



# Marketing & Sales Materials

**Standard** = An artisan enterprise has a catalogue for export collection & terms; website for company information; social media and other tools as appropriate for target customer..

## Two necessary sales and marketing tools for selling to retail stores & wholesale companies (B2B):

1. **Export Catalogue**
2. **Website**

### Other useful tools:

- social media: Instagram, FaceBook & LinkedIn
- postcard or small brochure (\*important for selling to small retailers & at trade shows)
- hangtags (\* important for selling to small retailers)

### Export Catalogue GOALS:

1. Communicate your brand & tell your story
2. Show products that can be ordered
3. Provide information to place an order

### Export Catalogue CHECKLIST:

- Company name
- Company logo
- Mission statement or brand statement
- Brief company history
- Lifestyle photos of products
- Photos of how the products are made
- Artisan photos
- Date or season of catalogue (*example: "Summer 2020"*)
- Product photos with neutral or white background
- Images of available colors, patterns or materials
- Product code
- Product description
- Product dimensions & material content
- Price per unit
- Price Terms (Ex-Works, FOB, Landed, etc)
- Minimum quantity (per item or per order)
- Delivery time to produce & ship minimum order
- Shipping methods
- Payment terms
- Payment method
- Contact information for export orders (name, email, phone, What's App)

## Activity

1

Use the Checklist to evaluate your export catalogue. Are you missing any important information?



# Marketing & Sales Materials (continued)

## Website GOAL = share information about:

1. Product
2. Ordering
3. About Us
4. Contact

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## Website CHECKLIST:

Product: *Describe your export collection.*

- Production techniques
- Materials
- Product categories
- Photos of products
- Link to download export catalogue or link to request a copy

Ordering: *Describe your export terms and how to place an order*

- Export terms (minimum order, lead time, price terms, payment terms)
- Give contact name of person who handles export orders
- Link to download catalogue or link to request a copy
- Online ordering (only for end-consumer and optional for small stores)

About Us: *Share your company's mission, values and history.*

- Profiles of founders or management team
- History of company
- Summary of export experience
- Membership or affiliation with organizations
- Impact statement
- Company values & mission statement

Contact: *How to communicate with the company*

- Address or location
- Phone, email and/or What's App
- Links to social media accounts
- Email form to send inquiry
- Link to sign up for email newsletters

### Important Note:

If an artisan enterprise uses Social Media (Instagram, FaceBook & LinkedIn) instead of a website, make sure the Social Media accounts contain the website "checklist" information or that it is available in other marketing tools.

## Activity

2

Use the Checklist to evaluate your website. Are you missing any important information?