



Digital Marketing Strategy Guide for Artisan Businesses

Propelling Your Artisan Business Forward Online



building a new handworker economy
www.buildanest.org

Contents

Introduction 3

Email Marketing Strategy..... 4

Instagram Strategy 6

Paid Digital Advertising: Instagram, Facebook & Google 9

Search Engine Marketing & Search Engine Optimization 13

Digital Tools & Resources 15

Introduction

While digital marketing is key to building a powerful overall marketing strategy, it is even more important now as retail businesses of all sizes pivot their sales and marketing strategies to focus on online channels in response to restrictions caused by Covid-19 related lockdowns and market trends. We developed this Digital Marketing Strategy Guide for Artisan Businesses in response to this growing need.

This Guide was authored in partnership with industry experts from Nest's network of industry professionals, and provides foundational information on four key areas of digital marketing strategy: Email Marketing Strategy, Instagram Strategy, Paid Digital Advertising Strategy, and Search Engine Optimization & Search Engine Marketing Strategy. Each section is authored by an industry expert and includes an overview of essential tips and takeaways on the topic, a link to an informational webinar led by the expert, a link to the webinar slides, and links to additional Guild resources on related topics. The goal of the Guide is to equip you with a topical overview, know-how to get started, intel that can be used to create an intentional digital marketing strategy, and actionable insights and tips that you can put to use right away while also serving your business long term.

Included in the Guide is a Tools & Resources section featuring free and low-cost digital tools and resources recommended by the authors and Nest industry experts and partners.

Email Marketing Strategy

Email marketing is the process of reaching your audience through branded emails sent to a group of contacts who have given you permission to send them updates about your business and products by signing up for your email list. Many marketing experts consider email marketing to be the single most important and effective tool in your digital marketing arsenal. This is because unlike other digital marketing tactics such as social media or advertising, you own the email contacts on your mailing list, giving you full control over how and when you contact your audience, what information you share with them, and what information you collect from them. What's more, statistically, your audience is three times more likely to see an email campaign you send to them than they are to see an Instagram or other social media post you put up, making email marketing a powerful currency in the world of digital marketing.

This section on Email Marketing Strategy will provide you with a primer for launching and optimizing a solid email marketing strategy, including targeted feedback on how to develop a content calendar, grow your subscriber list, create engaging content, increase click-throughs, and leverage free or low-cost email marketing tools and software.

MEET YOUR EXPERT



JINAL SHAH

VP Marketing, [Feather](#)

Jinal is passionate about purpose-driven brands that are building new consumer behaviors. She currently is chief marketer at Feather and has held senior roles at Swell, Newell Brands, and JWT. She is an advisor at the CFDA and a Nest Fellow.

JINAL'S TOP TIPS & TAKEAWAYS

HOW DO YOU KNOW YOUR EMAIL MARKETING IS WORKING?

- **Open rate:** measures how many subscribers are opening your emails
- **Click-through rate (CTR):** measures how many subscribers clicked on links in your email
- **Conversion rate:** measures how many subscribers who clicked on your email made a purchase
- **Bounce rate:** measures how many subscribers did not receive your email
- **Unsubscribes:** measures how many subscribers are opting out of your emails
- **List growth rate:** measures how fast your subscriber list is going

HOW TO CREATE COMPELLING CONTENT?

- **Founder story:** share the founding story and small business adventures
- **Making of:** share specific and detailed anecdotes about the making of your product
- **Product features:** highlight product details (fabrics, materials, finishes, etc)
- **Product usage:** share ideas of how your product is best used
- **Social proof:** share photographs and testimonials of your customers using your products

WHERE TO FOCUS ON WITH YOUR EMAIL CREATION?

- **Subject line:** compelling subject lines ensure higher open rates
 - › Experiment with creating curiosity, urgency, and stories in your subject lines
 - › Be brief
 - › Bring out your brand personality
- **Preview text:** glimpse of what your email is about
 - › Preview text tells more about the content of the email to your subscribers so ensure that you're using this real estate well
- **CTA:** create strong call to action to compel subscribers to click
 - › You'll never go wrong with "Learn more" or "Shop now"
 - › Do not use multiple CTAs—keep it clean and simple
- **Email design**
 - › Keep it focused, visually clear, and easy to scan
 - › Ensure your layouts work on desktop and mobile formats



[Watch](#) the Webinar



[Download](#) the slides

LOOKING FOR MORE RESOURCES?

[Watch *Email Marketing: Creating Successful Campaigns*](#), a Nest x Madewell webinar presented by Seth Edmonds, Sr. Associate of E-commerce Operations at Madewell

Instagram Strategy

Instagram, the photo and video service sharing social media platform, has over one billion monthly users of whom spend an average of nearly an hour on the site daily. 50% of Instagram users report that they follow at least one business account, 60% of users say they discover new products on Instagram, and 80% of users report that content on the platform has helped them decide to buy a product or service. With statistics like this, it's no wonder that 85% of Guild members who responded to a recent Nest survey reported that learning how to dial-in their Instagram Strategy for their artisan business was their top digital marketing priority.

This section on Instagram Strategy will provide you with a toolkit of best practices for building followings and engagement, developing a content calendar, creating unique and on-brand content, writing captions, and driving traffic from your Instagram profile to your website or email signup.

MEET YOUR EXPERT



MANPREET KAUR KALRA

Founder, [Art of Citizenry](#)

Manpreet Kaur Kalra is an anti-racism educator, host of the Art of Citizenry podcast, and brand marketing expert on a mission to decolonize storytelling. She is an advocate for fostering cultural humility in social impact through inclusive brand narratives. She has dedicated her career to exploring the relationship between digital media, social impact and justice. With a background in venture capital and startups, she launched Art of Citizenry to coach conscious companies. She uses an intersectional approach to address inclusion in all aspects of a business, from product development to marketing. She is the co-founder of Reclaim Collaborative, an online community dedicated to fostering justice and equity across the sustainable fashion and lifestyle ecosystem. She is also a founding member of the Fair Trade Federation Justice, Equity, Diversity, and Inclusion (JEDI) Committee, which is dedicated to making fair trade more inclusive.

MANPREET'S TOP TIPS & TAKEAWAYS

INSTAGRAM AUDIT

Look at your existing Instagram strategy with a critical eye before creating a new one from scratch. Identify what works, what you like, and what you want to change. What type of content resonates most with your audience? Break this down by:

- **Type:** Photo, video, carousel
- **Composition:** Text-based image, image of product, image featuring the marker, etc.
- **Consider:** What kind of content are you currently not creating that you would like to try?



Pro-tip: Make sure your Instagram account is set up as a business account, learn how to do that [here](#).

INSTAGRAM BRANDING

- **Define your brand voice:** Are you helpful, playful, youthful, insightful? Your brand voice should resonate with your target audience.
- **Create a mood board for your visuals:** What color tones do your pictures contain?
- **Share high-quality photos:** Focus on quality when it comes to photography, not quantity.
- **Create content that is uniquely you:** Turn your Instagram into a micro-blogging platform. Create content that tells a story about you, your process, your values, and your products.



Pro Tip: Create an image bank that you can pull from. I typically recommend compiling images for at least 2 week of content. You can collect these images in a content planning tool such as [Planoly](#) or [Later](#).

CREATE A CONTENT SCHEDULE + FORMULA

Know how often you are posting, where you are posting and what you are posting. Create a content calendar that accounts for events/holidays, your capacity + promotions/product launches. This will allow you to schedule posts thoughtfully, not reactively.

When defining your content formula, create a list of content ideas and group them, for example:

- Product Photos
- Design Process
- Design Inspiration

INSTAGRAM DECONSTRUCTED

Think of your **Instagram Feed** as a curated snapshot of your brand. It captures who you are, your values, and the products you sell.

- Create color palettes inspired by each collection and have those guide your visuals
- Turn followers into customers by tagging products in images to make them shoppable
- Tag location when possible, especially shops where your products are sold
- Instagram is the new blogging platform—captions for posts should vary in length
- Tag partners, collaborators, etc.
- Include hashtags in Instagram posts as a comment
 - › Instagram allows for up to 30 hashtags at a time, you don't have to use all 30, select ones that are most relevant to that particular post. Ideally no more than 10–15 hashtags per post
- Create a variety of content—single image, carousel, videos, gifs, etc.

In contrast, **Instagram Stories** are more fluid—they build on your feed, provide a behind-the-scenes view into your brand, and foster community.

- Stories should be a balance between content you create and content you curate
- Share posts by customers who tag your brand (ask for permission first)
- Share behind the scenes process photos + videos
- Make stories interactive with questions
 - › Gauge interest in new products/ideas using polling
 - › Engage with your followers using Q&A
- Share new product releases
 - › Use stories to give an exclusive sneak peek into new products, designs, and what you are working on
- Share photos + videos of events/shows you host/attend
- Promote sales more aggressively

IG Live is a great way to make your brand personable. Use it to share your world with your followers and really let your personality shine. Share your work with them live, host Q&A sessions with followers, and give them a tour of your studio. Show them your process live and take questions as you go.



Pro tip: Go live with a fellow maker!

IGTV is a great place to showcase your long form video content (over 1 minute). Use IGTV for tutorial content, to share long time laps of your work in progress, and to share an extended version of a clip you might have shared in your Instagram Feed.



Pro tip: Videos in your feed should be 30 seconds to 1 minute long, anything longer should be shared via IGTV

MEASURE SUCCESS

Know what your goals are with Instagram marketing, that will inform how you measure success

- Do you care about brand awareness?
 - › *What to monitor:* Increase in number of followers + website traffic from Instagram
- Do you care about engagement?
 - › *What to monitor:* Increase in number of likes, follows, shares + earned content
- Do you care about conversions?
 - › *What to monitor:* Increase in sales from Instagram. Know what posts are driving sales + the cost per conversion if running ads

IT ALL COMES BACK TO HUMAN CONNECTION

Instagram is as much about the quality of the content you share as it is about fostering relationships with your followers and customers. The key to a strong social strategy is investing the time into building these relationships.



[Watch](#) the Webinar



[Download](#) the slides

LOOKING FOR MORE RESOURCES?

[Watch *Influencer Marketing: Getting Started*](#), a Nest x Madewell webinar presented by Sarah Price, Senior Influencer Marketing Associate, Madewell

[Watch *Content Creation for Social Media*](#), a Nest x Madewell webinar presented by Kelci Nienhuis, Sr. Associate of Social Media and Omni Channel Marketing, Madewell

[Visit](#) Art of Citizenry to find more webinars, podcasts, and blog articles from Manpreet Kaur Kalra

[Discover](#) more resources on Instagram for Business

[Download](#) Instagram brand assets to use on your website and other marketing materials

Paid Digital Advertising: Instagram, Facebook & Google

Paid digital advertising is when a company works with an online publisher, such as Facebook or Google, to host their advertisement, push it out to audiences, and each time someone clicks on their ad in a search result, on a website, or on social media the company pays the publisher a fee. Paid digital advertising is a part of a comprehensive search engine optimization strategy whereby paid exposure and organic traffic to your website work together to keep your website ranking high and therefore appear more frequently and higher on search lists. When used smartly, paid digital advertising can be an effective tactic for quickly getting eyes on your brand and driving traffic to your website.

Robust paid digital advertising strategies will often leverage multiple paid digital advertising platforms including Facebook, Instagram, YouTube, LinkedIn, Twitter, and Google ads, with ad content optimized for each platform. However, you can do a lot with a limited paid digital advertising campaign by picking the right platform for reaching your audience, setting a spend budget that is healthy for your company, identifying in advance what success looks like for your business based on your goals, creating quality content, and conducting tests to continually refine your paid digital advertising campaign.

This section provide you with a foundation for beginning a paid digital advertising strategy, including understanding the platforms, audience targeting, setting a budget, converting ad clicks into purchases, setting goals and tracking return on investment.

MEET YOUR EXPERT



STANLEY KIRSHNER-BREEN

Digital Strategist Consultant

Stanley is an experienced digital marketer based in Chicago with a background of helping startups, agencies, and nonprofits achieve business growth through digital solutions. He takes a strategic and holistic approach to marketing and has a tactical skill set that encompasses all major digital marketing channels. Stanley is passionate about social enterprise and looks forward to connecting with more Nest entrepreneurs.

STANLEY'S TOP TIPS & TAKEAWAYS

Digital advertising is the practice of delivering promotional content to users through various online channels. Digital advertising is used to drive traffic to websites, generate leads, build brand awareness, establish thought leadership, build engaged communities, and generate sales. At the core of digital advertising, there is a relationship between the advertiser, publisher, and visitor. As a brand, you are the advertiser who purchases promotional space on the publisher's site to reach visitors.

PLATFORMS

There are many online channels a brand can advertise through, each containing dozens or hundreds of unique platforms. For small but fast-growing e-commerce businesses, Facebook, Instagram, and Google are the most important platforms to know and use.

Facebook and Instagram are social media platforms while Google is a search engine so they operate a bit differently. The main difference is Google Ads are generally display based on search terms, while FB/IG ads are displayed based on user behavior and demographic information.



Learn more about the similarities and differences between Google Ads and FB/IG [here](#)

A PRECURSOR TO STARTING AD CAMPAIGNS

Your website is the most important aspect of a successful digital advertising campaign. Ad campaigns will succeed in driving traffic, but without a website that's engaging and user-friendly, they won't convert into customers. For this reason, before investing in digital advertising, you should make sure your website is optimized for conversion. Here's a short checklist of things to consider for website optimization:

- Website speed
- Product reviews
- Unique product descriptions
- Easy checkout and payment process
- Post-purchase email communications



Learn more about website optimization or “conversion optimization” [here](#) and [here](#)

AD CAMPAIGN CREATION PROCESS

Once your website is properly optimized, it's time to start developing an ad campaign. There is a five-step process for creating ad campaigns.

Step 1: Set Objectives and Goals

Every ad campaign starts with a quantitative goal that represents the action you want users to take. This could be generating awareness, driving website visits, purchases, and more. When you select a goal, the platform will track how much it costs on average for that goal to occur. Each platform has unique goal options, check them out here: [Facebook](#), [Instagram](#), and [Google Ads](#).



Learn more about setting Objectives on Facebook and Instagram [here](#) and choosing Google campaign types [here](#)

Step 2: Identify the Audience

The next step in the campaign development process is to choose which audiences to display your ads to. With Google Ads, you generally choose search terms or “keywords” and the ads display when a user searches that term. On Facebook and Instagram, you create an audience based on demographics and behavior and the ads are displayed to that audience in certain placements. Audience building is a continuous process that requires a lot of testing and refining. It's a best practice to experiment with different audiences to learn more about who your true target is and what messages are appealing to them.



Learn more about building audiences on Facebook and Instagram [here](#) and keyword building on Google [here](#)

Step 3: Selecting Ad Placements

The next step is to choose where you want your ads to show up on the specific platform. There are over a dozen options for Facebook and Instagram that you can explore [here](#). There are no placement options for Google Ads unless you are doing a display campaign.

When creating a new Facebook and Instagram ad campaign, it's a best practice to select all placements to start because you don't know yet what will perform the best. Once you have some early results you can refine the placements to the best performers.



Learn more about selecting ad placements on Facebook and Instagram [here](#) and on Google Display [here](#)

Step 4: Setting Budget and Schedule

The budget component is relatively straightforward. There are a few options to consider but generally, each campaign is set with a daily budget that will run throughout the day until the budget has been spent. The higher the budget, the larger the reach of the campaign.

For scheduling the campaign, there are two components to consider. The first is choosing how long the campaign should run for. The second is choosing which days and time of day the ads should be displayed.



Learn more about setting a budget and schedule for Facebook and Instagram [here](#) and Google Ads [here](#)

Step 5: Creating the Ads

The first step in the ad creation process is to choose which ad formats you will be using for your campaign. Social platforms have a lot of options such as Collections, Carousels, videos, and more. The ad format options for Google depends a lot on the type of campaign you choose to run. For a Google Search campaign, there is only text while a display campaign has several multimedia options.

The second step is to develop the creative components of your ads. For Facebook and Instagram, ads are generally comprised of a visual, caption, and call to action. Each of these elements should be relevant and compelling to your audience.

Most Google Ad formats are also comprised of a few key components. Those being headline, description, and URLs. Since these ads are text-heavy with limited space, strong copywriting becomes very important.

The ad creation step is another one that becomes a focus for continuous experimentation. Testing creative is a great opportunity to learn what value propositions your audience responds to the most.



Learn more about building compelling ads on [Facebook](#), [Instagram](#), and [Google](#). Get your creative juices flowing by checking out highly effective ad examples on [Facebook](#), [Instagram](#), and [Google](#)

TRACKING AND REPORTING

An important element of running a successful ad campaign is tracking performance and making adjustments. Below are the key metrics to be aware of and track:

Reach	The number of people who were able to see your ad
Impressions	The number of times your ad was displayed
Click-Through Rate (CTR)	The percentage of impressions that turned into clicks. Higher CTA rates mean more engaging ads.
Conversions	The number of people that completed the intended action or goal.
Cost Per Acquisition (CPA)	Measures the cost to acquire a paying customer. It's generally measured by dividing total campaign cost by the number of conversions.
Return on Investment (ROI)	ROI measures how much revenue the campaign generates compared to the cost to run the campaign. ROI is calculated using this formula: $ROI = (Revenue - \text{Cost of goods sold}) / \text{Cost of goods sold}$.

Most of these metrics are automatically tracked by Facebook and Instagram and Google making them relatively easy to follow. Google Ads is less user-friendly than the other platforms in this regard and often requires a more technical set up depending on the website.



Learn more about tracking and reporting on Facebook and Instagram [here](#) and Google [here](#)



[Watch](#) the Webinar



[Download](#) the slides

LOOKING FOR MORE RESOURCES?

OVERVIEW

[Learn](#) what is Digital Advertising and how to get started with Digital Advertising

[Learn](#) how to build a successful eCommerce Advertising Strategy

GOOGLE ADS

[Learn](#) how to create a Google Ads account

[Learn](#) how to get started with Google Ads with the Google Ads Basics

[Learn](#) how to create your first ad or campaign

FACEBOOK & INSTAGRAM

[Learn](#) how to navigate the Facebook & Instagram Ad Manager

[Learn](#) how to create, publish, and purchase ads on Facebook & Instagram with this 15minute course

[Learn](#) how to set your target audience for Facebook and Instagram ads

[Discover](#) more resources on Facebook for Business

Search Engine Marketing & Search Engine Optimization

No matter how beautifully designed your website may be, or how captivating your product pages are, if you are not seeing visitors to your site then chances are you are not reaching your online retail goals. Driving website traffic is a perennial challenge for many businesses, but there are a few simple steps you can take to increase your website visits by implementing basic search engine optimization (SEO) and search engine marketing (SEM) tactics.

Search engine optimization falls into three primary categories. The first is technical best practices that ensure your website is built to be convenient, quick, secure and readable by Search Engines. This includes optimizing tags, internal link structure, site speed, user experience, and leveraging keywords both on the backend and user-facing parts of your site. The second is content marketing which helps connect the content and products you are offering with the people who are searching for them online. This can include writing articles that are optimized for keywords and topics that are relevant to your product and to your target audience. The third is link building or indexing which helps search engine spiders find your new content as quickly as possible after you hit publish. This includes making sure your website is frequently mentioned in press, getting reputable and high-quality websites to link to your website, and affiliate marketing.

This section will provide you with an introduction to SEO and SEM, including terminology definitions, an understanding of the difference between “organic” and “paid” search and how they work, and technical steps for starting or building on a SEO or SEM strategy.

MEET YOUR EXPERT



STANLEY KIRSHNER-BREEN

Marketing Operations Analyst, Wethos

Stanley is an experienced digital marketer based in Chicago with a background of helping startups, agencies, and nonprofits achieve business growth through digital solutions. He takes a strategic and holistic approach to marketing and has a tactical skill set that encompasses all major digital marketing channels. Stanley is passionate about social enterprise and looks forward to connecting with more Nest entrepreneurs.

STANLEY'S TOP TIPS & TAKEAWAYS

SEO or Search Engine Optimization is a process for improving your website to increase its visibility in search results. Improved website visibility in search results means a higher quantity and quality of traffic/potential customers visiting your store.

Despite sounding and often being a technical subject, SEO is about connecting with your target audience when they are searching for information that you can provide. In the eCommerce context, people use search engines to discover and learn about new brands and products and also to make purchases. As a brand, your goal is to get your website displayed in search results when someone is looking for what you offer.

For example, say your brand sells hand-made organic skin lotion. You would want your website to display in search results when someone searches for “best organic lotion” or “hand-made lotion brands.” This hypothetical searcher is looking for exactly what you offer, and if you don’t show up in results they’ll have a hard time finding you!



Get a more in-depth overview of what SEO is [here](#)

OVERVIEW OF KEYWORD STRATEGY

There are many tactics to improve the visibility of your website in search results, but one of the most impactful and easy to implement is a keyword strategy. A keyword is a term or phrase that is entered into a search engine by someone. A keyword strategy is a process of choosing keywords you want your brand to show up for in search results and then incorporating them into your website's content strategically.

Each keyword has a corresponding list of results. A website's position in those results is referred to as its' "keyword ranking" which is an important element of a keyword strategy. Check out [this guide](#) for a full explanation of "keyword ranking."

Choosing keywords to incorporate into your website is the foundation of a keyword strategy. You can refer to [this guide](#) for a full explanation of the process. Once you have your keywords, the next step is to implement them on your website.

HOW TO IMPLEMENT

There are two core places where you should add your keywords:

- Home, collection, and product pages
- Content marketing pages

HOME, COLLECTION, AND PRODUCT PAGES

Incorporate your keywords into the copy of your home, collection, and product pages. The specific sections your keywords should be added to are:

- Page title
- Body content / description
- Meta descriptions
- Alt tags

The usability of a website should always be the first priority so never use keywords when they aren't relevant and don't make sense. Additionally, you should always try to make product descriptions unique.



Learn more about adding keywords to your website pages [here](#)

CONTENT MARKETING

Publishing blogs and articles on your website is a great way to improve your SEO. Every article is an opportunity to incorporate your keywords and improve how you rank for them. Additionally, publishing unique content provides valuable information to existing and new customers and positions your brand as an authority in the space.

When writing a new blog post, be sure to incorporate one of your keywords into the title and body of the content. The keywords should flow naturally with the content and be relevant to the topic.

Here are some topics to consider for articles and blogs:

- How to use your products
- New product launches
- Trending topics in the community/industry
- How to take care of your products
- Your business practices



Learn more about SEO in content marketing here and see some great examples of eCommerce blogs [here](#)



[Watch](#) the Webinar

Presented by Katrina Pregibon, Google, Go To Market Strategist

LOOKING FOR MORE RESOURCES?

[Read](#) Google's guide to getting started with Search Engine Optimization

[Learn](#) the basics of how Google Search works

[Get started](#) with Google Analytics, including measuring website stats

Digital Tools & Resources

Discover free and low-cost digital tools and resources recommended by our Nest Experts and Experts from the Nest x Madewell Hometown Heroes Entrepreneur Seminar to help support your business strategy.

EMAIL DESIGN

Resources for email and e-newsletter design inspiration and creation.

[Email Love](#)

[Mailchimp](#)

[Milled](#)

[Really Good Emails](#)

[Unbounce](#)

GRAPHIC DESIGN

Easy-to-use DIY online graphic design tools.

[BeFunky](#)

[Canva](#)

LIFECYCLE MARKETING & EMAIL-SHOPIFY INTEGRATIONS

The following platforms allow users to create lifecycle marketing funnels and integrates with Shopify so you can send targeted messaging to your customers based on their shopping journey.

[Klaviyo](#)

[Seguno](#)

[Omnisend](#)

LINKING (FOR INSTAGRAM)

Use these apps to easily add multiple links in your Instagram bio and posts.

[Linktree](#)

[Milkshake](#)

PHOTO & VIDEO EDITING

Edit your photos and videos in a snap on your smartphone.

[Adobe Lightroom Photo Editor](#)

[Hyperlapse](#)

[Inshot](#)

[Snapseed](#)

[TouchRetouch](#)

[VSCO](#)

PLANNING & POSTING (FOR INSTAGRAM)

These online tools can help you plan your content calendar and push out posts.

[Calendly](#)

[Later](#)

[Linebreaks](#)

[Planoly](#)

[Sprout Social](#)

PLATFORM HOW-TO'S

Learn best practices and the latest integrations, algorithms, and features on key platforms like Google, Instagram and Facebook.

[Google Analytics Academy](#)

[Google Keyword Planner](#)

[Facebook & Instagram for Business](#)

[Marketing Examples](#)

PODCASTS

Recommended podcasts covering industry topics.

[Art of Citizenry Podcast](#)

[Business of Fashion Podcast](#)

[The Cutting Room Floor](#)

[Your Favorite Auntie](#)

PRODUCTION & MANUFACTURING

The following directories can help you find production and manufacturing partners.

[Etsy](#)

[Globechain](#)

[Maker's Row](#)

[MFG](#)

[ThomasNet](#)

STOCKPHOTOS

While using your own materials is always best, there may be times when you need placeholder photos. Below are a few free or low-cost stock photo sites. Be sure to read the fine print to know when you are required to provide photo credit.

[Pexels](#)

[Pixabay](#)

[Unsplash](#)

SUPPORT, NETWORKING & CREATIVE CONTRACTORS

Find and connect with people and groups who can help support you in growing your business.

[bbatx](#)

[Behance](#)

[I Fund Women](#)

[Freelancing Females](#)

[Las Cruxes](#)

[Nest](#)

[RAISEFashion](#)

[Upwork](#)

[Working Not Working](#)

SURVEYING

Surveying your customers can help you better understand your target audience and inform decisions around production, marketing and sales. Below are a few free or low-cost surveying tools you can use.

[Google Forms](#)

[Polls on Instagram Stories](#)

[Survey Monkey](#)

[Typeform](#)

TASK MANAGEMENT

Optimize your projects, workflow, and bandwidth with these project and task management tools.

[Asana](#)

[Monday](#)

TERMINOLOGY

This handy [Digital Marketing Glossary](#) provides a dictionary of frequently used digital marketing terminology and definitions for industry jargon.

TREND RESOURCES (INDUSTRY & DESIGN)

Stay on top of industry trends with these forecasting and references resources.

[Domino](#)

[Glossy](#)

[Fashionista](#)

[Looking Further with Ford](#)

[McKinsey & Company Retail Insights](#)

[Pantone Color of the Year](#)

[Pinterest](#)

[Remodelista](#)

[Sight Unseen](#)

[TrendBook Forecasting the Future of Design](#)

[WGSN](#)

TREND RESOURCES (SOCIAL MEDIA)

Stay abreast of social media algorithms, features and updates, and user trends with these digests.

[Ad Age](#)

[Adweek](#)

[Social Media Today](#)

WEBSITE BUILDERS

Build a website in a snap with their easy-to-use DIY website platforms

[Shopify](#)

[Squarespace](#)

[Weebly](#)

[Wix](#)

[Wordpress](#)

Thank You!

Get in touch with us
artisans@buildanest.org



This workbook is produced and distributed by Nest. This workbook cannot be redistributed upon download for resale or altered and redistributed upon download for other means.