
Overview

This standard is about understanding and implementing different approaches to market craft to help your business and profile to grow.

This standard is suitable for those who are self-employed, working for a sole practitioner or within a workshop or studio.

The following should be considered when working in craft:

- Safe working practices
- Ethics and sustainability

**Performance
criteria**

- You must be able to:*
- P1 identify what attracts clients/customers to your craftwork
 - P2 explore current and potential markets and market trends
 - P3 set marketing targets
 - P4 research different marketing methods, activities and costs
 - P5 develop a brand identity including logos, images and text
 - P6 ensure all marketing materials are accurate and up-to-date
 - P7 communicate details about the craftwork to their best advantage to current and/or prospective clients/customers, using appropriate marketing methods
 - P8 develop relationships with buyers, collectors, galleries/museums and networks
 - P9 conduct on-going evaluation of marketing activity

Knowledge and understanding

You need to know and understand:

- K1 the importance of marketing to attract, satisfy and retain clients/customers
- K2 how to explore your market, researching current and prospective clients/customers
- K3 how to research different marketing methods
- K4 how to select the most appropriate marketing methods for the craft practice
- K5 how to identify where and when to market your craftwork and the resources required
- K6 how to make contacts to support marketing activity
- K7 how to develop relationships with buyers, collectors, galleries/museums and networks
- K8 how to set targets for marketing and check regularly that these are met
- K9 how to develop a brand identity
- K10 the copyright issues when using others' images or text
- K11 how to ensure all marketing materials are accurate and up-to-date
- K12 how to evaluate marketing activity

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Market craft

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