

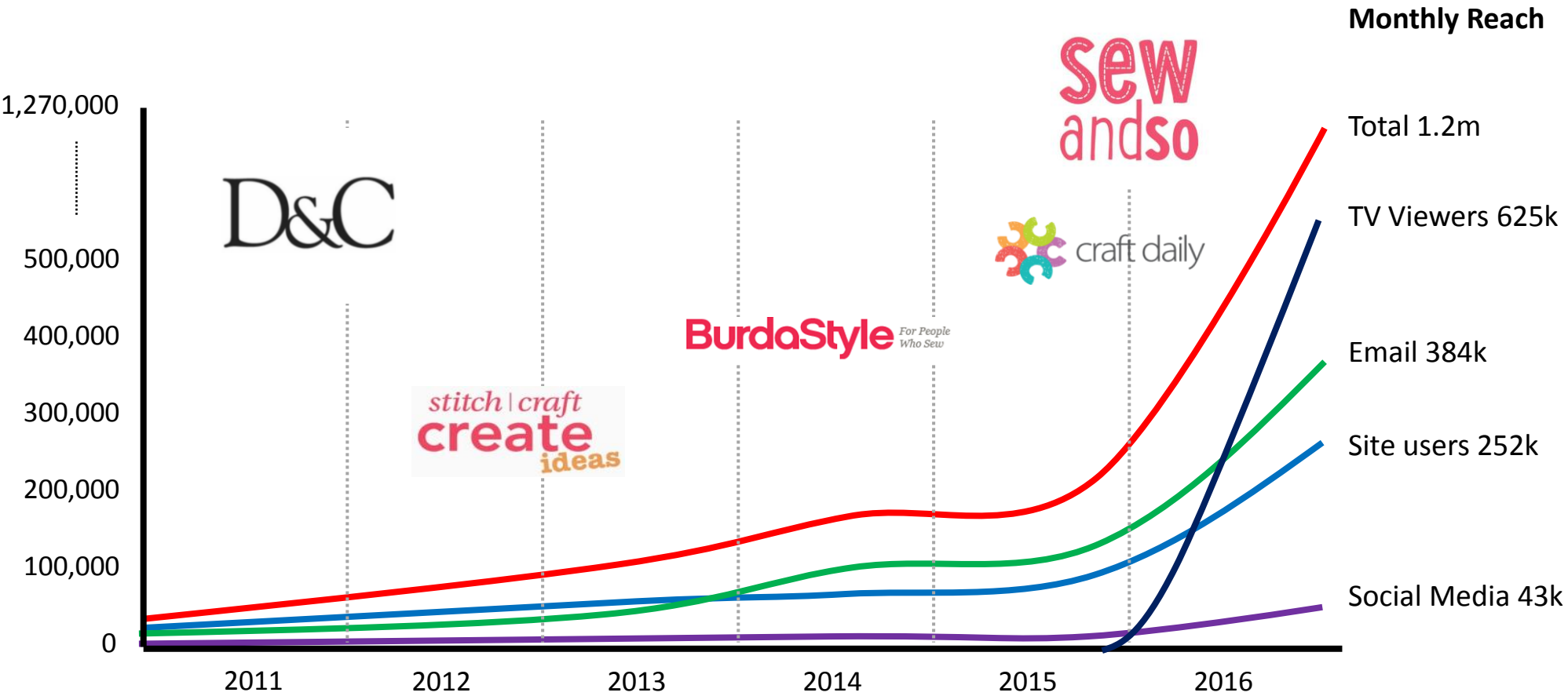


Serving the Community: the Community Serving You

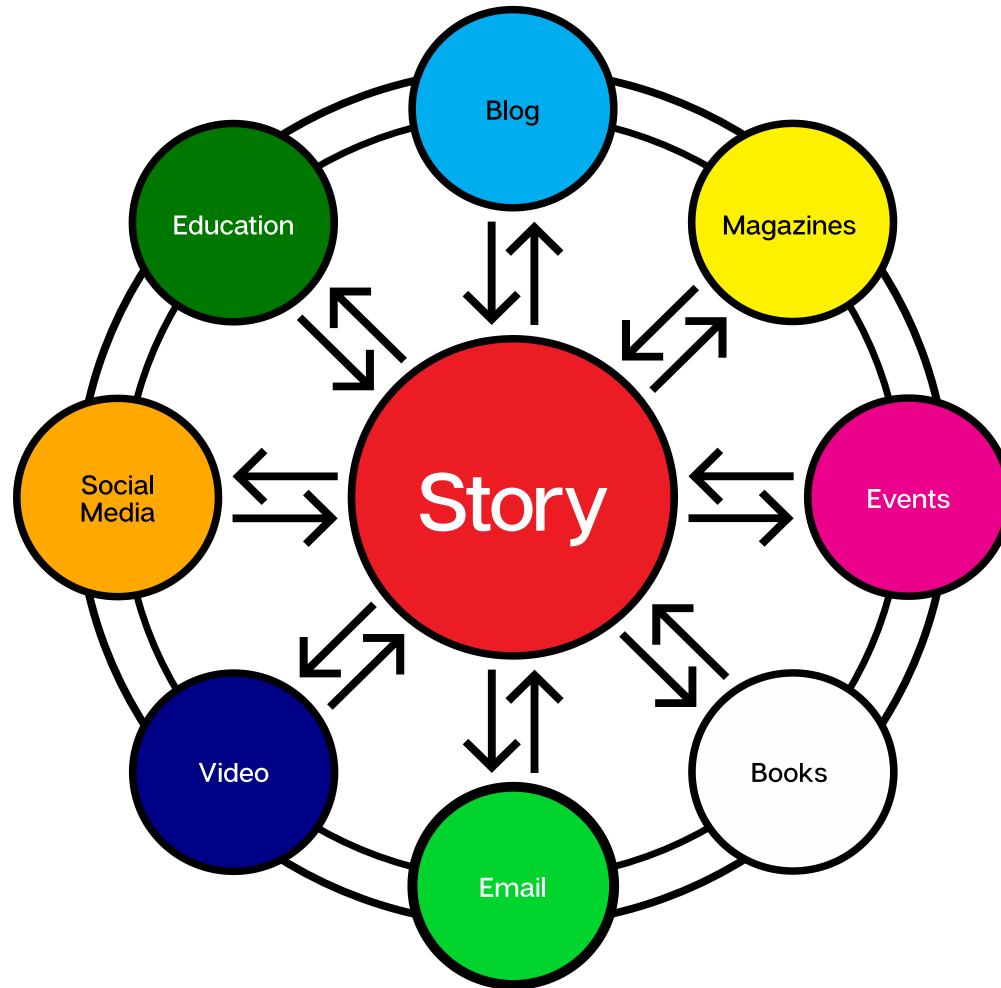
James Woollam, Managing Director
F+W Media International

@jawoollam

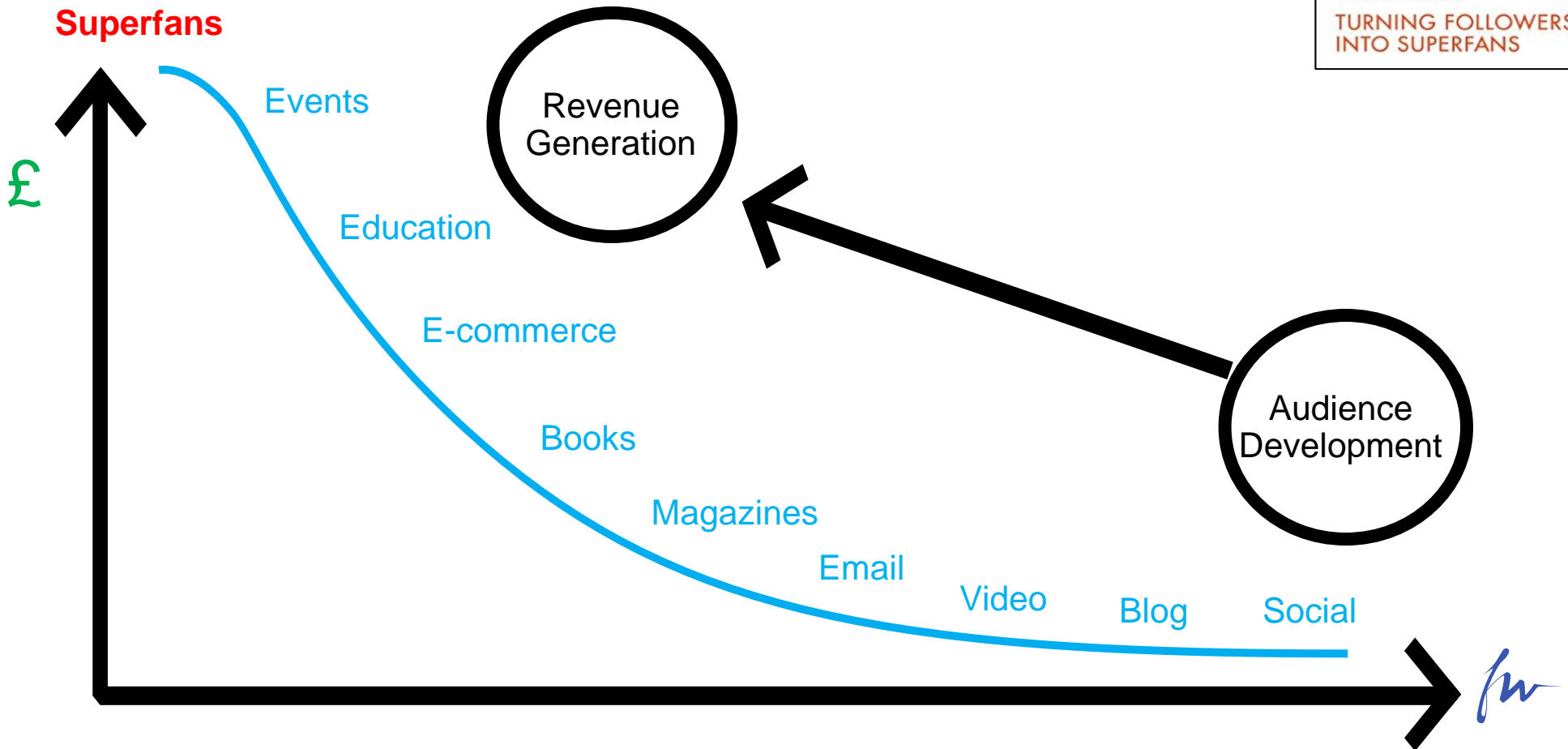
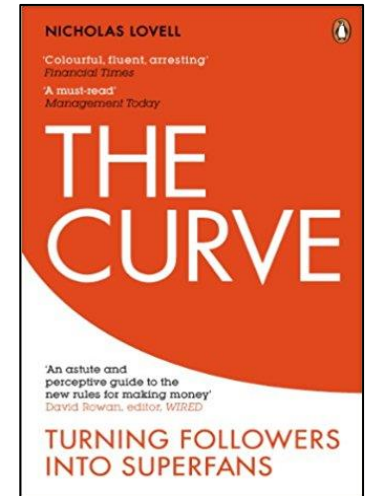
Craft community growth



Content Creation



Monetizing Community



Case Study

Craft and Mental Health

I was diagnosed with bipolar....sewing has been my saviour when I am having a bad few days.

I live with clinical depression and my crafts help keep me stable.

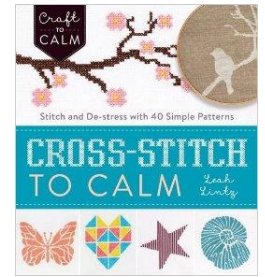
Stitching helps enormously with my loneliness and, as a bonus, I get a lovely end result.

..because I concentrate hard on stitching, there is no room in my head for fretting and overthinking.

Case Study

Cross Stitch to Calm / Mind Partnership

- Cross Stitch to Calm published Feb 2016
- Ready made audience for marketing
- Highest selling product in DTC store in launch week
- Amazon ranking spike in marketing period
- Led to product partnership with **Mind**



Case Study

Nimble, trend led publishing

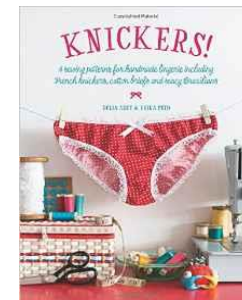
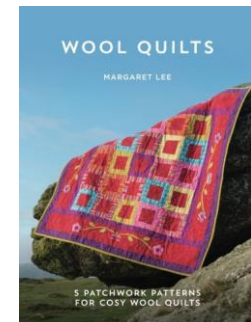
○ Data tools provide insights

Google Analytics, Chartbeat

Google Trends, Social monitoring

○ Speed to market with **Print on Demand**

○ Opportunity to **test** ideas before more significant content investment



What's next?

- Dramatic increase in short form **Video**
- **Online education** at a Masterclass level
- Content and ecommerce driven **Membership** model
- Experimenting with **Events**: Retreats, in person, online