

Digital Marketing Strategy

Your Name: Jasmine Holley

Business Name: Whispers Artistry

What marketing materials or content do you want to design?

A place to both advertise and sell my own arts and crafts. For example, a website where people can buy arts and crafts that I create and commission me to create what they request. Also provide entertainment within showing my art such as art advice or following trends to keep viewers engaged within social media content.

Who do you want to target with your offerings?

Potential customers to buy or share my arts and crafts as well as people who are just curious in arts and crafts and might just want to watch me create it.

What results are you seeking? E.G. Targets, sales, orders, bookings, employment

Mainly sales and orders from customers but also an audience on social media to help expand my audience to spread my work to more people who may be interested in buying from me. Also, more engagement online to achieve this through follows, likes, shares etc.

Which Social Media Platforms do you plan to use?

TikTok, Instagram, YouTube, Pinterest, Etsy, Fiverr and potentially LinkedIn, Facebook, WhatsApp, discord etc. for communication and groups.

What digital marketing activities do you plan to do?

Marketing Activity	How frequently	Who does this?
Timelapse of me creating artwork with a voice over and any necessary edits and cuts to make it more engaging.	Once a week	Me and potentially anyone else who might like to join.
Post trends e.g. sounds or layouts which link back to my content so doing the relevant social media trends in my own way. (Builds relatability and entertainment as well)	Two or three times a week depending on what trends I find through research.	Me and potentially anyone else who might like to join.
Content discussing or informing people of updates with my artwork or crafts etc. Such as vlogs or 'day in the life's' or just spreading any important information. (as a carousel picture post for example or video or something)	Whenever relevant.	Me and potentially anyone else who might like to join.
Offering art advice/ easy DIY projects for people to have a go at to engage and include my audience. (Easy but affective)	Every week or two weeks.	Me and potentially anyone else who might like to join.
Create testimonial quotes or reply to comments as a post to show and respond to people's opinions/ advice on my work to gain more interaction from people and make them feel more involved.	Whenever relevant.	Me and potentially anyone else who might like to join.

Weekly Content Marketing Calendar

Day	Theme	Marketing Activity	Results
Monday	Timelapse of creating artwork/crafts.	Videos with voice overs posted to social media.	Interest potential buyers into my arts and crafts whilst entertaining them.
Tuesday	Applying relevant trends to my arts and crafts.	Videos posted to social media with trending formats/sounds/hashtags.	Catch the attention of a wider audience to gain a wider following.
Wednesday	Art advice/ easy DIY projects for audience to try.	Videos posted to social media.	Entertain my audience and keep them engaged as they are likely into arts and crafts themselves regardless of their skill levels so having something fun and easy for them to feel included in.
Thursday	Either discussing any updates to do with the arts and crafts or reply to comments/feedback. Also posting pictures of any new arts and crafts I create.	Videos, comments, stories and pictures posted to social media and website.	Keep potential buyers updated and informed of any new products on sale or changes that may affect them. Also to show how I take feedback into consideration and show new buyers what they can expect from my arts and crafts based on previous customer experiences.
Friday	Applying relevant trends to my arts and crafts.	Videos posted to social media with trending formats/sounds.	Catch the attention of a wider audience to gain a wider following.

Annual Marketing Plan

Month	Themes	Marketing Activities	Progress
February	Make it clear to the audience from the start about what type of business you are and catch their interest. Also focus on special events such as Valentines Day within the month.	Create social media content showing what the company is about/ introducing it. Create a build up to the launch of different aspects of the company to grab people's attention via excitement and curiosity. Exclusive gifts or deals for events such as Valentines Day as large portion of audience may be gift shopping.	Begin building an audience and gaining their trust. Also, hopefully buying the exclusive products as they feel a sense of urgency to buy it before the deal or product is unavailable and find the deals and products helpful when deciding on a gift.
March	Research the audience that has developed so far and respond to this by producing content that would appeal to them but in the style of the business. Also focus on special events such as Mother's Day within the month.	Create arts and crafts that would appeal to this target audience and follow trends and content styles such as videos, carousels, time based off of this. Exclusive gifts or deals for events such as Mother's Day as large portion of audience may be gift shopping.	Attract more of the desired audience and keep existing customers engaged and loyal to the company. Also, hopefully buying new products as they feel a sense of urgency to buy it before the deal or product is unavailable and find the deals and products helpful when deciding on a gift.

April	Work on adapting the quality, fixing any issues, responding to any feedback on the arts and crafts so far as well as introducing new monthly deals or exclusive products for the month.	Release updated and improved arts and crafts to online shops, websites and social media as well as new product and limited time offers for the month.	Building customers trust in your company and products as they feel listened to and like the company cares about their customer experience as well as staying engaged and hopefully buying new products as they feel a sense of urgency to buy it before the deal or product is unavailable.
May	Focus on following researched trends and keep on top of emails/messages, orders, responding to feedback, exclusive monthly deals again etc.	Release updated and improved arts and crafts to online shops, websites and social media as well as new product and limited time offers for the month. Keep on top of emails, direct messages, reviews, social media comments etc. Create social media content that is interesting to look at and follows trends such as hashtags, sounds, video formats, etc to engage a wider audience and therefore more customers are reached.	Build not only a wider following of customers on social media and sales, but also keep their trust and loyalty in the business. Repeat all of the themes and marketing activities regularly as well as cycling through a new exclusive deal or offers each month to help benefit the customers and therefore business. Staying consistent with all of this combined with exciting changes here and there helps build progress and engagement.
June	Focus on following researched trends and keep on top of emails/messages, orders, responding to feedback, exclusive monthly/special day deals again etc. E.g. celebrate world environment day, Father's Day, and or 'Jewellery June and July'.	Release updated and improved arts and crafts to online shops, websites and social media as well as new product and limited time offers for the month. Keep on top of emails, direct messages, reviews, social media comments etc. Create social media content that is interesting to look at and follows trends such as hashtags, sounds, video formats, etc to engage a wider audience and therefore more customers are reached.	Same progress as the above boxes but with the deals, offers and exclusive products encouraging people to buy before they are no longer available as they may not be as interested otherwise. Also, hopefully buying new products as they feel a sense of urgency to buy it before the deal or product is unavailable and find the deals and products helpful when deciding on a gift.
July	Same as above boxes with heavy focus on 'Jewellery June and July' for example for this and previous month.	Same as the above boxes with a focus on exclusive jewellery released in the online shop/ websites alongside special deals. The jewellery could be brought back into stock later however, if it becomes popular.	Same progress as the May boxes but with the deals, offers and exclusive products encouraging people to buy before they are no longer available as they may not be as interested otherwise.
August	Same as June box with heavy focus on 'Arty August' for example.	Same as June box with a focus on exclusive art such as drawings and paintings released in the online shop/ websites alongside special deals. The art could be brought back into stock later however, if it becomes popular.	Same progress as the May box but with the deals, offers and exclusive products encouraging people to buy before they are no longer available as they may not be as interested otherwise.

September	Same as June box with heavy focus on 'Sewing September'	Same as June box with a focus on exclusive hand sewn products such as clothes and accessories released in the online shop/ websites alongside special deals. The products could be brought back into stock later however, if it becomes popular.	Same progress as the May box but with the deals, offers and exclusive products encouraging people to buy before they are no longer available as they may not be as interested otherwise.
October	Same as June box with heavy focus on Halloween and spooky/ creepy arts and crafts.	Same as June box with a focus on Halloween themed products such as creepy paintings and costume accessories released in the online shop/ websites alongside special deals. The products could be brought back into stock later however, if it becomes popular.	Same progress as the May box but with the deals, offers and exclusive products encouraging people to buy before they are no longer available as they may not be as interested otherwise.
November	Same as June box with heavy focus on 'Knitting November'.	Same as June box with a focus on exclusive knitted and crocheted products such as cuddly toys and accessories released in the online shop/ websites alongside special deals. The products could be brought back into stock later however, if it becomes popular.	Same progress as the May box but with the deals, offers and exclusive products encouraging people to buy before they are no longer available as they may not be as interested otherwise.
December	Same as June box with heavy focus on Christmas or winter.	Same as June box with a focus on Christmas/winter themed products such as winter landscape paintings and winter accessories to keep warm and decorated released in the online shop/ websites alongside special deals. The products could be brought back into stock later however, if it becomes popular.	Same progress as the May box but with the deals, offers and exclusive products encouraging people to buy before they are no longer available as they may not be as interested otherwise. This can also help more customers pick Christmas gifts for people and therefore gain more sales.
January	Same as June box with heavy focus on New Years.	Same as June box with a focus on New Years themed products such as jewellery and clothing accessories such as bags with a new year's theme to them released in the online shop/ websites alongside special deals. The products could be brought back into stock later however, if it becomes popular.	Same progress as the May box but with the deals, offers and exclusive products encouraging people to buy before they are no longer available as they may not be as interested otherwise.