

May 25th

Presentation: Overview of what a marketing plan is. Questions to generate deeper thought for each participant into their motivations behind running their craft business and their short and mid-term goals, leading to insight into marketing strategies that reflect these "whys."

Homework: Research competitors as inspiration/insight; review 2-3 competitors - their websites, their social media, how they package and market their products - and make note of strategies that can be incorporated into your business and marketing.

June 1st

Opening discussion: Each participant presents on their competitor research and insights they have gained into their own practice.

Presentation: Overview of market research strategies and NAICS codes; discussion of how to research NAICS codes with the support of Square One.

Homework: Participants contact Square One to figure out their NAICS code and receive market research information for their sector.

June 8th

Guest Presenter: TBA

Presentation: Translating market research into a marketing plan.

Homework: Participants begin sketching out and rough-drafting ideas for their marketing plan.

June 15th

Opening discussion: Participants share their marketing plan sketches and rough drafts.

Presentation: We will discuss as a group strategies for developing a marketing plan outline, including: where to promote, how you are going to promote your products, how many products you want to promote for this launch, and the types of products/packages you will be promoting.

Homework: Participants work on their marketing plans.

June 22nd

Discussion: Refinement of marketing plans with group and individual feedback.

Homework: Participants finalize their marketing plans.

June 29th

Guest Presenter: TBA

Final Presentation: Participants pitch their marketing proposals and receive feedback from the Guest Presenter, Laura and Michael, and each other.