

Marketing + Promotion for Artists + Designers

presented by Megan Auman
RISD Art of Business 2014

@meganauman

designinganmba.com/risd

MEGAN AUMAN

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[BLOG](#)

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designinganmba.com

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designing an MBA

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CUSTOMERS, NOT YOUR PEERS,
ON PINTEREST

Four Ways to Attract
Your Customers

(and not your peers)

on Pinterest

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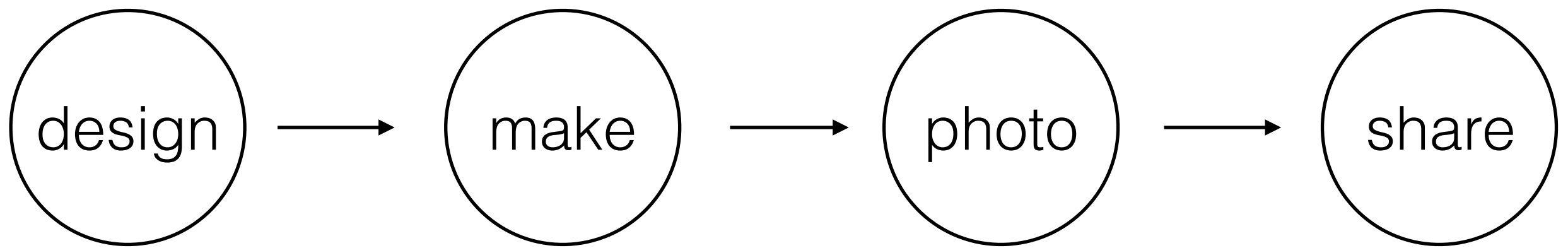
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MAKE
YOUR
OWN
designing an
MBA



Megan Auman is a designer, maker, educator, and entrepreneur who has built a multi-faceted business around her passion for great design and sustainable business. Her [eponymous](#)

Marketing can be part
of your creative
process.





Pinned from anthropologie.com



April 2014 Lookbook

Pinned from anthropologie.com



April 2014 Lookbook

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#Banded #Horn #Cuff via #Anthropologie

♥ 1

Pinned from anthropologie.com



soap is beautiful » packaging

Pinned from anthropologie.com



April 2014 Lookbook

✂ 1

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Image Via: Inspired Design



April 2014 Lookbook

✂ 1 ♥ 1

Pinned from anthropologie.com



#CarvedWoodTasselNecklace #Anthropologie

Pinned from us.anthropologie.com



April 2014 Lookbook

✂ 2

Pinned from anthropologie.com



#Sunburst #Drops #Erte #Earrings #Deco #Posts

✂ 1

Pinned from anthropologie.com

#Found for #50 #Morocco on the #AnthroBlog

Pinned from



Instagram



meganauman



Following

5ftinf ▾

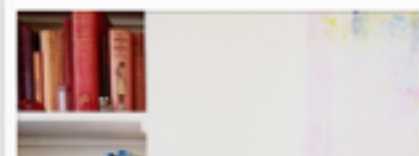
Tea and sitting... ✉ 5ftinf@5ftinf.com <http://www.5ftinf.com>

2,308
posts

390,299
followers

271
following

November 2014



Marketing should be
customer focused, not
maker focused.

How you think about your business:



How your customer think about your business:

“MEGAN AUMAN JEWELRY IS AS STRONG AND DURABLE AS I AM. WHEN I PUT IT ON, I KNOW I’M REFLECTING THE BEAUTY AND CONFIDENCE I FEEL INSIDE. SO I PUT IT ON EVERY DAY.”

-TARA GENTILE



Get inside the mind of
the customer: become
your own biggest fan.



Who are your ideal
customers?

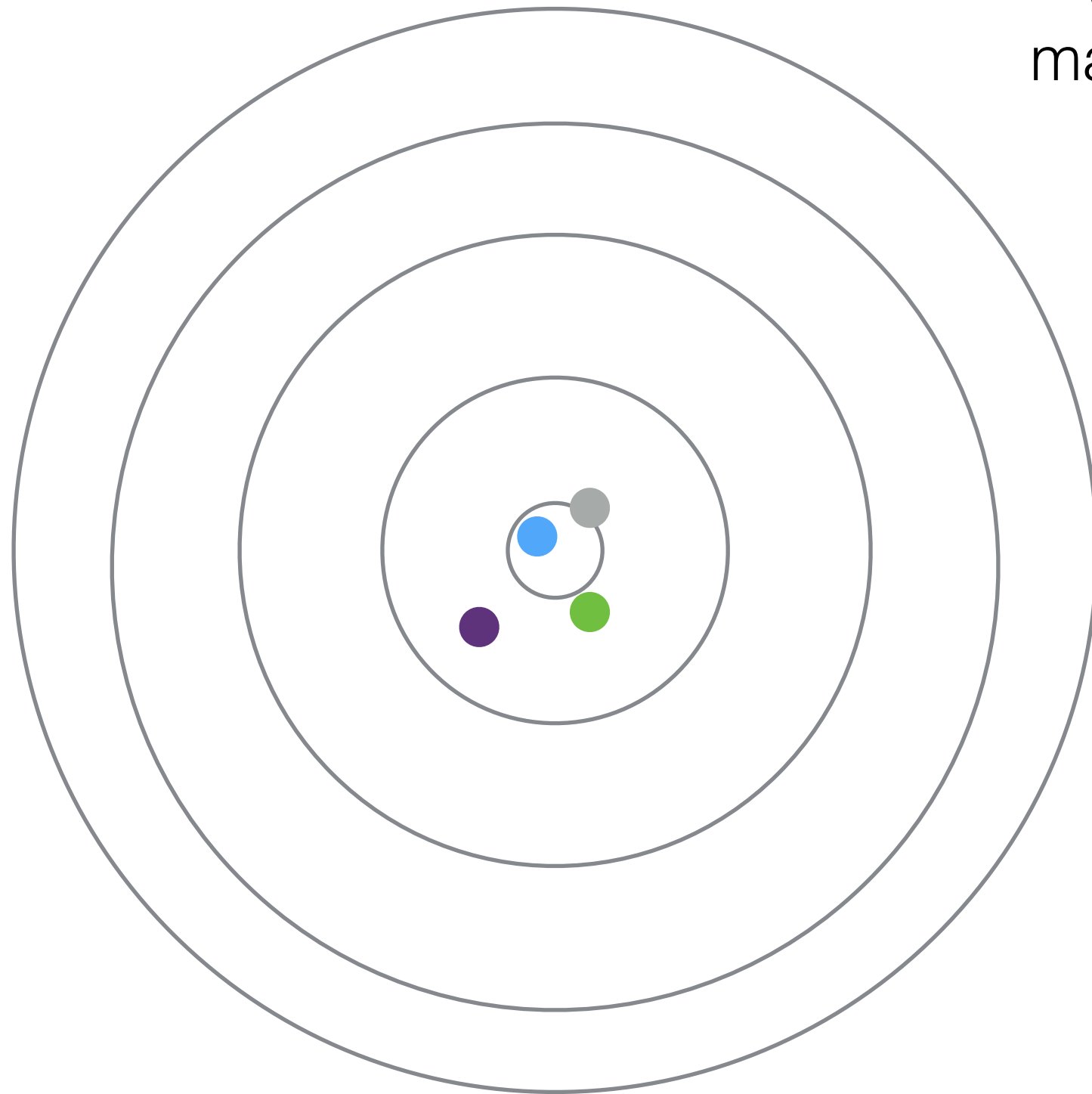
Not everyone is your customer.

(The myth of universal appeal.)

Knowing your ideal
customers makes all your
marketing decisions
easier!

Create 3-5 distinct customer profiles.

My entire demographic:
Women ages 20-70 who live in
major urban or suburban areas on
the East or West coasts (or
Chicago)



Profile 1: Susan

44 year old interior design
lives in a Boston suburb

Profile 2: Bernice

63 year old hip grandma
lives in the Bay area

Profile 3: Annie

32 year old professional
lives in Washington DC

Profile 4: Tara

37 year old entrepreneur
lives in Chicago

Are they male or female?

Are they in a relationship?

How old are they?

Do they have kids? Grandkids?

Where do they live?

What is their education level?

What do they look like?

What is their occupation?

How much money do they make?

How would you define their style?

What are their interests and hobbies?

Are they a trend follower?

Where do they go on vacation?

Do they have a lot of friends?
How social are they?

What do they read/watch/listen to?

Do they prefer to stay home or go out?

Where does your
customer shop?

E-commerce still
accounts for only 6% off
all US retail sales.

Where is your ideal customer likely to shop?

- What types of stores?
- What geographic areas?
 - Where does your customer shop at home?
 - Where does your customer shop when she travels?

What you'll need to reach out to stores:

- Line sheet (stored as a PDF online)
- Wholesale policies
- USP and product language
- A method for receiving orders



megan duman
MAKE A STATEMENT EVERY DAY

FALL 2013

shift collection

The shift collection takes our signature steel and mixes it with links of bronze for a new take on some of our favorite designs. New for 2013, the shift collection is now available in steel and silver (SHL) in addition to steel and bronze (BL).

Each piece is hand-fabricated from links of steel and bronze or steel and silver wire. The combination of metals means you can wear each style in many ways.



BL-DE15 - \$40
SL-DE15 - \$50



BL-DE11 - \$45
SL-DE11 - \$55



BL-N3-18 - \$35



SHL-N3-18 - \$45



BL-N3-36 - \$70



SHL-N3-36 - \$90
(shown doubled)



SHL-N3-36-Q - \$90
(shown doubled)



BL-N3-36-Q - \$70

all prices listed are wholesale

meganauman.com



BL-N8-L - \$190
SHL-N8-L - \$250



BL-N8-S - \$90
SHL-N8-S - \$125



SHL-BLN4 - \$165



BL-BLN4 - \$125



BL-BLN12 - \$270
SHL-BLN12 - \$350



BL-BLN5-R - \$170



BL-BLN5 - \$170
SHL-BLN5 - \$220

all prices listed are wholesale

meganauman.com

about megan auman

Megan Auman is a designer, maker, educator, and entrepreneur who has built a multi-faceted business around her passion for great design and sustainable business.

Megan received her BFA in Metalsmithing from Syracuse University, where she also studied entrepreneurship. She went on to receive an MFA in Metals and Jewelry from Kent State University.

After one year as a university professor, Megan launched her eponymous jewelry line at retail craft shows before transitioning to wholesale and e-commerce. Megan's design work includes accessories, home decor, and jewelry, her current focus. She regularly exhibits at trade shows across the US including the New York International Gift Fair and the Buyer's Market of American Craft.

Megan is known for jewelry made from steel and recycled sterling silver. Her pieces are bold and statement making, but easy enough to wear every day. Megan works predominantly in steel because it is a lightweight, durable material that yields a luscious dark surface that holds up well over time. All of Megan's jewelry is made by hand in the US.

Megan is also the founder and editor of Designing an MBA, a website that helps designers and makers develop their business skills.

Megan lives and works in Jonestown, Pennsylvania, a small town about 90 miles west of Philadelphia.

megan auman



wholesale information

minimums – Minimum opening order is \$450.

terms – First time orders must be paid by credit card (Visa, Mastercard, Discover, or American Express) at time of shipment.

shipping – All orders are shipped UPS Ground unless other shipping arrangements are made. Shipping costs will be billed via invoice prior to shipment.

lead times – Typical lead times are 3-4 weeks. Please inquire prior to placing your order for specific lead times.

returns/exchanges – Returns or exchanges must be made within 30 days of receipt of order. The reason for return or exchange must be stated in writing.

display and promotion – Items are shipped as is. Please let us know if you require hang tags, earring cards, or boxes for items. Additional promotional or display materials are available upon request.

about steel jewelry – Steel is a lightweight, durable material that is excellent for jewelry. All steel jewelry is sealed to prevent rust. However, certain care must be taken to maintain the jewelry. Care cards will be provided for each piece of jewelry in your order.

To place a wholesale order, email orders@meganauman.com

meganauman.com
make a statement every day

NEVER drop by a store with your
products.

(Especially on a busy Saturday afternoon.)

NEVER add a store to your email list without permission.

(Or include them in a mass email.)

What are the best ways to reach out to buyers?

- Mass outreach:
 - Postcard mailing
 - Sending catalogs or line sheets
 - Trade shows
- One on one contact:
 - Email
 - Personalized mail
 - Sales appointments

Want more info on reaching out to stores?

<http://cr8.lv/aumanc1>



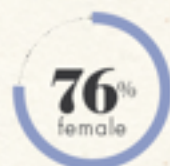
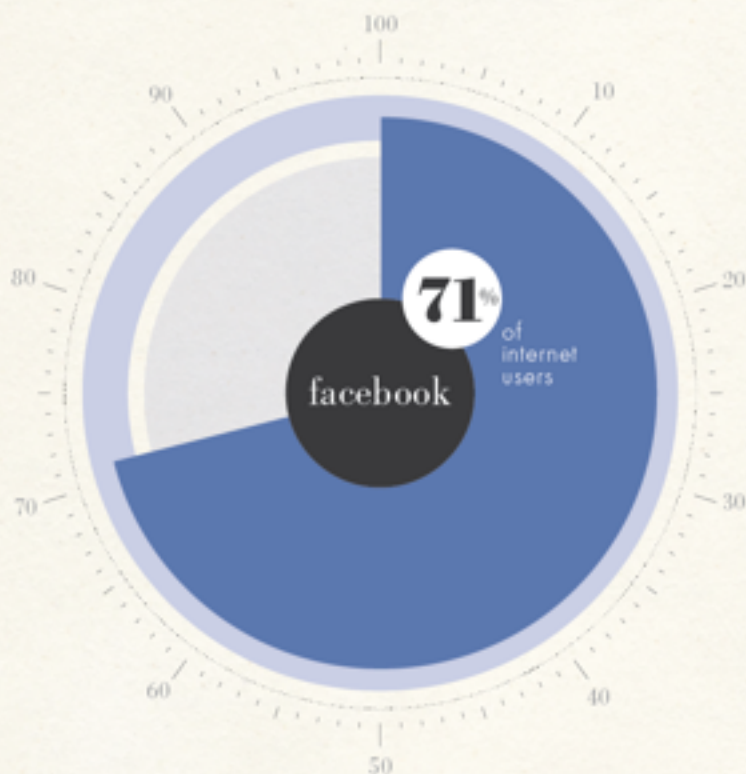
Where does your
customer hang out
online?



established 2004

FACEBOOK

ethnicity



gender

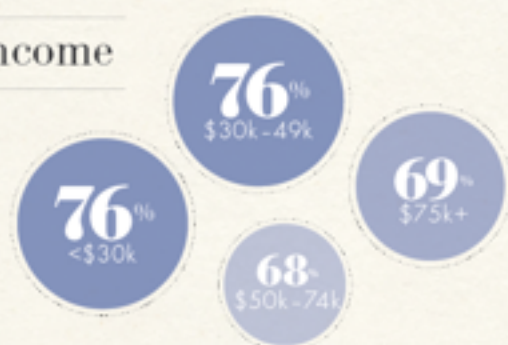


education

age



income



75% urban 69% suburban 71% rural

location



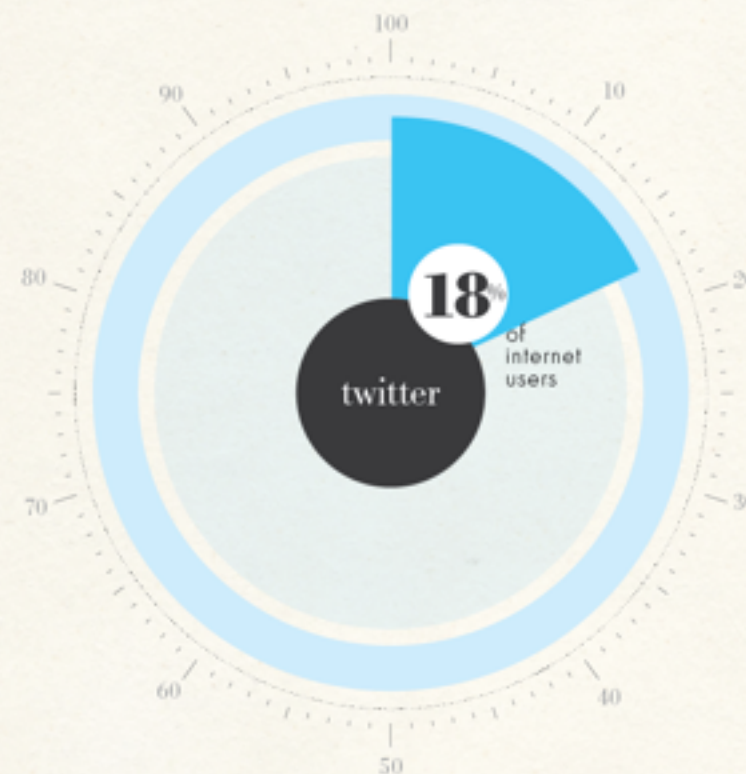
Brittan ©Brittan Marketing & Design Group, brittanmdg.com



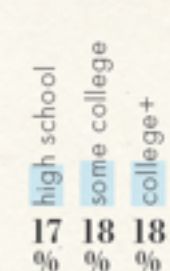
established 2006

TWITTER

ethnicity

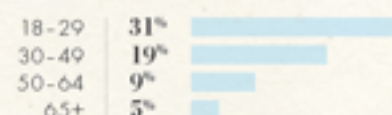


gender

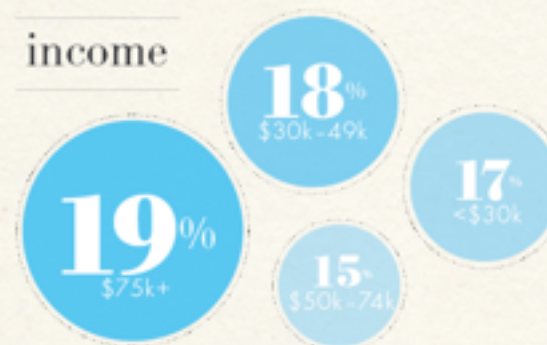


education

age



income



18% urban 19% suburban 11% rural

location



Brittan ©Brittan Marketing & Design Group, brittanmdg.com



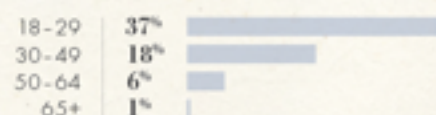
established 2010

INSTAGRAM

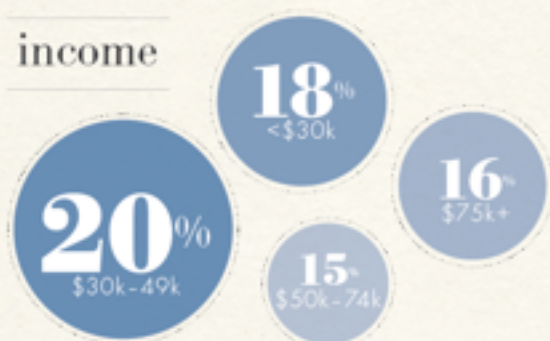
ethnicity



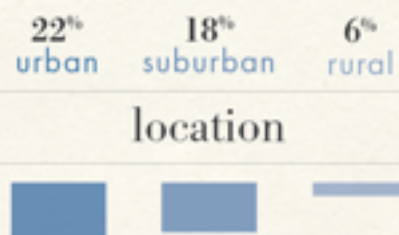
age



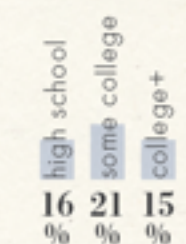
income



location



gender



education



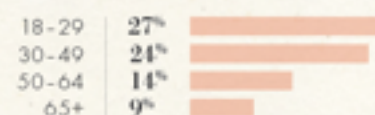
established 2010

PINTEREST

ethnicity



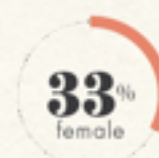
age



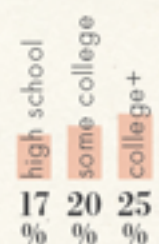
income



location



gender



education

Pick one social media platform to focus on.

- What you are best at + where your customers are.
- Add in more than one if time/interest permits.



Search



megan auman



Edit Profile



megan auman

jonestown, pa · meganauman.com ·

I design for women who want to be effortlessly bold. Jewelry and accessories designer on a mission to help you make a statement every day.

92
Boards

23,982
Pins

7,723
Likes

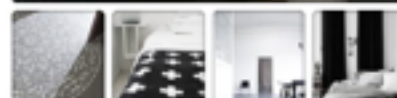
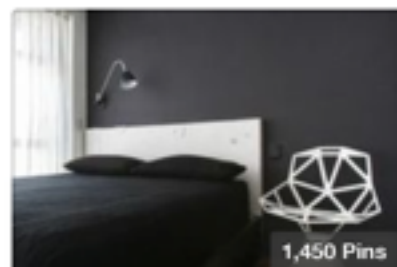
22,687
Followers

418
Following



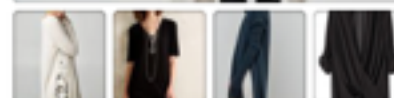
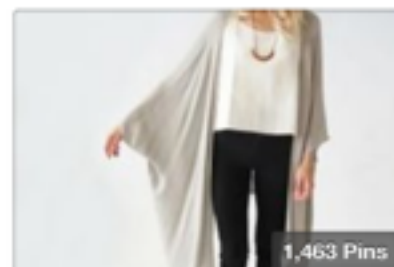
Create a board

black and white and sometim...



Edit

fashion and style



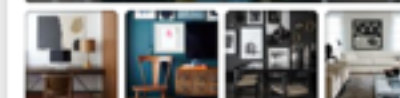
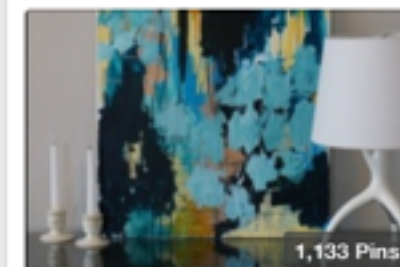
Edit

street style



Edit

art displayed



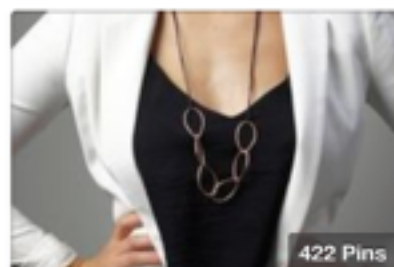
Edit

words to live by



Edit

megan auman style



Edit

fall style



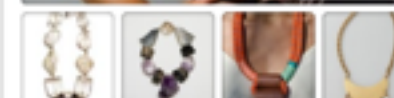
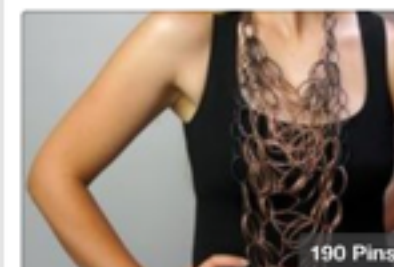
Edit

professional style



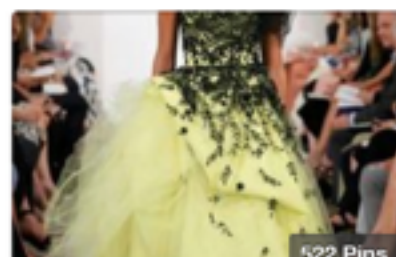
Edit

statement necklaces

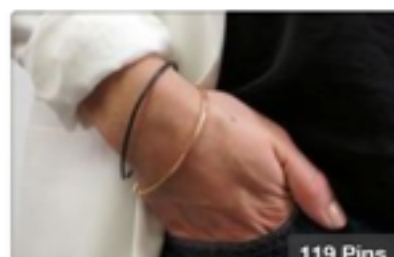


Edit

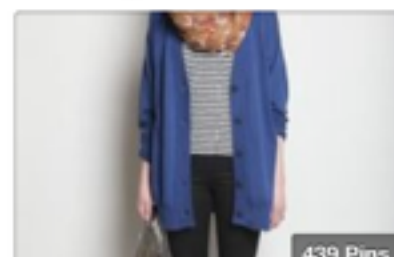
dressess and skirts



accessorize



casual style



if I had a store



the retreat barn



professional style

work wear to help you rock the boardroom and land the corner office

332 Pins • 3,417 Followers

Add people to board



megan auman

Edit Board



Add a Pin



from megan auman

what to wear on the campaign trail

what to wear when you're running for office // click for outfit details

👍 3 ❤️ 1 💬 1

Pinned from
meganauman.com



Tara Gentile
Love that watch.



Add a comment...



sheath dress

👍 5 ❤️ 1

Pinned by pinner



Simple navy sheath dress.

👍 14 ❤️ 1

Pinned from
threadethic.com



Stripes + Sculpted Skirt

👍 10 ❤️ 1

Pinned from
wendyslookbook.com



Street style.

👍 14 ❤️ 1

Pinned from



what to wear on the campaign trail

August 26, 2014 by megan — [Leave a Comment](#)



Megan Auman designs for women who want to be effortlessly bold. Trained as a metalsmith, but constantly inspired by textiles and fashion, Megan believes that the right accessories can change not only our look, but our mood and attitude. [Read more ...](#)



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DELIVERED STRAIGHT TO YOUR INBOX!

art displayed

1,133 Pins • 5,332 Followers

Add people to board



megan auman

Edit Board



Add a Pin



Found on casavogue.globo.com

📌 2 ❤️ 1

Pinned by pinner



from Refinery29

Style Your Place Like A Home
Catalog — All The Tricks

Catalog tips to copy for styling your
home like a pro

📌 13 ❤️ 2

Pinned from
refinery29.com



i love a black room

📌 6 ❤️ 2

Pinned from
cocokelley.com



Art on wall

📌 6 ❤️ 2

Pinned by pinner



Blue

📌 14 ❤️ 2

Pinned from
everythingfab.com



4
Pinned from
thenewtbe.tumblr.com



from megan auman
Diana necklace

Diana necklace // bronze and leather long chain necklace - perfect for tossing on over your workwear or a casual weekend outfit

348 49 1

Pinned from
shop.meganauman.com

Add a comment...



from Brit + Co

14 Black and White Interview Outfits to Land the Job

mixing black and navy

8 1

Pinned from
brill.co



Chevron and Herringbone.

16

Clemence Poesy

8

Pinned from
wellanddapper.tumblr.com



Business Chic stripes and midi angle skirt

4

Pinned from
businesschic.com.au



from Brit + Co

14 Black and White Interview Outfits to Land the Job

14 Black and White Interview Outfits to Land the Job | Brit + Co

2 2

Pinned from
brill.co



James Perse Shawl Collar Blazer

8 1

Pinned from
shop.nordstrom.com



from megan auman

workwear with attitude

this look for work mixes more conservative pieces with an edgier shoe // click for outfit details
#workwear

6 1

Pinned from
meganauman.com



megan auman

from megan auman

wandering paris in black, white, and navy

a chic outfit for work // click for outfit details

4 1

Pinned from
meganauman.com



from megan auman

Eva pendant

Eva pendant // black steel pendant on a long leather cord

1 2

Pinned from

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Board: **megan auman style**
upload now
schedule
[\(Bulk Update \)](#)

Start Time :

11/10/2014 08:53 am

Interval in Minutes (between each Pin) :

2175

zone :

(GMT-05:00) Eastern Time (US &

confirm

Board: **on trend: brass and bronze**

Time: 11/10/2014 08:53 AM

Description:

Amy necklace // bronze chunky chain link necklace

URL:

<http://shop.meganauman.com/collections/necklaces/products/amy-bronze-chain-link-necklace>
Enhance Image

Board: **megan auman style**

Time: 11/11/2014 09:08 PM

Description:

Amy necklace // bronze chunky chain link necklace

URL:

<http://shop.meganauman.com/collections/necklaces/products/amy-bronze-chain-link-necklace>
Enhance Image


Want more info on marketing with Pinterest?

<http://cr8.lv/aumanpinmarketing>

CREATIVELIVE



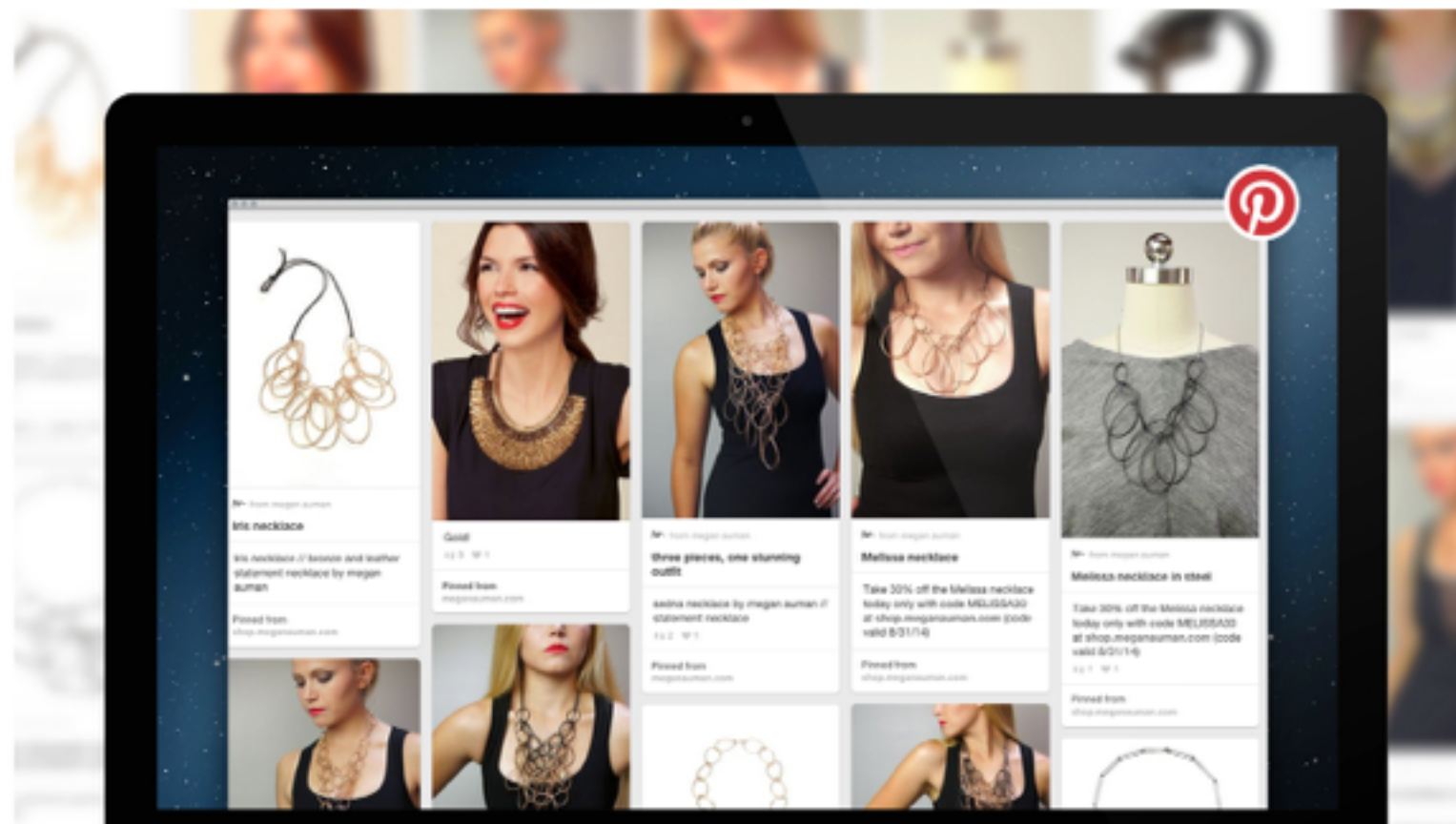
CLASSES ▾

CALENDAR

LOG IN

Pinterest Marketing for Makers & Designers

with MEGAN AUMAN



SHARE TWEET PIN EMAIL



CRAFT & MAKER

FREE LIVE CLASS

Dec 6
9:00am - 4:00pm

Los Angeles Time [Change time zone](#)

RSVP FOR THE
FREE LIVE CLASS

Busy during broadcast?
[Get on-demand access for \\$29](#)

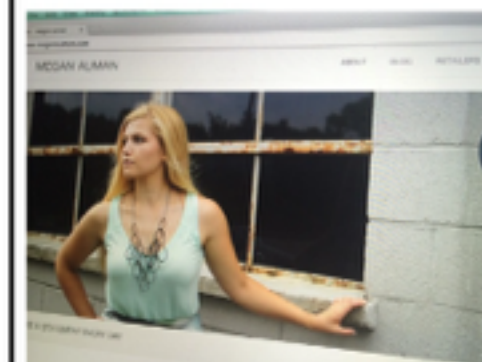
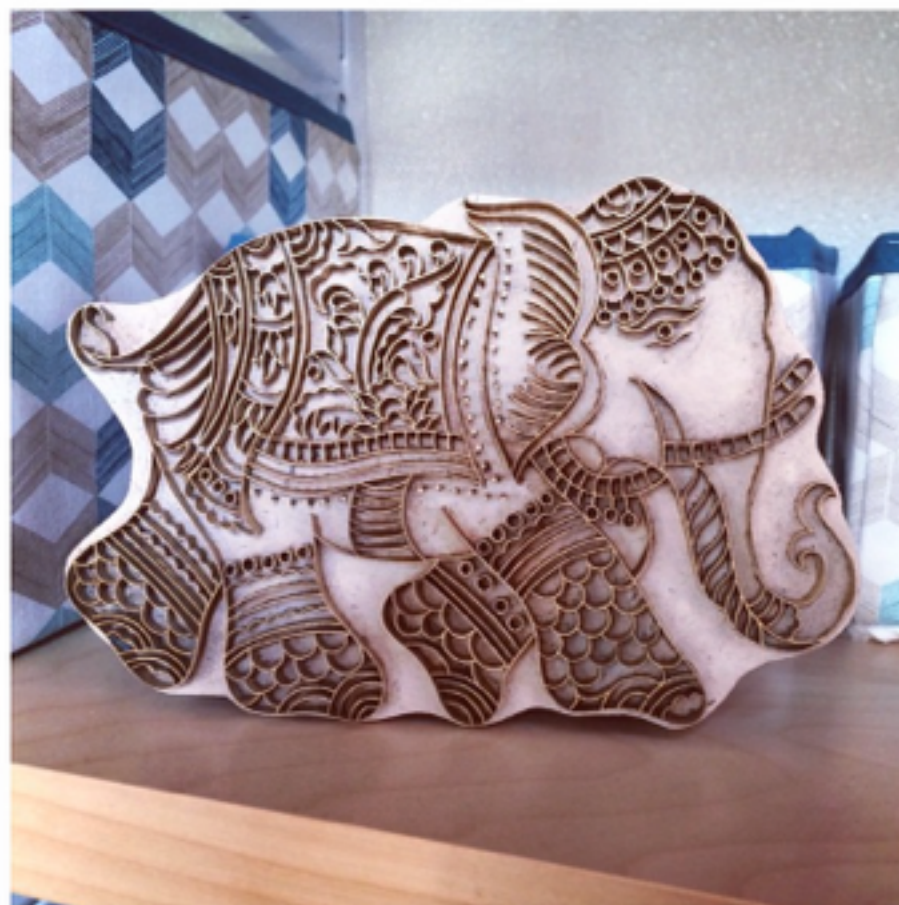
Cross post where it
makes sense.



Instagram



meganauman



Edit Profile

meganauman

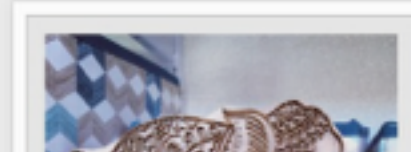
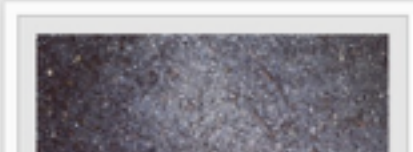
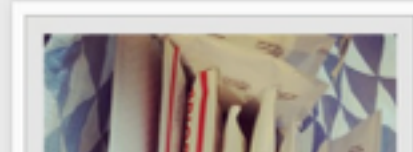
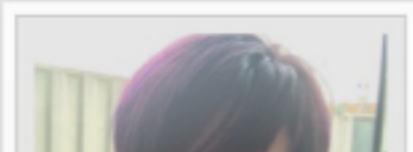
megan auman | design for women who want to be effortlessly bold / jewelry + textiles /
based in central PA <http://meganauman.com/blog>

1,974
posts

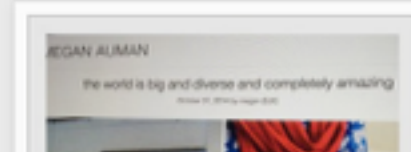
1,716
followers

918
following

November 2014



October 2014





Megan Auman



Megan

Home



Megan Auman

Timeline

Recent

Status

Photo / Video

Life Event



50 members

Make things with us!



Hatch Collective

46 members

With a universal link to the...



Metals + Jewelry/Object Design @ Towson University

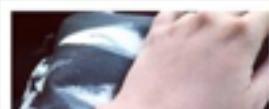
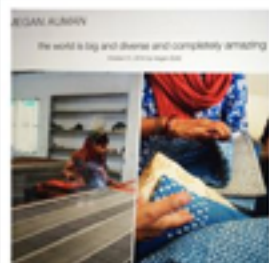
16 members

This is a site for anyone engaged...

NOTES · 1

By Megan Auman · over a year ago

INSTAGRAM · 1,414



Megan Auman

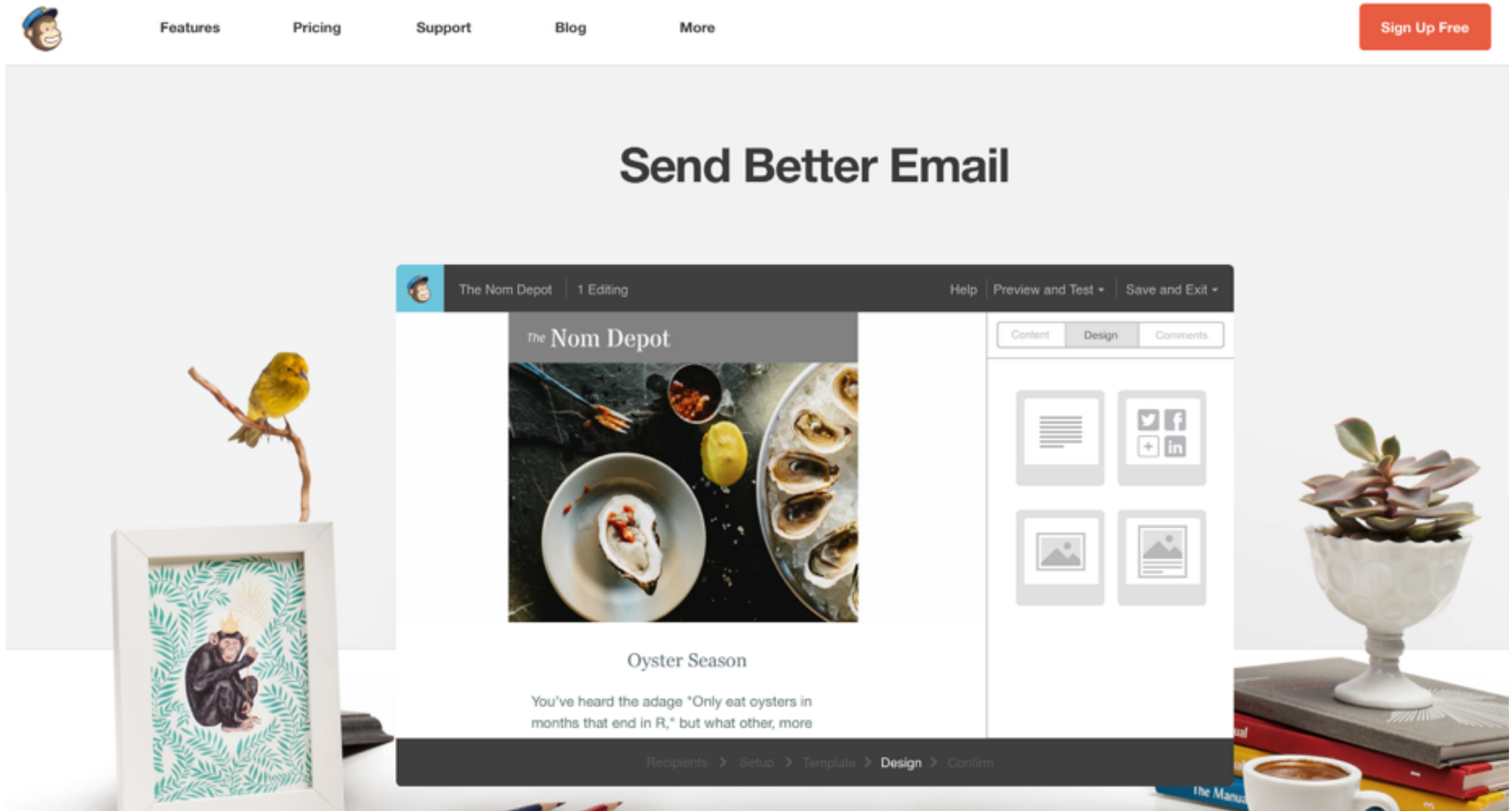
October 31 at 11:25am · Instagram ·

vintage silver pendant that I strung on a gem strand, both purchased in Jaipur
#meganshopsIndia



Drive traffic to an email
list.

mailchimp.com





Page

Activity

Insights

Settings

Help ▾

Create Ad ▾



Megan Auman

Product/Service

Liked ▾

Following

Message



Timeline

About

Join the list!

Photos

More ▾

THIS WEEK

5

Page Likes

12

Post Reach

UNREAD

0

Notifications

0

Messages

See Your Ad Here



Megan Auman

make a statement every day
<http://shop.meganauman.com>

Like Page · 626 people
like this page

Promote Page



MEGAN AUMAN
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Join the mailing list to get style tips, outfit inspiration, and special deals delivered straight to your inbox!

(* indicates required)

Email Address *

First Name



Join the mailing list and get style ideas, outfit inspiration, and special deals delivered straight to your inbox!

SUBSCRIBE

Join the mailing list and get style ideas, outfit inspiration, and special deals delivered straight to your inbox!

SUBSCRIBE

Want outfit inspiration delivered to your inbox? Join the mailing list and get...

- ✔ Style tips and ideas direct from Megan.
- ✔ Exclusive discounts and deals at [shop.meganauman.com](#).
- ✔ Plus free shipping on your next order!

SUBMIT



Megan Auman designs for women who want to be effortlessly bold. Trained as a metalsmith, but constantly inspired by textiles and fashion, Megan believes that the right accessories can change not only our look, but our mood and attitude. [Read more ...](#)



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casual and classic weekend style

October 3, 2014 by [megan](#) — [Leave a Comment](#)



Megan Auman designs for women who want to be effortlessly bold. Trained as a metalsmith, but constantly inspired by textiles and fashion, Megan believes that the right accessories can change not only our look, but our mood and attitude. [Read more ...](#)





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I'm not sure if it's the influence of the Apple Watch, the changing of the seasons, or just too much time on Pinterest, but lately I've been craving really classic, almost timeless style. I'm also a little obsessed with bracelets right now, both wearing them and designing them. (Again, blame the Apple Watch, since I've been thinking about companion jewelry, and the changing of the seasons, since wearing scarves means less focus on necklaces and more on other jewelry.) This outfit fits the bill on both counts and I love how this white button down is more blousy than structured. (Perfect for someone like me, who doesn't always look that great in a traditional button down shirt.)

[1/ washed silk shirt](#) // [2/ ripped boyfriend jeans](#) // [3/ droplet hoop earrings](#) // [4/ droplet bracelets](#) // [5/ apple watch](#) // [6/ cecile pointed flat](#)

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"MEGAN AUMAN JEWELRY IS AS STRONG AND DURABLE AS I AM. WHEN I PUT IT ON, I KNOW I'M REFLECTING THE BEAUTY AND CONFIDENCE I FEEL INSIDE. SO I PUT IT ON EVERY DAY."



Audrey necklace - Shift Collection
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Alice necklace - Shift Collection
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Elizabeth necklace in steel
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Eleanor necklace
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MEGAN AUMAN
MAKE A STATEMENT EVERY DAY

Hi <<First Name>>

There are only a few hours left to shop my biggest sale of the year!

Just use code **HAPPY33** at checkout to get 33% off everything in my online shop!

But don't wait. Because the sale ends at midnight!

[Click here to shop now!](#)



Plus two ways to style a white blazer!

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MEGAN AUMAN
MAKE A STATEMENT EVERY DAY

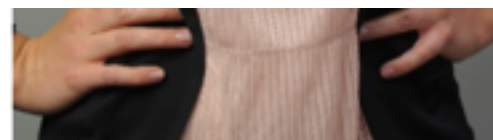
Hi <<First Name>>!

When it comes to fashion staples, long necklaces are definitely on my list! What's not to love about a necklace that you can just toss on to instantly finish off any outfit?

I've added four new long necklaces to my online shop, and the best news is that they start at just \$55, making it easy to upgrade your fall wardrobe.

[Click here to shop all long necklaces!](#)

Or click on the images below to shop your favorite:



And speaking of wardrobe staples, right now I'm totally obsessed with white blazers. (Not to mention ivory, cream, and blush colored blazers!) Whether it's [soft and feminine](#) or [edgy and full of attitude](#) there are so many ways to wear it. Here are two of my favorites from the [blog](#):



PS. Use code LONGFORFALL for free shipping on your entire order now through Friday!

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My newest necklace in bronze or steel and silver.

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MEGAN AUMAN
MAKE A STATEMENT EVERY DAY

Make any look better with the Daphne necklace.

Hi name!

One of the standout features of my jewelry is how well it works with so many different outfits and styles.

And my newest necklace, the Daphne necklace, is no exception. It pairs perfectly with work wear, adds a great touch to your weekend looks, and looks pretty great whether your neckline is low or high.

Available now at shop.meganauman.com in [bronze](#) or [steel with a silver accent link](#).

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Megan Auman is a designer, maker, educator, and entrepreneur who has built a multi-faceted business around her passion for great design and sustainable business. Her [eponymous](#)