

# CRAFTY CROWN MARKETING IDEAS

*By: A Crafty Concept*

## **MARKETING IDEA: PRINCESS PARTY FAVORS**

How perfect would these little crowns be for a little girls princess party? All the attendants could get a princess/prince crown to wear at the party and to take home as their party favor!

## **MARKETING IDEA: MARKET UNIFORM**

Everytime I go to a craft market I try to wear a fun headpiece of some sort. Usually its a pom pom crown or a Christmas light crown, but the Crafty Crown would be great too! Wearing funky headpieces are a great way to invite people to your booth, a perfect conversation starter, and they can help build your confidence as a vendor!

Just be sure to have a couple on hand to sale because chances are someone will want to buy one for themselves!

## **MARKETING IDEA: PAGEANT GIFT**

If there are any little kid beauty pageants in your town, try reaching out to the director and see if they would be interested in purchasing some fun play crowns for all the contestants! They could go in their goody bags, this way everyone gets to take home a crown! Bonus, you could make this a reoccurring thing with the director and make crowns for them every year!

Side note: I bet these would sell like hotcakes at a pageant craft show!

## **MARKETING IDEA: DISNEY BOUNDING**

Disney Bounding is where people dress up like their favorite Disney characters without ACTUALLY wearing a costume. You could create a line of "princess" inspired crowns and market them to families taking a trip to Disney.

How could would a flat lay be with a bounding princess outfit and one of these crowns laying with it?!

 Ashley