

# Levenshulme Market – Marketing Advice for New Traders

We don't claim to be experts at marketing, but from what we've learned from our traders over the years, we've put together some tips for new traders on promoting your stall and products both online and offline. If you have any to add, please drop us an email at [christine@levymarket.com](mailto:christine@levymarket.com) and we'll pop them in.

## Setting up a social media account

It's free and quite easy to market your business via social media. We'd recommend setting up a Facebook, Twitter and Instagram account for your business. Click the links below to get started:

- [Instagram](#)
- [Facebook](#)
- [Twitter](#)

Use these accounts to tell people about your business and to share images of your products. Regular posts should start to get 'likes' and 'follows', and people can also find you when searching for your stall name on the internet.

## Good things to post about:

- Images of new products
- Links to relevant articles about your industry
- Your upcoming market dates and events
- Special or seasonal offers
- Links to your website or Etsy shop
- Photos from markets you've attended
- Behind-the-scenes videos and pics of you making your products

It doesn't all have to be about selling and promotion though. Your customers can also get to know you and your brand through your social media accounts, so sometimes you can just say hello or good morning!

Importantly, if you're active on social media – we at Levenshulme Market can share your posts and retweet your tweets! Include **@levymarket** in your tweets ahead of an upcoming market and write **@Levenshulme Market** on Facebook and select our page to tag us into posts.

## Using the market as a marketing opportunity

Trading at a market is of course about selling products and making money. But it's also about meeting people! Take advantage of the opportunity to make contacts with other traders and chat to customers. It's a good idea to prepare some business cards or leaflets with your trading dates and contact details listed. A customer may not buy anything today, but they may want to look you up later. This is why it's good to use markets to raise awareness of your brand, and to be active online so customers can find you after a market.

## How's your stall display looking?

Preparing a market stall display is something of an art, and everyone does it their own way. If you're stuck on how to make your products look irresistible, [click here to get some ideas and inspiration](#). Our tips include:

- **Add height.** Products laid out on a table can look a bit flat and can't be seen from across the market
- **Be colourful and creative.** Make people notice your stall!
- **Be proud of your brand.** Get a banner made and let everyone know your brand name and identity
- **What are you selling?** It's a good idea to let people know what you're selling and how much it is. Clear signs and labels can make customers feel more comfortable approaching and making a purchase.
- **Smile!** The best market traders are friendly and approachable. If you don't have your market patter down yet, a smile and a friendly 'hello' or 'please let me know if I can help you with anything' will work perfectly.

Last but not least – ask other traders for tips and advice on trading! At Levenshulme Market, our traders are a really friendly bunch and they'll be happy to help anyone who is just starting out. Take a look at what everyone else is doing, and ask them where they got their banners or business cards made. You can also email [christine@levymarket.com](mailto:christine@levymarket.com) and we'll do our best to help.