

HOW WE CAN HELP WITH:
MARKETING &
MEDIA

MEET MORE OF THE NEST TEAM!



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MARKETING & PROMOTION

Opening your shop is just the first step—marketing and leveraging opportunities for promoting yourself and your work are critical for ongoing sales and growing your business in the long term. We are here to help support you!



Nest's Native Advisory Board Board, Daniele Lote (Cherokee Nation) who currently serves as Assistant Director of Smithsonian National Museum of the American Indian, noted self-promotion as one of the most valuable and high-needs areas in supporting Native artists.

THE BENEFITS & OPPORTUNITIES

The Uplift Makers program comes with many exciting opportunities to share your shop and tell your story. As a marketplace that connects millions of buyers and sellers from around the world, Etsy has a huge global following and opportunities for potential media broadcast features.

As part of the promotion of the Uplift Makers program, Etsy and Nest both feature maker shops, products, photos, and stories across several different web and social platforms. With this exposure, your shop and unique products have the potential to reach tens of thousands of new customers.

This is your story to tell and we're excited to support you in promoting your shop every step of the way!



CREATING YOUR CONTENT



Shop Bios

Your Etsy Shop bio is your opportunity to introduce yourself to new customers and share a bit more about your product, creative process, personal story, or any other relevant details.

Photography

Access to high-quality photography continues to be a major barrier for makers, and is often a determining factor for sales.

The photography grant and photography training provided as part of the Uplift Makers Program ensures that your product photography is interesting and attractive to new customers.



CREATING YOUR CONTENT



Self-Capture

Video is increasingly a growing medium to engage customers. We are excited to invite all makers to join the video creation process. We'll provide basic interview questions for you to self-record your responses via video or audio recording. As part of the photography grants you will also have the chance to capture video and we'll provide all resources you need for guidance on self-capture best practices.

Interviews

If you're more comfortable answering questions in a conversational dialogue form, you can connect with Jasmine to have an interview conversation. Interview questions will be shared in advance, and you are welcome to answer any that you are comfortable with or that excite you the most!



CONTENT SHARING



Etsy & Nest Communications

The assets we will support you in creating and which you approve for use will be turned into exciting content that can be featured across Etsy and Nest's respective websites, blogs, and social channels. This may include blog posts, social videos (like Reels & Stories), photo collages, and more.

Platform Distribution

The media types mentioned above are leveraged to create a connection between buyers and program participants in the places where we know consumers seek inspiration. The intention of these marketing and media efforts is to drive customers to your shop and product assortment. Your Etsy shop will be linked throughout, and you will have final say and approval on all content relevant to you and your work!



MARKETING FEATURES LINKING TO YOUR SHOP!



Shop from Afghan refugee-owned small businesses | Photographs by Hunter Lacey and Chona Kasinger

Take textile expert Masooda Meher, whose mother taught her to sew when she was young. “When I crochet, it reminds me of when I was a child,” Masooda says. “I forget my problems. It takes me back to my country, and I remember my family.” In her shop, [Meher DIY](#), Masooda likes to combine inspiration from her new home and her native country. “I like to use fabric from America and get some ideas from Afghanistan,” Masooda says. “I took a small shopping bag, for example, crocheted some flowers on it, and it turned into something new that I’ve never seen before. That makes me happy.”

Now, thanks to this latest maker program—a project of the [Etsy Uplift Initiative](#)—when you purchase an original piece from an artist like Masooda, you’re not only taking home a distinctive piece full of heritage and history, you’re directly supporting a refugee maker’s path to creative entrepreneurship, and empowering them for a new beginning.



EDITORS' PICKS Support Maker Communities

Join us in championing shops from the Gee's Bend Quilters, the Gullah basket weavers and the Afghan Refugees Collective. At Etsy, we believe in creating equal opportunities for all entrepreneurs—because everyone deserves a chance to succeed.

Shop from Afghan Refugees Collective

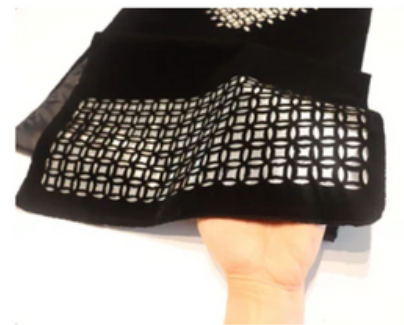


Table runner, black velvet dining table runner, bla...
FaribaHonar
★★★★★ (1)
\$175.00 FREE shipping



Handmade pillow cushion cover
KabulDesigns
\$45.00 FREE shipping



Wall Hanging
MahtabMoon
★★★★★ (1)
\$35.00 FREE shipping



Hand-embroidered cushion covers, flower design
ZLADesigns
★★★★★ (2)
\$50.00 FREE shipping



Serving Tray, Serving Board, Snack Tray, Wood an...
FaribaHonar
★★★★★ (1)
\$155.00 FREE shipping



Handmade hot pad with crochet details, placemat
Komaill
\$35.00 FREE shipping



Hand-embroidered cushion cover with flowers
ASILADESIGNCrafts
★★★★★ (1)
\$100.00 FREE shipping



Yarn wall decor, Wall Hanging, Yarn wall hanging,...
MahtabMoon
★★★★★ (1)
\$55.00 FREE shipping

EXAMPLES OF SOCIAL FEATURES

All makers will receive the "Promoting Your Shop" worksheet which provides an overview of the various social and web platforms where promotional content will be shared.

We will use this form to gauge interest and collect initial approvals for your inclusion on various channels. Again, your approval is of the utmost importance throughout the process we will work together to create and confirm content creation for public-facing marketing assets.

We are here to support you at whatever level of marketing you are looking to leverage.



MEDIA & PRESS PROMOTION

To announce the launch of each new Uplift Makers Program artisan collective, Etsy and Nest work with press teams for further consumer exposure and provide opportunities for interested makers to gain individual attention.

We are looking forward to working with interested makers to share more about their businesses and creative experiences in interviews with reporters for print and broadcast.



MEDIA EXAMPLES

Interested, but not sure what to say?

We're here to help!

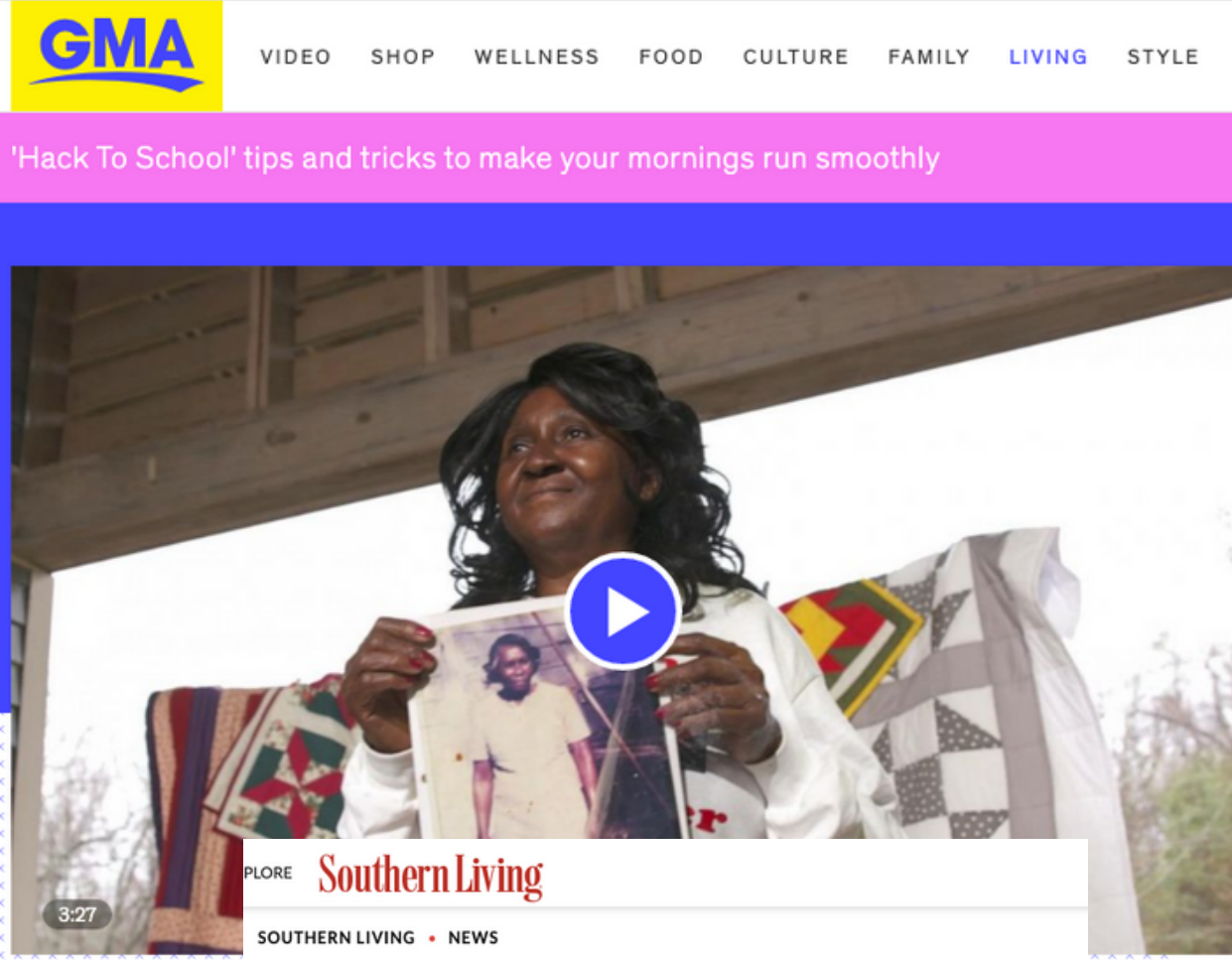
The Nest team will provide guidance and media support to ensure you feel confident in telling your story and comfortable with where your story will be shared.

Check Out:

Gee's Bend Quilters on [Good Morning America](#)

Gullah Basket Weavers in [Southern Living](#)

Afghan Refugee Collective in [Apartment Therapy](#)



'Hack To School' tips and tricks to make your mornings run smoothly

LIVING — February 18, 2021

Preserving the art of quilting

Quilters in Gee's Bend, Alabama, use materials such as worn-out clothing and bedsheets to make quilts like their ancestors.

apartment therapy

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STYLE | SHOPPING


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Etsy Is Helping Support and Empower 25+ Afghan Refugees, and Their Handmade Creations Are All Stunning

by BLAIR DONOVAN

published JUN 17, 2022

SAVE | COMMENTS



The platform welcomed the Gullah basket weavers to the marketplace.

Etsy has teamed up with Nest to welcome South Carolina's famous Gullah

We independently select these products—if you buy from one of our links, we may earn a commission. All prices were accurate at the time of publishing.

After leaving her homeland, Afghanistan native Palwasha moved to Buffalo, New York, with her family in October 2019. She has six children (two of whom she remains separated from while they await Special Immigrant Visas), an astounding sewing expertise, and — now thanks to Etsy — her own small business.

NEXT STEPS

1. Use the Zoom poll to express your interest in engaging with marketing and media opportunities!
2. Complete the "Promoting Your Shop" Worksheet and submit it to Jasmine - WILL RESEND!
3. Review Etsy Training Resources such as "Audio Recording Guidelines" and "Self-Recording Best Practices" & let us know if you have questions.
4. If you'd like, schedule time with Jasmine for a one-on-one interview ([schedule on calendly](#)) or email me!

For Questions & Marketing Support

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