#WISE
Women: Innovative, Successful, Empowered

CREATIVE ENTREPRENEURSHIP
ANNEXES

MODULE 1. Annex 1

Communication marketing

VILNIUS | 2022

#WISE

Marketing: all about my business

Budget
- How much can I/do I want to invest in dissemination?
- Will I be buying ads in printed media?
- Will I hire professionals?
- Will I be offering barter?

Strenghts
- What human advantages do I currently have?
- What material resources/capacities do I have?

Limitations
- Do I have useful relationships?
- Not enough of capacity/resources?
- Not enough time?
- I don't live where I want to do business?

Goal is SMART Specific, Measurable, Achievable, Relevant, and Time-Bound	**Tasks** #WISE
Create a market/penetrate the market	• Form the customer's need for the product/service; • Get the lowest price in the market; • Create a new advertising campaign, etc.
To attract customers from the closest competitors	• Communicate values that better satisfy the customer's needs; • Attract customers through price; • Strengthen your image as a more reliable market player, etc.
Expand the distribution network	• Find reliable partners in the regions; • Create new legal entities; • Launch e-mail sales platform, etc.
Launch a new product or service/line	• Identify target customer groups; • Create communication messages, visuals, and content for them; • Sign contracts with distributors and create a bonus system for them, etc.

MISSION: why I do it and what I aim for

- The broadest description of a business's activities that describes the direction the business is headed, for example:
- *To encourage, share knowledge and information that helps a woman grow as an entrepreneur...*

VISION: What am I doing here?

- A concise and attractive description of the business structure and operations, such as:
- *Become a leader in education and mentoring that helps women raising children to create a job for themselves or a business by providing the following services: ...*

VALUES: What is most important to me

- What business values most and what the company's internal culture is based on, such as:
- Celebrating creativity as one of the most important **abilities** of every human being ....

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Value proposition

It explains the most important reason why a potential customer should buy from you.

- How does the product/service solve the customer's problem or improve the situation?
- What specific benefits does it provide?
- How is the product/service different from competitors?

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Good value proposition explains

- How the product/service solves the customer's problem and/or improves the quality of life (relevance)
- Provides a specific and special benefit (quantitative value)
- Explains why the customer should buy from you and not from your competitors (distinctiveness)
- Who is the end user
- Uses simple language without clichés and business jargon
- Takes up to 2 minutes

Innovation
This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

Customer Satisfaction
This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

Commitment
This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

Loyalty
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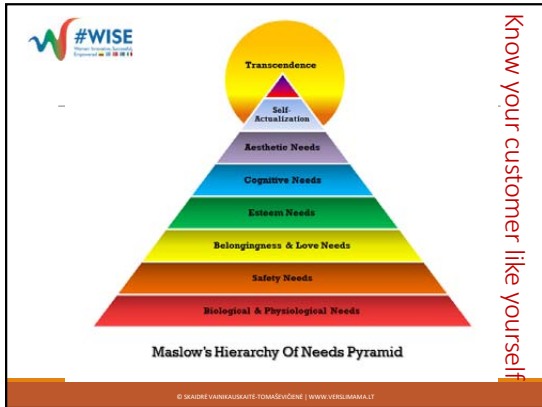
Quality
This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

www.company.com

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Know your customer like yourself

Maslow's Hierarchy Of Needs Pyramid

- Transcendence
- Self-Actualization
- Aesthetic Needs
- Cognitive Needs
- Esteem Needs
- Belongingness & Love Needs
- Safety Needs
- Biological & Physiological Needs

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Buyer psychology in brief

Triangle - goal, drive, ambitions

Circles - life, peace, harmony

Polygons - structurality, strength, solidity, futurism

Squares and rectangles are human creations

Horizontal lines ground, vertical lines lift

Curves - lightness, sensuality

Spirals - mysticism, transcendental promise

SCIENCE OF SHAPES

Just like with colors, shapes and figures affect the psychology of a photograph, influencing how we feel about a photo and the space it captures.

- TRIANGLES
- CIRCLES
- POLYGONS
- SQUARES & RECTANGLES
- LINES
- CURVES
- SPIRALS

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Demographic data: https://www.stat.gov.lt/
Main media channels: http://www.trs.lt/lt/top/naujienos/
Polls: http://www.manoapklausa.lt/

Target Market Assessment (1)

What needs does the target market seek to satisfy?

What benefits do you want to receive?
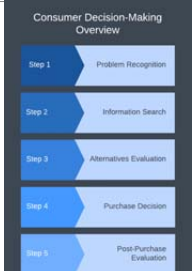
Usage of your product/service:

What?

Why?

When?

How?

Target Market Assessment (2)

1. How does the decision-making process work?
2. In what sources does the customer look for information?
3. How long does it take to make a purchase decision?
4. Who is the real buyer?
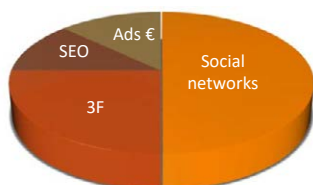5. What (human or environmental factor) influences the purchase?

Available products

Profitability

Distribution channels

Situational analysis

External forces

Competitors

Sales situation

Sales promotion

At the beginning of the business, it is usually relied upon

Segment
Ads €
SEO
3F
Social networks

Also may work
- Fairs and exhibitions
- Newsletters
- Blogs
- Media
- Business clubs
- Word-of-mouth
- Discount Marketing
- Outdoor advertising

Marketing resources

MUST-HAVE	SHOULD-HAVE
Website & social media (FB, Instagram, Twitter, Pinterest, LinkedIn, etc.)	Membership in the business club
Business cards and handouts (flyers, brochures, catalogs, etc.)	Social responsibility/referral program
Professional photo session / video clip / content marketing (texts, audio, video)	Event marketing programs (education, tastings, promo events, etc.)
Banner (multiple formats)	Jungtinės partnerystės (pvz., ledainė ir dantų klinika; drugelių paroda ir dizainerė)
Organized SEO and Google search	Feedback section

There is no easier time to start a business, but there is also no more difficult time to engage people like this.
Every small business needs to answer what story it tells. Those who tell a story and stand out are the most successful. Because trust sells, and trust is built by storytelling.

Storyselling

7 rules of good story

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1. To be aware of Your own feelings and to induce them in others.
2. Know clearly why you must tell it. What higher purpose does it serve?
3. To tell about failure that turned into success in such a way that you want to identify with it.
4. Touch the deepest emotions: anger, disgust, fear, happiness, sadness, and wonder.
5. To be unexpectedly surprised - in such a way that it shakes, and maybe even changes the understanding of the world.
6. Do everything simply and concisely x 3
7. Spice it up with a good dose of humor.

IKEA Job Interview

Please have a seat

Storytelling: how it works

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- Specific word activates specific centers in the brain;
- People who like fiction understand other people better;
- Listening to a story about a hero increases the release of oxytocin, the happy hormone, in the brain;
- The brain ignores standard phrases and language clichés;
- The Hero's journey dominates ½ of Hollywood movies and most TEDx talks;
- Cortisol released during climax causes a powerful emotional response.

Who needs communication and when?

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WHY The activity is signi-ficant for society

New on the market

WHEN First time / new
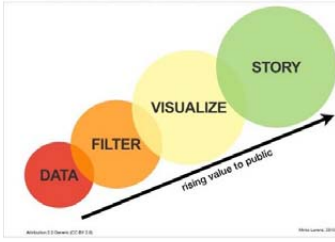
Summary of the phase

How news is born

DATA-DRIVEN JOURNALISM = PROCESS

DATA → FILTER → VISUALIZE → STORY

rising value to public

Information

(1) must be available,

(2) filtered by samples,

(3) is presented so that the audience gets the point,

(4) is turned into stories because otherwise the audience will not understand or engage with the topic.

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How to get media attention

AFTER 1 MINUTE OF LISTENING OR WATCHING, THE PERSON'S CONCENTRATION DECREASES BY 50%

The message must be:

Short | Correct

New

Important

Completed yesterday

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Press release

1-2 pages (up to 3500 characters without spaces)

Clear message

Facts, figures, dates

Quotes!

3rd person

Illustrations/infographics

Immediate/Embargo

NO PUBLISHING GUARANTEES!

Who, what, when, where, why; the most important information.

Supporting information; key quotes.

Additional facts, information and quotes

Background and alternative explanations

Least important information

How to Write a Press Release | How to Work in Public Relations

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Publicity = sales?

The success of the publicity depends	Long-term publicity benefits
Time period	Image
Clarity of the target group	Feedback
Message quality	Story
Pricing	General awareness
Market position	Reputation
Body language	Trust
Declared values	
Communication channels	
Environment	
General economic situation	
Courage to propose unexpected solutions	

The most important thing is to hear, not to listen

People will be grateful for listening, but for hearing them they will trust you

HOMEWORK

1. Why did I choose to be in a creative business?

2. What markets do I serve? Why?

3. What main benefits do I offer my clients? (low price? high quality? handmade? careful control of production processes?)

4. What image do I want for my business?

5. What message do I send to the market, customers, partners, etc.?

6. What is my approach to doing business in general?

7. What goods/services does my business offer?

8. CV of my business: age, why and how it started, how the range has developed, and what markets are served.

9. Available resources and competencies (experience, specialists, valued customers, etc.).

10. Areas where I am the best.

11. How am I different from other market participants and competitors?

12. What gives me a competitive advantage?

13. What is special about my material base, employees, partners, suppliers, etc.?

14. Sign a short opening speech for your commercial event/event.

MODULE 1. Annex 2

Digital marketing

4 steps leading to successful online business

Mr. Povilas Goberis

What we will talk about

1. Let's start | Your online business space

- Website and its visitors
- Customer experience
- Customer behavior
- Content and SEO

3. Getting professional | Investing in ads

- Promotional content
- Communication channels
- Social vs Google vs Display
- Content marketing (storytelling)

2. Going forward | In search of customers

- Target audience
- Customer path
- Communication funnel
- Communication strategies

4. A breakthrough | Data analysis

- Importance of Google Analytics
- The main reports
- Analysis of e-commerce data
- The success formula

Firstly, about the digital marketing

The „dry" definition describes digital marketing as sales of goods and services using Internet tools and channels.

How **often do you search** for information on the Internet, for example, using a smartphone, and then **make a purchase based on it** in a physical store?

ROPO effect - Research Online Purchase Offline.

So maybe it's not even worth talking about digital marketing as a separate branch of marketing? What is **integrated communication?**

1. Your online business space

Website and its visitors

What is a website?

The showcase for Your goods and services or simply an e-shop.

Do you want people who enter your store to have the best possible experience, take the desired actions, and most importantly - **buy**?

The main purpose of having a website is **to attract visitors** t... enough...

[explanations on how we will attract visitors are provided in other slides]

Customer experience

Visitors must have the following questions answered:
- **Why at your place?**
- **Why now?**
- **What will be my reward?**

However, this is not enough...

Think about what makes a **good website experience** for you

Most often:

Website speed	Relevant information	Search options	Relevant communication
	Consistency	Interactivity	Intuitiveness
Convenient navigation	Simplicity	Engagement	Security

[this brickwork must be strong]

Customer behavior

What is **customer behavior**? Basic knowledge and understanding of the main concept are preferable.
All user actions on your site are:

- **clicks**
- **opened pages**
- **scrolls**
- **swipes**
- etc.

At the same time, it is information about which pages of the website users perform actions on.
The purpose of digital communication is to direct consumer behavior in the right direction, preferably to the **shopping cart**, and to **convince them to buy**.

Content&SEO

Bill Gates said:

Content is the King.

But distribution is the Queen! added somebody else.

The first and most important step before starting to invest in advertising is

Managing your SEO! Because it is a **free-of-charge distribution** for your target audience. How does it work?
- The website must contain **texts**: service/product **descriptions**, selection of appropriate keywords, and **quality** as the main **benefit** for users reading those texts.
- The technical parameters and configurations of the website **must meet SEO requirements.**

---

2. In search of customers

Target audience

What kind of **persons** are they? What do these people **like**? How do they **spend** their **free time**? What **websites** do they visit, and what information are they **searching for**? What are their **age**, **gender**, and **marital status**? **Income**?

Practical task:

1. Describe your target audience in detail.

2. Think about where you are most likely to meet this audienc

Examples:

- E-shop of gentlemen socks
- Sports Club

Customer path

1. The buying process starts with **awareness** of the product or service.
2. The next phase is a **consideration**.
3. It is followed by a **purchase.**
4. And returning to **buy again** if they liked it until finally, the user becomes an **advocate customer.**

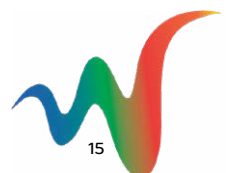## In reality, customer path is a little bit different

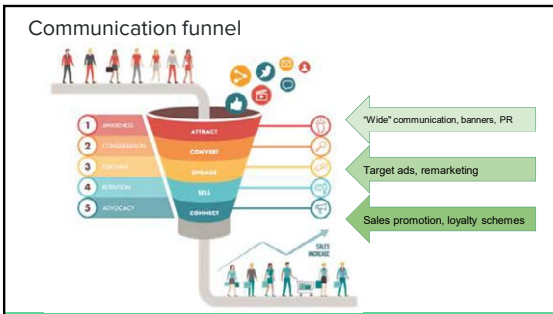A bit chaotic indeed, different for different people, 'multi-channeled':
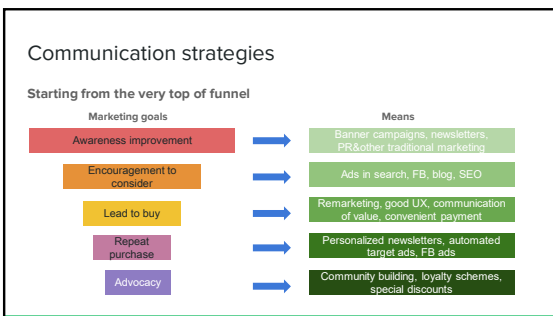

A good practice is:

- Testing;
- Result measuring and evaluation;
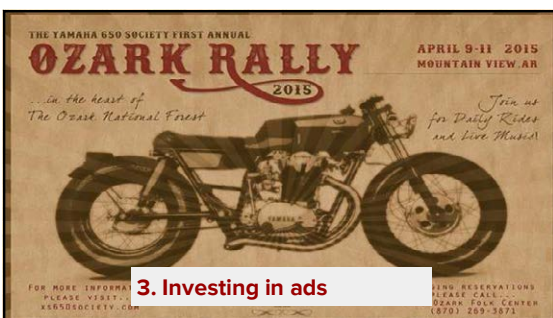- Exploiting more than one channel, because different channels support each other.

[how supporting works see slide on Google Analytics]

Communication funnel

"Wide" communication, banners, PR

Target ads, remarketing

Sales promotion, loyalty schemes

Communication strategies

Starting from the very top of funnel

Marketing goals		Means
Awareness improvement	→	Banner campaigns, newsletters, PR&other traditional marketing
Encouragement to consider	→	Ads in search, FB, blog, SEO
Lead to buy	→	Remarketing, good UX, communication of value, convenient payment
Repeat purchase	→	Personalized newsletters, automated target ads, FB ads
Advocacy	→	Community building, loyalty schemes, special discounts

3. Investing in ads

Promotional content

Banners as standard online advertising elements should meet simple requirements:

- Distinctiveness and **consistency** with your brand (**colors**, **forms**, **type fonts**)
- **High** resolution (2x dots, etc.)
- **Standard** formats or formats that comply with recommendations by certain platforms
- **Call-to-action**

Good examples

Communication channels

The two major groups are **traditional channels** and **digital ones**

Traditional	Digital	
TV	**Banners in numerous websites**	Why is it better?
Print media	**Ads in Google search**	- **Cheaper**
Radio	**Ads in social networks (FB, Instagram, Linkedin, Twitter)**	- **Faster** / - **Data**
Outdoor advertising	**Newsletters, press releases, SEO texts, etc.**	- **Flexibility**

Social vs Google vs Display

Most small and medium businesses start with **Facebook** because it's the easiest, and we all "sit" there, and it's very cheap (conditionally).

A little more advanced or agency-owned advertising buyers buy advertising through the Google Ads platform.

I singled out **Display** because it is in some cases a more complicated area that requires preparation, and specific knowledge and is often afraid of potentially large minimum budgets.

[Cheap means a user action (click) will cost from 0.01 eur]

Resume:

1. Facebook - **cheap**, but the **competition is very high** (so-called bottleneck);
2. Google Ads - **cheap**, but **specific knowledge** is needed and there are some **complicated things**;
3. **Display** the prices are very **different**, but you need to choose the **right partners** because then you can save platform fees, and have more flexibility in choosing channels.

[Advice: **try classifieds sites as well**]
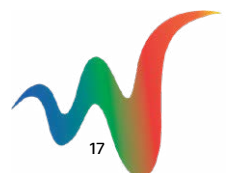
Content marketing

Yes, texts. And even more.

- Useful pics, infographics
- Specific and interesting insights
- Video material
- Educational material
- Newsletters
- And other types of ads as well

The goal is **storytelling**.

After all, people love good stories, don't they?

Very good example is **your answer**.

4. Data analysis

Google Analytics

Google Analytics is a **MUST-HAVE** tool to get something done with digital marketing.

GA analyses **customer behavior**:

- Where did they come from?
- When did they come?
- How much time did they spend?
- Who are the users?
- What did they do next?
- What did they buy?
- How has it changed over time?
- How **digital communication channels work together**

Main reports

The main report can be found here:

In this report, you will see **where the visitors come from**, the quality of that traffic, and what actions the audience performs **(purchases)**.

E-commerce data analysis

1. Shopping cart behavior
2. Value attribution modeling GA
3. Assisted sales

The success formula (1)

Let's look at e. store business success scenario mathematically:

Visitors x **Their interest in** (%) x **Cart** (%) x **Purchase** (%) x **Average margin** = **Profit**

We insert the numbers:

10000 x **20%** x **3%** x **20%** x **20 eur** = **240 eur**

What if we increase all success rates by at least 30% with the help of marketing tools?
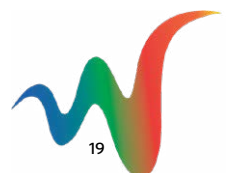
Practical task. The success formula (2)

10000 x **20%** x **3%** x **20%** x **20 eur** = **240 eur**

Let's increase everything by 30%:

13000 x **26%** x **3.9%** x **26%** x **26 eur** = **[your own calculation]**

[I suggest that the income will be much higher than 30%!]

FAQs

So how much money to spend on advertising?

The budget must depend on the objectives and the ability to collect a certain amount of valuable data for further analysis and evaluation. For some campaigns, even 10 euros is enough, but sometimes even 500 euros will not be enough. Initially, consider running advertising for 200 euros.

How do you know if your ad has worked?

The effectiveness of advertising should be evaluated based on whether it has created both direct and indirect interest in your goods and services. How does that interest manifest itself? Customers called, subscribed to the newsletter, downloaded your brochure, bought via e-mail or in the store?

What is the right cost per click?

Not necessarily as small as possible. It depends on what stage of the user journey you will pay for a click. If only at the information dissemination stage and not for the target audience, the price should be as low as possible. If you only receive clicks from targeted users, you can safely pay 0.1 eur, 0.2 eur or even 0.5 eur.

MODULE 1. Annex 3

ETSY OVERVIEW
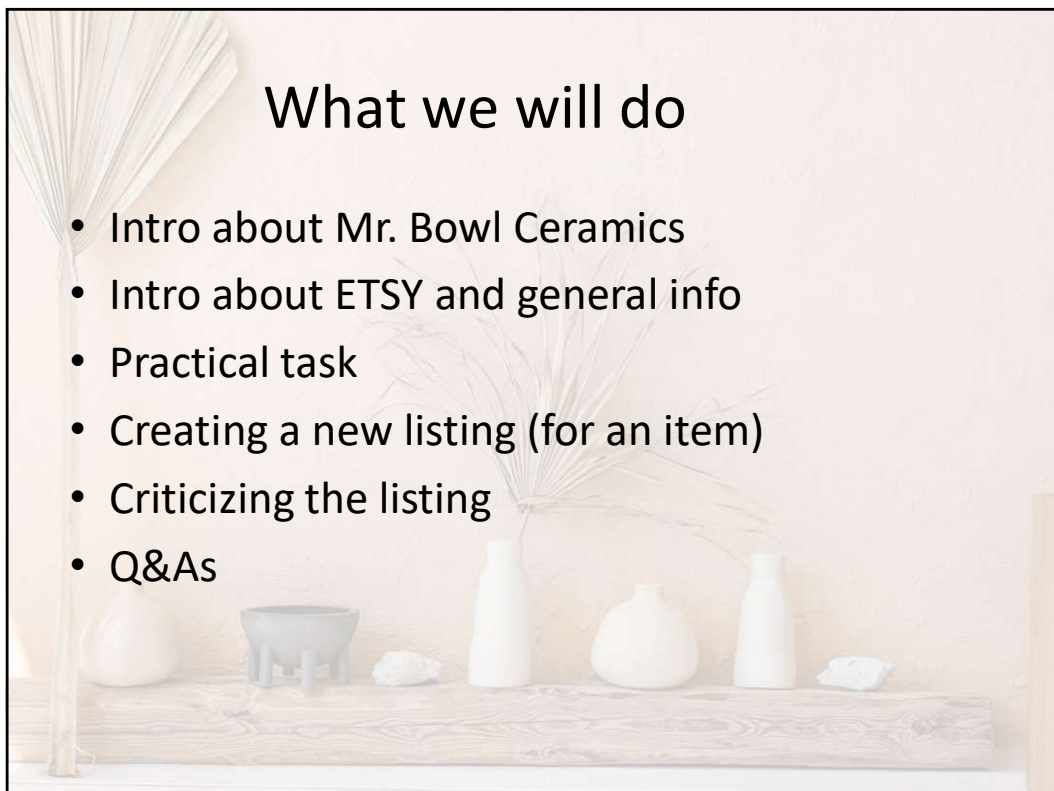
What we will do

- Intro about Mr. Bowl Ceramics
- Intro about ETSY and general info
- Practical task
- Creating a new listing (for an item)
- Criticizing the listing
- Q&As

Mr. Bowl Ceramics

- Anno 2017 May
- The first year ended with 14 sales
- 1000 sales in 5 years
- About 5000 pcs of goods made
- Traded to 36 countries around the world
- We strongly believed that 1000 sales would result in a cornucopia of orders

WHY ETSY

- 2020 Etsy's annual report states that in a survey they conducted, 88% of buyers confirmed that they found items on Etsy that they couldn't find anywhere else.
- In 2020, more than 80 million buyers shopped on Etsy, of which 38 million were new buyers.
- In 2021, the number of buyers increased by another 38% in the first 3 quarters.

WHY ETSY

Gross merchandise sales (mlrd)

20*

10.281

4.975

GMS

2019   2020   2021
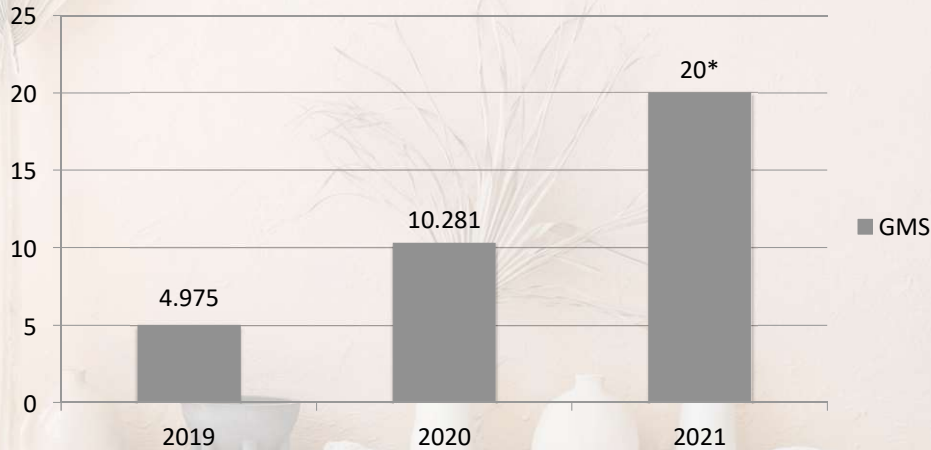
*Our forecast is based on ETSY data. 2021 Q3 ended with $9.3 billion in GMS, up 40% from the same period in 2020. Considering that the 4th quarter is the most successful in e-commerce, and in 2020 the Q4 accounted for 35% of the total annual sales, we can predict that Etsy can end 2021 with at least $20 billion.

Tips & Tricks

- 60 listings.
- Each listing must be 100% completed.
- Do not forget to follow the successful competitors.
- Ask friends to make their first purchases and to leave their feedback.
- Start with a fully loaded store because ETSY likes to promote new stores.
- Instead of using *vacation mode*, you'd rather extend production deadlines.
- Trading in euros is a smart choice because the currency conversion fees will be paid by the buyer then.
- Conducting activities in accordance with local laws is a must.
- Where to look for help: FB group „Etsy Lithuania team" has a lot of uploaded documents with relevant info, as well as follow discussions in other ETSY groups.

Tips & Tricks

Never forget that the customers who come into your store are gifts from God and whether you like them or not, they pay your wages.

Practical task

Briefly describe (5-10 sentences) the product you are creating:
- what you make
- who it is for
- what makes it special
- how it differs from competitors
- why you chose to make it

Let's start a new listing

- Photo/video
- Title
- Category
- Description (unique texts)
- Tags
- Materials
- Price + taxes (15% + 15 ads)
- Variations
- Personalizations
- Shipping + production time (free shipping, package)

MODULE 1. Annex 4

BENEFITS OF PROFESSIONAL ASSOCIATIONS

Lithuanian example

Governments worldwide have different approaches towards artists and culture: some states have complex legal provisions while others incorporate specific references/articles in other legislations (Kral, 2013).

UNESCO's recommendation (1980) on the status of the artist proposes a formal definition for all artists:

'Artist' is taken to mean any person who creates or gives creative expression to, or recreates works of art, who considers his artistic creation to be an essential part of his life, who contributes in this way to the development of art and culture and who is or asks to be recognized as an artist, whether or not he is bound by any relations of employment of association'.

The 1980 Recommendation concerning the Status of the Artist calls upon Member States to improve the professional, social and economic status of artists through the implementation of policies and measures related to training, social security, employment, income and tax conditions, mobility, and freedom of expression. It also recognizes the right of artists to be organized in trade unions or professional organizations that can represent and defend the interests of their members.

Decades later, the Recommendation remains as relevant today as in 1980 considering the remaining challenges worldwide in the area of social and economic rights and the impact of digital technology on the work of artists.

The creation of art or artisan works does not depend on associations of artists/other professionals or cultural ministries: the work of art itself is determined primarily by the artist. However, the general conditions under which artists work, the laws, and whether or not they can make a living from their art largely depend on the state, ministries of culture, etc. The legal and social status of artists, cultural development strategy, and public attitude towards culture and art is never resolved and fixed in time: it is a process that is continually evolving.

Therefore, it is in the interest of artists to have strong and actionable associations that are able to be reliable partners for the state in matters of the social and legal status of artists and other key issues of culture and the arts, and that can represent and defend the interests of artists. Without strong national associations, we would not have organizations such as IAA Europe, IAA/AIAP,

ECA, ECCD, IFCCD, and others, which have and should have the ambition to lobby in favor of constructive solutions in the arts and cultural fields in international forums. It is also in the interests of artists to promote membership in associations.

An artist is recognized to be a professional in Lithuania based on his education and artistic achievement.

The status of **art creator** is granted to a person who creates professional art if the artistic creation of this person meets at least one of the following grounds for granting the status of art creator:

- a person's individual or collective artistic creation is positively evaluated as professional art in monographs, reviews or articles, published publications or recommendations by professional art appraisers and thus recognized as professional artistic creation;

- the individual's artistic creation is included in the general education, professional training and higher education study programs approved in accordance with the law;

- the person's individual or collective artistic creation has been evaluated with the Lithuanian national culture and art prize, the art prize of the Government of the Republic of Lithuania, the art prize of the Ministry of Culture or the international art prize, other prizes and awards provided by organizations of art creators, international creators and/or performers of professional art (except schoolchildren's and students' competitions) with a diploma of the winner of the competition;

- the individual's works of art have been purchased by national museums or galleries of Lithuania or foreign countries;

- a person who has been publishing articles and reviews evaluating artistic creations in Lithuanian or foreign publications for at least 5 years, as well as a person who has been awarded a Doctor of Science or Doctor of Arts degree for research-based scientific activity in the relevant field of art;

- a person who teaches subjects in the field of art studies and holds the position of professor or associate professor in a higher education institution where professional artists are trained according to art study programs;

- the person individually or with a team of creators was selected and represented Lithuania at internationally recognized professional art events.

If a person has the status of an art creator, is of working age, and has no insurable income or it constitutes less than 12 minimum monthly wages per calendar year, his/her pension social insurance, sickness, and maternity social insurance is covered with state funds.

If an art creator's insured income is lower than the minimum wage, the missing insured amount is covered by the state funds.

The art creator may also be insured compulsory health insurance at the expense of the state, if:

(s)he does not receive income according to the author's contract and is not insured with state funds according to the Health Insurance Act;

(s)he does not work under an employment (service) contract or as self-employed and does not pay health insurance installments himself/herself.
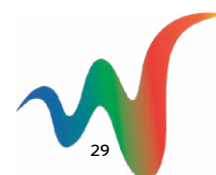
An art creator who is temporarily unable to create for any reason can apply for the benefit of 1 minimum monthly wage during his creative downtime. The benefit is paid for up to 3 months from Social Security Program for Artists.

Individuals can also allocate up to 1.2 percent of their resident income tax to the art creator who has an official status of a recipient of support granted by the Ministry of Culture of the Republic of Lithuania.

SOURCES:

Ministry of Culture of the Republic of Lithuania

MODULE 1. Annex 5

Theatrical ice breaking workshop at the "Technis Pedeusis Theatriko Ergastiri", Kitrous Episkopou 28, Karditsa, by Mr. Spyridon Boudouris and his group during #WISE Learning, Teaching and Training activities in November 2021.

HISTORY OF KARDITSA

The key geographical position of the prefecture of Karditsa made it a crossroad of diverse people and cultures.

The name "Karditsa" is considered a corruption of the Slavic "Gradista" which means "demarcated, fortified place" although no fortress construction has been recorded in the area.

In 1944 Karditsa officially became the capital of the Prefecture, while at the same time, and by the end of the 1950s the population was growing significantly. This is due to the mass forced settlement of the mountain populations during the Civil War, but also to the implemented projects of the artificial lake of Plastira that contributed to the creation of the first water supply network in Thessaly, as well as other important projects of infrastructure (Tsagaraki, 2007, pp. 159-189).

CULTURE OF KARDITSA

Undoubtedly, cultural events are inextricably linked to the physiognomy of a city. In this section, the cultural, educational, dance, folklore, archaeological, and ecological associations, among others, that take action in the city of Karditsa are briefly mentioned.

The most notable annual cultural events in the city of Karditsa are the following:

Panhellenic Amateur Theater Festival that takes place at the Municipal Cinema of Karditsa and lasts one week (March). Dance groups from Greece and all over the world are participating (end of April).

Panhellenic Festival of Church Music, in which choirs of Byzantine music and traditional chanting art from various cities of Greece participate (April).

Tradition Days that aim at the collection, preservation, utilization and promotion of historical and folklore material and folk songs. Includes music and dance events from all over Greece (April).

Karaiskakia International Culture Festival, which includes dance groups from the prefecture of Karditsa, from various parts of Greece and around the world, folk concerts, theatrical performances, painting exhibitions, shooting games, chess games, the "Karaiskakeio Dromo" (from Mavrommati to Karditsa) among others and is one of the most important cultural events of the city (end of June)

Panhellenic Ecological Festival, which aims to promote products of organic farming (September) (Vassiloglou, 2016).

It is worth noting that remarkable efforts have been made by the youth of the city, which in recent years has taken action to establish new cultural events. The **Post-Modern Thessaly Fest**, for example, is a new festival that hosts companies and artists from all over the country as well as from abroad (early July).

The **cultural sites supporting art in the city of Karditsa** are the following:

Municipal Gallery: The gallery is a new construction built according to modern museological standards. In its three halls are exhibited works of great local painters: D. Gioldasi, K. Valtadorou, K. Pavlou (Paul) and G. Goula, as well as collections bequeathed by collectors. Occasionally, exhibitions are hosted. There is a library and a multipurpose room on site.

Historical - Folklore Museum "L. & N. Sakellariou ": The history and culture of Karditsa from the 15th century, found in written sources, reflects the social body and identity of the city. The core of the collection are the personal belongings of the general and prime minister N. Plastiras, the greatest historical figure that the city emerged in the 20th century.

Photographic & Film Museum of Karditsa of Photography & Cinema Club (LEFKK): The museum collection begins in 1978 and exhibits photographs and evidence of the evolution of the art of photography and cinema from the late 19th century. The museum also hosts photography classes and competitions, screenings of slides and movies, photography seminars, as well as album and book publications, among others. It is located in the Municipal Market and has been operating since December 2006.

Archaeological Museum: Funded by the Ministry of Culture and includes exhibition spaces, a publishing house, a room for educational programs and events, a library and a maintenance laboratory. The exhibition is structured in chronological order from prehistoric to the beginning of historical times. Separate sections are dedicated to the ancient cities of Kierion, Orthi, Metropolis, Gomfoi and Argithea, to the temple of Apollo in Moschato and to the sanctuary of Athena Athena in Filia of the regional unit of Karditsa.

Atelier Dimitriou Gioldasis: In the house - atelier of the great local painter, there are artworks that describe his life and there is a display of his personal belongings.

Theater and Cinema: In the field of theater, there is the Theater Stage, the Regional Theater and the Theatrical Workshop (Theatriko ergastiri), which operates under the auspices of the Municipality of Karditsa. In addition, the Theatre "Tehnis Paideusis" and the "Theater Opseis", which
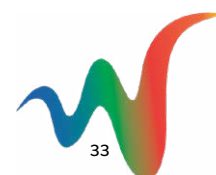
act as cultural institutions in the legal form of the Non-Profit Organizations and have presented works of Classical and Contemporary repertoire.

Dance Clubs: Folklore, Dance Club of Karditsa "Karagouna", Folklore Dance Club of Karditsa "ORFEUS", Cultural, Folklore, Archaeological, Dance Club of Karditsa (PALAS - 1983), MunicipalDance club "Mary Ioannidou".

Karditsa Art Club (Eikastikos Omilos Karditsas): The Art Club of Karditsa was founded in 1988and aims to monitor both traditional and modern trends and methods of artistic creation andin general to foster the knowledge and approach of all forms and currents of artistic expression. It ensures the development of ideas, opinions and perceptions around art, as theyevolve in Greece, Europe, but also around the world.

GALLERIES:

Gallery F for Painting - Sculpture Exhibitions hosts individual and group exhibitionsof paintings and sculptures www.galerief.gr.

Oionos Art Gallery owned by Christina Aggeli- Veneti operates since 2002 and the space hosts artworks of mainly Greek painters and sculptors www.ikarditsa.gr/gallery_oionos

MODULE 1. Annex 6

PRODUCT SUBMISSION INSTRUCTIONS
FOR E. SHOP
HTTPS://SHOP.VERSLIMAMA.LT/

The e-shop https://shop.verslimama.lt/ for female artists&artisans has been developed as a part of the Erasmus+ adult education project #WISE (Women: Innovative, Successful, Empowered). The platform provides adult learners with opportunities for practicing their entrepreneurial, digital literacy and English skills in a safe and user-friendly environment.

PRODUCT SUBMISSION INSTRUCTIONS

1. Title

- Product name (Heading1) must be: completely unique, cannot be another product with such a name, the name structure must be - product name + color + material + product type
  For example:
  Speckled black ceramic dipping bowl
  Casual knee-length black linen dress with short sleevesHandmade Silver ring with black pearl for everyday use
- Before entering a name, make sure that there is no other product on the website that has a similar name.
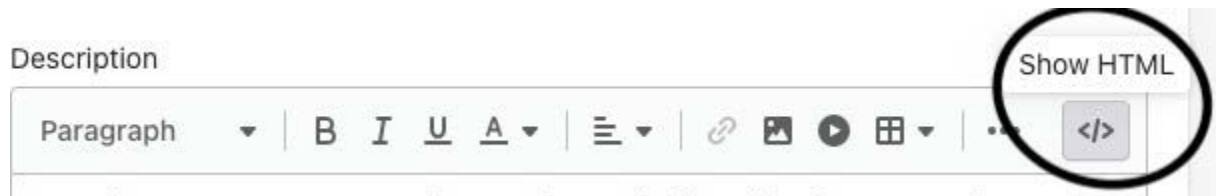
2. Description

General information
- The description should be 500 words and use 4–5 keywords that best reflect the product (For example – small bowl, dipping bowl, black bowl, shallow bowl, ceramic bowl).
- The description structure should be:
  - 1–2 sentences describing the product.
  - main features – information is presented in points: dimensions, sizes, color description, composition, materials, purpose, maintenance rules and other information relevant to the buyer.
  - a description of the product, describing how it was made, what materials it may be used for, what it is used for, and how it differs from other similar products. 4–5 keywords (synonyms for product name) should be used in the text, e.g. if it is a dress, a summer dress, a black dress, a short dress, a linen dress, a casual dress, and so on. (about 200 words)
  - Presentation of the brand, developer or manufacturer – how the idea to produce the product was born, how you chose the materials, where everything is produced, how many people contribute, how it started, what inspires you to create, how unique the product is, etc. (about 200 words). This part will also be used for a bad post – author presentation.
  - Do not use keywords that are related to other brands, products, models, and so on.
  - Create useful, engaging and valuable content, think about users, try to help them make choices. The text must be read easily and naturally and, most importantly, create value.
  - Content should not be copied. You can use this tool to check for plagiarism at https://smallseotools.com/plagiarism-checker/. No more than 2% of plagiarism can be detected on each page.
  - If you find really good content on another web, it must be 100% rewritten.
  - Keywords that must be used in the description:
    - Online
    - Order
    - Price

- Buy
- Handmade
- Look (large, small, square, round…)

Loading text

- Before uploading text to a website, use https://html-online.com/editor/ to obtain the html code. This will help maintain the same text formatting in all posts, no matter what style the text creator used.

- Enter a description in the first box of this tool, and the copy result will be in the second box.
- Paste the text in the CMS (Shopify) HTML SOURCE field.
- In normal view, you will see the text ready to edit.

3. Photos

General information
- Photos are vertical, format 1000x1500px, resolution 72 dpi, size max 1.5 mb (size may be smaller (eg 933x1400px), but it is necessary to maintain the same ratio of 1: 1.5 and 300 dpi quality).
- Provide 8–10 photos:
  - 3–5 pictorial photos – (product during use, in a beautiful environment, eg if the garment is in nature, or at a holiday, or in a certain activity, if the dish is on a covered table, in the hands, etc.). It is important to consider the purpose of the product.
  - 3–5 product photos when the product is presented in close – up (front, side, bottom or top, important details, etc.)
- Photos must be of high quality and bright.
- Provide an additional 25 horizontal (1500x1000 px) photos with the developer, showing the workflow showing how and where the products are born and one finished product. These photos will be used for a blog post – author presentation.

Requirements for product photos
- The background of product photos can be white-brown-gray-gray (white-ivory-nude-light gray)
- Natural earth colors (white, gray, brown, yellow, etc.) can be used in the background. Avoid bright and intense color decorations, high contrasts, and so on.
- Avoid many details, the product should be in the foreground, the focus should always be on the product or some product detail.
- The product must fit completely into the photo, and must not be cut off at the side, bottom, or top.
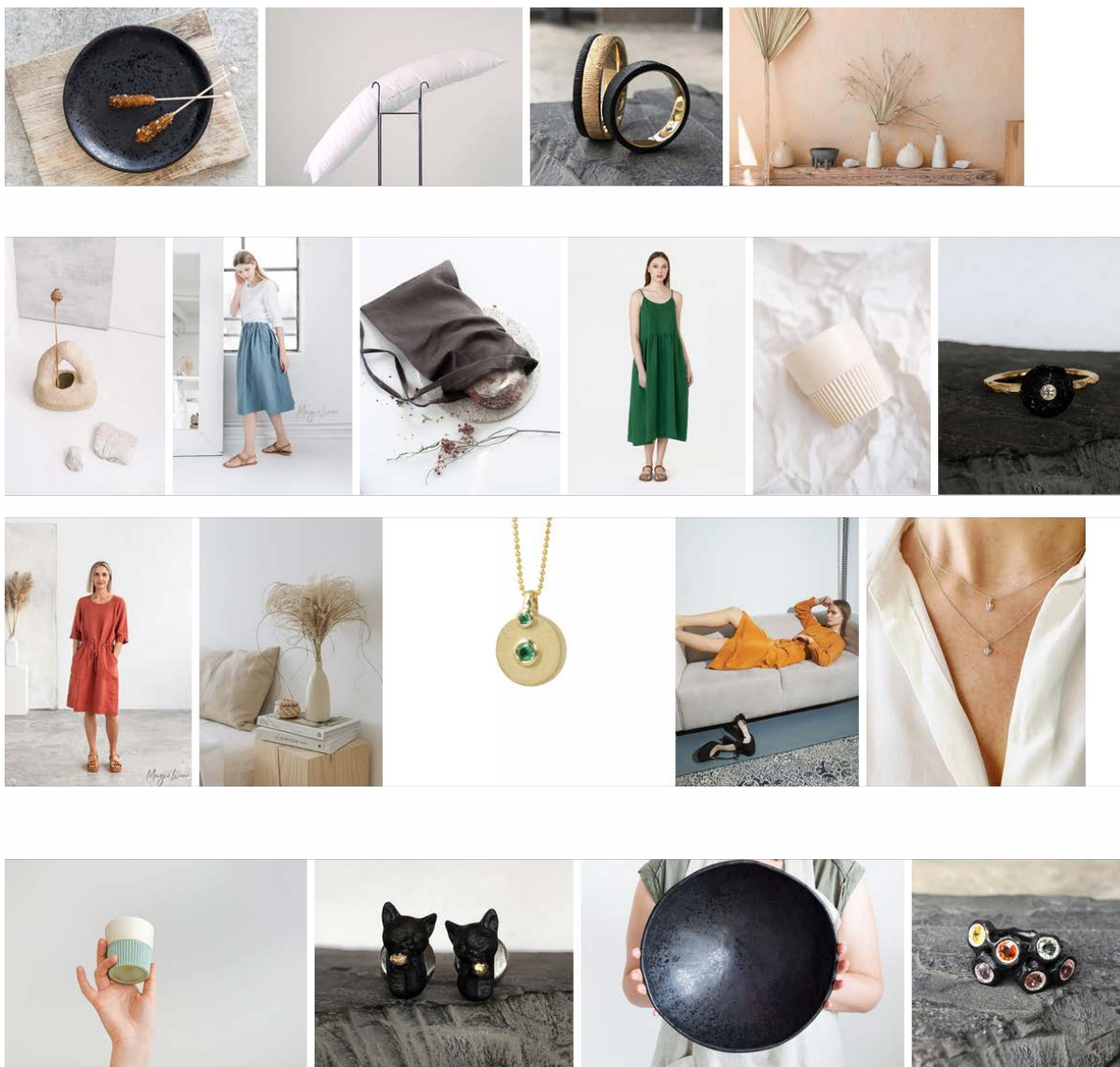- Some examples of product photos:
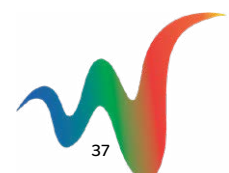
Photo titles must be:

Title:
1 Photo: Product name
2 Photo: Product name + online
3 Photo: Product name + price
4 Photo: Product name + buy
5 Photo: Product name + sale
6 Photo: Product name + color
7 Photo: Product name + material
8 Photo: Product name + size
9 Photo: Product name + usage
10 Photo: Product name + brand

Alt:
1 Photo: Product name + handmade
2 Photo: Product name + handmade + online
3 Photo: Product name + handmade + price
4 Photo: Product name + handmade + buy
5 Photo: Product name + handmade + sale
6 Photo: Product name + handmade + color
7 Photo: Product name + handmade + material
8 Photo: Product name + handmade + size
9 Photo: Product name + handmade + usage
10 Photo: Product name + handmade + brand

4. Options

If a product has multiple sizes, or colors, or other properties, they should be listed. It is also necessary to specify the quantity of each property that customers will be able to purchase.

E. g.:
- Dress – what sizes the customer will be able to buy: S, M, L, XL, etc. It is also necessary to add a table of sizes with the volumes in cm and inches.
- Container – what diameter or height will be available: 20 cm (7.9 inch) or 25 cm (10.2 inch) diameter / height.
- Ring – maybe you can choose metal – silver, gold or brass.

5. Price

The price must be indicated according to the characteristics of the product - if the price differs in size, shape, etc. prices and quantities must be provided for each property. If size or other feature does not affect the price, indicate one price

When calculating the price, it is necessary to evaluate:
- The cost of materials used to make the product.
- Time spent (can be priced at the amount you want).
- The taxes you will have to pay (taxes vary from country to country, so you need to find out what they would be).
- Packaging materials (the product must be packed securely so that it is not damaged during shipment).
- Shipping cost (since shipping costs vary depending on the country the buyer is from, you can estimate how much it would cost to ship the product to the country furthest from you (such as New Zealand), calculate which European country costs shipping the most, and deduce Because it is not possible to find one suitable price for all countries, shipping can sometimes be unprofitable, and sometimes profitable.
- Profit share, which can be 15% or 20% or more, depending on the product and the market price.

When calculating the price, you can always see what prices your competitors are selling similar products. This will help you estimate how much your customers are willing to pay for a similar product. It is important not to be the most expensive, you can even give a slightly lower price than the market average, but do not try to be the cheapest, because the cheapest product will never be associated with high quality.
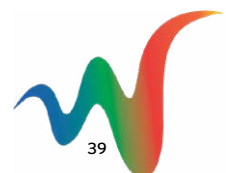
6. META DATA (Search engine listing preview)

Meta title:
70 symbols

Product name + color + material + product type
All meta title words must start with a first capital letter

Meta Description:
160 symbols

The meta descriptions for all products need to be updated so that there is no other product with the same meta description Indicate in the product description:
• Color
• Product type
• Buy online
• Unique product features

Use existing product page content to create meta desctiptions

7. Order management process
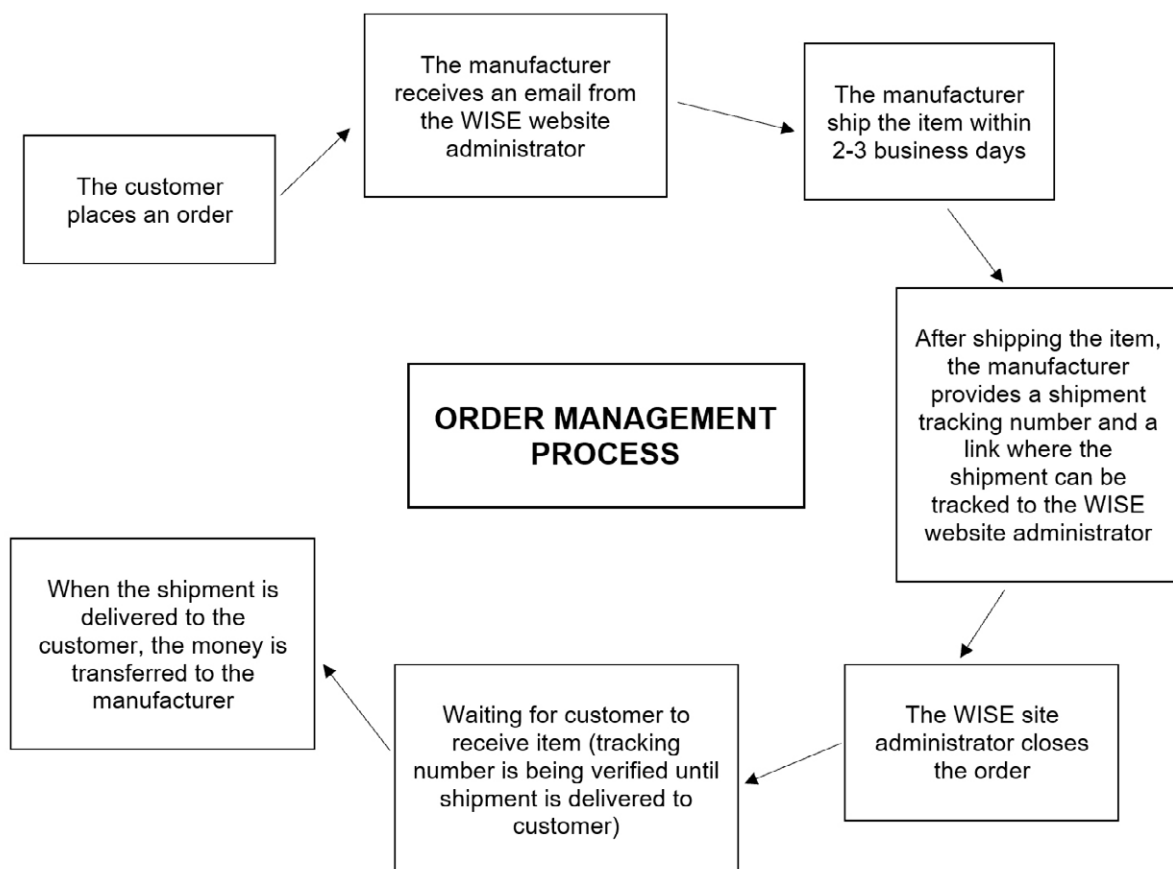
The customer places an order.
  • The administrator of the WISE website sends the information to the manufacturer by e-mail. The letter indicates the exact address of the customer and what product the customer purchased.
  • Within 2-3 working days, the manufacturer must securely pack the goods and send them at the customer's expense to the address specified by him (registered mail or courier). The shipment must be registered to track its delivery.
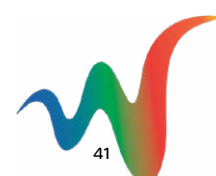
- After sending the product on the same day, the manufacturer must provide the WISE website adinistrator (asistente@verslimama.lt) with the tracking number of the shipment, the name of the shipping company and a link where the delivery route can be tracked.
- The WISE website administrator closes the order with the shipment tracking number and shipping company.
- Depending on the shipping company, the shipment can travel from a couple of business days to several weeks to the customer. The WISE site administrator and manufacturer can track the delivery path of the shipment. If the manufacturer sees that the shipment has been delivered, he can write a letter to the administrator of the WISE website.
- 14 days after the date of delivery of the consignment (during which the customer may decide to return the goods) and in the absence of information from the customer regarding the wish to return the goods, the money is transferred to the manufacturer.

IMPORTANT!
- The product must be packed in such a way that it does not break, get wet or be otherwise damaged during delivery. If the goods are damaged, the manufacturer assumes full responsibility, and can choose to send a new item to the customer (properly packaged and at their own expense) or return the money to the customer. This makes it necessary to pack the goods safely and properly. It is also worth considering purchasing a consignment insurance service (the manufacturer can ask the shipping company if it provides such a service for the goods it manufactures). It is usually inexpensive, so if you are not sure if you have packaged the item well, you can insure the shipment).
- You can see how to pack your goods safely here: https://www.youtube.com/watch?v=b4xGpzn2s5k and here https://www.youtube.com/watch?v=byCXBvkqp_Q.

If you plan to send the goods by mail, you can find a lot of useful information on the mail website of your country or on the youtube channel. Also, the characteristics of packaging may differ from the product itself: clothes can be sent in special bags, breakable goods in 3-5-layer boxes packed in bubble wrap, non-standard products can be sent in nozzles or specially designed packaging, so it is very important for each manufacturer to search the youtube channel video how your competitors pack similar products.
- If the customer received the product and did not like it, he has the right to return the product within 14 days. If the customer requests a return, he must be informed:
  - 3–5 product photos when the product is presented in close - up (front, side, bottom or top, important details, etc.)
  - the address to which the goods must be returned (directly to the manufacturer)
  - the product must be securely packed, in the original packaging, undamaged, complete, with all accessories or gifts that have been packed together
  - Return the product to the customer at his own expense. As soon as the product reaches the manufacturer and it is confirmed that the product has returned in good condition and undamaged, the customer will be refunded.