

"We could not have imagined how much of an impact James Dillehay's advice would make on our business. To our delight we are seeing results on a faster and larger scale than we expected in such a short period of time!"

Ken Kobrick & Angela Geene,  
www.Passchal.com,  
featured on the Today Show

**Issue 49: Nov. 29, 2007**

---

# Craft Marketer

## NEWSLETTER

---

**Publisher**  
James Dillehay

**Contact**  
Craftmarketer.com  
Warm Snow Publishers  
PO Box 75  
Torreon NM 87061  
505-384-1195

Give this newsletter as a gift. Invite your craft friends to subscribe at [craftmarketer.com](http://craftmarketer.com). There's no risk. I don't share your email with anyone for any reason.

***"If you have a web site, it makes your small business look big."***  
~ ***Natalie Sequera***

## Why Websites, Videos and Social Networks Help Grow Your Craft Business

by James Dillehay

This issue gives you a round up of different ways to use the Internet to get visitors to your craft website. Here are three compelling reasons for why you should make use of a website to promote your crafts:

- 1) More than 330,000,000 people worldwide were using the Internet as of March, 2007, according to Nielsen.
- 2) Online retail sales in 2006 topped \$102 billion.
- 3) Of 7,000 consumers interviewed in a 2005 BIGresearch survey, 75 percent reported they research products online before going to a store to make a purchase.

There is a clear opportunity for craft marketers to provide website content facilitating consumers and collectors doing research, which, in turn, opens the door to delivering personalized attention and fast delivery of your craft items.

A website helps you cater to your market. A site can provide helpful articles, research studies, videos, special offers,

scheduled newsletters, convenient shopping, and multiple ways of contacting you.

### Search Engine Tips

Registering a domain name and putting content on your site does not guarantee that search engines will display your pages in search query results. There are multiple factors that contribute to getting found by the search engines, including the presence of:

- Useful, relevant content
- Keyword phrases in your text (keywords are words related to your topic)
- Keywords in HTML meta title tag
- Keywords in heading tags
- Images named with your keywords
- Linked text with your keywords
- Number and authority of links coming into your site
- Text of links coming into your site
- Topic consistency throughout site
- Number of pages on your site.

### Videos

Make your site worth talking about by adding video clips. More and more sites now include brief video clips to enrich user experience. Increasing broadband availability and Internet improvements have made it

***“The message for business people contemplating their place in cyberspace is simple and direct: get linked or get lost.”***  
***~ Vic Sussman and Kenan Pollack***



**James Dillehay**

*Helping You Profit from Your Creativity*

*James’ craft marketing books have been highly recommended by The Crafts Report, Family Circle, Sew News, Bead & Button, Country Almanac, Sunshine Artist, Ceramics Monthly, Working Mothers and many more craft magazines. He serves on the advisory boards of the National Craft Association and ArtisanStreet.com.*

easier to record and publish video clips to your site.

Video enhances response. Studies from the National Association of Broadcasters, DoubleClick, and others show that streaming video generates double the clickthrough rates of banner ads.

Services such as VMDirect at [www.vmdirectweb.com](http://www.vmdirectweb.com), offer video mail at under \$10 a month, along with the ability to do webcasting on social networking sites, pay-per-view broadcasts, have password-protected sites, and feast on a host of other goodies.

**Social Networking Sites**

Business people are flocking to social networking sites to grow their personal networks. eMarketer reported that social network sites would earn around \$865 million in 2007 from advertising.

By setting up a profile on a social networking site, you can write about your personal life in all the detail you wish. You can discuss crafts you enjoy and how to make them. You can link to your main website which provides more details and a shopping cart for placing orders.

**Case Study of Entrepreneur Using Web Video and Social Networking**

**The Challenge**

Thomas Kish, owner of Cashflowexpert.biz, is one of many small business owners struggling to stay competitive in today’s marketplace. To turn profit, businesses must utilize innovative marketing solutions and efficiently communicate with clients with real-time feedback. Thomas Kish wanted to set his business apart from the competition, and was in search of a cost-effective method for marketing his product, communicating with clients, and streamlining operations. He was seeking solutions to not only stay parallel to his competition, but ultimately be the competition.

**The Solution**

Thomas is one of many who are turning to the innovative technology of the VMDirect Studio for all their business communications and marketing solutions. Studies show that people remember only 10% of what they read, 20% of what they hear, 30% of what they see, and 50 % of what they see and hear together. Video communications have consistently proven to reach a wider audience with a more positive result. The VMDirect Studio delivers digital communication tools to provide Thomas’s business with an interactive solution to shorten his sales cycle, attract new clients, and raise revenue.

**The Results**

In May 2006, Thomas began to use the powerful features of the VMDirect Studio for video communication and as a promotional tool for his business. He uses the live broadcasting feature for presentations, training sessions, and for marketing his product. He is able to attract potential clients through video podcasting and testimonials, while providing existing clients with instant access to sales videos, stored in his VMDirect Media Vault. These effective video communication tools help create a personal experience for each client. As a result of adopting the tools of the VMDirect Studio, his business gained greater credibility, he has reduced overhead costs, and attracted an exponential number of new clients.

[VMDirect is Both a Suite of Marketing Tools and a Business Opportunity. Click Here to View Video Presentation \(best viewed with hi-speed connection\)](#)