A guide to selling at online markets

What is an online market?

An online market is just like a normal craft fair, except that it happens **online**.

Customers visit the online market and see an event page showing all the **stallholders** taking part.

When a customer clicks on a virtual **stall**, it takes them directly to that shop.

As well as the stalls, there can be interviews, craft demos & tutorials happening too - and even **Tresstle TV!**

Some stallholders recreate the craft fair experience by setting up **a real stall** in their home and sharing pics or time-lapse videos on their social channels. Organisers might share these too.

Why join an online market?

Having a stall at an online market increases your visibility.

Organisers & stallholders pool their audiences to gather a larger crowd.

Good market organisers will work hard to promote the event.

You'll reach new customers, increase your following on social media and hopefully make sales!

They're fun :)

What should I expect from the organiser?

- good **communication**
- event **promotion** leading up to the market & on the day
- possibly **tips & advice**
- in some cases **paid advertising** to drive traffic to the market

Do I need to be online all day?

No! You absolutely don't need to be glued to your phone! Prepare things in advance, schedule content on social, then check in regularly on the day, reply to (& share) posts about the market, and watch or take part in any of the additional events that take your fancy.

What do I need to do as a stallholder?

Planner

Once accepted

- Pay for the event
- Complete your details
- Add a good, bright image to represent your brand
- Make sure you link your stall to your Folksy shop
- Tell your followers you've been accepted!

1 month to go

- Join the Facebook Group and follow the Facebook Event if there is one
- Download any templates & graphics from Tresstle
- Check the hashtag to use
- Send a newsletter to your subscribers
- Add a clickable link to the market and your Folksy shop in your social bios

1 week to go

- Schedule your social media posts for the event
- Send a reminder newsletter
- Once the event preview is live, check all your details are correct

On the day

- Share, share, share!

What do I need to do for the event?

For any online market to work, you need to support other stallholders, talk about the market & share posts.

The most successful markets are the ones where stallholders are active and put in the time - lots of this can be done in advance.

The more you talk about the event, share other makers at your market and get your audience looking forward to it, the better!

Remember, if you get shared, share them in return. Community over competition, always :)

TIP: As online markets are only on for a short period, running a discount, launching a new product, selling an exclusive piece or offering something special like a bundle or gift wrap can work really well, as this creates excitement and urgency.

Marketing ideas

Film a timelapse video of yourself setting up your stall at home a few days before the event. Share on the morning of the market.

Create grids or Folksy Friday posts featuring other stallholders.

Make a Shopping Guide on Instagram, Facebook, Pinterest or on your blog featuring your top market picks.

Create a reel, TikTok or timelapse video of yourself wrapping a gift, or part of your making process.

Share other makers from your market in your Instagram Stories.

Use the templates created for you to make your own custom graphics!