

Which customer groups will you focus on?	
What will you offer them?	
What can you offer them that your key competitors cannot?	
How do you want customers to perceive you in the market place? Lowest price? Best location? Highest level of service?	

5. Developing your offer

Thinking about your business as it stands today and taking into account the key strengths and opportunities you detailed above, think about and describe your offer.

Describe your offering	
Are you planning to launch any new products or services over the coming year?	
How will you price your offer? Is it in line with the market price? If not, why?	
How is your offering unique?	

Unit 4: Traditional (offline) Marketing

1. Business Cards

Once you have decided on your business name/ trademark and your logo and you have a website address, you can print your business cards.

The front of the card bears your logo, business name/ trademark and contact information. It can be a good idea to have an image or a description of your product on the back of the card and the fact that it is handcrafted. Include your business card with every product you sell. This will encourage your customer to return. Always keep business cards with you. You never know when the opportunity is going to arise to promote your business.

2. Design and Print a leaflet or Brochure

A well-designed leaflet or brochure with details of your product, the location of your company, contact details and something about your craft, is an excellent promotion tool. Take care with the design as it reflects the image of your company. If it is not well done, it is better not to do it at all.

3. Take part in Craft Fairs

Not all art and crafts fairs are suitable to promote your product. Do some research to determine which are the best fairs for you. Visit them as a consumer first. Speak to other crafts people for feedback on the fairs.

4. Encourage Word of Mouth Marketing

The most effective form of advertising is Word of Mouth and it is the least expensive, as it costs you nothing. Good customer service generates word of mouth.

The more people like your product, the more they will return and purchase again and they will recommend you to friends and family.

5. Decal Car Signs

This is an inexpensive way to advertise your craft/business. Put decals (vinyl stickers with adhesive backing) with your logo on your car, one on each side and one on the back. When asked about your

6. Networking

Join local business organizations, associations of craft industries and trade and networking groups. Being part of a group can be a great opportunity to create and participate in some co-operative marketing strategies, such as holding special events. Once you become known, the other business people in your group may give you referrals and/or promote you through word of mouth.

7. Telephone and fax campaigns

These can help artisans and craft entrepreneurs to generate interest and find potential customers.

8. Creating distinctive display packs

Labelling and packaging should be used as promotional materials and as a way to distinguish your product from those of competitors. It can also add value to your product.

9. Promotional CDs

A CD of a video showing your craft product being made. The CD can be used for product promotion at fairs or exhibitions and can be mailed to customers.

10. Media advertisements

Advertisements in newspapers and magazines can reach your potential customers, but they should be carefully placed. Local television and radio advertising can also bring in customers. Both require the advertising to be professionally designed. Press releases in your local press or in specialized trade press can also be a valuable communication tool.

Small business advertising takes planning, testing and constant exposure to have an impact on a small craft business. Done well, small business advertising can be an effective strategy.

11. Rules for Successful Advertising

1. Any claim made in advertising which the customer does not see as the truth is a waste of money.

Many advertisements can be so misleading that it leads to a lack of credibility. Your claims need to be real and credible.

2. Use One Simple Message. It must communicate its core message in 3 seconds or less.
3. Test your advertising to see how effective it is. Test only one medium at a time. For example, ask every customer for several weeks how they heard of the business.
4. Make it easy to contact you. Put full contact information on every brochure, box, wrapping, label, etc. All company literature should include your website and email address, phone and fax numbers and company address.
5. For your advertising to be effective focus the message to one target group only.
6. Create messages that generate interest, which make the customer want more information.

12. Develop a personal connection

Everything is marketing. Everything from the way you speak with your customers, the way you dress when you meet customers, your visiting cards and catalogues or leaflets, the way you package your work. Everything you do impacts the image of your company that you build in your customers' minds. Customers unconsciously link the quality of your marketing materials to the perceived value of your work.

Make it personal. Put a short, handwritten thank-you note in the package to make your customer feel a personal connection. All the attention to detail should be considered part of your marketing plan because it will all, in one way or another, impact your company's image in the customer's mind.

Unit 5: Internet (online) Marketing

The Internet is a wonderful opportunity to reach people who would never hear of your products and/or services otherwise.

Just like any offline marketing, your online marketing needs to be planned. So create a marketing online campaign and plan and measure your results just as you would with traditional marketing. Targeting is very important. The more carefully you target your potential customers and place your marketing advertisements, the more successful your marketing online campaign will be.

1. Create your own website

As with any successful business, an Internet presence is a must for your craft business. It can be just a simple page with some basic information, some photos of you, your workshop and your products and your contact information. Your web page allows you to deal directly with customers at home and in other countries, delivering your products using standard postal service.

Be it a simple or more complex web page, it should be designed by a specialist, budget allowing, to obtain an attractive image on the screen, while allowing the viewer to easily access the information. Remember: your customer will be judging you and your products on the image you reflect through your web page.

If you are starting out on a very limited budget and are a user of IT, there are numerous websites which allow you to create simple web pages and which will even help you set up an online “store”.

2. Create your own blog to promote your crafts

It is easier to create a blog than a website and you can use your blog as your website. A blog is easy to set up and it can be updated frequently to promote your crafts. Use it to build an audience of people - potential customers - who may be interested in your products and/or services. Link back to your website (if you have one) to maximize search engine indexing.

3. Email Marketing

Printing and sending newsletters by post is expensive. Nowadays, most people have an email address. Email marketing is one of the best tools for marketing online. Develop a mailing list of people who have already bought or shown some interest in your products or services. Your blog can be used to create a potential customer database. As people subscribe to your blog to comment, their email address is saved in your blog database. You can easily provide news updates about your products, upcoming events and/or special offers, post regular newsletters and have them automatically mailed out to your email list.

4. Viral Marketing - Social media

"Social media essentially is a category of online media where people are talking, participating, sharing, networking, and bookmarking online." (Ron Jones' social media definition). It allows readers/viewers/listeners to participate in the creation or development of the content.

Through social media, you can share your ideas, photos, videos, likes and dislikes, with an infinite number of people easily. Because of this, social media is of particular interest to crafts businesses as a way to promote their brand and their products.

However, blatant advertising on social media is poorly considered. You need to use other methods to promote yourself and your business. Your business has to be perceived as a member of the social media community, willing to interact with other members.

The main problem with social media marketing is that it can be extremely time-consuming. You may not have time or staff to assign to conducting an effective social media campaign. An alternative to doing it yourself is to contract the services of a social media manager to increase your online presence.

There is a wide variety of social media, such as Youtube, Facebook, Twitter and LinkedIn. Ideally use them all but if you only have limited time, concentrate on one exclusively to promote your product.

5. Join Facebook and Twitter.

Facebook is really easy to use and it is free. To join Facebook you must first create a personal account. Then within that account, you can create a page for your business.

As you add friends on Facebook, you can invite them to join your page. Several times a week, you post something on that page about what you're doing and that notice can be seen by all your friends and everyone who has made your page a favourite.

It has a ripple effect. You friends promote your page to their friends, who promote it to their friends. It can create a potential customer base of hundreds. It's called Viral Marketing because of the speed at which it spreads – like a virus!

You can also post photos and videos and links on your Facebook page to encourage interaction. The more interaction you have within your page, the better.

6. Online Networking

Join online groups such as Yahoo groups or LinkedIn for marketing purposes. LinkedIn, has over 40 million members in over 200 countries around the world. It connects professionals all over the world with one another. It's a powerful tool for marketing online, giving you the opportunity to connect with potential customers, partners, colleagues or referral sources.

Tracking & Monitoring

Keep a regular track of your marketing online campaign to see what is working and what isn't. Look for any trends or patterns. If some aren't working, replace them with others that are. Once you develop a pattern to review and manage your online presence you'll know better how often you need to monitor your marketing campaigns.

Pricing and Packaging your Products

Your craft business must not be confused with a hobby. It is an artisan or craft business and as such you need to make sure your pricing is high enough to cover your costs.

Your costs are not just buying tools and supplies, they include:

- buying raw materials
- the time spent making the product
- packaging your products.
- time spent mastering your craft
- your hourly wage (decide what to pay yourself)
- statutory costs (permits, taxes etc.)
- time spent on marketing and product promotion
- delivery
- your customer profiles / how much they are willing to pay for your product.

To calculate your expenses in producing and marketing your product you need to estimate all the costs involved which are:

1. Direct production costs.

Direct production costs are the cost of raw material, equipment costs, labour costs, packing and delivery. Everything related to the production of your product.

To estimate labour costs multiply the time taken to make the product by the hourly wage of the employee or the hourly wage of the self-employed artisan or craftsman.

2. Overhead costs are made up of:

- **Fixed overheads** which include, amongst others, rent, depreciation of machines and tools; taxes; repayments on loans; insurance premiums;
- **Indirect overheads** such as equipment and vehicle operating costs; gas, water and electricity charges; postage; office stationery; sample-making costs; telephone and fax.

Calculate the percentage of overhead cost per product unit by dividing the monthly overhead costs by the total direct production costs for the month.

3. The Total Product Cost is the sum of the percentage of the overhead costs and the direct costs of the product.

To estimate your labour costs decide on your hourly wage or what your work is worth, taking into account the skill involved, the tasks and the time. Add to this your statutory contributions.

This determines your labour costs in euros.

Multiply your hourly wage by the length of time it took you to make a single product.

If you are selling on line calculate an average monthly rate for credit card or PayPal fees and total them.

Don't include shipping and handling costs unless you're offering free shipping.

Your total sales price is your total product costs per unit plus a profit margin.

Don't overlook costly, time-consuming tasks like marketing, promoting and packaging your items or taking them to the post office for delivery.

When pricing bear in mind promotion offers and customers that buy in bulk, who will expect a discount.

The fair price should generate enough income to allow you to reinvest in your business in order to grow.

To set your price, know your customers. People who appreciate and buy handmade products place a higher value on such items and may be willing to pay more for them than other customers.

Another way to determine your sales price, once you have calculated your production costs, is to determine how much you want to earn annually, your gross sales. Divide this figure by the number of units/ items you can produce in a year to get the price of each item.

In your craft business, as in any other, the goal is to maximize your profit and minimize the time spent producing. If there is a big demand for your products, you may be under-pricing them. Consider giving them more value by making fewer items at a higher price.

4. Product Packaging

In the past the purpose of packaging was to prevent damage to the product. Today packaging is an integral part of a businesses promotion plan.

There are several factors to be considered when making decisions on how to package your products.

Apart from the practical uses for packaging to hold the product, for display or for transportation of purchases and to inform the customer on the content, it should also be used to promote your product.

Craft products may require different kinds of protective packaging. When selecting wrapping materials, boxes or other containers for your products, be it for display purposes or for shipping, think about how you will incorporate your company trademark, colour scheme and logo to promote a positive brand image.

Consider how materials, colours and shapes can be used to create a unique display which will attract customers to your product. Presentation is everything.

Labelling and packaging, depending on their function, may have to meet standard requirements, but can still carry trademarks.

5. Labels

Labels carry the product name and possibly a bar code. They are used to describe the raw material content, the provider of the product and the country of origin. In the EU these descriptions are legally required. There may also be a product name and code number. In the case of arts and crafts, labels bear the craftsperson's name and a description of the work.

Labels may carry instructions on how the consumer should care for and maintain the product.

For delivery and shipping warning labels such as 'Fragile', or 'Heavy', must comply with international standards.

6. Respect the environment

When choosing your packaging bear in mind the impact of packaging on the environment. Use recyclable and renewable materials.

Eco-friendly wrapping appeals to people who buy arts and crafts, as they are usually concerned about the protection of the environment. Make your dedication to the environment part of your marketing campaign.

Evaluate the results of your strategy

From the outset, when building your marketing strategy, devise a system to measure the

effectiveness of your strategy, to monitor what is working and what may need changing in your plan.

- Make a list of the tools you used in your plan and analyse how effective they were.
- Determine how your customer found out about your business.
- Compare your earnings before and after the marketing campaign.
- If you did online marketing, use the tracking tools provided to check the results of the campaign.
- Answer these questions to help you evaluate the results.

	Yes	No	Why not?
Did you reach the customer you targeted in your plan?			
Did your plan bring in more new customers?			
Did you measure their level of satisfaction?			
Did you sell more?			
Did you make more money?			
Did you create brand recognition?			

Use the information from your evaluation to make changes to increase the effectiveness of your strategy.

Unit 6: Promoting your business

Give some thought to how you plan to promote your business to customers. Summarize the main activities you plan to carry out.

1. Traditional (offline) marketing

List the promotional methods you plan to use to promote your business here, both traditional and on the Internet, together with estimated costs for the year if known:

A) Traditional (Offline)	Cost	B) Internet (online)	Cost
Advertising - Trades papers		Your Website	
Advertising - Magazines		Updates	
Advertising - Directories		Other websites (directories, booking engines)	
Leaflets		Booking site 1	
Brochures		Booking site 2	
Tourist Information		Search engine marketing	
craft events		Ezine/ email/ newsletter template design	
exhibitions,		Email marketing	
Public Relations (PR)		Social media management	
Other		Other	
Total		Total	

Total campaign cost = A+B

2. Internet (online) marketing

If you plan to use the Internet to promote your business, list the methods you plan to use here together with estimated costs if known:

Your website	Cost	Other websites (directories, booking engines)	Cost	Search engine marketing	Cost	Other (email marketing)	Cost
Updates		BookingSite1				Email design	
		BookingSite2					
TOTAL							

3. Existing customers

Don't forget about existing customers – they can often be your most lucrative customer group as it is usually more cost effective to sell to your existing customer base than to find new customers.

How do you plan to promote your business to existing customers? Write down your plans and ideas here, together with estimated costs if known:

Repeat purchase discount	Special Offer	Refer a friend	News / Updates
		Refer a friend and they will receive a 15% discount	Special offers and details of new packages

4. Payment Methods

What payment methods do you plan to offer your customers? List the methods you plan to use here, together with any costs if known:

	Online payment on your website/ Credit Card	Bank Transfers	Cash on Delivery	Paypal/Other	Cash
Yes / No					
Cost (e.g. card processing fee, commissions)					

5. Mechanism for Feedback

How will you collect customer feedback? Provide a summary of the techniques you will use

	Yes / No
Ask for verbal feedback from customers	
Customer opinion survey in salesroom	

Follow-up with customer opinion survey by post	
Follow-up with customer opinion survey by email	
Implement customer reviews / feedback on website	

6. Include a summary – how often do you plan to review your marketing strategy and who will be responsible for ensuring the strategy is implemented? This will usually be yourself or someone who works with you.

Top Tips:

Ask someone you trust for feedback on your strategy - they may be able to spot any weaknesses or opportunities that you can't see

Put your marketing strategy into effect with a marketing plan that sets out the specific actions, objectives, dates, costs and expected results of what you plan to do

Measure the effectiveness of your marketing strategy and be prepared to change things that aren't working.

Remember:

- Don't make assumptions about what your customers want – feedback is crucial
- Don't be complacent about what you offer – it's important to innovate
- Don't ignore the competition
- Never try to compete on price alone

Source: Claire Hughes

Unit 7: Protecting your Crafts

Intellectual property Rights - IPRs

Intellectual property (IP) is a term used for of creations of the mind, such as musical, literary, and artistic works; discoveries and inventions; and words, phrases, symbols, and designs.

Artisans and crafts people are creative and innovative. They often run the risk of having their ideas and intellectual effort copied. To avoid this happening, Intellectual Property Rights (IPRs) can protect the ownership of your product against unauthorized use. Of course you can't claim property rights unless you have registered ownership.

At this point, therefore, you should also consider protecting your original designs and products with this tool and by registering your business name and logo, then include the ® symbol of your brand on all your products and promotional material. To be effective it needs to be integrated into your marketing strategy.

Types of protection

Before you put your products on the market you should decide what elements of your product should be protected and how, when and where you will apply for protection. This applies not only to your product but also to the enterprise image, packaging and labelling, advertising material, both content and functioning of a website, the manufacturing process and other relevant business information.

The original creation may be yours but registration is given to the one who files for registration first. To avoid someone stealing your idea, is best to keep it secret until you have registered for protection. The cost of your protection should be built into your costing and pricing plan to recover your investment.

Common types of proction rights include:

1. Copyright

Copyright is a legal concept. It gives the copyright holder exclusive " right to copy" it.

Registration is not needed for copyright though in some countries it is possible to register. A created work is automatically protected by copyright as soon as it exists, without any special registration, deposit, payment of fees, or other bureaucratic requirements. To qualify for copyright

protection a work must:

- Be original.
- Be developed independently by its creator.
- Not have been copied, even in part, from somebody else's work.

Copyrights are limited to specific state and can differ from one country to another. They only extend beyond that state if it is a party to an international agreement.

In the case of Artisans there are two independent rights in relation to an artwork. One relates to the physical property and the other to its intellectual property-copyright. The owner of the copyright in an artwork will normally be its creator, while the physical work may be owned by someone else.

To avoid copying, it is highly advisable to paint, write, type or stamp the copyright symbol '©' or the word 'copyright', and the phrase 'All rights reserved' on the work as well as the name of the copyright owner.

Duration: In the European Union the copyright term is life of the creator plus 70 years.

2. Trade mark

Trademarks are used by enterprises and trade organizations to distinguish their goods and/or services from similar or identical goods and/or services.

Your trademark is a word, phrase, symbol or design, or a combination of words, phrases, symbols or designs, that identifies and distinguishes the source of your goods from those of others. If it is registered it gives you certain legal rights to use and protect your trademark. To file a trademark, you must first make sure no one else has registered the trademark.

3. A trade name is a title that grants the exclusive right to the use of any sign or designation to identify a company in the trade. Trade names as industrial property, are independent of the names of the companies.

Duration: ten years from the date of filing the application and can be renewed indefinitely for a fee.

4. Logos or graphics

The logos and graphics are protected by registering them as trade marks for goods or services. These can be mixed consisting of or including a name with a logo (ie Coka Cola) and graphic marks which

consist of a symbol (i.e the star of Mercedes).

The procedure for registration and protection is the same as for trade names.

4. Domain names.

The domain name is the brand online. Domain names are a form of Internet address, designed to enable users to find websites on the Internet. Domain name registration does not automatically grant trademark rights. The registration of a domain name, by itself, does not stop another business from using the name for its products or services.

You do not need to have copyright protected content on your website because the mere fact of uploading content to a X website makes you owner. If someone copies the contents of this X Web google search engine will discriminate the web with the same content as yours.

5. Industrial Design Rights

Industrial Design gives the owner an exclusive right (to use and prohibit its use by others without their consent), on the appearance of the whole or part of a product resulting from the features of, in particular, lines, contours, colors, shape, texture or materials of the product itself or its ornamentation. It doesn't protect technical nor functional aspects of the prooduct. Designs can be two dimensional or three dimensional.

Duration: 5 years and may be renewed for one or more periods of five years to a maximum of twenty years in all.

6. Protected Geographical Indication (PGI)

A protected geographical indication is a name or sign used on certain products which corresponds to a specific geographical location or origin - a town, region, or country. The use of a GI may act as a certification that the product possesses certain qualities, is made according to traditional methods, or enjoys a certain reputation, due to its geographical origin. Although a GI is not strictly a type of trademark as it does not serve to exclusively identify a specific commercial enterprise, there are usually prohibitions against registration of a trademark which constitutes a geographical indication.

Many craft and visual arts products have qualities that derive from their place of production and are

influenced by specific local factors, such as specific manufacturing skills and traditions.

7. PDO -Protected Designation of Origin

PDO is a classification system primarily for Spanish wines (similar to the French appellations) but also for other foodstuffs. In foods it performs a similar role, namely regulation of quality and geographical origin among Spain's finest producers. There are five other designated categories solely for wine and a further three specifically covering food and condiments, all recognised by the European Union (EU).

Protected Geographical Indication (PGI), Protected Geographical Status (PGS) Traditional Speciality Guaranteed (TSG) are distinct regimes in a legal framework defined in European Union law to protect the names of regional foods.

8. Collective marks

Collective marks are marks used to distinguish products or services provided by a group of enterprises, generally members of an association. Collective marks are often used to show membership in such an association, union or organization.

9. Patents

A patent is a title that recognizes the right to exclusively exploit the patented invention. It prevents others from making, selling or using it without of the owner's consent.

Patents can refer to a new procedure, a new device, a new product or an improvement or improvement thereof, which must be inventive, new worldwide and have an industrial use,

A patent is granted by a national patent office for a country or by the European Patent Office and only in the country in which protection has been obtained.

Duration: Patents provide generally for 20 years from the date of filing the patent application. To keep it in force requires payment of annual fees.

10. Utility Model

The Utility Model protects inventions of a range lower than those protected by patents.

The device, instrument or tool protectable by utility model has a practical use, is not applicable to

procedures and must be new at national level. The scope of the protection of a utility model is similar to that conferred by the patent. To keep it in force requires payment of annual fees.

Duration: Ten years from the filing of the application.

International Protection

If you are sending your products abroad, be aware of possible national and international laws for labelling, packaging and advertising.

The Office of Harmonization for the Internal Market (OHIM) registers the Community Trade Mark in the European Union.

Choosing the best form of protection can be challenging, therefore it is a sound idea to seek professional advice from an expert, to identify which protection strategy is for you.

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This material is for internal use only and may not be put to commercial use.

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