

Hi lovely makers and creatives,

Great news! By popular demand we will be back again with another Makers Market From Home on **Saturday 23<sup>rd</sup>, Sunday 24<sup>th</sup>, Monday 25<sup>th</sup> May 2020, 10am-3pm** across Instagram.

So here's the bonkers and most importantly fun plan...

**Set-up** - All makers are asked to set up a market stall in our homes, this can be silly, funny, traditional, small, large whatever you can manage... in the words of @anniehoneystitches 'It's like playing at shop when we were kids'. Makers can then sit back, in the comfort of their own home, join in by watching the LIVE chats that we run, respond to shoppers and browsers and tell the world about all our lovely creations!

**Share** - To make this work we need to all use the hastag **#makersmarketfromhome** and tag **@makersmarketfromhome** in all our posts on the run up to and throughout the market. This joined-up approach makes the Instagram algorithm really sit-up and take notice. At our previous markets we have had over 100k+ views and thousands of interactions with our posts, stories and LIVES. On top of this there is all the action happening on makers accounts too. Across all our accounts there will be over a million interactions happening on market day!

**Success** – At our markets 50-60% of our makers sell products, people see increases in followers, likes and interactions too. I hope to keep gaining feedback from makers as it helps me improve our market. Nearly everyone who takes part wants to do this again... we all have so much fun :)

**What will it cost me?** We run our virtual market on donations, this was the preferred way that makers decided they wanted to support us in growing this market for everyone. Let's say... if you sell well, enjoy and have fun at the market and feel inspired to support us, please ping me a donation via the link on our website - every little donation makes all the difference :)

Power in numbers lovely makers! Because of everyone's small actions, we are having a big impact.

See you at the market, stay safe,

Andy :)

Still want to take part? I hope so :)

The following page explains what you will need to do...



## (Actions in BOLD)

1. **Please start sharing ASAP.** Tell the world you are taking part in Makers Market From Home. Please ask people to follow us, include; dates and times and please make sure you tag us so we can see you. Please use the tag @makersmarketfromhome and #makersmarketfromhome on all your posts. An image or video of you holding the logo works well, be creative :)

2. **Set up a stall** at home (funny, creative, traditional, silly, whatever works for you) You can even do it outdoors if the weather is nice ☺

3. The day before the market post a photo, a video or our logo (**Friday 22nd May**) telling everyone that it is happening tomorrow from 10am. Ideally please **don't** use images of your market stall, save these to use on market day. Be sure to keep tagging @makersmarketfromhome and using the #makersmarketfromhome to these posts :)

4. **Saturday 23rd** (morning) before the market, post a reminder to your followers that the market is starting at 10am. Please again don't peak too early and share your market stall images yet. Maybe share sneak peaks of your products! Please keep asking people to head over to @makersmarketfromhome and follow the #makersmarketfromhome :)

5. **9.45AM (GMT) Saturday 23rd** we all post our videos and photos of our stalls and all our lovely creations on our grids, tagging @makersmarketfromhome and using #makersmarketfromhome and #stayhome, the more hashtags you use the better (no more than 30)

6. **9.50AM** Share these posts to your stories if you can, tagging @makersmarketfromhome and adding #makersmarketfromhome. This helps us see that you're taking part, we can then share your market stall set-ups ☺

7. **10.00AM** come over and watch the LIVE stream (hosted by us).

8. **10-3pm** on the days that you are taking part it is advisable that you share posts throughout the day. Please continue sharing them to your stories and please make sure you keep including the #makersmarketfromhome and @makersmarketfromhome so we can see all of your hard work and brilliant work ☺

8. 10-3pm on all 3 market days, I will be hosting LIVE chats with makers. @Lovely\_.\_Lydia described it well when she said 'think of it like a home shopping channel' please come and watch and support your fellow makers :)

8. Please follow all government guidelines regarding COVID-19 throughout the market.

9. Have fun and spread some happiness :)

Contact email: [makersmarketfromhome@gmail.com](mailto:makersmarketfromhome@gmail.com)

