Mentor to Market WEBINAR PROGRAM: Marketing Essentials for Today’s Market: Staying connected during uncertain times

By attending these 4 webinars international folk artists will gain knowledge and strategies to create compelling visual and written content and use digital marketing tools to engage with customers during these unsettling times.

Each webinar will last 45-60 minutes and be hosted live on Zoom and broadcast on the IFAM Artist’s Facebook page. The webinars will include:
- a presentation by a market expert
- a live Q&A discussion during which artists can ask specific questions
- reference materials for additional research
- worksheets to apply learnings to artists’ businesses

Wednesday, September 2 at 9am US Mountain/11am US Eastern
The US Market Today: A perspective for international folk artists
Karen Gibbs & Colvin English, ByHand Consulting

ByHand Consulting will help international folk artists navigate US news and retail reports to understand how Covid-19 has impacted their target market. Artists will study handmade brands that are innovating despite market challenges and outline simple ways to connect customers using impactful messaging. Artists will learn about resources they can follow to stay updated on the US market.

Wednesday, September 9 at 9am US Mountain/11am US Eastern Time
Branding Basics: Tips to create or enhance your brand message
Marcella Echavarria

Branding expert and lifestyle specialist, Marcella Echavarria, shares tips from her “Crafting Your Brand” program to help international folk artists enhance their brand message and tell their story during and after Covid. Artists will review the basics of branding and building your story, and how branding creates a cohesive message and can increase visibility and success. Following the webinar, artists can complete worksheets to refine and update their brand message and receive feedback from Marcella and the IFAM team.

Wednesday, September 16 at 9am US Mountain/11am US Eastern Time
Photographing Your Product: Tips to capture the beauty and quality of your artwork
Jane Bernard

Jane Bernard, a documentary, editorial and commercial photographer has been a long-time supporter of IFAM’s educational programs and is one of its most popular presenters. During this webinar, Jane will help artists understand how to take quality photographs of their artwork using basic tools, such as the camera on a smart phone and natural lighting. Artists can show Jane their products during the webinar and get specific tips for how to best photograph them. Following the webinar, artists are encouraged to practice Jane’s recommendations and can submit their new photographs for feedback.
Date & Time to be confirmed later
Digital Market Tools: How to stay connected to your customer virtually
Gurmeet Kaur

IFAM Board Member and marketing strategist, Gurmeet Kaur, shares practical advice to help international folk artists identify the best social media and digital marketing tools for their business. Artists will learn tips for utilizing websites, social media and email marketing to engage customers and communicate their unique brand message. Artists will have the opportunity to share their digital marketing tools with IFAM for feedback and promotion.