



## WHERE TO PROMOTE YOUR CUSTOM PRODUCTS

- Social Media channels: Instagram, Facebook, X, TikTok, Pinterest
- Online marketplaces such as Etsy, Amazon Handmade, and eBay
- Local craft fairs, artisan markets, & vendor shows
- Word of mouth marketing by asking previous customers for referrals
- Offer rewards / incentives for referrals
- Create a website or blog showcasing your products and services
- Use Google My Business to appear in local search results
- Utilize Facebook Marketplace for local sales
- Offering discounts or giveaways for social media followers or subscribers
- Collaborating with other small businesses for mutual promotion
- Sponsored posts or ads on social media platforms
- Local community groups, such as local business Facebook groups
- Create a website or blog showcasing your products and services
- Business directories such as Yelp or Yellowpages for local subscribers
- Hold a pop-up shop or trunk show at local businesses or boutiques
- Partner with local charities or non-profits to donate a portion of profits
- Write a press releases to local news outlets or blogs
- Create instructional / tutorial videos on social media or YouTube
- Offer bulk discounts for larger orders or corporate businesses
- Collaborate with social media influencers in your industry