

CGM 02 How to Promote Your Webstore

At a Glance

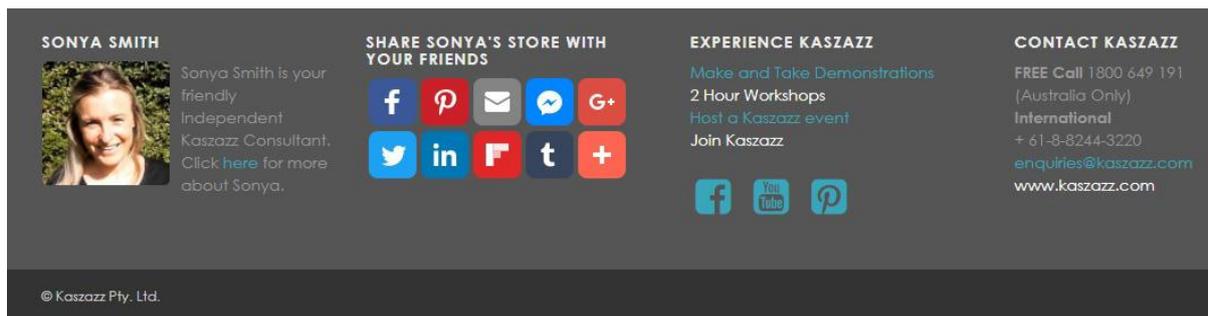
- If you wish to build sales through your web store, you will need to promote yourself and your store online. This is probably much easier than you think.
- Regular engagement through the provision of interesting content is key. Great content, which you can easily share with your online community, is available from Kaszazz.
- Benefit from Kaszazz paid online advertising by maintaining a sales balance of at least 6,000 to be in consultant fast find (see CGM 05 and CGM 30).

All the Details

Getting Started

Simply having your own web store is not enough to expect lots of new sales. It's up to you to get out there and let the online community know about your web store and about all the advantages that come with it.

Conveniently - your web store comes equipped with some powerful "share buttons" which allow you to do just that!



SONYA SMITH
Sonya Smith is your friendly Independent Kaszazz Consultant. Click [here](#) for more about Sonya.

SHARE SONYA'S STORE WITH YOUR FRIENDS

Facebook, Pinterest, Email, Messenger, Google+

EXPERIENCE KASAZZ
Make and Take Demonstrations
2 Hour Workshops
Host a Kaszazz event
Join Kaszazz

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Your Online Social Network - Personal Invitations

Start by ensuring all your past and present customers, as well as anyone you know who might be interested in Kaszazz, are aware that they can now browse the entire Kaszazz range and order with you directly online.

It is most effective to personalise a private message to each customer, friend or acquaintance. We recommend writing out a template then personalising it for each different person. For example:



Hi <Name>,

<Personal message that invokes a response - e.g. "Last time we spoke your daughter was starting preschool - is she enjoying it so far?">

I wanted to let you know that you can now browse the Kaszazz range of scrapbooking and cardmaking products and purchase directly via my Kaszazz web store. All customer promotions offered by Kaszazz will be available on my web store <information about the current customer promotion>. Freight is FREE for orders over \$99!

I invite you to browse the products available and let me know if I can help by answering any questions.

I would also greatly appreciate it if you could help me grow my business by sharing my Kaszazz web store with any of your friends who enjoy creating!

You could also take this opportunity to invite this person to any up-coming customer workshops you might be running if they live nearby.

To send these personal messages we recommend using the Facebook messenger share button at the bottom of your web store.

You can also use the email share button for those who do not use Facebook messenger.



Your Online Social Network - General Announcement

Next, make a general announcement on each social platform you're engaged in (hint: there is a plus button next to your other share buttons on your web store - you can search for just about any social media platform). For example:

You can now browse the Kaszazz range of scrapbooking and cardmaking products and purchase directly via my Kaszazz web store. All customer promotions offered by Kaszazz will be available on my web store <information about the current customer promotion>. Freight is FREE for orders over \$99!

I invite you to browse the products available and let me know if I can help by answering any questions.

I would also greatly appreciate it if you could help me grow my business by sharing my Kaszazz web store with any of your friends who enjoy creating!

To send this general announcement, click on each share button associated with each social platform you're engaged in and follow the prompts.

Sharing Kaszazz Content - Project Images

A great way to direct traffic to your web store is to share pre-existing Kaszazz content. Our vast projects gallery is a great place to start!

You'll find share buttons while browsing our projects gallery. Take extra care to include links to your personal web store when using these buttons. For example, you might choose some of your favourite projects and click to share them on Facebook or any other social media you engage with and include this message:

Check out this stunning project created by Sonya Smith <it is good practise to reference the creating consultant>. This project makes great use of the new Elephant Stamp, which you can check out on my web store here www.kaszazz.com/cart/?consID=<your consultant id>&code=<product code>.

To avoid typos, navigate to the product you are promoting and copy/paste the URL from your browser.

We recommend repeating this for all social platforms you engage with.



Sharing Kaszazz Content - Project Instructions

All Kaszazz documents are protected by copyright. Please do not share current Kaszazz Customer Event (CE) project instructions online. You may however, share online:

- Retired project instructions
- Inspiration station project instructions

Once an inspiration station project is published to the project gallery, please do not share it online any further (it is not necessary to remove posts from before the project was published).

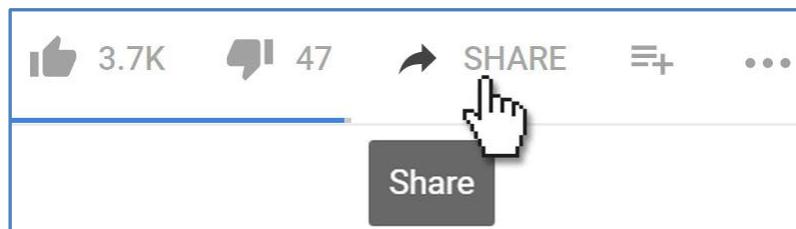
Sharing Kaszazz Content - YouTube

You can explore our collection of YouTube videos (www.youtube.com/kaszazz1) which feature product tips and techniques as well as introducing new products. Even videos which are quite old may feature a great technique or a product you'd like to promote.

You'll find share buttons built into YouTube. Take extra care to include links to your personal web store when using these buttons. For example, you might choose some of your favourite videos and click to share them on Facebook or any other social media you engage with and include the message:

*The Happy Hello collection features lots of cute stamps. All the products shown in this video can be purchased via my web store by clicking this link
www.kaszazz.com/cart/?consID=<your consultant id>&collection=<collection name>*

To avoid typos, navigate to the product (or collection) you plan to promote and copy/paste the URL from your browser.



Sharing Kaszazz Content - Customer Promotions

Since all customer promotions offered by Kaszazz will also be available to your customers via your web store, it is good practise to ensure you share these promotions via all social platforms you engage in.

To do this, navigate to TKS Newsfeed (<http://www.kaszazz.com/Support/TKSNewsfeed>) and open the article announcing the newest customer promotion. Use the share buttons at the bottom of the article...



and take extra care to include links to your personal web store. For example:

Have you seen the latest special from Kaszazz? For every \$70 spent on star tagged products you can choose a FREEbie! You can take advantage of this special directly through my personal web store now
<http://www.kaszazz.com/cart/default.aspx?PromTag=TAG1-XXXX>

To avoid typos, navigate to your web store and click “star tagged products” then copy/paste the URL from your browser.

For every \$70.00 spent on star ★ tagged products, you can choose a FREEbie!
Promotion ends in 19 days and 8 hours

Build a Following - Online Groups and Communities

Now that you’ve nailed the basics, we recommend taking the time to seek out Facebook groups and blogs where potential customers frequent. For example, run a Google or Facebook search for “Australian card making blogs” or a Facebook search for “Australian scrapbooking groups”. You’ll find buckets of opportunities.

It is best to target groups or blogs which are predominantly Australian as your shopping cart currently offers shipping within Australia only (Kaszazz will consider international shipping in the near future).

When posting to a group or blog it is important to be super helpful. People are far more likely to visit your web store and make a purchase if you first build a relationship with them. To achieve this, we recommend scanning the blog or group for any conversations or questions that you have knowledge on or can help with and offer advice and perhaps share a relevant Kaszazz project for inspiration.

Only once you’ve had some interaction with members of the group or blog should you invite them to browse your web store. A conversation about a particular technique or product is a great segue to share your web store as you can directly share the relevant product.



Delivering Value

If you're willing to invest the time, you can build a large online following which will translate into sales by following a simple principle: "Deliver lots of great FREE content without asking for anything in return!"

Perhaps the best FREE content you can deliver are short, sharp and well edited videos on topics such as:

- "How to" cardmaking or scrapbooking techniques
- "How to" create a stunning card
- "How to" get more out of your products
- "How to" use off-cuts to create a stunning project
- Tips for organising and storing your craft products.

IMPORTANT: We recommend uploading your videos to BOTH Facebook and YouTube as Facebook will favour videos loaded directly to Facebook over videos loaded to YouTube then shared on Facebook.

Asking For the Sale

Once you've built trust and delivered value - it's time to ask for the sale and create a "call to action". This could be as simple as sharing the latest Kaszazz customer promotion and encouraging your followers to visit your store and place their order.

Paid Advertising

Once you've mastered these online marketing skills you may want to consider making an investment in paid advertising. When done correctly, paid online advertising can make an enormous difference and create tremendous growth in your business.

We recommend studying the following resources prior to investing in paid advertising:

- <https://www.facebook.com/business/ads-guide>
- <https://www.wordstream.com/blog/ws/2017/11/20/instagram-advertising>
- <https://www.quicksprout.com/2017/01/16/15-advanced-facebook-advertising-techniques-that-you-probablydidnt-know-about/>



Benefit from Kaszazz Online Paid Advertising

Kaszazz runs regular paid campaigns on the major social media platforms aimed at generating immediate sales on the Kaszazz webstore. Every item ordered on the Kaszazz web store always generates commission, and a customer lead (unless the customer requests no contact), for the nearest consultant (as the crow flies) on Kaszazz fast find. These customers are hot leads for your web store as they are already comfortable ordering online!

Enjoy the benefits of this paid advertising by making sure you are in Kaszazz fast find. All you need to do is maintain active status by maintaining a sales balance of at least 6,000. See CGM 05 and CGM 30 for details.



Get Face to Face if Possible

It's important that you build an online following and win as many new customers for your web store as possible, but try to then get those customers to attend your customer events so they can experience the joy of shared creative fun with friends!