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THE EMBROIDERY COACH

“Embroidery Business E-Commerce Marketing System”

Marketing 301

Planning For Your E-Commerce Website

I want to welcome you to our new Embroidery Business Marketing System, Marketing 301, Planning for your E-Commerce Website. Let me Ask You A Questions:

How Would You Like To Know How To Create A Marketing System That Would Work For You 24 Hours A Day And Bring In More Sales To Your Embroidery Business?

Having a complete marketing system for your embroidery business is imperative if you want to be able to get known in your niche as the expert.

This program is not like any other marketing program that you have ever seen or been a part of. I have taught this course before, but this time it is going to be more in-depth than ever before. What I am teaching you is going to make a huge different in the success of your embroidery business and of course in your bottom line. This is not just about putting up a website, this is about creating a marketing system that will work for you and act like a silent employee once you have it all in place.

What I Am Going To Cover In This Training

I have already created Marketing 101 which is all about Basic Marketing and Marketing 201 which is about Creating Relationships and your Follow Up System. Tonight in this training I am going to talk about Marketing 301 which is all about adding an E-Commerce website to your business. Once you have all of the pieces put in place, it is going to give you a full Marketing System.

I am going to be focusing on:

- What is included in a full marketing system
- The steps to create a full marketing system
- Keyword Research
- Organizing your Products
- Creating Decoration Option Pages

If you are a Gold Plus or Gold Plus Lifetime member of The Embroidery Training Resource Center, you will automatically have access to it. I will be talking at the end of the presentation how you can get access to it on a special. I have never offered this before, and I will explain more about it at the end of the presentation. I will also explain everything that is inside of the Marketing 301 program.

Before we go any further, I want to let you know who I am, if you do not know already. I am Joyce Jagger The Embroidery Coach and I help embroidery business owners shift their embroidery business into high gear! Through online embroidery business training and one on one coaching:

- I help you avoid pitfalls
- Help you create a profitable pricing structure
- I show you easy steps to follow on your path to success!

I do a lot of training in all areas of running your embroidery business, for both large and small business owners. I have been in the embroidery world, for 40 years and I go out to many embroidery businesses and help them get on the right track so they can increase their quality and make more money!

- I had my own multi-head embroidery shop for over 20 years and sold it after having some challenging health issues.

I write for what used to be “**Stitches**” magazine and now is “**Wearables**” magazine and I also do a Shop Makeovers for them once per year.

You will be able to read about the latest one it in the November issue of “**Wearables**” magazine.

- Author of “The Truth About Embroidery Business Success: 7 Elements to a Highly Profitable Embroidery Business”
- I have a video training website with over 500 videos inside teaching you how to run your embroidery business

- I have a training center in my home to bring embroiderers in to work with them one on one.
- I also train on site at your location.

Does This Sound Familiar

- You have your embroidery business started and now you have been going to networking meeting but the people you meet want to see your website.
- You are just marketing to your local market, and you did not realize that you needed a website
- You are really not sure as to what say or what to do next in this situation!
- You need to bring in more work but will having a website really bring in more customers?

I know exactly how you feel

- To me having to deal with a website made no sense to me at first! I was too busy! And I have heard this from a lot of embroiderers!
- Social Media; forget it! I surely did not have the time for that one!
- I soon found out how wrong I was in my thinking, but I started out slow and created it one piece at a time!

Many embroidery business owners think that they do not need a website or any type of marketing system because they are just working in their local market. Yes, you need to start at the local level and work that market fast and furiously but in today's world if you do not have an online presence and a way to keep in touch with your prospects and clients, you are not going to be taken seriously as a real business and it is going to affect your sales drastically even your off line sales!

New prospects want to see what you are all about, what you have to offer and if you are the type of business that they want to work with. Without a good online presence, this is impossible. I have heard many frustrated people say that they want a website that is going to make them money! Isn't that what we all want? It is not the website that is going to make you money, it is **Your** relationship with the prospects and customers that is going to make you money, but the online presence and an automatic emailing system is the beginning of that relationship.

There is one myth that I want to dispel right now! Put up a website and the people will automatically find you! That does not happen! Yes you can get your website indexed in the search engines, but still, if you do not market it, it will not be found! That is the bottom line!

The requirements for a good marketing system is:

- A great Logo & Branding
- Marketing Materials
- A Marketing Plan
- A Good Presence on Social media
- Automatic Emailing System
- Blog
- E-Commerce Website

If anyone of those pieces is missing, you will have an incomplete marketing system that will not bring you the results that you are looking for. I will be teaching you about all of the pieces to a complete marketing system.

Before you even think about getting this process started, you must have a plan and be organized. So many people just start slapping some pictures up on Facebook with no plan or thought whatsoever and it does them no good because there is no purpose behind it. This is like anything else in your business, you must have a plan and planning is step one in this marketing system process.

Basic Steps To Create A Full Embroidery Business Marketing System

Here are some of the basic steps to creating your full **Embroidery Business Marketing System**.

- **Have your Logo created by a Professional and in Marketing 101 I talk about Branding!** This is your first step, one of the most important steps.
- **A Marketing Plan** - What is your Goal and what do you want to accomplish in the next year or even 6 months! This is also part of Marketing 101
- **Have your Marketing Materials Created** - Business Cards & Brochure I show you this is Marketing 101

- **Purchase & Set Up Your Automatic Email Marketing System-** Creating email templates and the first emails & Dot.com email address to be used in your marketing. -I show you how to do this in Marketing 201
- **Create your Social Media Business Pages** - Facebook, Twitter, LinkedIn, Pinterest - You will need to go to each one of these services and set up your Business Pages. Each one of these services has basic instructions. Here are the links to their getting started pages.

LinkedIn: <https://help.linkedin.com/app/home/>

Facebook: <https://www.facebook.com/help/?ref=contextual>

Twitter: <https://support.twitter.com/articles/215585#>

Pinterest: <https://business.pinterest.com/en/getting-started>

- **Organize all of the products** that you want to carry in your business and on your website. These will be the most popular or basic products that you want to feature. It does not have to be every product in any distributor's catalog; that would be a big mistake.
- **Create your Product Pages** - These pages will have a picture of your product along with all of the information about your product and price. You want to make sure that these pages have all of the products that you will be featuring on your website, in Social Media and on your blog are all the same products that you are selling in your offline business. This does not matter if you are working from your home or have a store front. It is going to be so much easier for you when you are answering questions and working with your customers offline or and on line.
- **Create Decoration Option Pages** - Thread Chart, Stock Designs, Lettering Styles, Layouts if applicable
- **Create All Of Your Options and Relationships** - This is all of the options and variations that you will have for each type of product.
- **Purchasing the Website System-** I will be sending you a link to do this. I do not want you to purchase the system until you have all of the items above finished.
- **Setting Up The Website** - Backend System, Shipping, Payment System
- **Adding Your Products To The Website**
- **Setting Up Your Blog** - Writing a Blog Post
- **Tying Your Social Media pages to your Website**
- **Submitting your Website** to the search engines

There is a lot more to this that I will be teaching you along the way, but this is just like an overview of the entire course. There is a lot to cover in this course and it is going to take you some time to get it all together, but you must remember, to do it one piece at a time and not get stressed over it. You have to do this in between working with your customers and keeping up with the rest of your business, but it would be best to set aside something like an hour a day or perhaps 1 afternoon or morning a week that you could totally devote to it. This will help you to stay focused on it rather than trying to do it as the same time that you are waiting on customers or trying to run your machine.

Now before we actually get into this process, here are some questions that I would like for you to think about.

- What is your purpose for the website? Obviously to make money,
- but are you trying to become the Expert in your Market?
- What or who is your market?
- Do you have a domain name selected? Does it tell your market what you are all about? Is it the same name as your business? It does not have to be at all, but you want a name that is going to be easily recognized and one that will be easily found in the search engines, but we will talk about domain names at a later time. I just wanted to plant that into your mind so that you can be thinking about it during your planning phase. I will be doing a training on selecting your domain name so hang tight if you do not have one yet! You want to make sure it is going to be one that people are actually searching for if at all possible.
- Do you have a logo and branding in place? This is your corporate colors and the look and feel of all of your marketing & business materials. This is very important and an important part of your marketing. All of your marketing pieces must look alike or be similar in their look such as your business card and brochure, your invoices & letterhead and this also applies to the headers that you use for your social media accounts as well as your website. Go back to Marketing 101 where I talk about this extensively.

In this first lesson of Marketing 301 I am going to be focusing on the planning and the first steps that must be done before you can even start thinking about adding any products to your shopping cart or embroidery store.

- Purchase Domain Name - [Click Here to Purchase Domain Name](#)
- Keyword Research
- Product Sheets - There is going to be a lot of time spent in creating your product sheets. You will have one for each one of your products.
- Pages for Decoration Options- Your Decoration Options are going to depend on what products you are going to carry in your on-line store as well as your off-line business. You are going to have different options for the different types of products. This is a huge part of creating your store.
- Images
- Categories=Collections

Before we get started, you need to create a **Folder** on your computer for your **Shopping Cart Information**- Inside of that folder you are going to create other folders

- Products Sheets
- Images
- Embroidery Fonts
- Embroidery Designs
- Embroidery Thread
- Embroidery Style Sheets
- Monogram Style Sheets

It will be much easier to keep track of all of your information and you will not have to be searching for it when you are ready to actually upload your information onto your website.

Keyword Research

I created a video showing you how to search for keywords, but before we get started, I want to say something here about keywords. Some people are saying that Google does not care about keywords anymore that they are not important, but keywords, in my opinion and the opinion of many of the top marketers on the internet, are always going to be important especially when it comes to products. You want to have product titles and descriptions using words that people are searching for to find these types of products.

Without keywords or keyword phrases, how is this possible? Another term that

may be substituted for keywords or keyword phrases would be topics. This may be easier for you to understand. So you are just doing a search for topics to use in your marketing that is related to your products and what people are looking for.

You are going to need keywords for your titles, product descriptions and your domain name. There are some free keyword search tools out there but I have not found any one of them that are worth using plus they are so limiting that it is impossible to get a good result. I went through several of them and was very disappointed.

I was trying to find some good no cost tools for you but sometimes it is

impossible. I ended up with **WordTracker.com**. I settled on **Wordtracker** because I could get some good keywords and it only costs \$27.00 per month but you can have a FREE 7 day trial. I explain more about this in the video.

When you start your research using this keyword tool, you will want to type in a keyword phrase of no more than 5 words to fully utilize the power

of finding a keyword or keyword phrase that may work for your domain name. Ideally a keyword phrase of about 3 words is best. It can be a general keyword phrase, but what you are looking for is the ideal keyword phrase that will bring you buying customers.

You can also ask some of your current customers' what words they would type into the search engines to find you. If you have a smaller niche market, you

Wordtracker

SIGN UP

Includes
Get Traffic
course

Choose your risk-free plan

Get 1000's of keywords, 15+ territories and SEO competition data. Each plan comes with a **risk-free 7-day trial**. Choose yours below:

	BRONZE	MOST POPULAR SILVER	GOLD
Save up to 40% by paying annually!	\$27 [*] /month	\$69 /month	\$99 /month
Keyword results	Top 1,000	5,000	10,000
Territories	Top 6	13	200+
Search by time	✓	✓	✓
API access	—	—	\$99 credit [†]
Competition metrics	✓	✓	✓
	TRY FREE	TRY FREE	TRY FREE

^{*}Minimum three month term for **Bronze** subscriptions.

[†]Subject to approval of API application

will want to concentrate on keywords for that market, such as the bridal market, baby market, or something like the horse apparel market. Whatever the particular type of market you want to work with, will determine what type of keywords that you will be using. If you are creating products for a larger general market, then you must be more general in your name.

Some cutesy name generally does not work well, and this is a huge mistake that people make when they are creating their business name in the first place. It takes you much longer and costs you more money to market your business when you do this. You must make it easy for people to find you and remember how to find you.

As you are researching keywords for your name, you will also be searching for keywords that you can use in your marketing as well. You need to find a good list of keywords, download them and save them for your future marketing.

[Click on this link for the Keyword Research Tool Video](#)

When you click on the start page, it will look a little different than it does in the video. They change it every few weeks.

Product Sheets

Product Sheets

Product Sheet

Product ID: 1028

Style #: 5803-0328

Product Name-Title: Ladies Cotton Stretch-Knit Full-Zip Hooded Jacket. Pricing includes Embroidery

Description: Ladies' full of design will love this Modern Stretch-Knit Full-Zip Hooded Cardigan. With an optional fit and Zipper-Opening details, the style will reflect a traditional with a twist of updates to create shape and make the most of your. We're adding extra length throughout the body for extra-long sleeves with the elongated neckline of the long.

A cozy top layer, our hooded cardigan has extra length in the body and the sleeves for comfort from its fit, and also for warmth. The sleeves can be pulled up or folded up for versatility. Whether you are short or tall, this will be perfect fit.

- 6.5-sizes, 90-1 cotton-spandex stretch fabric
- Full collar stand construction
- Gender-neutral silhouette
- Soft-touch knit
- Drawn-in stretch zipper
- Front snap pockets
- Open cuffs and hem

Adult Size: XS-4XL

See the [Size Chart](#) to select the correct fit. Click the Back Arrow on your browser to go back to the page.

Pricing includes embroidery in one location. [Click Here](#) to view the Embroidery Options and Embroidery Thread color choices available.

Keywords: Ladies Cotton Stretch-Knit Full-Zip Cardigan

Price: Quantity breakdown:

1-5	6-25	26-71	72
43.99	35.99	33.99	33.40
43.99	37.49	35.49	34.99
46.49	40.49	38.49	37.99
47.99	41.99	39.99	39.49

[TheEmbroideryCoach.com](#)

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You will be creating a product sheet for each product that you will be adding your information to and keeping it in a binder. You will have a product sheet for each item that you will carry in your store, online and offline. On the product sheet you will be including the following information:

- SKU number

- Title - with Keywords
- Description
- Price or Quantity Price Breakdown
- Keywords
- Colors
- Sizes Available
- Image of the product
- Link to size chart or applicable options

I created a video showing you how to create your product sheets. I have also included a template for you to use to make it easy. It is a Word.doc. This video is available to you if you have purchased the Embroidery Business Marketing System or Marketing 301 or if you are a Gold Plus Member of the Embroidery Training Resource Center.

[Click on the link for the Product Sheet Video](#)

Decoration Option Pages

There are decoration Option pages that you have to create and upload into the website, but before you can do that you have to create the pages. The more that you give the customers to work with, the easier it is going to be for them to place an order and less work for you, so this part is very important.

- Embroidery Styles -Layouts for them to choose from
- Embroidery Stock Designs for them to choose from - you will need one for each type of product or category such as Baby, Corporate, Sports Symbols, School Mascots, for whatever your market is.
- Embroidery Font Styles - Which items get what font styles - Keep it simple and do not give them too many choices
- Monogram Font Styles - Which items get what monogram font styles



- Each Monogram Font Style
- Embroidery Thread Colors - You will have a page showing all of the colors in a table.
- Other Design Application Options

[Click on this link to Create Option Pages](#)

Creating Your Thread Chart & Design Option Pages

I created a Thread chart in Microsoft Word to upload all of my thread colors. I am going to include this Chart and you can use it for your threads or any of your designs. You can add to the chart or you can delete rows or columns from the chart.

You can also create your own if you would like. I am going to use this same chart for all of my pages that I have to upload with my embroidery fonts and layout styles. If you plan to offer some stock designs, you can also use it for that as well. This will make it easier. The process is exactly the same for all of your Design Option pages. I created a video to show you how to create these pages.

Good Thread Charts to follow or take your thread colors from to create your specific thread chart. I used those images to make my thread chart and matched them up to my thread color chart for the names. If you use a chart that only has numbers on it, you can do the same. I would advise to give your thread colors names and then match it up on your thread chart with a number and create your own in-house system so that the names and numbers match.

<http://www.robison-anton.com/>

<http://www.needlepointers.com/ShowArticles.aspx?NavID=1706>

2 Great charts with images

<http://www.sulky.com/fullpanel/uploads/files/rayonchart.pdf>

<http://www.sulky.com/fullpanel/uploads/files/sulky-colorchart-panels.pdf>

Images

Many of the distributors have marketing materials and images on their websites for you to download and use in your marketing. I created a video showing you how to go to SanMar.com and select product images for your website. I also included a video that I created a while back showing you how to go to other distributors websites and select their images to use in your marketing when they do not have actual downloadable images. However, you must be a customer of theirs before you can legally use their images. Keep that in mind!

Categories=Collections

In the system that we are using, the categories are called collections. Just

remember that as you are thinking of what categories or collections you are going to be using.

Think about the different product types that you will be carrying on your website. You will create tabs in your binder to match. Will you have Adult items, Children's items, Wedding Gifts or Home Gifts? You could even have Monthly Specials as a category or collection. Just think about each one of your items and place your product sheets into a category as you create them and it will make it easier to organize your products.

You are going to want to have all of your Design Option Pages created before you upload your products. It is going to save you time when you connect them to each one of your products.

You will also need to have your Product Sheets created. That way you can just copy and paste all of the information into the website when you upload your products.

When you upload your product, you will have a link to the entire thread chart and you can also have one to your Embroidery style page or Monogram style page or whatever pages are applicable to that product that they can click on and easily make their selection.

You have a lot of work to do before your next lesson. This lesson is huge and it is going to take you some time to get it complete, but it should be done before you start your next lesson.

Homework:

- Create Your Marketing Plan
- Do your Keyword Research
- Create Your Website Folder on your hard drive
- Purchase a Binder & Create Tabs In It
- Create Your Product Sheets
- Create your Design Option Pages
- Create Images

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