

MINI STOCKING SELLING TIPS

By: A Crafty Concept

MARKETING IDEA: GARLAND

Creating a stocking garland would be a fun way to market these cuties.

KEYWORDS

- Christmas Garland
- Christmas Garland Mantle
- Christmas Decorations
- Christmas Stocking

PHOTOGRAPHY TIPS

- String of stockings hanging on a fireplace/mantel
- String of stockings hanging below a piece of holiday decor/mirror

MARKETING IDEA: GIFT HOLDER

These stockings are perfect for holding gift cards and other small gift items.

KEYWORDS

- Gift Card Stocking
- Christmas Gift Card Holder
- Gift Card Holder Teacher
- Christmas Gift Bag
- Small Gift Bag
- Small Gift Stocking

PHOTOGRAPHY TIPS

- Flat lay of stocking with popular gift card sticking out.
- Stocking with "themed" gifts sticking out (woman, teacher, kid etc.)
- Hand holding stocking with gifts/candy sticking out.
- Stocking on christmas tree with gift card popping out

Pro Tip: Add some crinkle paper or pieces of garland to decorate it up a little for pics.

MARKETING IDEA: TABLE PLACE SETTINGS

For our more sophisticated customers



KEYWORDS

- Holiday Table Decor
- Christmas Table Decor
- Table Place Settings
- Christmas Place Cards
- Christmas Napkin Rings

PHOTOGRAPHY TIPS

- Decorated Christmas table with stockings in the center of plates.
- Stockings laying on plate with a napkin sticking out.
- Silverware holder next to holiday plate

Pro Tip: If you arnt the type to decorate a place setting... ask your stylish friend who does if you can use it for photos :D



Commenting on other people's posts (with 4+ words) will start to cultivate a behavior in people's minds and will inspire people to comment on your posts. When you get more comments you get more engagement and when you get more engagement IG algorithm will show you to more people :)

Using the features IG provides will make the algorithm like you more. You should be utilizing

- Carousel feature (Multiples swipe-able pics in one post)
- IGTV
- Posting Videos
- Posting Stories

Using engagement and discovery features in the stories

- Story Engagement Features
- Countdown
- poll
- questions
- quiz
- slider bar

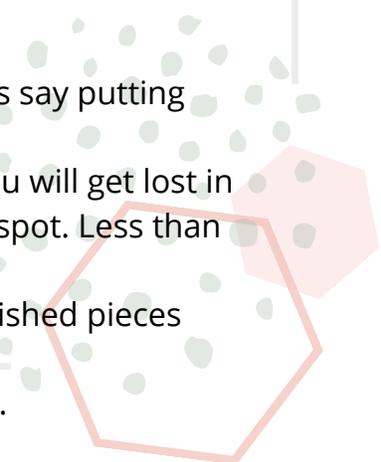
When people engage with these, that tells instagram you have engaging content and you will show up more on people's feeds! Ideally you would use these weekly in your stories.

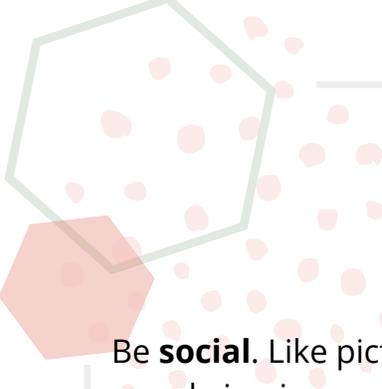
Story Discover Features

- Hashtag
- @ people
- Location Tag

Hashtags and location tags are searchable.. so you might show up in people's searches if you use them. @people on IG is smart because MAYBE they will share your tag... then their audience will be introduced to you. Ideally you would use these weekly in your stories.

Hashtags

- You can use up to 30 hashtags in each post.
 - I have found hashtags in the caption works better for me but some folks say putting them in the comments works just fine.
 - Don't use the BIGGEST hashtags... the ones with like a million + uses. You will get lost in those and it won't do anything for your post. 100k-500k is a good sweet spot. Less than that is good too.
 - Use hashtags that talk to your target audience. If you're trying to sell finished pieces using #ilovecrochet will not attract the people you want to attract.
 - Your hashtags should be relevant to your picture and your post caption.
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Best advice I can offer...

Be **social**. Like pictures you like, comment on pictures you really like (with 4+ words). Tag people in pics or captions when you are posting or talking about them. Share other people's post that your target audience would enjoy.

If you want your audience to start reviewing their orders on etsy, share screenshots of some etsy reviews every no and then, this will put it in their mind "Oh I need to review that" or "oh maybe they'll share my review!"

Same goes for customer pics. If one of your customers tag you in a pic and are like "look how cute these earrings are that I got from @soandso ... share that!"

Be **consistent**. Even if it feels useless, no one is seeing your posts anyway... still post. Even if no one is watching your lives... still do lives... Just keep at it!

Teach your audience what they can start expecting to see from you and let Instagram know "hey look how much im using the platform. You're welcome" ...

Serve your target audience. Talk **to** them in your captions. Post things they can relate to, would be interesting to them, or that would solve a problem for them. Once you start talking to YOUR people things will pick up.

You've got this!



Ashley

