



# Online Marketing for Your Craft Business: How to Get Your Handmade Products Discovered, Shared and Sold on the Internet

*Hilary Pullen*

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## **Online Marketing for Your Craft Business: How to Get Your Handmade Products Discovered, Shared and Sold on the Internet** Hilary Pullen

A highly focused guide to using social media and blogging to measurably impact on the sales and brand awareness of your handmade products to actively grow a craft business.

Social media and craft marketing expert Hilary Pullen will help you develop a 360 degree strategy for online networking, outlining the resources and time you need to commit. She will take you through how to identify who you want to connect with, where you will connect with them and what type of things you want to share and say to them, all with relevant examples and case studies.

You'll see that when properly planned and managed, you will learn to love blogging and social media as a fun tool that can enhance your creativity, and not be a time-wasting chore!

Author Hilary Pullen is a digital marketing consultant and writes for ukcraftblog.com which has over 60k monthly page views.

Etsy – the world's largest online marketplace for selling crafts – now has more than 30 million members, with over 1 million new members joining each month.

"I know what it takes first hand to market your crafts online and Hilary's book is one of the most detailed marketing books out there for creative business owners... If you are looking for a marketing guide to help your craft business thrive, then you need to pick up Hilary's book." --Timothy Adam, Handmadeology

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