Craft 50+

M3 - DIGITAL TOOLS

CRAFTING 50 & BEYOND
Digital Enabler For Older Craftsmen's Businesses

In this module, we will talk about:

01 How to use social media

02 My craft website

03 How to create an online store

04 How to advertise web pages

05 Protecting privacy and IPR

Module Overview

Aim:

Introduce digital tools and how to use and promote them.

Objectives:

1. Providing information on the main methods and channels for promoting a craft business on the web;
2. Providing an overview of the process of creating social media accounts, websites, and e-commerce platforms;
3. Promoting the visibility of their works and sales pool in the digital environment;
4. Ensuring safe use of the internet focusing on privacy and copyright protection.

01 How to use social media

Main topics to be discussed:

✓ Overview of social media and their role in crafts promotion

✓ Main steps and tips for social media management

✓ Graphic and photographic social networks

✓ Video platforms

✓ Professional platforms
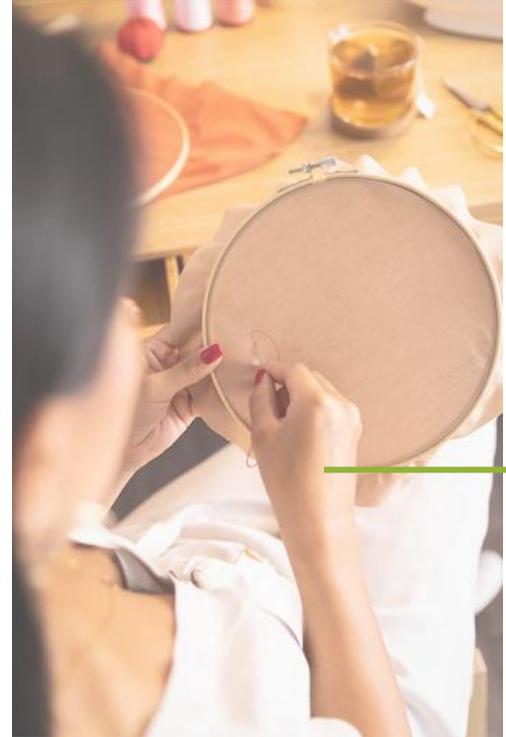
01 How to use social media

Overview of social media and their role in crafts promotion

Social media refers to all means of communication that make it possible to create, share and exchange user-generated content using web-based platforms.

Social media allow to connect people in a community, to exchange and share specific topics and interests.

Different types of social channels and platforms, each of which offers specific opportunities and is particularly suitable for the promotion of craftwork.

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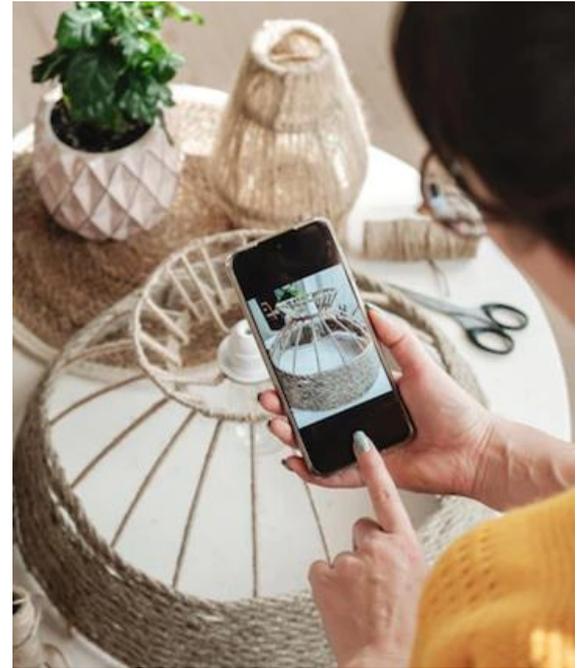
01 How to use social media

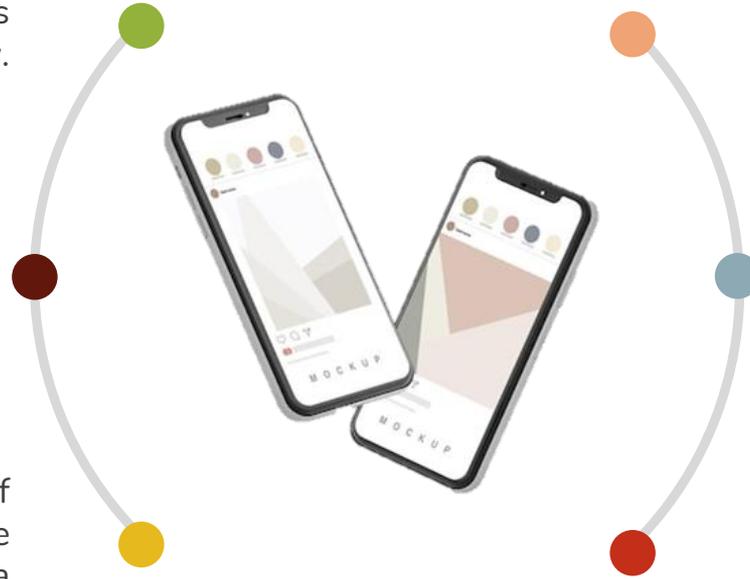**Main elements of social media:**

PAGES

POST

PROFILES

STORIES

01 How to use social media

Main steps and tips for social media management

Create an account that is professional only.

Develop a strategy, defining the objectives to be achieved in a specific and realistic way.

Avoid setting up pages on many social platforms.

Choose social media according to the target group you want to reach.

Consider the level of interaction you want to have with other users or with a community.

Define the image and narrative of your activity.

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01 How to use social media

Main steps and tips for social media management

Set a timeframe and prepare a plan for publishing the content.

Create user-tailored content.

Pay attention to fake profiles and fake news.

Use strategic hashtags (keywords marked with a # - e.g., #keyword).

Increase your visibility by interacting with other pages in the sector.

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01 How to use social media

Graphic and photographic social networks

Facebook

Instagram

Pinterest

Video platforms

YouTube

Vimeo

TikToK

Video platforms

LinkedIn

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01 How to use social media

Activity: Social media profiling

✓ Taking into consideration the different types of social media, in small groups, develop a short communication strategy.

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01 How to use social media

Activity: Social media profiling

	Images sharing	Video sharing	Word contents	General public	Professional audience	Create a community	Interaction level
Facebook	✔	✔	✔	✔		✔	Medium
Instagram	✔	✔		✔		✔	Medium
Pinterest	✔	✔		✔			Low
YouTube		✔		✔			Low
Vimeo		✔		✔	✔		Medium
TikTok		✔		✔			Medium
LinkedIn	✔	✔	✔		✔	✔	Medium

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02 My Craft Website

Main topics to be discussed:

✓ Website development process.

✓ Hosting packages free or with a fee: main differences and how to choose.

✓ Tips for website development and management.
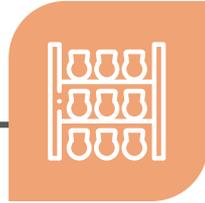
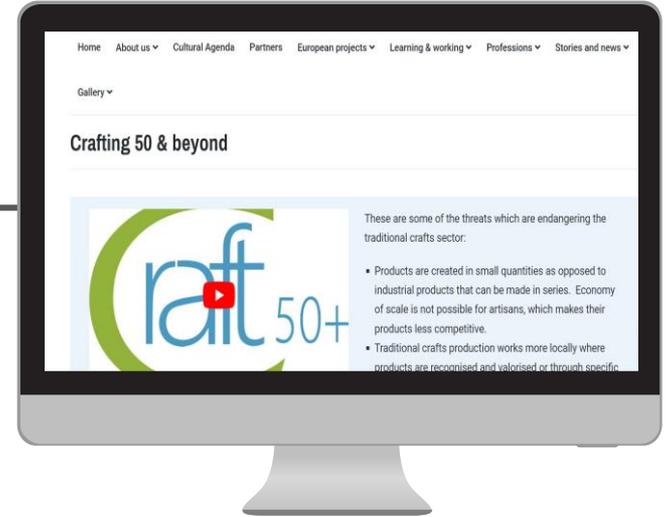# 02 My Craft Website

Benefits from creating a website:

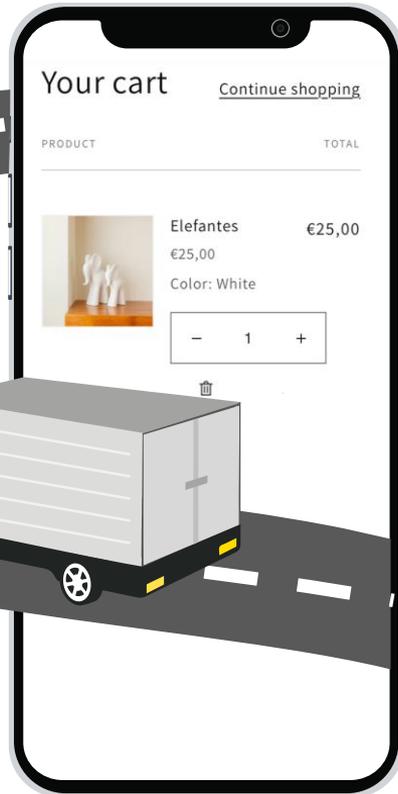Sharing your work and story in the digital space (a virtual shop window).

Giving visibility to your products.

Increasing sales and revenue.

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These are some of the threats which are endangering the traditional crafts sector:

- Products are created in small quantities as opposed to industrial products that can be made in series. Economy of scale is not possible for artisans, which makes their products less competitive.
- Traditional crafts production works more locally where products are recognised and valorised or through specific

02 My Craft Website

## Hosting packages free or with a fee:
Main differences and how to choose

- Website creation packages (ex. Wix, Squarespace, Weebly)

- Content management system (CMS) (ex. WordPress)

- Individual programming of a website

- Web design services

02 My Craft Website

Tips for website development and management

- Choose an appropriate domain name including the name of the business (e.g., alan.kent-ceramist.eu).

- Content of the website: homepage, company history, services, and products offered, completed products and projects, social media, contacts, and legal notes.

- Do not overload the site with images or content.
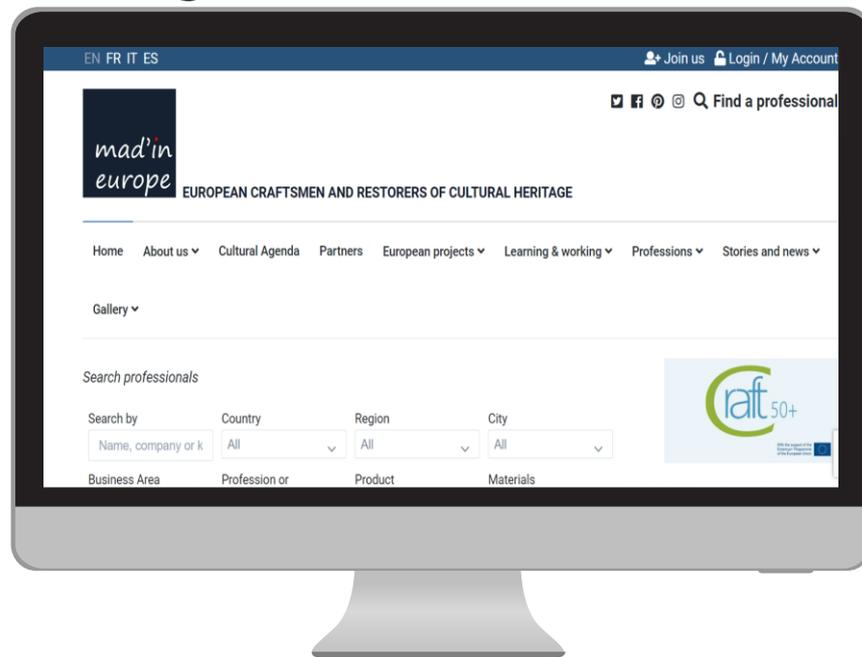
03 How to create an online store

Main topics to be discussed:

✓ Support of eCommerce in selling and promoting the craftwork.

✓ Build your own eCommerce platform.

✓ Sell products on a large marketplace.

✓ Sell on National platforms.

✓ Sell services.

✓ European VAT benefits.

✓ Legal and financial aspects to consider.

03 How to create an online store

Factors to be taken into account before deciding to sell online

TG
Target Group of Clients
Profiles, private or professionals' clients; local, national or international sale.

PP
Products & Positioning
Very affordable (around 100€); Affordable (more than 150€); or Expensive (more than 500€).

EC
Engagement Capacity
Including developing a marketing strategy, community building, search engine optimization (SEO) and branding.
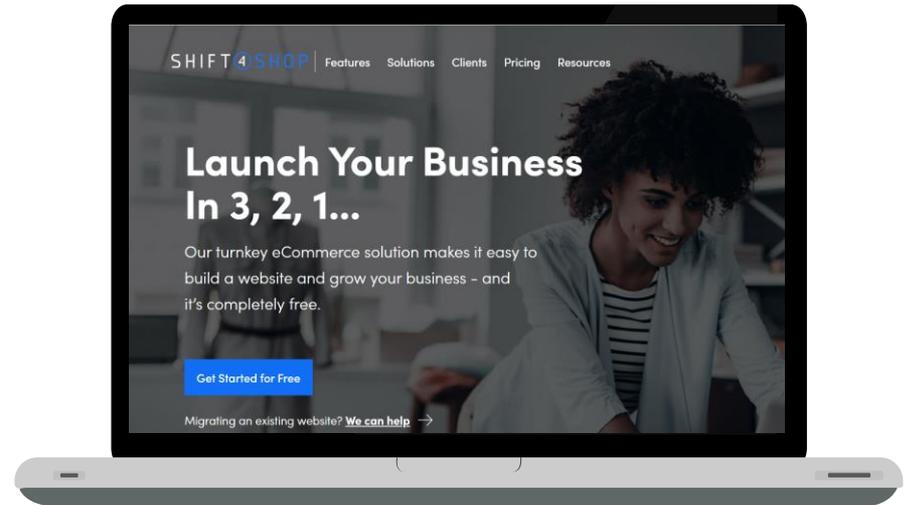
PN
Your Products & Needs
Ready handmade or custom-made products, services, production range and sales frequency.

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03 How to create an online store

Build your own eCommerce platform

- A good solution if you plan to sell on a regular basis and you want to better control your brand and positioning.

- The most used Content Management System (consider pros and cons):
    - Magento, Magento Commerce, Shopify, PrestaShop, WooCommerce, Shift4Shop

SHIFT4SHOP | Features   Solutions   Clients   Pricing   Resources

Launch Your Business In 3, 2, 1...

Our turnkey eCommerce solution makes it easy to build a website and grow your business – and it's completely free.

Get Started for Free

Migrating an existing website? **We can help** →

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03 How to create an online store

Sell products on a large marketplace

Examples:

Facebook Marketplace

Etsy

amazon

Zazzle

Walmart

ebay

Pros: provide a great deal of exposure, giving your business the opportunity to get in front of consumers and land sales.

Cons:
- Your products will be part of a big market with other products.
- Your image and branding will be less strong and customization options are smaller.
- Require payment of a fee or commission.

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03 How to create an online store

Sell products on national platforms

- National platform exclusively dedicated to crafts products.
  - ✓ Significant impact on branding and positioning.
  - ✓ Valuing crafts as high-end products, being part of cultural heritage, or as luxury goods.
- Ex. Empreintes, Storitalia, Artemest, Handmade in Belgium

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03 How to create an online store

Sell services

- Sell services such as classes in a workshop promote crafts, know-how and valorise techniques related to a specific territory and culture to a larger audience

- Provide an opportunity to increase revenues

- Ex. WCC Europe, Italian Stories, Inma, Madineurope

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03 How to create an online store

Legal and financial aspects to consider

Benefits of VAT regulation in EU

The companies or individuals offering their works for sale online must comply with both the law of the country in which they are established and the law of the country in which their customers are located.

In order to facilitate and stimulate the development of e-commerce, as well as to guarantee consumer rights, the EU has adopted legislation applicable on the territory of all Member States.
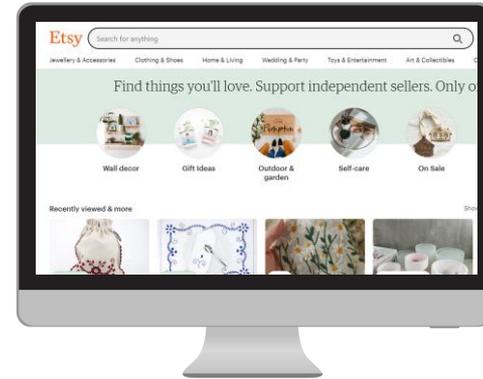

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03 How to create an online store

Legal and financial aspects to consider

Selling crafts works through online stores managed by other companies

The company that manages the online store assumes the responsibility to comply with all legal requirements regarding online sales.
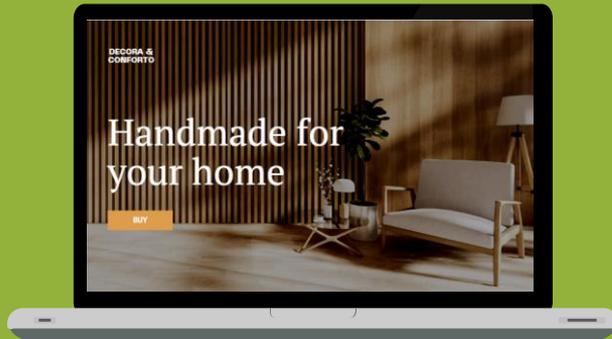
Creating your own online store

It is your responsibility to comply with all legal requirements regarding the conduct of online business in the EU and in the country where your customers are located.

04 How to advertise pages

Main topics to be discussed:

✓ Advantages of using web pages as an advertisement

✓ How to advertise your business

✓ Main advertising channels

✓ Tips for advertising contents

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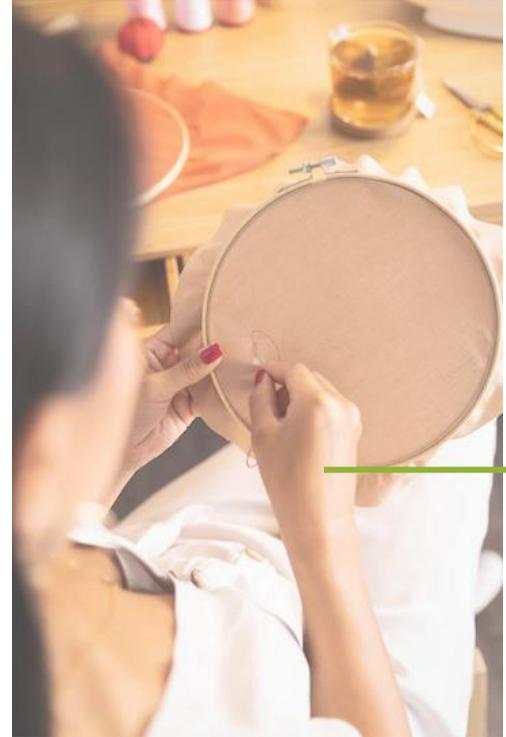
04 How to advertise pages

Advantages of using web pages as an advertisement

Achieving good results with low investments.

Promoting visibility both locally and globally.

Tangible and measurable visibility results.

Reaching customers both for online sales and in the shop.

Providing an opportunity to reach a targeted audience.

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04 How to advertise pages

How to advertise your business (to create advertising strategy):
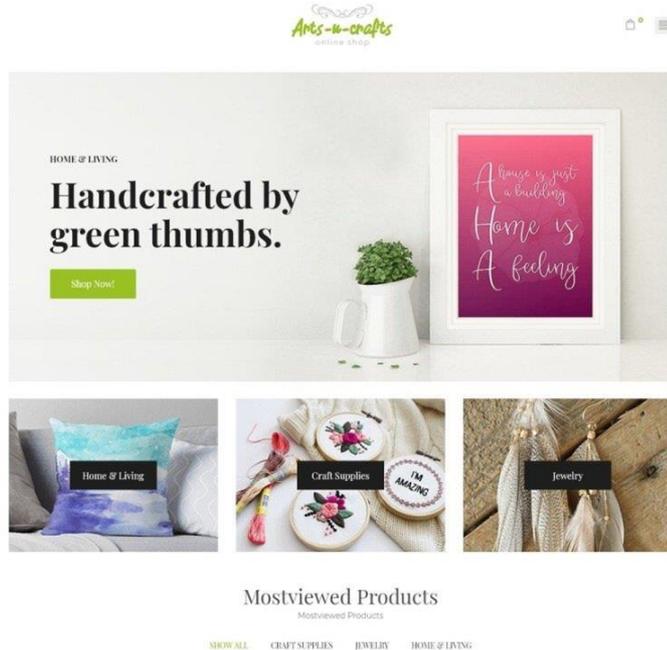
To position your business as early as possible in all the places where it can be searched and found.

To outline your service and product.

To carry out some online research to assess whether and how the service is already offered and to think about how we want to propose it, what messages we want to launch and what identity we want to give to our advertising campaign.

04 How to advertise pages

Main advertising channels

WhatsApp Business

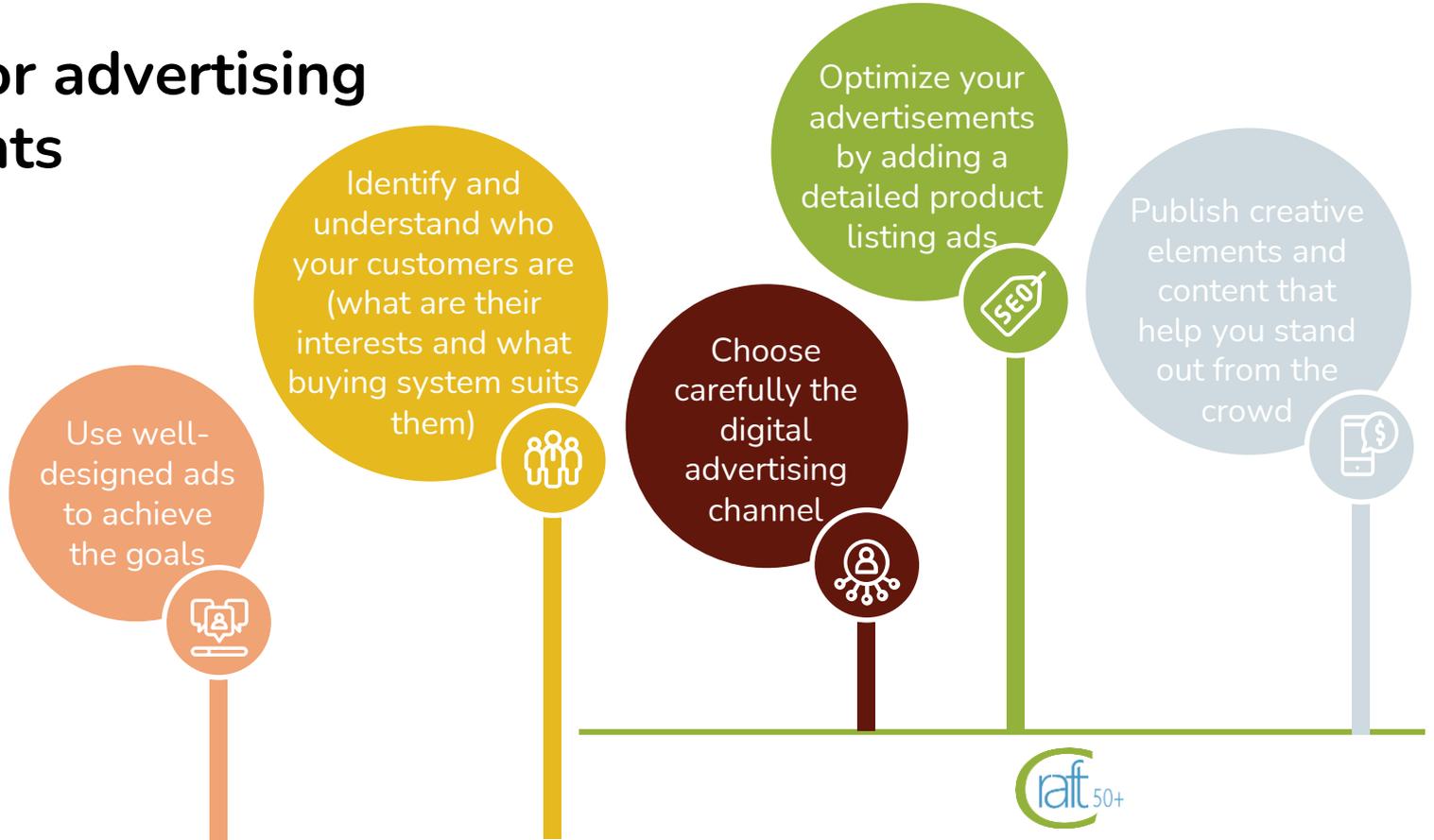Google My Business

Advertising in the social media

Various ways for online advertising:

✓ Free or paid;

✓ Requiring fewer skills or specialized marketing education.

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04 How to advertise pages

Tips for advertising contents

Identify and understand who your customers are (what are their interests and what buying system suits them)

Optimize your advertisements by adding a detailed product listing ads

Publish creative elements and content that help you stand out from the crowd

Use well-designed ads to achieve the goals

Choose carefully the digital advertising channel

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05 Protecting privacy and IPR

Basic rules of GDPR

GDPR

GDPR aims to protect the [...] of individuals in the digital [...] by protecting their person[...] information (personal data[...]

PERSONAL DATA

Any information related to [...] identified or identifiable in[...] (name, address, bank acc[...] also cookies, IP addresses[...]

GDPR RULES

Apply anytime personal data are processed (i.e., collected, classified, stored, disclosed to other people or deleted).

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05 Protecting privacy and IPR

Basic rules of GDPR

DATA CONTROLLER

Individual, company, or institution that decides the aims and means of the data processing.

✓ Bears the legal responsibility to ensure that the data processing is lawful.

DATA SUBJECT

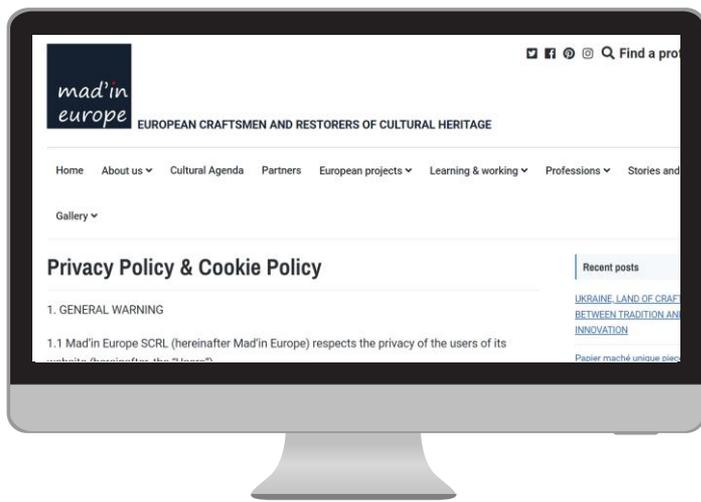The individual whose personal data are processed.

✓ Entitled with several data protection rights.

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05 Protecting privacy and IPR

When the craftsman is a data controller

When you develop a website or carry out direct communication (email, sms, etc.), you are responsible for the lawful processing of the personal data of the individuals.

**Creating a privacy policy providing at the minimum the following information:**

- The specific aims of the data processing.

- The legal grounds of the data processing (ex. consent of the individual, contract, legal provisions).

- What personal data are collected and how long they will be stored.

- How the security of the data will be ensured.

05 Protecting privacy and IPR

When the craftsman is a data subject

When you register a social network profile or register on an online sales platform as an individual or visit another person's or company's website, then you are in the role of data subject and you have the rights provided for in the GDPR, incl.:

- The right to receive information, to ask for access to your personal data, and to ask for its deletion

- You can also refer to the National DP Agencies in the EU Member States
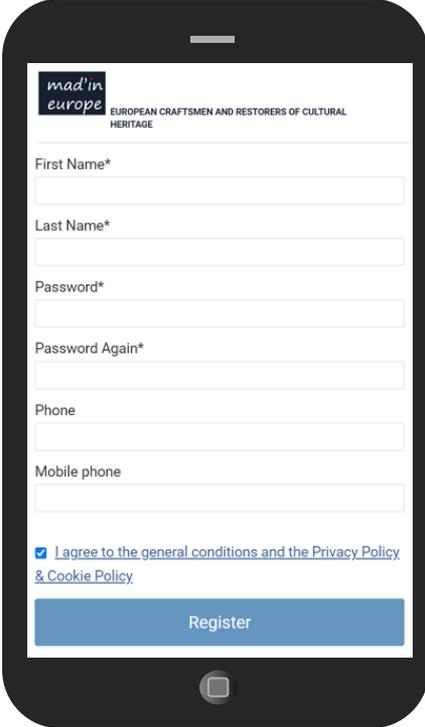
mad'in europe

EUROPEAN CRAFTSMEN AND RESTORERS OF CULTURAL HERITAGE

First Name*

Last Name*

Password*

Password Again*

Phone

Mobile phone

☑ I agree to the general conditions and the Privacy Policy & Cookie Policy

Register

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05 Protecting privacy and IPR

Copyright issues related to crafts

Copyright protection arises automatically over:

- Creative original crafts works that have artistic qualities.
- Over the photos of these works.
- Over the content of our web-sites.

To protect copyrighted work, it is not required by law, but it is possible to use:

- ©, the identification of the author, the year of the first publication of the copyrighted work.
- Creative Commons system or digital watermarks.

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References

Content of Module 3 of the training program for Crafts 50+ project

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