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# THE EMBROIDERY COACH

## Skill Set No. 4 Marketing Your Embroidery Business Quick Start Guide

When you start your new Business, Marketing is imperative for the success of your business. You must get the word out and let everyone know that you have started your Embroidery Business!

### Step 1. Marketing 101 - The basics of marketing your business.

- What Marketing really is!
- The importance of Building your Brand
- Low-Cost Methods for Marketing Your Business
- How to Start Your Working Marketing Plan

Your Working Marketing Plan is not the same as your Business Plan. This is an actual document that will help you with your monthly marketing and making sure your business is in front of all of your customers and prospects mind.

### Step 2. Marketing 201 - Create an Automatic Follow Up System

- Building Relationships With Your Current Customers and Prospects
- Increasing Sales With Your Current Customers
- Creating Your Automatic Follow Up System

I have provided a series of videos to show you exactly how to set up your entire system. Make sure you go through each one of them. Without a good follow up system, you have no easy way of marketing to your customers or prospects. This is imperative.

### **Step 3. Marketing 301- Create an E-Commerce website that you can use to showcase and sell your products.**

- The steps to create a full marketing system
- Keyword Research
- Organizing your Products
- Creating Decoration Option Pages
- Creating your Legal Pages
- Setting Up Your Website

It is very important to have a good web presence. Start with Facebook, Instagram, LinkedIn, and Twitter and place images of the products that you have created for your customers as soon as you start your marketing process and even before you have your e-Commerce site created.

**Step 4. Virtual Embroidery Business** - It is important in this new world to be able to use Zoom or other virtual platforms to work with your customers virtually.

You go through the same process that you use for your business with the exception of meeting with them face to face online. This gives you the opportunity to work with them personally, but it is a huge time-saver for both you and your customer. This is an opportunity that we were not aware of before Covid.