

SomethingTurquoise.com

--- ETSY WEDDING ARTISTS ---

We are super excited that you are interested in this unique wedding blog advertising opportunity!
But mostly we are thrilled to be making new friends and helping
YOU grow your handmade business!!!

WHY ADVERTISE WITH ST?

Something Turquoise's growth is based on our clear and honest mission; to inspire creative brides.

Over the past 3 years we have received loads of press nods, the biggest of which being featured on Cupcakes & Cashmere, being a DIY Network Contributor, being on a design team for Martha Stewart Crafts and being a Style Me Pretty Contributor. Etsy has deemed our brand *worthy* - and awarded us with a 'tastemaker page', check it out: <https://www.etsy.com/pages/somethingturquoise>

During the first week of June 2014, we will be launching a brand new, fully redesigned and responsive website for SomethingTurquoise.com which will possess this new Etsy Wedding Artist Gallery! We currently receive over 250k page views per month, which are expected to double with the new site launch. We have a very healthy social media following and are continuing to build relationships with our fans.

Shopping small, local and handmade isn't always easy - especially if you don't live in an area that promotes that type of lifestyle. Etsy boasts over 1 million active shops which certainly is impressive - but how does a busy bride navigate through all those options? We want to provide an exclusively curated gallery of the best of the best - 'Etsy Wedding Artists' so that brides can easily find you and your fabulous goods!

Although we are a DIY focused wedding blog, our readership spans a large variety of personality; from the bride who comes because she loves the handmade look - all the way to the bride who wants to make everything for her big day. Which means we offer a clear, fully defined marketplace for the Etsy Wedding Artist. Our readers want to buy handmade, custom and unique items for their engagement parties, bridal showers, bachelorette parties, wedding day, honeymoon and beyond. They are looking for supplies to personalize items their weddings and events. They are in a rush and don't have time to make the items they want. They appreciate shopping small and promoting small businesses. This is one of the most important days of their lives and they are willing to spend a little extra for something special and hand crafted. So whether you sell supplies or completed designs - **your customer is on our site daily.**

WHO IS ELIGIBLE?

YOU! You are special and have actually been hand-picked for this opportunity! Only Etsy shops that are selling 'wedding themed' goods are allowed in our new, unique gallery (although your shop doesn't have to be wedding exclusive). We value you and your work being sold on Etsy. Even if you have your own website, that's great... but we will only promote you through your Etsy shop. The qualifications below are meant to ensure that we only promote established and trusted Etsy shops.

Shop qualifications:

- Must have at least 300 sales
- Must have at least 25 reviews and the average must be 5 stars
- Must have at least 12 active listings at all times (the more the better!)
- Must have at least 1 type of social media account based on your Etsy Shop:
(Facebook, Google+, Instagram, Twitter, Pinterest, blog, etc.)

WHAT DOES IT ENTAIL?

We are providing a beautifully presented, carefully curated, and hand promoted type of wedding blog advertising only for the very best Etsy sellers. On SomethingTurquoise.com, right on the home page, under the tab 'Etsy Wedding Artists'.... will be a click through - 3 page style gallery. To see the gallery mock-ups visit this link: http://somethingturquoise.com/wp-content/uploads/2014/05/ST_Etsy_Wedding_Artists-MAY.pdf

Each artisan will have their choice of sharing their shop information, personal narrative, social media links and 8 images to promote their listings. ***Your items will NOT be sold through our website... your gallery listing will redirect our readers to your Etsy shop. Along with your custom listing, your shop will also be promoted across our Social Media Channels (Facebook, Google+, Pinterest, Instagram, and Twitter) at our leisure to maintain authenticity with our readership.

We have 8 categories, choose the one that fits your shop the best:

- Supplies
- Gifts
- Decor
- Paper
- Fashion
- Jewelry
- Ceremony
- Reception

*****To keep things exclusive, we are only accepting 50 shops per category.**

Your items will also be greatly considered for:

- Being added to our Etsy Tastemaker Page: <https://www.etsy.com/pages/somethingturquoise>
- Featured in our regular 'Etsy Inspiration Board' articles on the blog
- Giveaway posts for **FREE** (normally we charge \$250 for them)! Twice a month we want to do small giveaway posts from our Etsy Wedding Artists. This will get our readers familiar and excited about your products! Many will want to win so badly, that after they don't win- they will purchase anyway. Please send us the item/s that you would like to have considered for giveaways. Gift cards are also accepted.

WHAT IS THE COST?

To keep things simple we only have two options for you: (paid upfront through Paypal)

6 Month listing: \$120

1 Year listing: \$220

(that's the total price - not \$120/\$220 per month)

With the option to renew at the end of your commitment.

*****For the month of May we are offering a very special deal!**

Since you are the first Etsy sellers to partner with us - if you commit for 6 months we'll give you 2 months for free... better yet - make it a year and we'll give you 4 months!

How can you beat that?!

WHAT HAPPENS NEXT?

Once you choose your listing length, we will send you an email invoice via Paypal.

Here's what we'll need to build your custom listing:

- Exactly how you want your name typed out in our gallery
- Shop url (live link please)
- All social media links (live links please)
- Your location
- Where you are willing to ship
- Price range
- A personal note to our ST reader
- What inspires you and your work?
- How did you get started?
- What do you love about weddings?
- Anything else you'd like to add...
- **8 horizontal images of your choice** (meant to entice our reader - so make them your best! Sized to at least 660px wide at 72dpi) + you need to note the image that you want featured on the gallery listing page.

*****Once your Paypal invoice is taken care of -
we will send you a vendor form to fill out all this important information.**

FAQ

- When will my listing date start?

With the brand new site, your listing date (and free months) will start the day our site launches and will span until that exact date of your last month. ie. Our site is set to launch the night of June 6th - so we will count it as June 7th - if you choose 6 months your listing will end on December 7th; if you choose one year it will end on June 7th, 2015. (plus your free months of course!)

- How are the shops categorized within the gallery?

Beyond the 8 basic categories, the shops will be listed alphabetically to keep things fair.

- How should I decide what category fits my shop the best? Can I be in multiple categories?

Think about what your best selling items are - where do they fit? What items do you LOVE creating? Place yourself where your most popular items will get the most exposure. At this time, your shop can only be listed in one category.

- How exactly will you promote my shop/items over social media?

We are going to shout you from all of our rooftops. You will naturally be shared across each of our channels, but to keep our social media posts organic and authentic (along with staying inline with FTC and the different rules for each platform) this will be done over time with no specific schedule. We plan to look at your shop, your items and your social media influence - then determine what will be best to share your goods. We will be building special boards on Pinterest to promote our EWA, since that will most likely end up being the best platform. We will follow you on your social media channels and interact with you. As the program develops and progresses more promotions will be developed. ***Don't forget about the giveaway opportunity!

- Do I have to auto-renew my listing?

No. We will send you an email about a month before your listing expires to remind you, and then you will have the choice to renew.

- What are your stats?

Currently we receive 8-10K page views per day which is expected to double with the new site launch - exciting right!

- When can I add new/update my 8 pictures?

Every 3 months we will allow you to update your pictures. Be very specific in choosing them - this is what is going to entice our reader to visit your shop. Shoot new 'styled' pictures if you have to!

-Do I have to fill out the entire questionnaire?

Nope. Include what you want and what makes sense for your shop. The personal narrative you share to the questions we ask - is meant to set you apart from other sellers and to make them fall in love with your work, the story behind it and you!