



# USE ONLINE VIDEOS TO INCREASE SALES

Pam Cobb and Lynn Rinehart, The Stitch TV Show

Today we'll discuss...

# Online Videos to Increase Sales

Where  
to post

How to  
post

What to  
post



# Where to post

What platform do you have the strongest following on?

Consideration	Facebook	Instagram	YouTube
Platform popularity <sup>1</sup>	69% of adults use it	37% of adults use it	73% of adults use it, and 2 <sup>nd</sup> largest search engine
Builds community?	High – integrate a shop page with a group	Medium – create a following	Medium - community features unlock at 10k followers
How is video consumed?	In the feed, while scrolling, volume off	In the feed, while scrolling, volume off	Content is sought out or subscribed
Geotags location?	Yes	Yes	No
Integrated shopping?	Yes, any size page following	Yes, with business account and connected to FB page	Yes, at 10k followers with select online shop software

Source: [PR News Online](#)



# Camera equipment



Your Phone

Already paid for!



[Logitech c920 Webcam](#)

~\$60

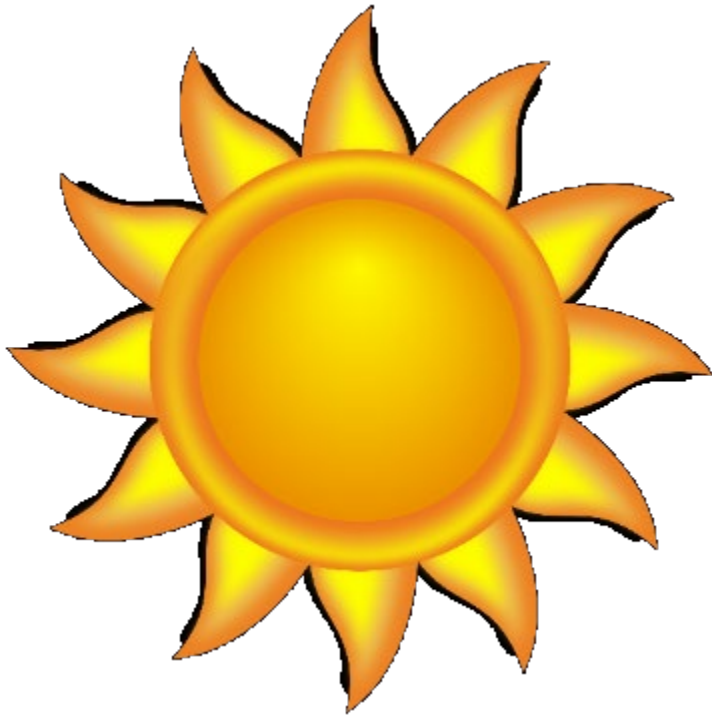


[DSLR Camera](#)

\$800 - 1500



# Lighting equipment



The Sun

Free!



Selfie ring light with cell phone holder stand

<\$15



Softbox light kit with backdrops

\$130



# Lighting Settings for the Ring Light



Natural Light



White Light



Yellow Light



Blended Light



# Overhead for education

## Showing techniques



## Unboxing fabric or custom bundles



# Facecam to connect with the audience



Tutorials



Sharing ideas





# Scenic to show off your shop



# New Fabric Lines



New #GridworkFabric line from Christa Watson for Benartex is here! Come see it in the Dapper bowtie quilt pattern and pick up a fat quarter bundle to make your own!

Potential video content:

- Facecam shot of you reacting to fabric/product
- Overhead shot of unboxing
- Scenic shot of quilt hanging in store



# New Patterns



Flight of Fancy pattern is here! Come get the pattern to make your own sassy selfie #quilt or get a picture in front of ours! AND it works up beautifully with a charm pack too!

Potential video content:

- Scenic tour of hanging quilt
- Overhead shot of fabrics that coordinate with new charm pack



# Classes

Join us Oct 25, 10-4pm for the Crazy Modern class! Lynn Rinehart from The Stitch TV Show will teach you how to use a charm pack to build your own modern version of the classic #crazyquilt. Sign up in the store or online: 404-555-1212 or <http://www.bestquiltshop.com>

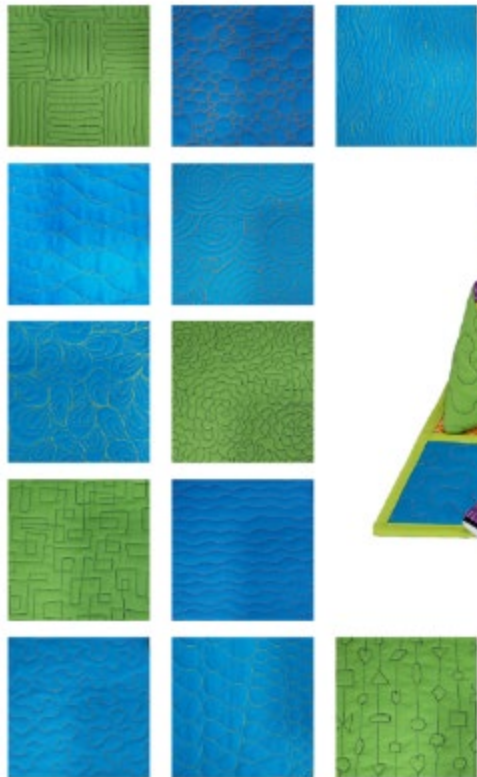
Potential video content:

- Scenic tour of classroom
- Overhead of quilt details
- Scenic tour of charm pack at shop



# Clubs

## Free Motion Quilting Club Series 1



12 designs  
6 projects



#FreeMotionQuilting Club starts next month! Sign up for monthly handouts and designs, 12 designs, and 6 projects for you to make. FREE troubleshooting guide for every participant! Sign up in the store or online: 404-555-1212 or <http://www.bestquiltshop.com>

Potential video content:

- Scenic tour of quilted samples / finished projects
- Scenic video of first club meeting
- Overhead of showing off quilting designs



# Customer Quilt Stories



Pam shared an awesome #quiltstory about a Grandmother's Flower Garden quilt she inherited from her aunt! To celebrate this sweet story, we're offering 10% paper piecing supplies this weekend. Stop by the shop to learn more about this vintage technique and how you can make your own!

Potential video content:

- Facecam of person telling the story
- Scenic tour of hanging quilt
- Overhead of paper piecing supplies



# Tutorials: A Slippery Slope

## The Missouri Star Method

- Complete, free video patterns
- Make money through online fabric/kit sales (but what if you aren't online?)

## The Complementary Method

- Video tutorial enhance paid pattern instructions
- Make money through in-person sales of *exclusive* patterns and kits

*Be mindful of infringing on a pattern copyright!*



# Scraptacular Sawtooth Star Success Story

## Scraptacular Sawtooth Stars

*an ett and eddie project sheet*



- Part 1: Picking fabric
- Part 2: Pressing tutorial to nest seams
- Part 3: Quilting designs
- Part 4: Alternate colorway

30 minutes of content to make a top pattern seller for the month of July!

- Watch the playlist on [YouTube](#)
- See the blog series on [TheStitchTVShow.com](#)





# What about livestreaming?

- ❑ Livestreams are expected to be more casual
- ❑ Set a schedule to run at a set time every week
- ❑ Interact with viewers – read comments and answer questions!
- ❑ Only for Facebook (4 hours max) and YouTube (8 hours max), not Instagram
- ❑ The resolution on livestreams can limit clarity if showing off new fabric lines, but will work for showing off quilts!



# Making it Work: Set a Schedule

Viewers expect consistency!

- Film all your produced videos for the week on one day so you only set up equipment once
- Schedule your content, for example
  - ▣ Pattern Mondays
  - ▣ Class Wednesdays
  - ▣ Fabric Fridays
  - ▣ Quilt Story Saturday



# Quilt Lit 201 BOM



12 blocks  
3 layouts



Get the handout  
from this session  
and more  
information by  
scanning the QR,  
or **visit**  
**TheStitch**  
**TVShow.com/**  
**Handouts**



Questions? Visit us at booth #941 or email [info@thestitchtvshow.com](mailto:info@thestitchtvshow.com)

Catch our shows at [YouTube.com/TheStitchTVShow](https://www.youtube.com/TheStitchTVShow)

