

# CRAFT fest



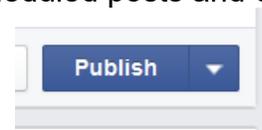
**CRAFTfest Facebook Promotions**

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Here are a few Facebook tips that may help in promotions (these are designed to help your promotion on Facebook in general and not just exclusively to Craftfest)

## Helpful Facebook Tips

1. If you are 'Liking' a page, make sure you like them from your personal and Business Page.
2. Make sure you regularly review your 'Likes' and delete any that could not be genuine. Facebook have got a lot better at stopping fake profiles being set up, but there are still some out there.
3. It has been mentioned that Facebook will automatically remove likes from people who don't regularly interact with your page, while there is no proof of this we do know that these pages will definitely not feature in your news pages if you do not interact with them. Remember that this works both ways for pages that you LIKE and for people that LIKE your page. It is important that if you have Liked a page you interact with it - interaction can be anything from commenting to sharing to liking a post.
4. Ensure that when you do post/comment/share you do so with a unique comment. Don't just copy and paste the same comment over and over on different pages.
5. Have a quick review of your photo albums and delete any pictures that don't do your work justice.
6. Make sure you have a good Profile picture on your Facebook page and a good page Cover (for #CRAFTfest you could update this to be the craftfest banner)
7. Don't forget that you can schedule posts on Facebook (on your page click on the Publishing Tools tab at the top of the page, then click scheduled posts and create or click on the publish arrow of each post and choose schedule).



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Below are just some of the activities that may be happening in the run up and during the #CRAFTfest event.

## ACTIVITY 1 - During the Event

Post a link on your Business page announcing you have a stall at #CRAFTfest and the event is now open (on the 22<sup>nd</sup> - 24<sup>th</sup> Feb) - link back to the Event pages (<http://craftfest-events.com/best-of-british.html>)

## ACTIVITY 2 - at any time

Visit the [Creative Connections](#) page and leave a link to your Facebook Business page. Once you have left this link, then visit at least ONE link left by another seller and leave a comment on their FB page using the #CRAFTfest hashtag.

## ACTIVITY 3 - During the Event

Specific sharing posts will be posted on the Creative Connections page during the event:

1. Right click and save the image.
2. Post the image to your Business page with a small bit of text about what you are selling at CRAFTfest and a link to your stall, please also add a link to the main CRAFTfest event <http://craftfest-events.com/best-of-british.html>.
3. Go back to the original post on the Creative Connections page and paste the link of your posted image in the comments section.
4. Please then go and visit at least ONE other sellers link and leave a comment and add a product link of your own

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## ACTIVITY 4 - During the event

Post something on your Business page that you are selling at #CRAFTfest

Visit at least THREE other sellers pages and share what they have posted on your own page. When you share please make sure you include a comment. You can find the Facebook pages of fellow sellers here

<https://docs.google.com/spreadsheets/d/1kqO0c7lqmp6ZYUuw3o1eadwxMc2ua93qlatHTUpyaWl/pubhtml?gid=1582754071&single=true>

## ACTIVITY 5

Remain as active as you can. Schedule posts about individual items you are selling, links back to your stall link and the main #CRAFTfest event, Blog posts etc.

Ensure that you continue to interact with other sellers' posts. The more active all of our sellers are during the event weekend the more successful we will all be.

Remember that even if sales don't happen over the weekend itself people have now found you and may come back and purchase at a later date. We are running just before payday for most people.

One of the main aims for our events is to boost your business marketing. More visitors mean more sales and each time you take part we can give you that leg up to more web presence.

CRAFTfest is all about getting out there and learning the skills to run your business more effectively.

Join others and have fun with your marketing.