

# GUIDE TO USING DIGITAL PLATFORMS FOR OUTREACH:

Toolkit for craft and artisan workers to enable effective digital outreach. Covering:

- Instagram
- Tiktok
- Canva
- eBay
- Bazar
- Allegro
- Etsy
- YouTube
- Scurri

## Making the most of selling:

Good digital communication is more important than ever

How to get customers to your online shop:

### Free options

- Search engines (SEO)
- Press
- Social Media
- Internal search within a member organisation (Crafts Council Directory, Etsy, Folksy)
- Referrals
- Curated features within showcases from other organisations

### Paid options

- Paid search results
- Editorial adverts
- Paid social advertising
- Platform based adverts (boosted rankings through member organisations)

### SEO Principles:

It is recommended that content and listings are written in a way that search engines can easily find, using SEO principles:

- Make it clear that the work is handmade
- Keep it simple and concise
- Links to your shop
- Remember you need “Alt Text” descriptions on images as Google can only search for text.
- Write titles to match searches, change them to be Google friendly and do not repeat the same titles on your website

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- Detailed descriptions with keywords, state what the user is looking for, even if it seems obvious
- Use a range of tags on your listings

#### Useful resources for finding effective keywords:

- [Whats My Serp](#)
- [Ubersuggest](#)
- [KW Finder](#) (5 free searches per day)
- [Google Trends](#)

#### Digital platforms for outreach:

This guide covers:

- Instagram
- TikTok
- Canva
- Allego
- Etsy
- Ebay
- Bazar

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## Instagram:

### What is Instagram?

Getting started on a new social media platform can seem overwhelming, and Instagram may not jump out at you as being a tool for outreach, as it is not technically a marketing channel. Instagram is a free social media platform with a visual twist. Since its launch, the app has become a popular way to connect with brands, celebrities, friends, family, and more. From short-form videos to live streaming, Instagram has an array of features making it a social network like no other. Instead of words, it is built almost entirely around sharing images and videos.



### Content:

Like other social media networks, Instagram is what you make it. For most people, checking Instagram is equal parts voyeurism and self-expression, but for the entrepreneur, Instagram is an indispensable marketing tool with unmatched reach. Instagram works off a simple premise: you follow accounts that you find interesting, and in turn, people will follow you. People can “like” and comment on your post, and you can do the same to theirs. Whether you maintain a low profile or amass a following, how active you are is entirely up to you.

### How much does it cost?

Instagram is free to use, all you need is the internet to be able to download the app, and upload content to it. You’ll need access to a smartphone with a camera to create and upload content.

### Registration:

- Begin by opening the Instagram app, if you haven’t installed it yet, you can download it for free from the Apple or Android App Stores.

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- With the app open on your device, select sign up with phone or email. Enter your email address or phone number and touch next.
- Now Instagram will ask you for your name and to create a password. Enter your first and last name here, along with a unique password and touch next.
- You will then be asked for a username, sometimes called a “handle”, this is the title or name of your Instagram page, and a way for people to identify it as yours. Instagram will suggest a username for you, or you can use select your own that represents your page, remember usernames must be unique for each Instagram user.
- Read the terms and privacy policy and click next.
- Now Instagram will ask you to connect to Facebook- this will link your Facebook page and Instagram page, and make posting to both of them at the same time possible through the Business Suite, where you can schedule posts to go to live.
- We recommend skipping the add friends at this stage and come back to this later.
- Next, you’ll be prompted to add a profile photo.
- Instagram will then give you suggestions of people to follow.

#### Things to note:

Profile pages are often the first thing people visit, keep your username, photo and bio up to date. Your profile picture appears with your username all over the platform, whilst your bio is a space to offer a brief description of your brand. You can also add a link to your website

At its core, Instagram is a highly visual social network. Every time you open the app, you’ll be met with a main feed of recent posts from the accounts you follow. At the bottom is a menu bar, which is accessible anywhere within the app. The buttons from left to right are:

- Home: your main feed where you can scroll through posts and videos.
- Search and explore: the magnifying glass icon takes you to the explore page, where you can search and browse content from accounts you don’t yet follow but might be interested in.

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- Upload: the large plus button is how you can upload and edit photos and videos, either by choosing from your phone's gallery, or opening the camera within the app.
- Activity: The heart icon takes you to a page that displays likes and comments on your posts, amongst other activity updates.
- Profile: This icon navigates to your profile page that shows your bio and posts. Its also where you can access your settings.

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## TikTok:

### What is TikTok?

Getting started on a new social media platform can seem overwhelming, and TikTok may not jump out at you as being a tool for outreach, as it is not technically a marketing channel. TikTok is a short form, video sharing app where users can create and share short videos (up to ten minutes) on any topic.



Since its launch, the app has had tremendous growth in popularity. Celebrity partnerships and influencers have been key to this growth, driving a buzz around the platform and generating viral, yet localised, challenges, contests and hashtags, helping creators gain recognition and followers. In addition, TikTok sends personalised recommendations to its users, ensuring you are always up to date with the latest trends and never out of inspiration for video creation.

### Content:

If you thought TikTok was just for viral dance videos, you're mistaken, it can help you tap into a fresh market where consumers in search of a human touch are waiting to see what you do in your day-to-day life as an artisan. Several brands have utilised TikTok challenges and contests to encourage users to generate brand-related content, whilst leveraging hashtags in a similar way to other social media platforms, to promote their marketing campaigns. TikTok has the potential to become the next big marketing and social networking platform. What are you waiting for, TikTok...

### How much does it cost?

TikTok is free to use, all you need is the internet to be able to download the app, and upload content to it. You'll need access to a smartphone with a camera to create TikTok content.

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### Registration:

- Begin by opening the TikTok app, if you haven't installed it yet, you can download it for free from the Apple or Android App Stores.
- With the app open on your device, tap the profile icon in the bottom right corner, then select sign up with phone or email.
- Now enter your date of birth, tap the arrow to continue, enter your phone number, or tap email and type in your email address.
- Enter your desired password.
- Prove you are human by completing a CAPTCHA, once you complete it, you'll be taken back to the main TikTok feed.

### Personalising your profile:

- Tap the profile icon to go to your page, you can customise your profile picture, display name, and user name, by tapping edit profile.
- Tap the profile photo icon if you'd like to add a profile photo.
- In the top text box is your display name, you can easily change this to whatever you like, as often as you please, you can even add emoji's. We recommend seamlessly extending your already established brand across channels, so use whatever username you use for other channels.
- Beside the profile icon you'll see your username, this is unique to your profile, TikTok assigns all users a unique username made up of random letters and numbers. You can only change your username once every 30-days so be sure you like it before you change it. To do this, delete the current name then type in what you'd like as the new name, then hit save in the top right corner.

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## Canva:

# Canva

### What is Canva?

Graphic design is an important part of getting content out online as well as for creating posters, flyers and other marketing material. Canva.com offers a free platform and useful tool to make doing your own graphic design easy and achievable with lots of easy to edit & ready to use templates. No experience needed - just some basic IT skills. Equally, if you have your own ideas and source imagery, you can start from scratch, or drop photos into templates to make eye catching social media content. Using Canva can make creating great looking promotional material quick, easy and ultimately save you money.

It's useful for business cards, posters, online ads, social media and all kinds of things you might need to create in order to make sure people know who you are, what you do and how to get in touch.

### How much does it cost?

Canva is free to use online software, all you need is a laptop or PC to use the browser version or with a tablet or smartphone you can use the handy online app. The website also includes useful learning tools that help you to create your own backgrounds and give some great tips on how to make sure your work looks great.

### Registration:

- Begin by opening the Canva app or trying canva.com into the URL bar on your internet browser. If you haven't installed the app yet, you can download it for free from the Apple or Android App Stores.

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- With the app / browser open on your device, click the button that says 'sign up for free'. You can now create an account using your email address and setting a password, or use your Gmail / Facebook account to access it. If using your email - enter your email address, then click continue - proceed to enter your name and set a new password for your Canva account.
- From here, follow the on-screen instructions and get started making your own unique designs.

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## eBay:

### What is eBay?

eBay is one of the largest sites with a huge number of sellers and buyers, although selling and buying are not strictly focused on crafts, you can sell there.

Considering the huge number of people there, you can take advantage of this place to sell your craft.



### Selling on eBay:

If you want to sell on eBay, you need to understand how potential buyers will find your product. On eBay, users find products in **2 primary ways**:

- The feed
- eBay's search function

**The feed** is eBay's newly formatted homepage that provides recommendations for daily deals, trending items, and more. People often browse these categories in search of new products they haven't heard of before.

Most people, however, come to eBay in search of a very specific product. This is when they leverage the **search function**.

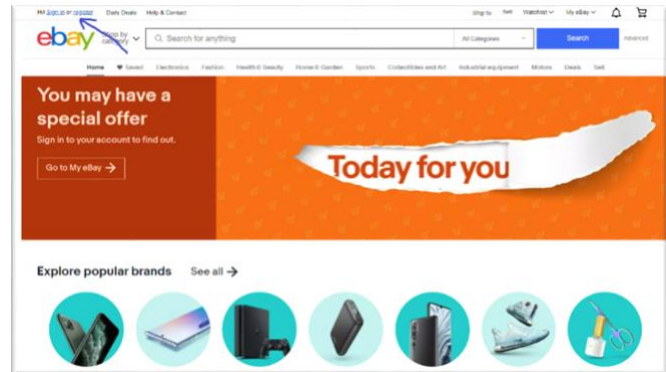
Before you sell on eBay, it's important to understand eBay's rules for sellers. Failure to follow eBay's policies could result in an **account suspension**.

**It is advisable to carefully read over eBay's policies!**

## Creating an account:

Creating an eBay account is pretty easy, here are some steps:

- First, head over to eBay.com and click the “register” button at the top left of the screen.
- Next, you need to decide if you’re going to register as an individual seller or as a business (if you decided to set up a business account, click the “create a business account” button at the top of the registration page).
- Here is a short [video](#) to help you.



## Cost:

If you plan to use this site, you do not need to pay a **registration fee** as the payment structure only obligates you to pay a commission when you have sold an item. You may pay an amount if you have more **than 50 listings** in a month, but this is not applicable for those who need to sell multiple craft items.

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## Bazar (BG):

### What is Bazar?



Bazar.bg is the largest site with unlimited number of free ads in Bulgaria. You can buy or sell items and services in over 12 general categories and over 100 specific ones. The platform can be used both as a desktop version and as a mobile app.

### Creating adverts:

The interface of the platform is intuitive to navigate and creating ads is easy. Necessary features when creating an ad are:

- Title
- Emotional description
- Reason for selling
- Photos
- Call to Action

To make your listings more attractive and stand out, the platform's team has created a [video](#) to guide and assist you in the process.

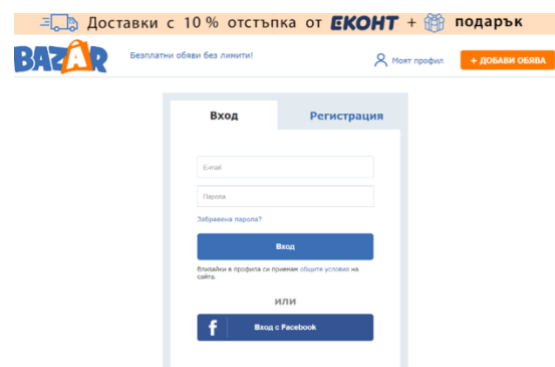
Before you start using it is advisable to read the [terms and conditions](#).

### Registration:

To be able to post an advert, you must first [register](#).

You can log into the app via your Facebook account or register quickly.

All you need to do is enter a username and password and your registration is ready.



### Cost:

The app is free and there are no limits to the number of ad's you can post.

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## Allegro (PL):

What is Allegro?



Allegro is the most popular shopping platform in Poland and one of the largest e-commerce companies in Europe. Thanks to the allegro platform, you have access to 13.2 million active customers and can sell them any number of products. Your potential customers can conveniently and securely make a purchase using fast and free Allegro Smart delivery, state-of-the-art Allegro Pay financial services, and wide access to over 50k pick-up points – the largest network of its kind in the country.

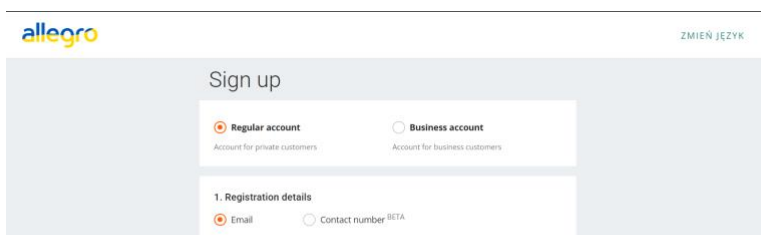
Registration:

Setting up an account with

**Allegro** is quite simple. Here

are a few steps:

- Go to the Allegro.pl website and then in the upper right corner, expand My Allegro and click the "**Sign up**" button.
- Next, you need to decide whether you are going to register as an individual seller or as a company (if you have decided to create a business account, click on the "Company Account" button and you will automatically be taken to a form designed for entrepreneurs). Here is a short [video](#) to help you.



The screenshot shows the Allegro sign-up page. At the top left is the Allegro logo, and at the top right is a link for 'ZMIEN JĘZYK'. The main heading is 'Sign up'. Below it are two radio button options: 'Regular account' (selected) and 'Business account'. Under 'Regular account' is the text 'Account for private customers', and under 'Business account' is 'Account for business customers'. Below these is a section titled '1. Registration details' with two radio button options: 'Email' (selected) and 'Contact number <sup>REGA</sup>'. There are input fields for both options.

Selling on Allegro:

Allegro offers two forms of sales that work well for selling arts and crafts products – these are auctions with bidding and fixed-price "Buy It Now" sales of goods. A number of tools are available to support sales and manage them effectively. Allegro focuses primarily on the security of transactions. Its partners include online banks, payment card authorization centers and the country's largest Internet portals.

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Before you start selling on Allegro, it is recommended that you familiarize yourself with the terms and conditions of the site!

Cost:

Allegro charges a selling commission, the rates depend on the listing category. Fees are detailed here.

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## Etsy:

What is Etsy?



The **Etsy platform** was conceived as a service that would **connect sellers of handicrafts** with buyers from the region, the country as well as from around the world. It's a place where you can not only easily find buyers for your wares, who offer attractive prices, but also conduct a transaction safely

From the beginning, the platform was conceived as a place to trade **products of a unique nature** that are difficult to purchase elsewhere. For this reason, several important restrictions were introduced. The Etsy platform is allowed to sell items that:

- were handmade or designed by the seller himself
- are handicraft materials
- have the status of vintage items.

A very strong emphasis is placed on the fact that the products sold are indeed handicrafts. Hence, the section providing information about the store requires information about the people behind the making of the products, disclosure of production partners, etc. Use your own photos and videos to advertise individual products. It is forbidden to download them from the image bank or order substitute materials. All this is done to show the sold products as they are what they are – showing their unique character.

An additional advantage of Etsy is that the platform is designed in a very transparent way. Running a store within its framework is quite easy and instinctive, the rules of sales and cooperation clearly described.

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### Registration:

Setting up an account is fairly intuitive. The first step to selling on the marketplace is to create an account.

- To start selling on Etsy you need to find a link "**Sell on Etsy**" icon, and then "**Open your Etsy shop**".
- Next, select the language you want your store to be in, the country and currency, then click "**Save and Continue**".
- All that's left to do is choose a store name and save your changes.

### Costs:

If you plan to use this site, you do not need to pay a **registration fee** as the payment structure only obligates you to pay a commission when you have sold an item. The sales commission depends on: the category in which you list your offers, the final price for which you sell an item, the number of units sold in a given offer and whether the buyer pays for delivery.

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## YouTube:

### What is YouTube?

In today's digital world, selling your works heavily relies on digital marketing. If you want to live from your project or generate income from it, today you are going to need digital marketing as the main tool to attract potential clients, grow your audience and sell yourself as an artist, and above all create your personal brand.

YouTube provides an audiovisual service that you can use to promote your products. Through this platform, you can gain an opportunity to engage with your clients and showcase your products. Videos posted on YouTube can be shared to your online space including websites and social media platforms.



For tips on how to create successful videos to market your brand, check out the following link: <https://startupnation.com/start-your-business/market-your-business/12-tips-for-using-youtube-to-promote-your-business/>

### Registration:

Setting up an account is fairly intuitive. The first step to sharing your videos is to create an account.

- Go to YouTube.com
- Click "Sign In", then "Create Account"
- Choose "For myself", or "To manage my business"

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Once you've signed into YouTube you can create a YouTube channel on your account. With a channel you can upload videos, leave comments, and create playlists. Without a channel you will have no public presence on YouTube. Follow these instructions to create a channel:

- Sign into YouTube
- Click on your profile picture > Create a channel
- You'll be asked to create a channel
- Check the details and confirm to create your channel

To connect your channel to a brand account:

- Sign into YouTube
- Go to your channel list
- Choose to create new channel or use an existing Brand Account:
  - Create a channel by clicking "Create a new channel"
  - Create a YouTube channel for a Brand Account that you already manage by choosing the Brand Account from the list. If this Brand Account already has a channel, you can't create a new one. When you select the Brand Account from the list, you'll be switched over to that channel.
- Fill in the details to name your new channel. Then click "Create". This will create a new Brand Account.
- To add a channel manager, follow the instructions to change channel owners and managers.

#### Costs:

If you plan to use this site, you do not need to pay a **registration fee**. YouTube offers a free and paid for option. The free version is perfectly suitable for your marketing needs. The premium paid-for service offers subscribers access to downloads and streaming with the app in the background, along with ad-free viewing. This feature is designed around heavy YouTube users to make their viewing experience better. YouTube offer a free one month trial of their premium service, so you can decide for yourself if it is worth paying for.

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## Scurri:

### What is Scurri?

Scurri is a digital platform that provides a collaborative space for retailers. This platform can prove beneficial to craftspeople as it assists individuals in the world of eCommerce.



Scurri is known as a Delivery Management Software and matches retailers with couriers, and technological solutions to online retail spaces. It powers ordering, shipping, and delivery for ambitious retailers, connecting to over 700 carrier services, globally.

This platform has the power to transform your retail space and move online to the world of eCommerce. In doing so, you can feel comfortable selling your products online with ease through digital assistance. For more information on how Scurri could help your business, click on the following link: <https://www.scurri.com/>

### Registration:

To register on *Scurri*, you will need to make an account on their website. This can be completed at the following link:

[https://data.scurri.co.uk/signin?\\_ga=2.1683065.956848210.1665826468-1121615872.1665826468](https://data.scurri.co.uk/signin?_ga=2.1683065.956848210.1665826468-1121615872.1665826468)

### Costs:

Costs are dependent on product size, stock and courier frequency. Enquiries can be made to the company at the following link: [https://www.scurri.com/contact-sales/?form\\_source=capterra](https://www.scurri.com/contact-sales/?form_source=capterra)

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