



CoLab Market is a curated outdoor arts and crafts fair open to artists, craftspeople, designers and makers at all levels of their career from student to advanced professional.

CoLab Market is offered in partnership with Roots Community Services.

CONTACT US

CoLab Market
1810 Dundas Street East, Mississauga, Ontario

Lamenza Corporation

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#CoLabMarket



How to Market Your Business

COLAB MARKET
1810 DUNDAS STREET EAST
MISSISSAUGA, ONTARIO
SATURDAY, MAY 7, 2022
11 AM TO 5 PM

MARKETING

KNOW THE BASICS

Keep your basic business information updated, always.

Yelp and Google Business get your basic information out there like how and where to purchase from you, your city and province.

USE EMAILS & NEWSLETTERS

Have an email sign up. Emails and newsletters give you direct contact with customers and are a great way to build loyalty, even if you start with just 5 people. Be consistent when you send them out.

USE SOCIAL MEDIA

Once you have a business name and logo, start your social media accounts even if you don't have much to say. Choose social media based on who you want to reach.

Add a brief story about yourself and what you're doing on your profiles to start building a following. Include your city and province. Say what's in it for your customer.

Add your social media handles to your business cards or market banners so people know where to find you.

Build relationships with your social media content.

Comment on other people's posts, and make posts about other people's products. Ask and answer questions.

Pre-schedule posts before market day so you are not posting during market hours.

Name the market, location, city, time, and date on every market post.

Tag the market so it's easy for others to share.

Always add hashtags to posts.



HOW TO USE INSTAGRAM

Your Instagram profile is like a business card so include everything you would put on your business card so customers know where to find you.

Link to your website (if you have one). Use [Linktree](#) to add more than one link. Ask people to give you a review on Yelp and link to Yelp.

Offer social media promotions for new social media followers in an effort to build your brand.

