



**TIPS ON
MARKETING WITH
SOCIAL MEDIA
FOR MAKERS**

Mister Domestic

TIPS ON MARKETING WITH SOCIAL MEDIA FOR MAKERS

We live in a time where both social media and social media marketing are critical to the success of most small businesses. Within Sewing & Crafting, knowing how to optimize each platform can be the difference between a thriving business and the inability to get out of the “hobby”-zone. But with constantly changing algorithms and shifting consumer preferences, staying on top of social media marketing and knowing how to use each platform can feel like a lost cause. In collaboration with Michaels, it is my hope that through a basic understanding of each potential platform and how to connect and streamline them all network will make this daunting task more approachable with lasting results.

So if you’re either ready to step into entrepreneurship or you already have an established brand, understanding the network of each social platform & how to connect them together will ensure that your target audience both receives the message and receives the right one. And if you have a plan before even beginning the project or content creation, it’s actually a lot easier than most think.

PHOTO CONTENT



CORE CONTENT



VIDEO CONTENT



Value Proposition

- Instagram: Fun and simple photo sharing platform (visual medium)
- Facebook: To make the world more open and connected (storytelling/community-based)
- Facebook Group: A place for Facebook users to opt-in to shared experience (ability to niche down)
- Blog: Trusted source of information on specific topic(s) (voice of business, specific value-add)
- Newsletter: Direct link to consumers who have opted in to stay connected (call-to-action)
- Pinterest: To bring everyone the inspiration to create a life they love (search engine)
- YouTube: Long form videos for education or entertainment (tutorial or topic-based)
- TikTok: Long form videos for education or entertainment (tutorial or topic-based)

Basic Demographics

- Instagram: 32% 18-24; 35% 25-34; 73% of all teens use platform.
- Facebook: 7 in 10 US adults use Facebook. The perception is that active use skews older.
- Facebook Group: Niche specific.
- Blog: Bloggers skew younger with 21-35 accounting for 53% of bloggers. Perception correlates branding.
- Newsletter: Niche specific.
- Pinterest: 32% 18-29, 34% 30-49, 38% 50-64; 50% outside of US
- YouTube: 95% of 18-29 use (also binge watchers), 91% of 30-49 use; 49% of 65+ use
- TikTok: 28% Under 18; 35% 19-29; 18% 30-39; 19% 39+
- To learn more details demographic information, check out <https://www.omnicoreagency.com/category/statistics/>.

Content Types

- Instagram: Primary – Photos; Secondary – Reels (separate algorithm), Stories (swipe up call-to-action)
- Facebook: Primary – Share blog posts; Secondary – Share topical content to support community/blog topics, share other content creators in niche (builds community)
- Facebook Group: Opportunity for consumer get closer to your brand; Share opt-in & community content
- Blog: Primary – Hub for Brand-specific content; Secondary – build up Newsletter through pop-ups/sign-ups, PR
- Newsletter: Primary – Call-to-action for consumer; Secondary – share community content
- Pinterest: Primary – Include Pinterest-worthy image on Blog post & share; Secondary – creating lists of inspiration
- YouTube: Primary – Tutorial or topic-based original content; Secondary – new Shorts feature
- TikTok: Primary – Short-form videos utilizing in-app trending concepts or sounds; Live-stream ideal for retail

CHECKLIST (DEMO)

PROJECT / PRODUCT: MICHAELS CLASS ON TIPS FOR MARKETING WITH SOCIAL MEDIA FOR MAKERS

Instagram: REELS SHARING ME IN MICHAELS NEWSLETTER; STORIES WITH SWIPE UP FOR CLASS SIGN UP

Facebook: SHARE SIGN-UP DAY BEFORE, SHARE BLOG POST THE DAY OF FOLLOW UP GRAPHIC POST WITH TIPS

Facebook Group: SHARE SIGN-UP DAY BEFORE, SHARE BLOG POST THE DAY OF FOLLOW UP GRAPHIC POST WITH TIPS

Blog: OVERVIEW OF RELEVANT STATISTICS/INFO TO HELP GUIDE WHAT CONTENT TO CREATE FOR EACH PLATFORM; LINK TO VIDEO AFTER

Newsletter: SEND SIGN UP PRIOR TO EVENT; SHARE BLOG POST AND VIDEO AFTER EVENT

Pinterest: PINTEREST-WORTHY GRAPHIC IMAGE; ADD TO MISTER DOMESTIC PINTEREST

YouTube: VIDEO WILL BE ON MICHAELS YOUTUBE; SHARE IN COMMUNITY SECTION, CREATE TIPS SHORTS TO LINK TO VIDEO

TikTok: TIKTOK SHARING ME IN MICHAELS NEWSLETTER, PROMOTE IN PREVIOUS LIVESTREAM

CHECKLIST

PROJECT / PRODUCT: _____

Instagram: _____

Facebook: _____

Facebook Group: _____

Blog: _____

Newsletter: _____

Pinterest: _____

YouTube: _____

TikTok: _____
