

Ten Minute Marketing

We've decided that the best way to help Teams Market themselves and the Handmade Movement this holiday season is to break it down into small assignments that everyone can do every day, no matter how little time you have. As you all know by now, the Buy Handmade Pledge (www.buyhandmade.org) is a tremendous promotional opportunity for your team, and here is a daily list of things you can do to fully use it to your advantage. So, we present your mission: Ten Minute Marketing.

Week Seven: December 17 - 21

Monday, December 17 Did you see this awesome article in the New York Times on Etsy?

http://www.nytimes.com/2007/12/16/magazine/16Crafts-t.html?pagewanted=1&_r=1

Forward it to a friend or coworker who might be interested in learning more about the handmade movement. Encourage people you know who haven't done so already to commit to a handmade lifestyle and sign the pledge at <http://www.buyhandmade.org> - it's about choosing handmade when you can and learning why handmade is so important: during the holiday season and throughout the rest of the year.

Tuesday, December 18 Encourage last minute shoppers you know to check out Etsy and ask their favorite sellers about Priority and Express mail options. Do you offer these shipping options in your Etsy shop? Check out this article in the Storque on shipping upgrades.

Wednesday, December 19 Attention last minute shopper: Shop local! If you buy local now, your gifts can still arrive on time. Whether you're part of a global team or a location based team, you can still encourage neighbors and family to make their end-of-the-holiday-season purchases on Etsy by encouraging them to search for items based on location.

Thursday, December 20 Make your own wrapping paper! Use your creative juices and wrap all those handmade gifts with lots of love and handmade amazingness. Hand stamp your packages, use recycled paper and decorations and make the wrapping as unique, special, environmentally friendly and handmade as the goodness that's inside. Post your beautiful packages to Flickr and include them in Etsy Love Flickr groups.

Friday, December 21 Use your Team account to choose more favorites from each member's shop and refresh your Team's Etsy mini. Or, if your team doesn't have an Etsy mini yet, using your favorites go ahead and make one by marking your fellow team members' items as favorites to post on your blog, facebook or myspace page.