



NMA Brand Book

Krista M. Rundiks
2024



A decorative graphic on the right side of the slide features a row of five lightbulbs hanging from a cord. The top four lightbulbs are white with black outlines, while the fifth lightbulb is yellow and glowing, with radiating lines around it. The background behind the lightbulbs is dark, and the overall design is set against a light gray grid background.

Business Challenge

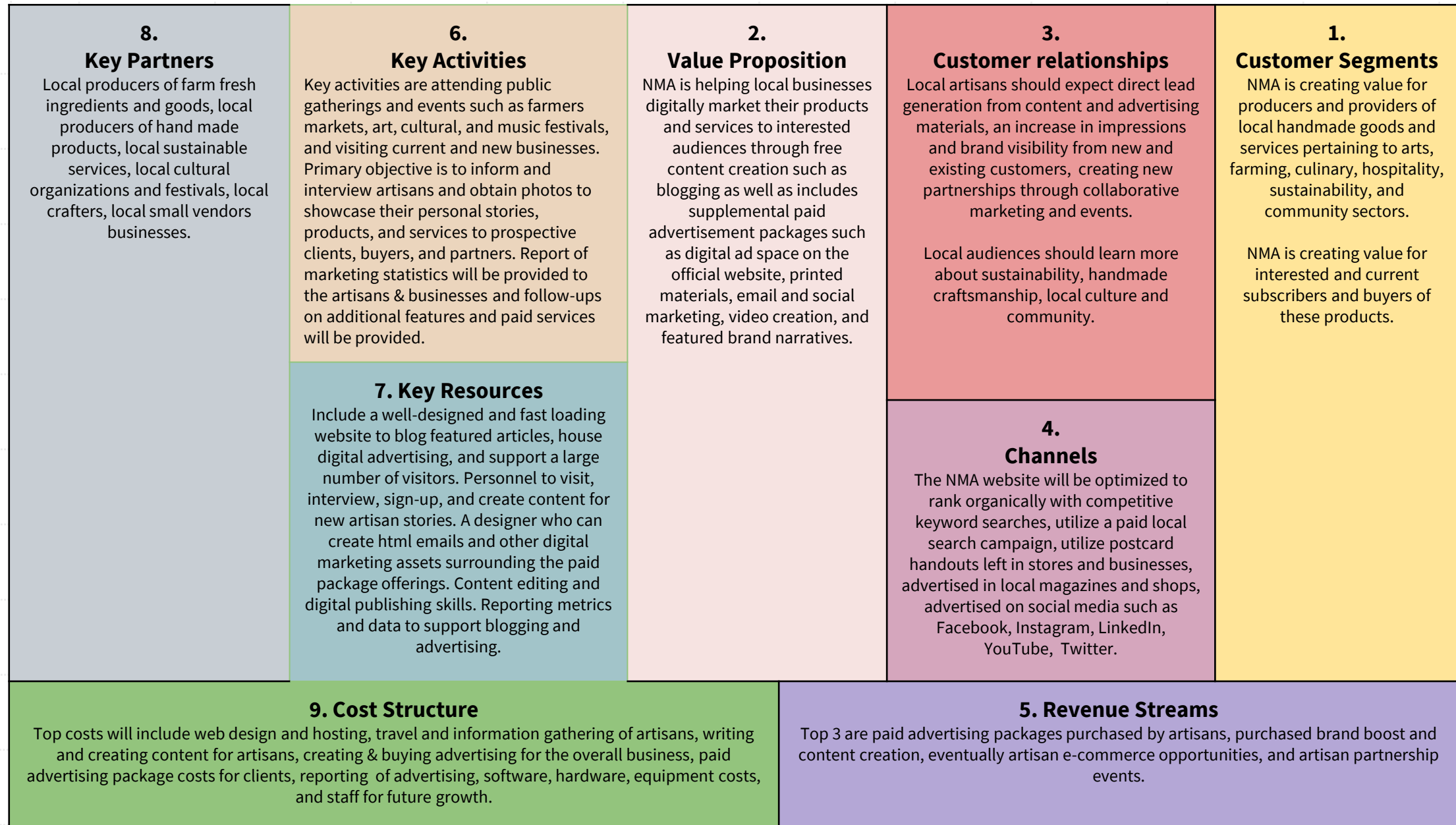
- New Mexico Artisans (NMA) is an online start-up that needs to build brand awareness by creating a website, marketing materials, and proceed with creating digital marketing campaigns.
- The following presentation will showcase the NMA brand and the digital marketing goals and objectives to help build brand awareness for this new online business.

About the Brand New Mexico Artisans

- Business Model Canvas
- Know Your Why
- Brand Visuals
- Brand Tone
- NMA Swot Analysis
- Competitor Swot Analysis



Business Model Canvas: New Mexico Artisans (NMA)



Know Your Why

Business Name: New Mexico Artisans

Tagline: Authentic & Handmade Products, Services, & Culinary Delights

WHY (Purpose)

Authentic & Handmade
Products, Services, &
Culinary Delights.

Simply the best, made
for you.

Experience the
authenticity.

HOW (Mission)

Inspiring people
through sharing local
stories and
entrepreneurial
passions around
innovative, sustainable,
and creative products,
services, and practices.

WHAT (Positioning)

We bring you a fresh
perspective on local
quality, authentic &
sustainable products &
services, you'll want to
support.

Brand Visuals





Brand Tone

We Are:

- Conversational
- Informative
- Professional
- Enthusiastic
- Passionate
- Trustworthy
- Friendly

We Are Not:

- Frank
- Snarky
- Formal
- Edgy
- Conservative
- Coarse

New Mexico Artisans: Swot Analysis

S

Strengths

- Affordable pricing & services model approach ranging from free to paid packages.
- Quality writing and asset creation.
- Provides a wide variety of local products & services.
- Friendly and engaging staff.
- Interesting content.
- Artisan partnership opportunities.
- Good lead generation and reporting.

W

Weaknesses

- Lack of content due to start-up phase.
- Lack of brand recognition due to startup phase.
- Lack of staff resources due to start up phase.
- Need to create contracts for agreed upon free advertising & paid services.

O

Opportunities

- Provide an extensive local online channel for two primary audiences.
- Complement digital services with a traditional magazine.
- Create video documentaries and delve into the streaming platform.

T

Threats

- Competitors carry brand recognition due to longevity in market.
- Competitors sell magazines and digital subscriptions.
- Competitors have larger advertising budgets.

Competitor Swot Analysis: edible New Mexico

S

Strengths

- Engaging and Quality Design & Visuals to Website and Magazine.
- Interesting Content.
- Online and Print Channels.
- Spans Statewide & Includes Recipes & Films.
- Themed films such as Five-Minute Fridays and Table Hopping.
- Showcases a local hero award.

W

Weaknesses

- Lack of advertising pricing and transparency on website.
- Only showcases print advertising guidelines on website.
- Doesn't have a website directory.
- Slow website search.
- Magazine is more well-known than website.
- Weak YouTube & Pinterest page.

O

Opportunities

- Has long established and respected brand to gain new customers.
- Has credible partnerships that could be linked to more.
- Has larger staff and financial resources for continued growth.
- Has a nice Instagram page to leverage.

T

Threats

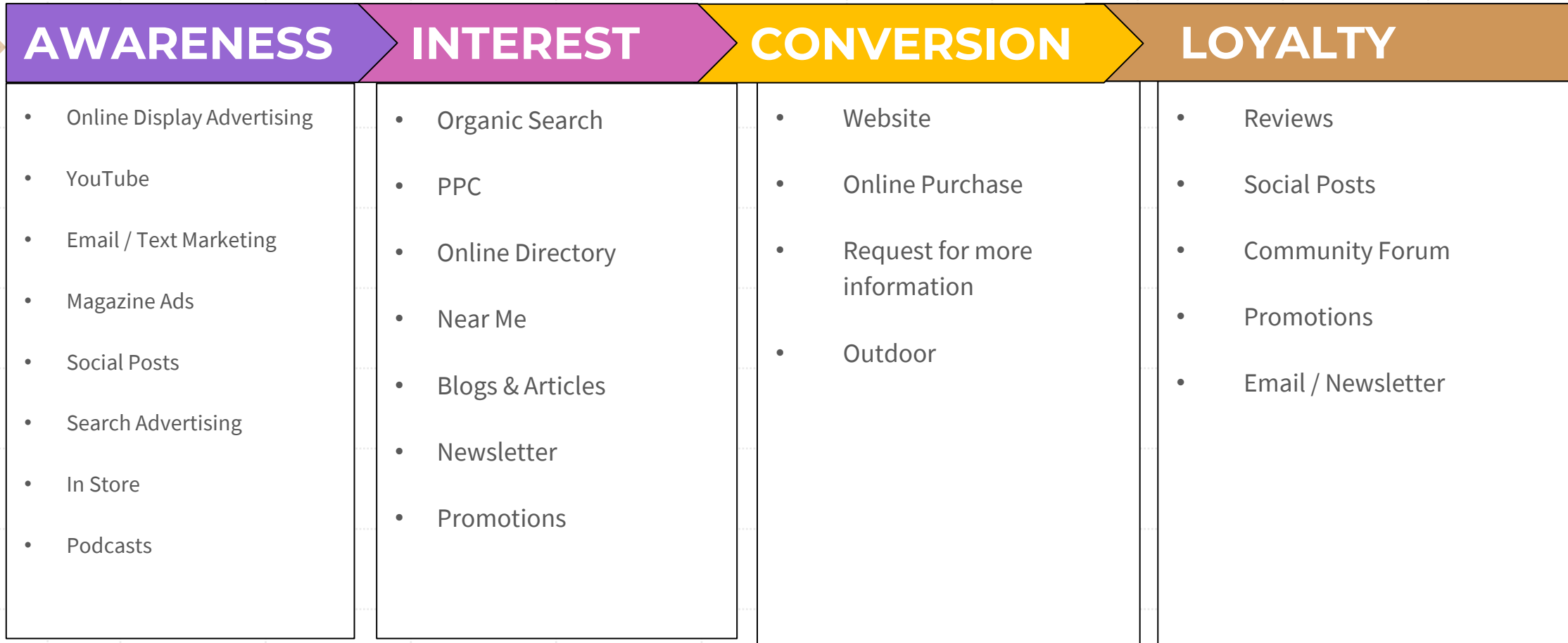
- Keeping up with social media.
- Not utilizing website video on Social media.
- Don't see a lot of website advertisement so digital space takes a back seat to the print magazine.
- Technology updates. For example, possible better e-reading technologies for digital magazine space.

Planning Framework New Mexico Artisans

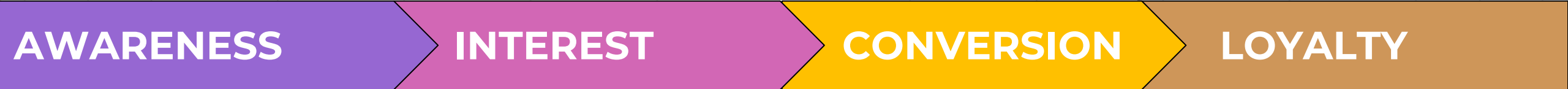
- Marketing Channels in a Typical Journey
- Marketing Channel Examples
- Objectives and KPI's
- Minimum Viable Personas



Marketing Channels In a Typical Journey



Marketing Channels Examples

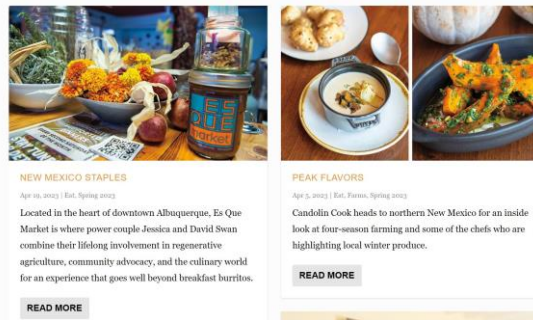


Print / Magazine Ads



Email

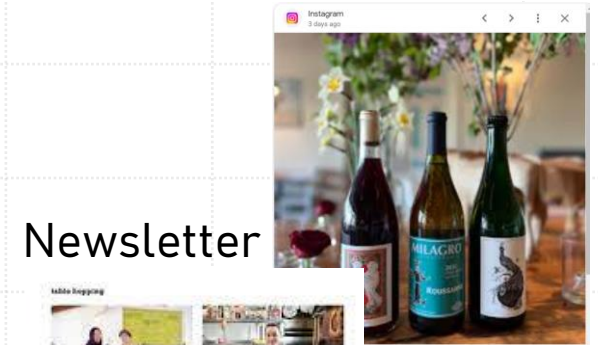
Blogs & Articles



Website / Online Purchase



Outdoor or In Store



Newsletter

Social



Promo



New Mexico Artisans: Objectives & KPI's

Business Challenge:	To increase brand awareness for NMA startup online business. To provide an informative online resource and directory that connects local artisans with customers looking for unique, quality, sustainable products and services. To provide local artisans with other partner resources and additional digital marketing services.		
Business Goal:	Increase brand awareness for local New Mexico artisans by driving new and current customers to original optimized content that will help grow customer awareness and interest in an artisan's products and services and ultimately result in a new lead or purchase.		
SMART Marketing Objectives:	Increase a NMA's brand awareness by providing at a minimum 200 customer impressions a month for free and a minimum of 500 customer impressions for paid services. Provide 1-5 new monthly customer leads through paid digital marketing campaigns.		
Primary KPI:	Drive a minimum of 100 impressions to the NMA custom webpage through creating custom content.		
Secondary KPIs:	Paid - Drive a minimum of 200 impressions through Instagram, Facebook, and Pinterest.	Paid - Drive a minimum of 100 impressions through email marketing. Drive a minimum of 1-5 new monthly leads.	Paid - Drive a minimum of 100 impressions through YouTube.

Minimum Viable Persona

NewMexicoArtisans.com - Advertising Partner



"I would like to increase my business brand awareness and product sales."

Age: **30-65**
Work: **Self-Employed**
Location: **New Mexico**

Motivated

Passionate

Resourceful

Goals

- Gain more customer contacts.
- Increase non-paid online search results.
- Increase online inquiries & orders.

Frustrations

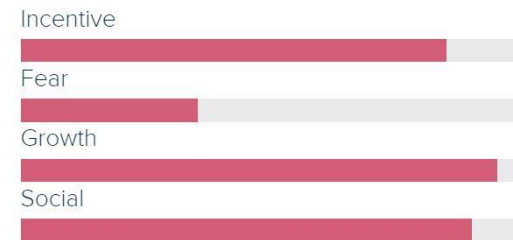
- Lack of marketing budget and time.
- Lack of digital marketing knowledge.
- Lack of brand assets.

Bio

A New Mexico Artisan Advertising Partner is looking for affordable ways to market their hand-made or one of a kind sustainable product and/or service as well as create partners and connections with other like-minded artisans.

An Advertising Partner is ideally looking to promote their business online while showcasing values that support local business, utilize sustainable business practices, and are health and environmentally conscience.

Motivation



Preferred Channels



Minimum Viable Persona

NewMexicoArtisans.com - Consumer



"Looking for unique, high-quality, sustainable, locally sourced products and services that also help the community."



Age: **25-75**
Family: Single or **Married, Kids,**
Location: **New Mexico**

Inquisitive

Conscientious

Trend Setter

Goals

- Find and try unique and new products & services.
- Support local small business and healthy living.
- Learn about local community and be inspired.
- Is looking for high-quality.
- Wants to be informed of product origins.

Frustrations

- Lack of information on local products/services.
- Lack of access to local products/services.

Bio

A New Mexico Artisan consumer will use the tailored and custom information posted on the website to learn more about local products, services, and the artisans who make them. They will learn about the processes, resources, and practices employed by the artisan. This type of consumer will value quality, unique, and environmentally friendly products as well as learning about ways to give back to the community. They will also use this website as a way to purchase and access these products and services.

Motivation

Incentive



Growth



Social



Brands & Influencers



Preferred Channels

Traditional Ads



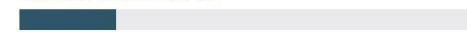
Online & Social Media



Referral



Guerilla Efforts & PR



Customer Landing Pages New Mexico Artisans

- Desktop wireframe and landing page example
- Mobile wireframe and landing page example
- A/B testing landing page example



New Mexico Artisans

Example of Customer Landing Page

Welcome to Margie's Wholesale Greenhouse in the Heart of Corrales, NM



Call xxx-xxx-xxxx to schedule your greenhouse visit.

Welcome to Margie's Wholesale Greenhouse in the Heart of Corrales, NM



Find Hundreds of Succulents

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Find Various Jade Varieties

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Find Southwestern Annuals

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Call xxx-xxx-xxxx to schedule your greenhouse visit.

New Mexico Artisans Example of Customer Landing Page – Mobile View



New Mexico Artisans

Example of Customer Landing Page - A/B Testing



Welcome to Margie's Wholesale Greenhouse in the Heart of Corrales, NM
Call xxx-xxx-xxxx to schedule your greenhouse visit.




Find Hundreds of Succulents
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Find Southwestern Annuals
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Content New Mexico Artisans





- Content Themes
- Content Calendar
- Content Audit



Content Themes

Artisan Products	Local Farms	Local Honey	Handmade Products	New Mexico Gardening
Why is artisan important?	Why are local farms important?	What does local honey do for you?	Why handmade is better. Or Why buy handmade products?	What are the best greenhouses in ABQ?
What are artisan products?	Why support local farms?	Where to buy local honey in NM.	Why handmade gifts are the best.	What kind of plants grow best in New Mexico?
Handcrafted products near me.	Local farms that sell produce.	Local honey vs. store bought.	Examples of handmade products.	Resources for New Mexico Gardeners.

Content Calendar

B2B Content Calendar										
Content Details										
Content Title	Col...	Thumbnail	Keywords ...	Description	# Word...	Company	Lead?	Stage	Publishing Da	
1	Blog Post		Artisan Products New Mexico, Handmade Products New Mexico, Local Quality Products New Mexico. Artisan	Talk about what artisan products are and the value they bring to the local community.	2000	New Mexico Artisan	K Krista Rundiks	Planning	07/08/2023	
2	Blog Post		New Mexico Local Produce, Local Farms in New Mexico, Best Farm Fresh Food in New Mexico. Artisan	Showcase New Mexico Produce and Small Scale Farm and Agricultural businesses as well as Farm to Table	2000	New Mexico Artisan	K Krista Rundiks	Planning	07/15/2023	
3	Blog Post		Local New Mexico Honey, Local Honey, Why Local Honey	Talk about where to buy, share background on local producers, and why local honey is better than store bought honey.	1200	New Mexico Artisan	K Krista Rundiks	Planning	07/22/2023	
4	Blog Post		New Mexico Artisan Products, New Mexico Handmade Products, Why Buy Hand Made Products	Talk about the value of New Mexico Artisans, what they offer, and why handmade is an important consideration in the local economy.	800	New Mexico Artisan	K Krista Rundiks	Planning	07/29/2023	

Content Audit

PS I looked at competitor websites

Target Persona	Target Keywords	Content title	URL	Organic Traffic	Incoming Backlinks	Content type*	Customer journey	Last Updated	Author	Audit Action	Ideas on syndication and
food and culture	productive landscapes, farmscape, south valley	DESIGNING AGRICULTURAL LANDSCAPES FOR HUMAN WELL-BEING	https://www.ediblenm.com/designing-agricultural-landscapes-for-human-well-being/			Blog	Explore	5-Jun-23	Robin	Reuse	productive landscapes
culture, design, living	business models, ABQ proper, Taproom, modern design	DESIGNING NEW DOWNTOWN DESTINATIONS IN OLD DOWNTOWN SPACES	https://www.ediblenm.com/designing-new-downtown-destinations-in-old-downtown-spaces/			Blog	Explore	1-May-23	Jennifer	Reuse	modern design, revitalization
food and culture	wine and spirits, culinary and hospitality	Q&A with Graham Unverzagt, Assistant Sommelier	https://lospoblanos.com/blog/qa-with-graham			Blog	Explore	?	Los Pablanos	Reuse	Local Wine
food and culture	wine, winemaking, local products, winery, rio grande valley	Winemaking in the Land of Enchantment: Casa Rondeña's Unique Approach to Wine in New Mexico	https://thegrapevinemagazine.net/2023/01/winemaking-in-the-land-of-enchantment-casa-rondenenas-unique-approach-to-wine-in-new-mexico/			Blog	Explore	11-Jan-23	The Grapevine Magazine	Reuse	Artisan Products
food and culture	event space, winery, rustic, vineyards, stained glass, artists, 4-acre property, private event rental	All About Us, Placitas Winery	https://www.placitaswinery.com/about			Webpage	Explore	?	Official Website	Recycle	Artisan Products, Magical Event Spaces

Google Ads New Mexico Artisans

- Ideas
- Campaign, AdGroups, Ads
- Keywords



Google Ads

Campaign	New Mexico Artisan		
Ad Group	New Mexico Handmade Products & Services	New Mexico Farm Fresh Products and Culinary Experiences	New Mexico Art, Galleries, and Event Spaces
Keywords	<ul style="list-style-type: none"> • New Mexico Apparel • New Mexico Handmade • New Mexico Furnishings • New Mexico Home Décor • New Mexico Jewelry • New Mexico Metal Work • NM Local Instruments • New Mexico Summer Festivals • New Mexico Beauty Products • Local Skincare Products • New Mexican Handmade Cards • New Mexican Textiles 	<ul style="list-style-type: none"> • New Mexico Beer • New Mexico Wine • New Mexico Spirits • Local Beer, Wine, & Spirits • Local Farm to Table • Best Authentic New Mexican Food • Local Farmers Markets • Local Greenhouses • Local Organic Food • Local Honey • New Mexico Farms • New Mexico Ranches • New Mexico Gardening • Artisan Restaurants New Mexico • Best Culinary Experiences in New Mexico • Best New Mexican Cuisine • New Mexico Wineries • New Mexican Vineyards • New Mexico Lavender • New Mexico Chillis 	<ul style="list-style-type: none"> • New Mexico Art • New Mexico Crafts • New Mexico Pottery • New Mexico Ceramics • Local Pottery and Ceramics • New Mexico Photography • New Mexico Paintings • Local Artists • Local Art • Local Stained Glass • Local Mosaics • Local Muralists • Mixed Media • New Art Galleries • New Mexico Art Festivals • Local Art Shops • NM Local Performance Spaces • NM Local Music • Local NM Festivals

Search Campaign

<input type="checkbox"/> ● Campaign	Budget	Status	Optimization score	Campaign type
<input type="checkbox"/> ⏸ New Mexico Artisan	\$2.80/day	Paused	—	Search

<input type="checkbox"/> ● Ad group	Campaign
<input type="checkbox"/> ⏸ New Mexico Farm Fresh Products and Culinary Experiences	New Mexico Artisan
<input type="checkbox"/> ⏸ New Mexico Art, Galleries, and Event Spaces	New Mexico Artisan
<input type="checkbox"/> ⏸ New Mexico Handmade Products & Services	New Mexico Artisan

<input type="checkbox"/> ● Ad	Campaign	Ad group
<input type="checkbox"/> ● newmexicoartisan.com Discover NM Farm Fresh Food Find NM Farmers & Ranchers +... newmexicoartisan.com/nm-farm-fresh/prod... Find the best New Mexican local food, season by season. No adventure in New Mexico is... View assets details	New Mexico Artisan	New Mexico Farm Fresh Products and Culinary Experiences
<input type="checkbox"/> ● newmexicoartisan.com Explore New Mexico Art Pottery, Ceramics, Clay Work +3 more newmexicoartisan.com/nm-art/event-spaces New Mexico offers exciting festivals, & expositions in every field of human endeavor... View assets details	New Mexico Artisan	New Mexico Art, Galleries, and Event Spaces
<input type="checkbox"/> ● newmexicoartisan.com Discover NM Handmade Gifts Spanish & Native American... newmexicoartisan.com/nm-handmade/prod... From piñon coffee & Hatch green chile to hot sauces and candies, shop Taste New Mexico... View assets details	New Mexico Artisan	New Mexico Handmade Products & Services

Keywords

<input type="checkbox"/> ● Keyword	Match type	Ad group ↓
Total: Keywords in your current view ⓘ		
<input type="checkbox"/> ● Local Artists	Broad match	New Mexico Art, Galleries, and Event Spaces
<input type="checkbox"/> ● Mixed Media	Broad match	New Mexico Art, Galleries, and Event Spaces
<input type="checkbox"/> ● New Mexico Pottery	Broad match	New Mexico Art, Galleries, and Event Spaces
<input type="checkbox"/> ● Local Art	Broad match	New Mexico Art, Galleries, and Event Spaces
<input type="checkbox"/> ● New Mexico Photography	Broad match	New Mexico Art, Galleries, and Event Spaces
<input type="checkbox"/> ● New Mexico Art	Broad match	New Mexico Art, Galleries, and Event Spaces
<input type="checkbox"/> ● New Mexico Ceramics	Broad match	New Mexico Art, Galleries, and Event Spaces
<input type="checkbox"/> ● Local Art Shops	Broad match	New Mexico Art, Galleries, and Event Spaces
<input type="checkbox"/> ● Local Mosaics	Broad match	New Mexico Art, Galleries, and Event Spaces
<input type="checkbox"/> ● Local Muralists	Broad match	New Mexico Art, Galleries, and Event Spaces
<input type="checkbox"/> ● Local Pottery and Ceramics	Broad match	New Mexico Art, Galleries, and Event Spaces
<input type="checkbox"/> ● Local Stained Glass	Broad match	New Mexico Art, Galleries, and Event Spaces
<input type="checkbox"/> ● New Art Galleries	Broad match	New Mexico Art, Galleries, and Event Spaces
<input type="checkbox"/> ● New Mexico Art Festivals	Broad match	New Mexico Art, Galleries, and Event Spaces
<input type="checkbox"/> ● New Mexico Crafts	Broad match	New Mexico Art, Galleries, and Event Spaces

<input type="checkbox"/> ● Keyword	Match type	Ad group ↓
Total: Keywords in your current view ⓘ		
<input type="checkbox"/> ● Local Honey	Broad match	New Mexico Farm Fresh Products and Culinary Experiences
<input type="checkbox"/> ● Local Farmers Markets	Broad match	New Mexico Farm Fresh Products and Culinary Experiences
<input type="checkbox"/> ● Local Beer	Broad match	New Mexico Farm Fresh Products and Culinary Experiences
<input type="checkbox"/> ● Local Organic Food	Broad match	New Mexico Farm Fresh Products and Culinary Experiences
<input type="checkbox"/> ● New Mexico Beer	Broad match	New Mexico Farm Fresh Products and Culinary Experiences
<input type="checkbox"/> ● [New Mexico Wine]	Exact match	New Mexico Farm Fresh Products and Culinary Experiences
<input type="checkbox"/> ● [New Mexico Ranches]	Exact match	New Mexico Farm Fresh Products and Culinary Experiences
<input type="checkbox"/> ● New Mexico Spirits	Broad match	New Mexico Farm Fresh Products and Culinary Experiences
<input type="checkbox"/> ● Artisan Restaurants New Mexico	Broad match	New Mexico Farm Fresh Products and Culinary Experiences
<input type="checkbox"/> ● Best Authentic New Mexican Food	Broad match	New Mexico Farm Fresh Products and Culinary Experiences
<input type="checkbox"/> ● Best Culinary Experiences in New Mexico	Broad match	New Mexico Farm Fresh Products and Culinary Experiences
<input type="checkbox"/> ● Best New Mexican Cuisine	Broad match	New Mexico Farm Fresh Products and Culinary Experiences
<input type="checkbox"/> ● Local Farm to Table	Broad match	New Mexico Farm Fresh Products and Culinary Experiences
<input type="checkbox"/> ● Local Greenhouses	Broad match	New Mexico Farm Fresh Products and Culinary Experiences

<input type="checkbox"/> ● Keyword	Match type	Ad group ↓
Total: Keywords in your current view ⓘ		
<input type="checkbox"/> ● New Mexico Jewelry	Broad match	New Mexico Handmade Products & Services
<input type="checkbox"/> ● Local Skincare Products	Broad match	New Mexico Handmade Products & Services
<input type="checkbox"/> ● Local NM Festivals	Broad match	New Mexico Handmade Products & Services
<input type="checkbox"/> ● NM Local Instruments	Broad match	New Mexico Handmade Products & Services
<input type="checkbox"/> ● NM Local Music	Broad match	New Mexico Handmade Products & Services
<input type="checkbox"/> ● NM Local Performance Spaces	Broad match	New Mexico Handmade Products & Services
<input type="checkbox"/> ● New Mexican Handmade Cards	Broad match	New Mexico Handmade Products & Services
<input type="checkbox"/> ● New Mexican Textiles	Broad match	New Mexico Handmade Products & Services
<input type="checkbox"/> ● New Mexico Apparel	Broad match	New Mexico Handmade Products & Services
<input type="checkbox"/> ● New Mexico Beauty Products	Broad match	New Mexico Handmade Products & Services
<input type="checkbox"/> ● New Mexico Furnishings	Broad match	New Mexico Handmade Products & Services
<input type="checkbox"/> ● New Mexico Handmade	Broad match	New Mexico Handmade Products & Services
<input type="checkbox"/> ● New Mexico Home Décor	Broad match	New Mexico Handmade Products & Services
<input type="checkbox"/> ● New Mexico Metal Work	Broad match	New Mexico Handmade Products & Services