



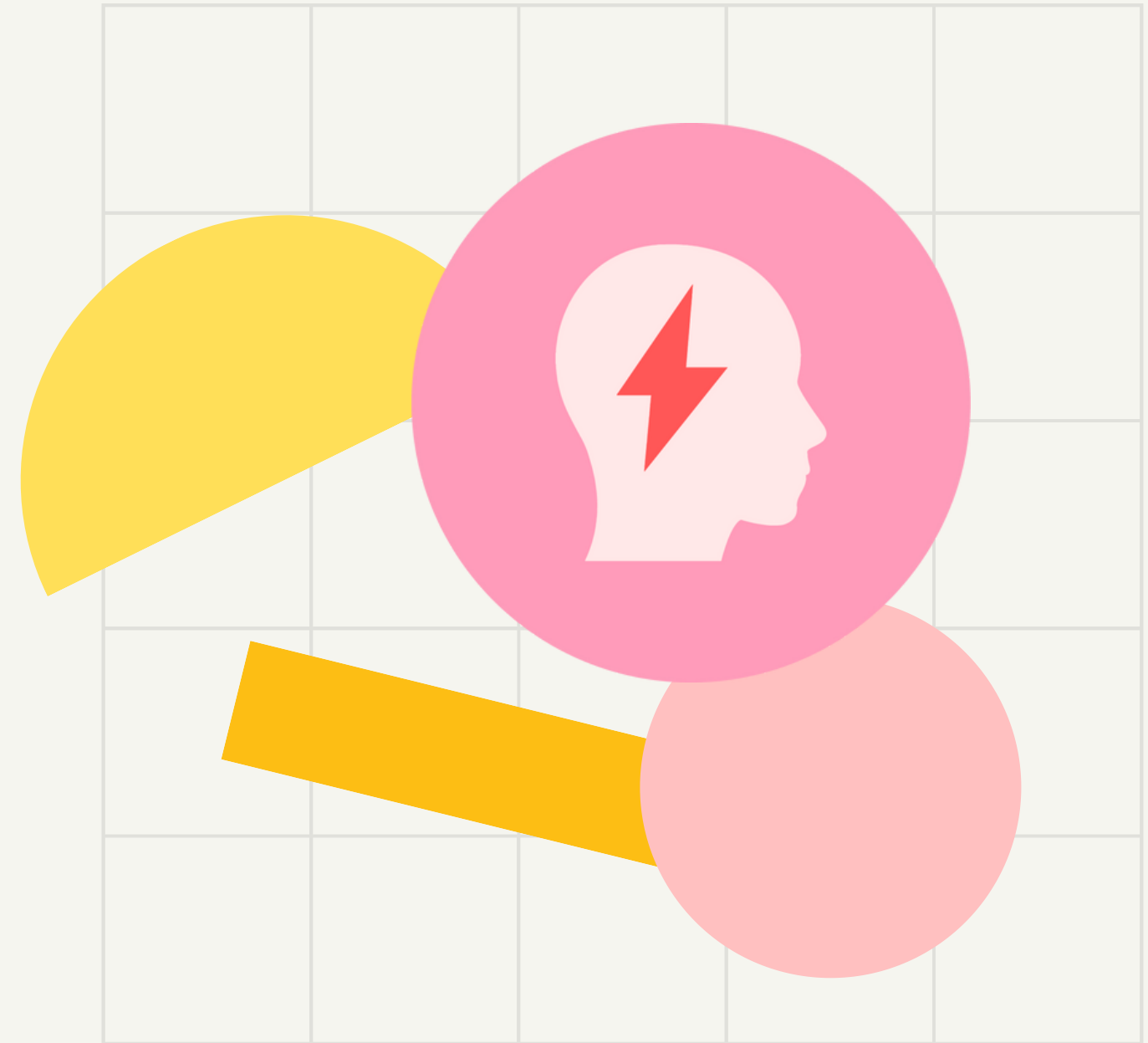
Raising your profile online and IRL

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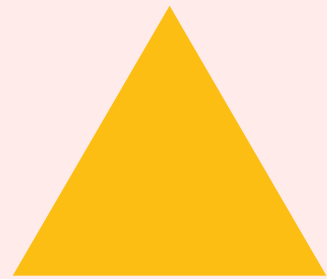
Welcome!

Today's Session

- Social media in a new light
- Website
- Mailing list
- Other avenues to explore

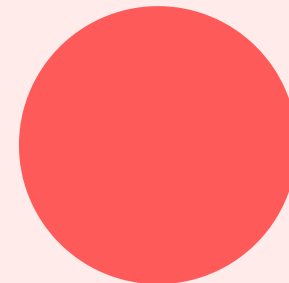


Social media best practice



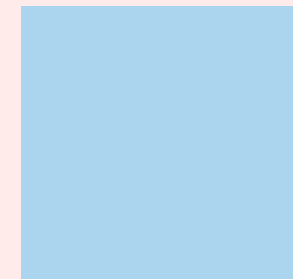
Choose wisely

Don't rely just on the Facebook basket - there are other platforms!



Be intentional

If you use your time wisely, and set goals and parameters with your use of social - it will pay off.



Go deep, not wide

50 followers who you talk to often means more than 5000 you barely interact with.

social for creatives



Pinterest

Evergreen
Search engine
Drives traffic to website



LinkedIn

Revival recently
Lots of creative industry use it
Great to reach clients + share
portfolio content to the right
people



Instagram

Connect with audience
Share portfolio effectively
Good analytics

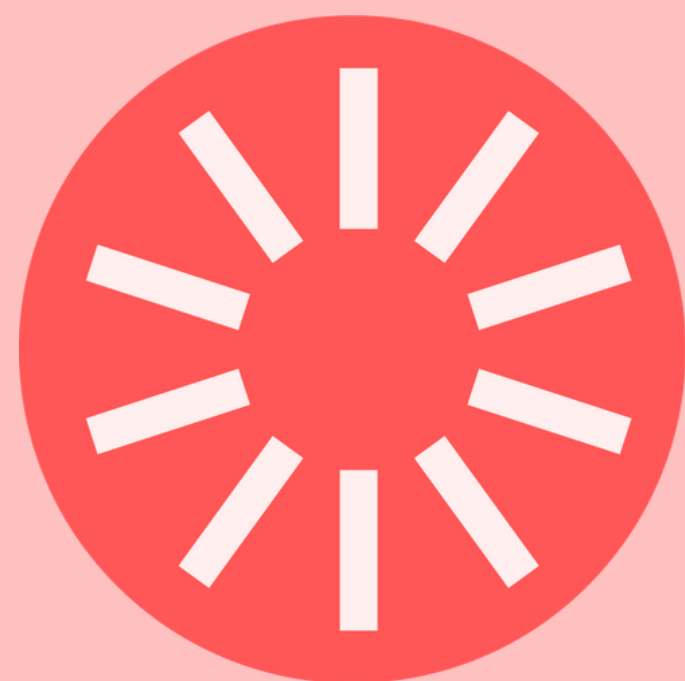


tips

don't feel the need to perform, if it's not you

remember it's a communication tool to engage your audience

But it's also a funnel to lead them elsewhere



**Your website is
your best friend.**

Nurture it.



- **SEO - key words, tags, descriptions**
- **Regular updates blog, portfolio, shop**
- **Give a new reason to visit your site each month at the very least**

external links & backlinks



Great for SEO! | Evergreen | Works while you work

Guest blog posts

Co-promotion or referral with a complementary peer

Directories – The Dots, Creative Guild, Behance

Links from clients – referrals or affiliates



mailing lists facts

You own your email lists (not FB!)

60% of people prefer email as a promotional tool
(vs. 20% on social media)

6% convert to sales (vs. 1.9% via social media)

Won't suffer from global outage

You manage the curation of it



mailing lists 101

Offer plenty of opportunities to sign up to your mailing list

Give a reason to sign up – exclusive previews, tips, insight and offers that aren't shared on social media etc.

Always state exactly what people will expect when they sign up e.g. future events, workshops, news on your work

Have an opt-in section beside where they leave their email address if on paper

Mailchimp is good and covers you for GDPR + free to use up to 2000 emails.

Buy
Now

mailing list content

ORDER HERE

SUBSCRIBE

- It shouldn't be an essay –
(choose one main thing of interest)
- Make it valuable, useful, interesting
- Make a clear call to action each time
- Lead back to your website and/or shop

press & media

getting yourself out there

prepare research approach

get good photos of you and your work

All press are visually led. Give them a reason to want to give you coverage. Product shots, head shots, in situ shots.

what's your story?

What's relevant, current and newsworthy?

Follow editors online (Twitter, Instagram and LinkedIn) and #journorequest. Most look for stories. Be ready with yours.

choose your top 3 publications or outlets

Do your research on your faves, see what types of stories they cover - can yours fit into it?

**remember
press need
you too!**

start small and work your way up

Get regional publication coverage first and use that as leverage to approach bigger ones e.g. 'As seen in...'
If you have had coverage tell us, everywhere!

share your own content

Start your own podcast or blog and be known for your niche.
Press will come to you for your 'expertise' quote or a feature.

think about why you might want coverage

It needs to be more than a status thing, what message are you trying to portray, what profile are you building of yourself?
Start with the work or the 'why' and approach press if you think its newsworthy. Sometimes they will approach you!

Best marketing tool?

WORD.....OF..... MOUTH

If you don't ask...

Testimonials, reviews, referrals

The more others talk about you, the more profile you get. Help that process along.

And yes, it's ok to share those reviews online! In fact, you must.



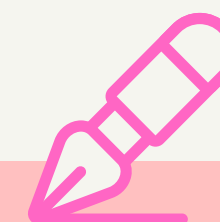


some tasks to try this month



Keep learning

Get outside your comfort zone
Be willing to give a talk or hold a workshop
Collaborate on a new project and tap into
eachothers network



Go to something

Meet new people
Ak questions and offer support or skill share
Exchange a business card, social handle or
website URL



takeaways



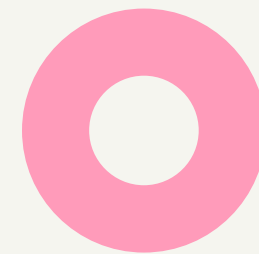
fit it to your schedule

It can feel overwhelming and a full time job. Don't let it take over. Set a goal for the year, plan specifics you want and go for those only.



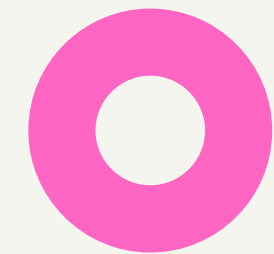
spread your wings

Pick evergreen avenues over something you have to constantly update. Try new things, it'll be scary and brilliant



choose your hub

Direct people to one space ie to your website or shop. The rest is just funnels, and if we only have one funnel it can get clogged....



get others to talk

Word of mouth, external links, referrals, reviews... these all do your marketing for you while you spend the time working. Allow that to happen...



Q&A

My favourite part! Ask anything!

Come and say hi!

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Next talks:

24th Feb - How to win commissions

10th Mar - Goal Planning

24th Mar - Contracts & Negotiation

28th Apr - Time Management

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**MAKING FRIENDS
WITH THE
IMPOSTER SYNDROME**

Wednesday 16th March, 6pm - 7pm
The Old School House (TOSH), Boscombe

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