

LET SOCIAL MEDIA WORK FOR YOU

Great plans evolve businesses.

EXPAND YOUR BUSINESS ONLINE

Website



Whether you have a storefront or your business is solely online, your company should have a website. You can show every bolt of fabric or skein of yarn, or simply have your location and contact information. It lets people find you and gives your social media platforms a landing place.

MANAGING YOUR BUSINESS

Facebook



Is the most popular social media platform in the craft industry. Your business needs to be here to connect with your customers. It not only allows you to showcase your business but allows the customers to connect with you.

KEEP YOUR CUSTOMERS UPDATED

INSTAGRAM



Have a presence on Instagram. It is an excellent way to connect and communicate with current customers and finding new ones. It allows a business to showcase their items in a simple and engaging manner.

GROW YOUR BUSINESS

NEWSLETTER



Be sure to have an newsletter that you can send out weekly, monthly or biannually to share what's happening in your business with your customers.

