

Educish

LIVE OUTSIDE THE LINES

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Hustle up! Series

Data Friendly Version

PROMOTIONAL DESIGN



Lesson One

Promoting my Hustle

Reminder for the world!

You may know your value, but others won't until you show them! So, for your Side Hustle to both survive and thrive, you need to be consistently reminding the world of what you offer.

This means posting updates, specials, and any content you find valuable for your target market.

This not only informs your audience of your products/services you have available but also reminds them of who you are and what you are all about.

So, don't be afraid to post every week, rather be persistent than forgotten!

How often is consistent

It would be easy for anyone to give you the short answer and say post every day. However, this is not a full-time job, and your time will be limited. So, what we recommend is setting a weekly schedule for yourself. This is simple just a ruling you put in place to say I will try to post about my business at least twice a week on specific days. You can do more or less, but it is better to set a goal that you can aim to achieve.

When posting as a brand, the point is not to be controversial or relevant to the events of the world. This process of regular updates is more aimed at reminding your market of your brand and showing your value. So don't feel bad if you miss a week here or there, just set a goal that is realistic for yourself to maintain. In short, we say around twice a week!

What to include

Your content will always need to be relevant to your Side Hustle and what it brings to the table. For now, you are not trying to give political or social comments to gain interest from the public, you need to keep the focus on your business. The below three types of posts are where you should always aim to be:

Image and info – The staple diet of your promos. This is any post that shows an image of your product/service along with some helpful information. Include your name, contact details and how to place an order. You can also include promotions, new products, and your portfolio.

Brand identity – This is any post that states who you are as a business, what you are selling and your general ambition. It's a great category to get your market to align with your values, brand, and goals. Remember to state the gaps in society that you are there to fill.

Personality – This is a great way to be different from your competitors and more formal businesses. By adding in some of your own humour, witty comments, and general positivity, you can start to create some personality for your brand. This includes adding in any bright colours you prefer and bold designs if you dare. Just remember to remain mindful of the world views and try not to step over people's beliefs in any way.



Lesson Two

Software time

Canva magic is Free

Canva is an editing website that allows you to create digital designs in a wide variety of forms. This is a great option that you can use to create social media posts and videos if you are wanting to step up your game. Either way, they both can be created for FREE with many template designs they have for use.

Yes, there are many really cool options they have that require a subscription and come at a cost. But you definitely do not need to invest in this at the moment and you can easily get creative with what is free and available.

By using your own stock images and information, you can create amazing social media posts to start promoting your Side Hustle immediately.

Use it the right way

Once logged in, you will see the create option. In those options you can select the Instagram post (This is the best ratio size for all social media accounts so you can use this for all promotional designs). Below are the categories you can use within the Canva software:

Templates - Under the template option you will see a wide variety of options you can pick from if you need. These are super creative and colourful options for those that don't feel like designers. Just avoid the items with the little gold crown in the bottom right corner of the template. These are part of the premium package and cannot be used for free. Also, if the design has a watermark with the Canva name, avoid these as you need to pay for them.

Images - Canva will also allow you to upload any image from your phone or computer. This means you can add in your own product images you have; this gives a real image of your true product. You can then add the image to the template you chose or create your own design.

Font - Canva has a Font category with a huge selection of really cool and interesting font options. These really pop on your social posts, so don't be afraid to play around with the free options until you find one you love. Add it in and edit the content to match the post information you want included.

Review - Once you have added in all of your items, or designed your own, it needs to be reviewed before downloaded. Make sure it is clean, easy to read and not too busy. The most important element is the content you want your target market to read, so make sure it is easy to see and interpret.

Save it now

Once you are happy with the final cut, it is time to download your creation.

Go to the **File** option, select download. The **download** options will appear, and you will select the **PNG** option for best quality. This downloads your post as an image and is ready for use. If the download option says pay and download or download with Canva Pro, then it most likely is using a watermark template - Rather try use a different design for free.

Canva is a great option to be used both on a computer and your smart phone. So, create your account and get comfortable with the features available!

Lesson Three

Types of posts

Starter pack

This is your first and most commonly used Social media post. It will be simple, clean and clear, with the aim of introducing your Side Hustle to the world. All it needs is your Logo, Side Hustle name and tag line if you have one. If you don't have a tag line, then just a simple statement of offering (Example being – provider of handmade beach footwear).

You will then finish it off with your contact details for anyone to visit your products or contact you for more info. This is not the post design to be adding in your product pictures as of yet, think of it more as a virtual business card.

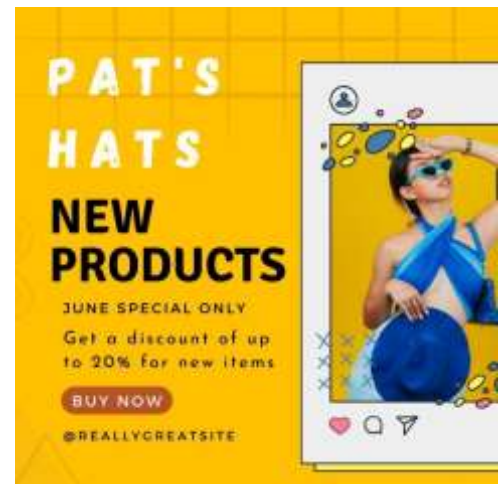


Promotion and Discounts

This is the type of post you will create to give your audience context and visuals of your product or service. You can create a few of these to have stored for your weekly posts as needed, but always ensure the information is still correct before posting.

You will include the Logo or name of your Side Hustle; no tagline is needed. You will have one larger heading to identify the purpose of the post (Example would be a discount, limited edition, or a description of your actual product).

Lastly, you will include the actual content and price of your product or service. Be as descriptive as you like but ensure the customer can understand what you are offering and how much you are charging.



Special events

These are the once off promotional designs you would create for a unique event, campaign promotion or introducing changes. You can make these as you need to promote a different angle of your business and showing extra value offered.

The core design elements will remain the same as before, a Logo/name, Large headline, and content provided. These posts can be more creative and personal if you are trying to create your brand identity and instil some personality.

