

TROLL DOLL MARKETING TIPS

By: A Crafty Concept

SEASONAL IDEAS

These little 90's style troll dolls would make perfect seasonal gifts! Like stocking stuffers at Christmas time, Easter basket fillers at Easter time Vday gifts and even St. Patricks Day gifts (green hair don't care!)

A good idea would be to photograph these cuties in a seasonally appropriate way. If you want to market it as a stocking stuffer take a picture of one sitting in a stocking hanging on a mantel, or a flay lay with a troll peeking out of the top of a stocking. If you're saying how cute it would be as an Easter basket filler, take some pics of a troll doll nestled in an Easter basket or a flat lay with colorful easter eggs laying around.

How cute would it be to even make a bunny-ears headband as a photo prop?!

GIVE YOUR TROLLS PERSONALITIES

A really cute way to help connect with your customers emotionally is to give your trolls little personalities.

Maybe the pink hair troll is a wild lady who doesn't take no for an answer. She's independent, fierce, protective, opinionated and passionate!

Maybe the blue hair troll is shy, smart, loves to read books (omgosh how cute would he be with a little pair of glasses on?), knows big words etc.

This will help your customers emotionally engage. If they have a child that's like pink hair troll they may be encouraged to purchase one for them. If their bff has a kid that's like blue hair troll- maybe they will get it for that kids birthday!

You could make little personality cards to go with each troll! I bet kids would love that.

STAGE YOUR PHOTOS

How fun would it be to create little "sets" for your troll photoshoots? If its summer time you could make it look like they're lounging by the pool, if its winter time maybe they're building a snow man.

Use whatever you've got on hand to construct these little sets and it will add a lot of fun and personality to your social media posts, which will build trust with your audience, and encourage them to buy down the road!

Pro tip- you could also create "sets" that go with your troll's personality! Maybe purple hair troll is really into music and you set her up to look like shes putting on a rock show!

Good luck marketing and selling your troll dolls! I hope they are a hot item and you sell a ton!

 Ashley