

# CERAMIC STUDIO



A WEB-BASED SOLUTION  
TO GROW THE CERAMIC  
STUDIO INTO A  
DESTINATION STUDIO

.com

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# MEET MELISSA

Melissa built the Ceramic Studio from scratch with her wife and family.

The studio is entirely funded by her and her family. It has grown organically through word-of-mouth, plaza foot traffic, news and media plugins, Groupon and high Yelp ratings.

Melissa is ready to grow the studio at a manageable rate through the use of her website and e-commerce.

Melissa doesn't enjoy technology and prefers to "work with her hands". She relies heavily on the strengths of her staff to plug into the digital sphere and aid the studio's growth goals.

# MELISSA'S PROBLEM

How can I grow my studio into a destination studio with limited reliance on technology?



## PROBLEM

Student creates a new ombre pot & wants to sell it.

Students and artists want to sell the work they create at the studio. They want a studio-driven platform.



## PROBLEM

Melissa has the only studio in orange county that provides the myriad of clay firing options.

Melissa wants to grow her profits, her brand value and make her studio a destination studio.



## SOLUTION

Student logs onto the studio's website and uploads their pot's profile.

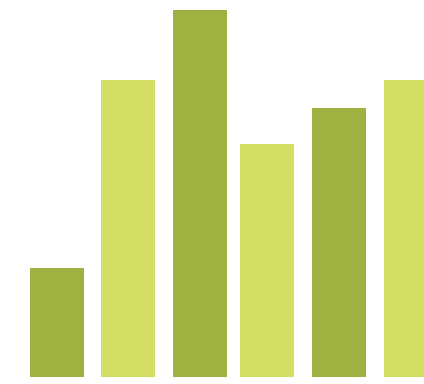
A community based website that plugs into a large e-commerce platform would give all artists a community-driven platform to showcase, manage and sell their work.



## SOLUTION

Melissa creates a fun video regarding the studio's unique offerings with student interviews.

Video content drives brand loyalty through storytelling. Creative content builds brand value. Community initiatives create local visibility.



## BENEFIT

Students makes money, gains recognition, experiences growth in skill.

Selling studio artwork allows for increase profits, better morale and increased credibility.



## BENEFIT

Local community shares artwork, videos and content and this grows social network organically.

E-commerce allows a varied traffic into the website, allowing organic growth, establishing brand value & growing real followers.

# 2.6 MILLION

"BEFORE FIXER-UPPER, WACO HAD AROUND 550 TO 650 THOUSAND TOURISTS A YEAR, THIS YEAR WE'RE PROJECTED TO HAVE AROUND 2.6 MILLION TOURISTS."

Carla, Pendergraft  
*Director of Marketing for Waco*

Benefits  
of Video  
Content  
Marketing

Value of E-  
Commerce

# 250%

"IT IS ESTIMATED THAT THE REVENUE OF A BUSINESS THAT INCORPORATES AN E-COMMERCE PLATFORM CAN INCREASE BY UP TO 250%."

*docreativestudios.com*

Using video content marketing and e-commerce to plug into a reimagined website for the Ceramic Studio would increase web traffic, improve studio visibility, boost studio regular's morale and plug into local social networks more effectively, allowing a steady growth of the studio to establish itself as a destination studio.

**thank you**