

Digital Marketing

Creative Communication with Digital Tools

International Folk Art Market

Gurmeet Kaur

Online Communications

Keep it Simple – 3 Step Process

Website – Informational or Shopping

Instagram

Email

Website

For setting up a simple informational website, there are lots of free website builders – Wix, Weebly, WordPress & more....but if you want to set-up a Ecommerce Site, I would highly recommend the Shopify platform.

WHY?

Available in over 175 countries with a superb support staff

Free 14 Day Trial

Basic package is \$29/month

Many easy to use Website Design Templates to choose from

24 Hour Chat Support Available Worldwide

Unlimited Product Listings

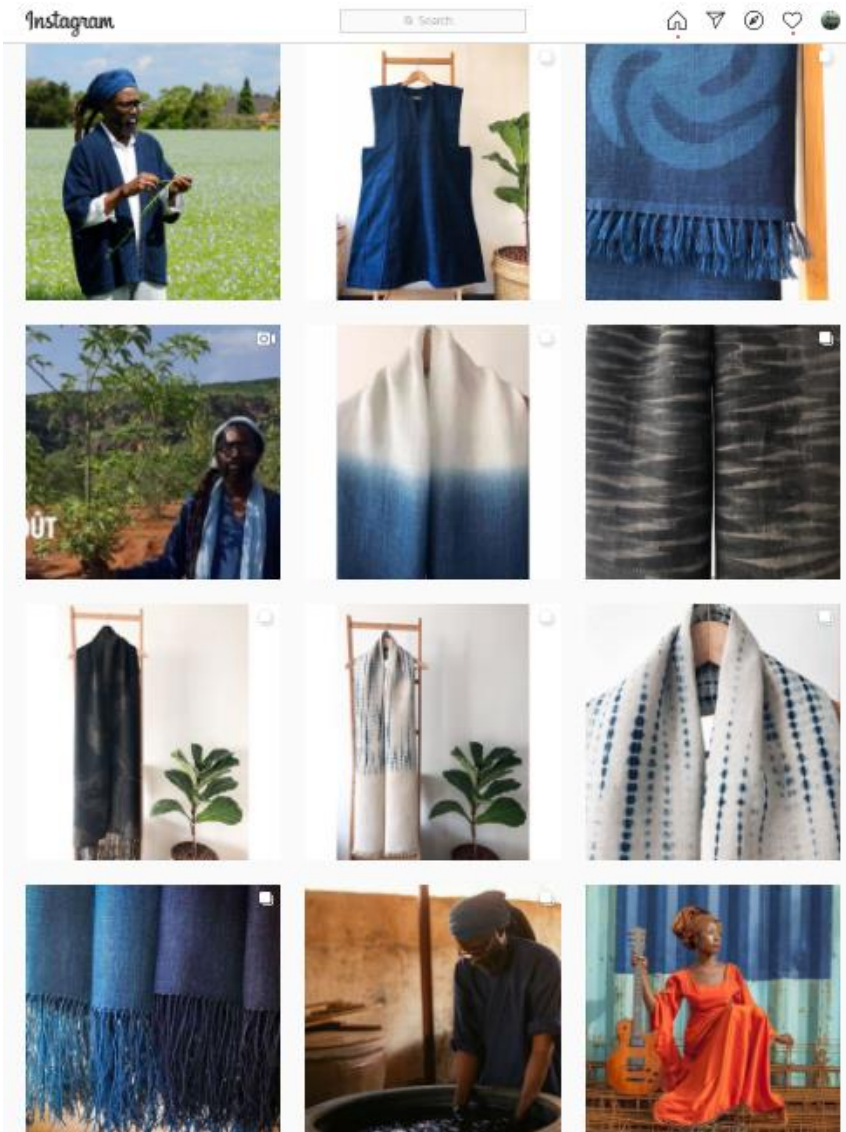
Integrates Easily to Social Media like Instagram & Facebook

Plus many more Features...explore at **Shopify.com**

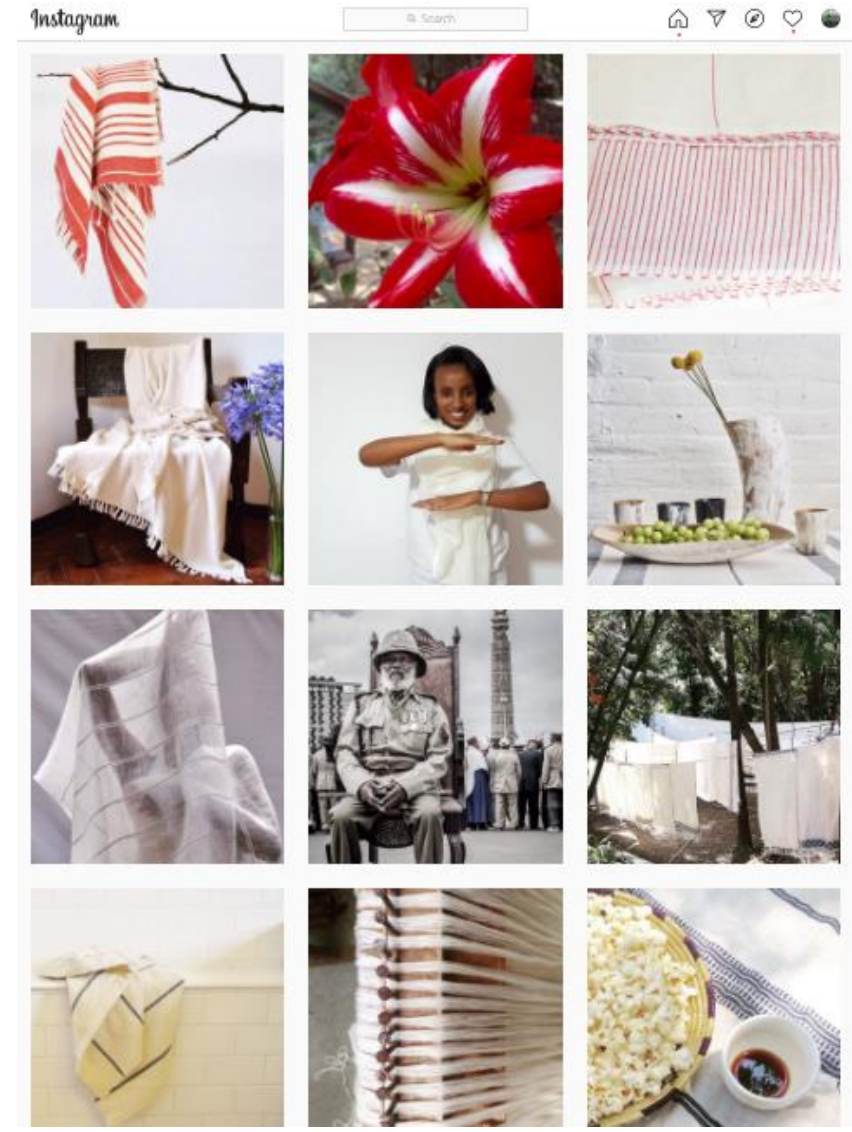
WHY INSTAGRAM?

Instagram - A Cohesive Visual Language

Some Examples



Aboubakar Fofana



Sabahar

A Cohesive Visual Language

A consistent, cohesive look helps build brand engagement and followers.

A defined Color Palette for posts as you can see in examples provided. We can be a little looser for stories, so have some flexibility there to be more spontaneous.

Type of photos – it is more close-up detailed shots which are great to show craft details, process, and artisan portraits with occasional cinematic sweeps to capture local landscapes, Travel Trips or the Festival. Just need to have an identifiable, consistent language.

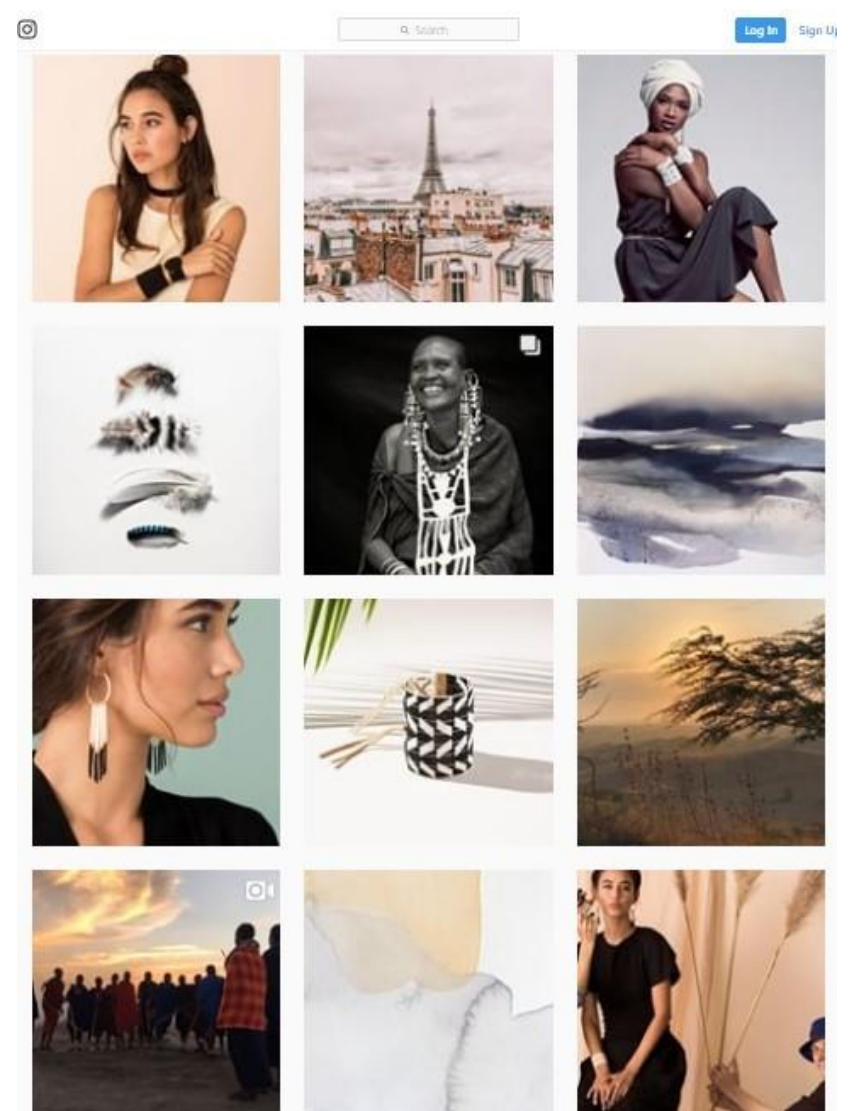
Luckily there are a lot of free apps that one can use to edit phone shots, they don't have to be professional photos.

Instagram - A Cohesive Visual Language

Some Examples



Avani Earthcraft




Sidai Designs

The Anatomy of a Perfect Instagram Profile

1. Set up a Public (not private) Account
2. Create a Recognizable & Searchable @Username (i.e., Handle)
3. Easily Searchable Business Name
4. An On-Brand Instagram Profile Picture
5. Instagram Bio - Convey Personality, what is unique about you, what is your brand promise – Inspire People
6. Website Link or LinkTree Link
7. Enabled Notifications
8. Category of Business (you should switch from personal to business profile)
9. Contact Information
10. Have an overall theme
11. Post regularly and consistently

Profile Examples of Artisans at the Folk Art Market

yoruba_indigo

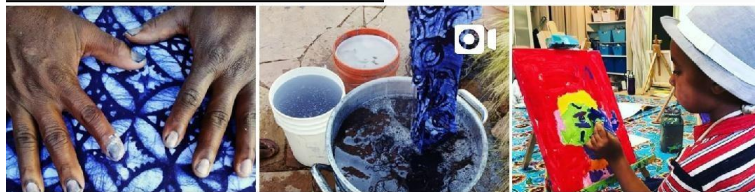




179 Posts 1,492 Followers 967 Following


Gasali Adeyemo
Traditional Yoruba Batik, Adire, & Tie-dye
www.africancraft.com/artist/gasali
Followed by **marieflaherty**, **laurennew** and **33 others**

Following ▾ Message ▾

Highlights Highlights Highlights






porfirio_gutierrez_y_fa...



190 Posts 6,612 Followers 824 Following

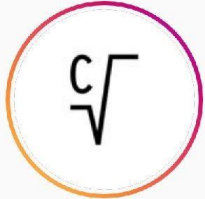
Porfirio Gutierrez
Business
Zapotec textile artist | natural dyer | researcher | educator | Smithsonian awarded and New York Times featured artist.
www.porfiriogutierrez.com/
Calle Simon Bolivar #6, Teotitlán del Valle 70420
Followed by **rossmeza**, **bella_frida_consulting** and **36 others**

Follow... ▾ Message Contact ▾



Profile Examples of Artisans at the Folk Art Market

carlafernandezmx



1,275 Posts 44.3K Followers 1,475 Following

Carla Fernández
Fashion Designer

Fashion brand dedicated to preserving and revitalizing the textile legacy of the indigenous communities of Mexico.


See Original
carlafernandez.com/

Followed by **rossmeza, jessicahubbardmarr** and **41 others**

Follow... Message Contact

Marsella Roma Centro Bazaar Oa

sidaidesigns



537 Posts 6,887 Followers 2,198 Following

Handmade jewelry with a story
Shopping & Retail

Collaborating with Maasai women// Bringing a modern aesthetic to indigenous beadwork// Our Summer '19 collection is here 🌴 FREE SHIPPING until June 21:
shop-sidaidesigns.com/

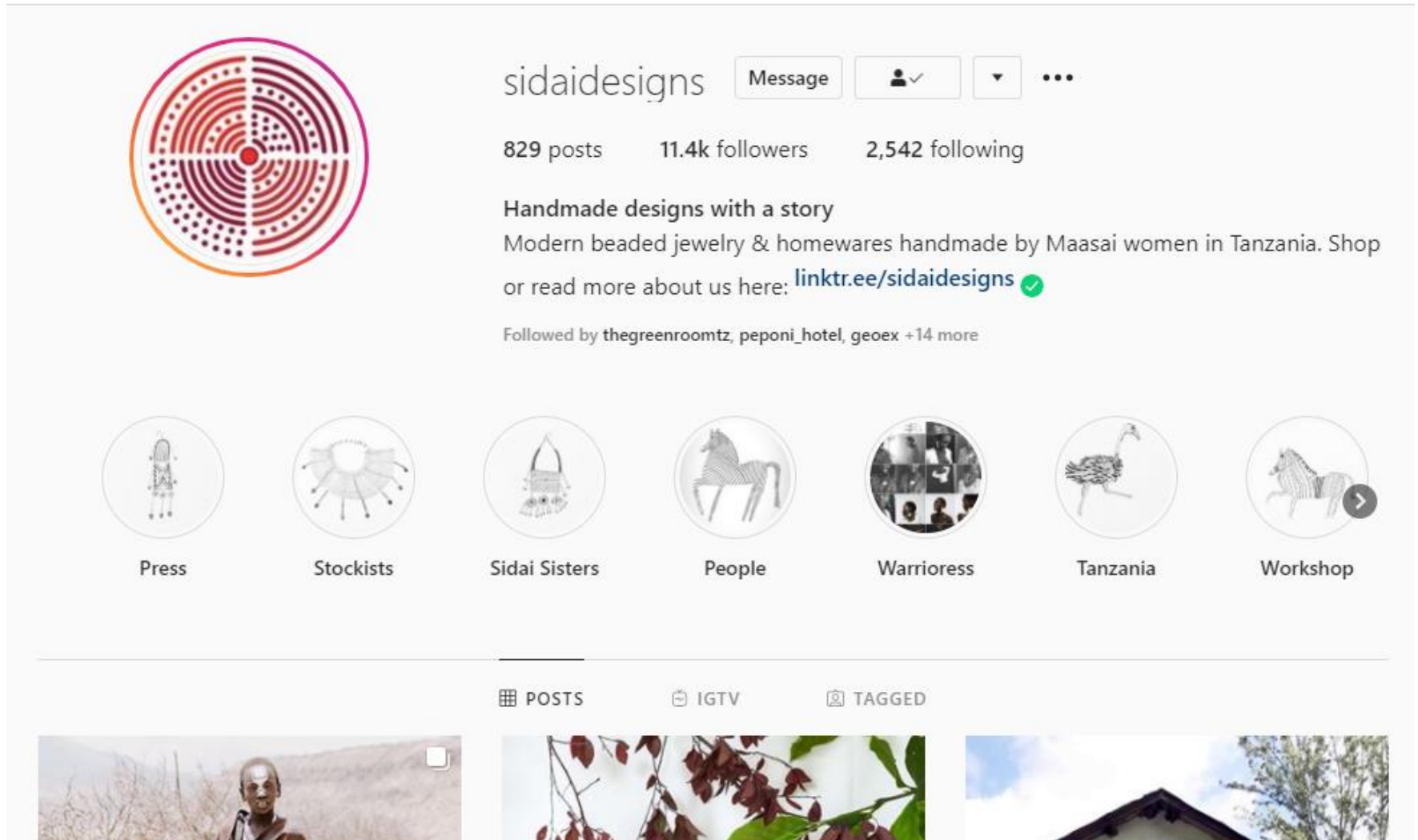
Followed by **marieflaherty, terra_klay** and **42 others**

Follow... Message Email




SS19 People Sidai Sisters Tanzania F

Become Best Friends with Insta-Stories & IGTV

Think of Insta-Stories like Chapters of a your Story Book
& IGTV as your Video Channel










The image shows the Instagram profile page for 'sidaidesigns'. The profile picture is a circular logo with a red and white geometric pattern. The bio reads: 'Handmade designs with a story. Modern beaded jewelry & homewares handmade by Maasai women in Tanzania. Shop or read more about us here: linktr.ee/sidaidesigns'. The profile has 829 posts, 11.4k followers, and is following 2,542 accounts. Below the bio, there are seven categories with icons: Press, Stockists, Sidai Sisters, People, Warriress, Tanzania, and Workshop. At the bottom, there are three tabs: POSTS, IGTV, and TAGGED. The first post under POSTS shows a person in a natural setting, the second shows red flowers, and the third shows a roof against a blue sky.

sidaidesigns Message   




829 posts 11.4k followers 2,542 following

Handmade designs with a story
Modern beaded jewelry & homewares handmade by Maasai women in Tanzania. Shop or read more about us here: linktr.ee/sidaidesigns ✓

Followed by thegreenroomtz, peponi_hotel, geoex +14 more

 Press  Stockists  Sidai Sisters  People  Warriress  Tanzania  Workshop

POSTS IGTV TAGGED





@sidaidesigns

Shop

Blog

Give a gift to a Maasai mama

ARUSHA: Make a shop appointment & sign up to our locals newsletter

Do a beading class in Tanzania

Interact & Engage with your Audience

Building a Community is all about engaging and interacting with your audience.

Show appreciation. Thank and reply to comments, like their posts once in while, bring a more human touch.

Follow Press, Editors, Influencers etc, like their posts, engage with them, soon they follow back. Some might repost and Instagram rewards with showing your posts to more people, and showing them in Instagram Explore page and leads to more discovery.

Cross Promote on other Platforms

Cast a wider net, grow followers from outside Instagram by cross promoting on Website, Emails, Facebook etc.

Content Calendar

Important to build this out on a fairly granular level, so all stake holders have visibility and can contribute.

It should track Events that are happening in the month and corresponding coverage on Social via Posts, Stories, Facebook Live and IGTV etc.

Content Buckets you want to cover – Product Making, Materials Used, Trade Shows, Impact Stories, etc.

Also plan some downtime, when we are not talking about ourselves but just let the beautiful landscape of your surroundings speak for itself, for example.

Analytics & Ads

Instagram has been getting better at providing Analytics which are very helpful in planning schedules, understanding post performance, content that resonates, audience demographics, when they are active and so on. We should make the most of it.

Plan a small budget for Ad Promotion if possible.

EMAIL MARKETING

Emails today have become like Story Books
with a Beginning, Middle and End!

TOAST

Craft | Kantha Stitching



In the beautiful paddy fields, surrounding the bustling city of Kolkata, is a small workshop dedicated to the art of kantha stitching.





Run by Sasha, a fair trade cooperative, the women who work here are able to practise traditional techniques and support their families.





Above the workshop is a small school, where local girls are taught the techniques of kantha stitching and tailoring, helping them to develop their own independence.



TOAST has been working with Sasha for over ten years. This season one of the pieces they have created is our Hand Embroidered Diamond Jacket which has been lined with a striped, hand woven cotton.



Photography by Robbie Lawrence





SHOP HAND EMBROIDERED DIAMOND JACKET

[WOMEN](#) [HOUSE&HOME](#) [MAGAZINE](#) [LOOKBOOK](#)



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The Anatomy of a Perfect Email

The Header

- The Subject Line
- The Pre-Header
- The From Name & Address
- The Reply-to Address

The Body

- A Simple Template
- Speak to Audience (Personalization)
- Strategic use of Pictures
- Call to Action

The Footer

- Contact Information
- Reminder of Subscription
- Unsubscribe Links

NORLHA



WIND HORSE

Depicted running and bearing the flaming jewel that fulfills all wishes, from personal aspirations to the attainment of ultimate knowledge or enlightenment, the wind horse rules the air.

His image appears throughout the Tibetan Plateau, painted on monastery murals, printed on prayer flags and more recently, on little square papers thrown to the wind.

LEARN MORE



A symbol that holds an important place in the hearts of the nomadic communities at Norlha, the Wind Horse is a symbol of good luck. Bearer of the wish-fulfilling jewel, the Wind Horse is intrinsic to the people of the Tibetan Plateau, and their desire to spread luck and happiness to all creatures.

VISIT NORLHA

WOVEN BY COMMUNITY

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[SCARVES](#) [OUTERWEAR](#) [HOMEWARE](#) [ABOUT](#)

Norika - Tibetan Plateau, Rimna Village
We hope you enjoy our newsletter © Norika 2018.

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The Email Marketing List

When building your email list, you want to target the right audience so you can focus on conversations with interested fans, valuable connections and potential prospects.

Your email list audiences could be:

- Family and friends
- Business contacts
- Fans and frequent visitors
- Clients and future clients or prospects
- Customers, designers, gallery owners, retailers, and other professional Influencers in your space, including bloggers and critics
- (Local) News and Magazine editors

Collect subscribers online via website and social media

Collect subscribers in person

But always ask for permission to send them emails!