DAILY BLOGGING FOR A YEAR: A "LEAN" PATHWAY TO LAUNCHING A WEB-BASED BUSINESS

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Abstract

A lean startup process is an attractive route to business ownership for people with limited funds or who are risk averse, as such a process is designed to avoid significant loss and support success (Thickett, 2013). This article contends that ideal tools to facilitate this lean startup methodology of experimentation, reflection, and flexibility are social media platforms and third party selling. This reflective case study examines the author's process using these tools to lean launch a niche web-based artisan business.

Introduction

A lean startup process is an attractive route to business ownership for people with limited funds or for those who are risk averse, as it is designed to avoid significant loss and support success. (Thickett, 2013) The ideal tools to facilitate this lean startup methodology of experimentation, reflection, and flexibility are new social media platforms and third party selling. This self-reflective case study examines my journey using these tools to lean launch a niche artisan web-based business.

Of all the possible business types to launch, a web-based business seems like it would be one of the least expensive. Running a web-based business can be done without dedicated physical space, extensive inventory, or even employees. Entire web sites and affiliated on-line stores can be set up quickly and inexpensively. Web hosting companies offer do-it-yourself web sites and shopping carts that allow anyone to establish a web site with e-commerce functionality for less than $10 per month (GoDaddy, 2014).

If it is that easy, why don't more people start web-based businesses? During the dotcom boom, starting an on-line business was touted as a "small investment [with] big results" (Tessler, 1999). However, as the on-line marketplace has become more saturated, simply establishing oneself on-line no longer guarantees monetary success. "No matter how adept you are at building a web site, no one will visit unless it's properly marketed" (Metz, 2005).

Generating web site traffic requires time and/or money. Since 47 percent of all web site visits come from organic (non-sponsored) search results, it is important for a site to appear on the first pages of results when searches are performed on phrases related to the business (Zeckman, 2014). Optimizing a website to appear in organic search engine results means devoting a large amount of time developing content, strategically integrating keywords into content, obtaining high-quality incoming links, and continually evolving these techniques as the search engine algorithms for ranking sites change (Killoran, 2013). Running a pay-per-click advertising campaign is another way to gain exposure for a website. Google offers a popular click pay-per-click advertising program where the highest bidding advertiser for a particular key phrase appears at the top of Google's sponsored results. If a searcher clicks on a company's link within the advertisement, the company is charged for the click. The downside to pay-per-click advertising is that if an advertiser is not careful, he or she can end up spending a great deal of

money on clicks that don't convert into sales (Kern, 2011) or become a victim of click fraud (Bergfeld, 2006).

Another hurdle an entrepreneur must overcome in obtaining on-line sales is establishing trust so that the customer feels comfortable making a transaction on her or his website. If a vendor is unfamiliar to a shopper, a sale is unlikely to occur unless a consumer feels comfortable. Consumers are skeptical of companies collecting and misusing personal and credit card data, especially when encountering unfamiliar e-commerce sites. For the owner of the e-commerce site, trust is difficult to establish (McKnight, Choudhury & Kacmar, 2002).

Conversely, due to a plethora of social media platforms and niche selling environments, on-line marketing and sales have become more accessible and effective for an entrepreneur. Social media platforms make it easier to connect with niche audiences, as users voluntarily segment themselves in the interest groups they choose to join. Engaging with these groups allows an entrepreneur to connect with niche audiences and hear their wants and needs. Entrepreneurs can also take advantage of new on-line selling environments that provide a built-in audience as well as advertising. Gone are the days of launching a web site and waiting for people to find you (Smedescu, 2013).

Hypothesis

Having experienced some of the aforementioned hurdles in launching on-line businesses, and being curious about the power of new social media platforms and on-line selling environments, I was inspired to pursue a less conventional route in launching my own on-line business selling machine embroidery designs on-line: first establishing an on-line presence via a blog (a web log or on-line journal) before selling any product or service. My hypothesis is that aggressive blogging on a niche topic related to the business would allow me to learn about my product and market while building an audience and potential customer base, gain search engine recognition, and establish credibility in the field.

To test this hypothesis, in January of 2013, I started a blog about machine embroidery called Machine Embroidery Geek[1]. My plan was to blog every day on the topic of machine embroidery for an entire year. I felt that the process of blogging would help build my skills digitizing (creating the design files read by embroidery machines) and stitching out machine embroidery designs while building my credibility in the field. Although I have a Masters of Art in Apparel Design and extensive experience designing and creating clothing, my experience with machine embroidery prior to starting the blog was minimal. The motivation to start the blog came from the idea that being the owner of an established blog about machine embroidery would make it easier to eventually successfully launch an e-commerce site selling machine embroidery designs.

Background

Although this case study pertains to establishing a blog as a jumping-off point for launching an e-commerce business, the practice of blogging to support an existing e-commerce business is quite common and has been demonstrated to be an effective marketing and sales tool. Companies that blog have 97 percent more inbound links to their web site than companies that do not blog. Web sites with blogs have 434 percent more indexed pages. Sixty-one percent of US consumers

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[1] www.machineembroderygeek.com

have made a purchase based on a blog post, and 37 percent of marketers believe blogs are the most important type of content marketing (McGrail, 2013).

Blogs have been shown to be powerful marketing tools for existing businesses, but can they assist an entrepreneur in launching a new venture? Many examples can be found of entrepreneurs who have launched blogs where the blog itself has become the source of business revenue. For example, Gina Lipa's finance blog, the Digeratie Life earned over $10,000/month in advertising revenue only two years after it was launched (Palmer, 2009). It is also possible to find instances where the entrepreneur produces a large volume of unique content on a blog and the blog subsequently becomes a launching pad for a niche business beyond the blog itself. For example, Stefani Pollack, owner of "The Cupcake Project" blog, built her empire by creating "extreme content." Her blog features over 250 unusual cupcake recipes that have been featured in major national publications, television shows and have earned her a contributor position with *Parade* and elsewhere. Pollack's blog positioned her as an expert in the baking industry, leading to business opportunities she would not have had otherwise (Mahe, 2013).

While the end result of having written a robust blog can be advantageous to an entrepreneur, the process itself can be beneficial as well. Writing a blog expands one's knowledge and experience, which is essential for an entrepreneur who is launching a business in a field where she has limited experience (Neidlinger, 2014). In the nonfiction book and film adaptation of *Julie and Julia,* the protagonist, Julie Powell, became an aggressive blogger while documenting her experience cooking every recipe in Julia Child's *Mastering the Art of French Cooking* and deepened her own knowledge of French cuisine in the process. The act of doing allows us to obtain experiential knowledge. How could Julie Powell not learn something about French cooking throughout her process? When one forces oneself to blog everyday on a niche subject, documenting experiences and sharing information, the blogger inevitably learns more about the subject area.

Another advantage of blogging is that the blogger is essentially executing the Lean Startup "build, measure, learn" cycle.   In his book *Lean Startup*, Eric Ries states that a fundamental activity of a startup is to "turn ideas into products, measure how customers respond, and then learn whether to pivot or preserve" (Ries, 2011, p.9). Blogging allows the entrepreneur to test ideas with an audience and get feedback easily and efficiently.

Blogs also allow the entrepreneur to build a reliable audience (Neidlinger, 2014). This audience who is interested in the blog topic is most likely the same audience who would be interested in buying products and services associated with that niche industry. As the blog owner, the blogger has an opportunity to "capture" this potential customer. Readers may bookmark a page on the blog and return to it frequently, or, better yet, subscribe to the blog. Collecting subscribers is valuable because subscribers are emailed every subsequent blog post.   In the future, when new products are announced via a blog post, they will already be listening. Another reason why subscribers have value is because the subscription process captures a subscriber's name and email address; this list can be used for future e-mail marketing.

Google and other search engines tend to favor sites with a well-defined topic with pages that relate to one another (Rowse & Garrett, 2008). Therefore, a niche blog with a lot of content is the ideal fodder for those searching for terms related to that niche industry. Each blog post is a page that can be indexed by search engines (Halligan & Shaw, 2010). The more unique pages on the blog, the better the chance that the site will be found by search engines.

While it is true that anyone can set up a blog and start writing, it takes time and commitment to build a collection of targeted content on a niche subject. A rich blog on a niche topic demonstrates expertise in the field and in turn builds credibility with readers and potential customers. A blog will establish the entrepreneur as a thought leader in their market, and build reputation (Halligan & Shaw, 2010; Pellet, 2008). Being able to demonstrate expertise and build trust is essential for an on-line seller because "without trust or expertise, customers hesitate to adopt the solutions presented by a salesperson" (Liu & Leach, 2001, p. 147).

Reflective Case Study

Background

Machine embroidery refers to the process of stitching out an embroidery design on a specialized sewing machine ("embroidery machine") based on the instructions in a computer file (the "embroidery design"). A wide variety of embroidery machines are available on the market. Most consumer-level embroidery machines are single needle machines, meaning that one color within a design is stitched at a time so spools of thread need to be changed for each thread color within a design. Professional grade machines usually have several needles and can be retrofitted with a wide variety of hoops and clipping mechanisms that hold a greater assortment of embroidered items in place during stitching.

Figure 1. Professional embroidery machine

There are a few different kinds of embroidery designs: standard embroidery designs, appliqué designs, and in-the-hoop designs. With standard embroidery designs, the finished

stitched-out design is comprised solely of embroidery thread. Appliqué designs integrate pieces of fabric. The file is set up to integrate stitching for placement and tack down of the appliqué fabric. It pauses in the stitching to allow for trimming the appliqué fabric prior to finishing off the edges. In-the-hoop designs allow a creator to make stand-alone items with an embroidery machine. When making in-the-hoop items, the embroidery machine stitches seams, buttonholes and zippers in addition to decorative elements to make completed pieces. These items tend to be small, like coin-purses and ornaments because they must fit completely in the hoop.

All types of machine embroidery designs must be created using digitizing software. However, most owners of embroidery machines often do not have this specialized software or knowledge about how to digitize the designs they want or need. In addition to being able to use digitizing software, a digitizer may also need embroidery conversion software to export the design into a suitable format for a machine to read, as there are many different types of embroidery machines (Bernina, Pfaff, Brother, Singer, etc…) that require different embroidery file formats (e.g. .PES, .VIP, .JEF, and so on). Embroidery and appliqué designs can be purchased in fabric stores on CD-ROM or via download from a variety of different web sites or stand-alone embroidery design stores and third party marketplaces such as Ebay, Etsy and Bonanza. The cost of an embroidery file ranges from $0 to $10 and are often available as part of larger collections for purchase.

Having browsed many of the embroidery file offerings from these sources, I recognized an opportunity for innovation. Many of the embroidery and appliqué designs that are currently available tend towards a country or cute homespun look and feel. What I found missing were machine embroidery designs with a more modern, quirky, and younger vibe. I found it intriguing and exciting that so few companies offered more modern embroidery designs. It seemed as if this was an untapped market that had potential to be exploited.

After coming to this realization, I decided to launch a line of modern machine embroidery designs. However, a significant hurdle was that I did not have a deep enough level of understanding of the digitizing and machine embroidery industry to feel comfortable creating and selling a line of my own embroidery designs immediately. My dilemma was by no means unique. Many people launch businesses in industries in which they have limited experience. Since my research indicated that the process of writing a blog about my niche topic every day for a year would be an inexpensive and effective method for gaining expertise in an industry in which my experience was limited, I decided to start the blog. I surmised that if the process was effective, documenting and sharing this experience could be helpful for likeminded budding entrepreneurs.

Daily Blogging

My daily blogging commenced on January 1, 2013. Initially I had no blogging schedule. My objective was simply to generate content in the topic area and to try to learn something that I could share in the process. Blog topics included:

- Reviews of independent fabric stores around the world
- Embroidery design inspiration
- Reports on other blogs
- Issues related to machine embroidery and appliqué
- Interviews with experts in the field
- Show-and-tell demonstrations of my projects

- How-tos for machine and embroidery projects
- Free embroidery designs

Subscriptions to my blog trickled in slowly until I provided some extra motivation for readers to subscribe. Readers typically subscribe to a blog because they find the content so valuable that they want each new post emailed to them directly. One method of getting people to subscribe is to offer them something of value. So, each Monday I began offering a free embroidery design on my blog to subscribers. This tactic proved to be successful. By the end of 2013, I had 250 subscribers to my blog.

"Free embroidery design Monday" was just one of the theme days that I started integrating into the blogging schedule. I designated Sunday as "Inspiration Sunday;" I wrote about things that inspired my designs and/or embroidery projects. Tuesday was often "How-to Tuesday" when I provided tutorials on how to make something with the reader's home embroidery or sewing machine. Establishing a blog calendar is a recommended tactic for business blogs, as readers come to expect content on a regular basis and look forward to a certain type of content (Bakshi, 2011).

Another tactic I pursued for increasing awareness of my blog and bolstering both my credibility and search engine rankings was guest blogging on a more mature blog (Halligan & Shaw, 2010). To set up a guest blog post, I contacted more established blogs associated with machine embroidery and asked if I could create a guest spot. Kelly Jackson, the owner of "I Have a Notion," a blog and on-line store selling sewing and embroidery notions, accepted my offer for a blog post. The post I created for her site generated some attention for my blog, several new subscribers, and established a high quality incoming link from her site to mine, bolstering (theoretically) my search engine ranking.

Special interest Facebook groups in appliqué and embroidery were a source for blog topics, asking for advice, and sharing my work. Many of these groups frown on blatant self-promotion. However, it was acceptable to share finished projects that I had discussed on my blog, which was a non-commercial way to gain exposure by simply contributing to the group discussions. Each week I announced my free designs to my Facebook embroidery groups, which was also socially acceptable because I was giving away something for free rather than selling it.

I found that sharing a helpful embroidery tip with my Facebook groups that I subsequently wrote about on the blog could yield a dramatic spike in traffic to the blog and a flurry of new subscribers. For example, in July 2013, I published a post about patching a hooped piece of stabilizer. After I shared this post with my Facebook groups, I received 825 views to the blog in a single day. The average number of daily views in July of 2013 (excluding the day I received 825 views) was 89.

Another powerful way in which a niche blog audience can grow is through the use of Pinterest. When niche blog owners create "pinnable" content and integrate the "Pin It" button on the blog, images from the blog can get "pinned" onto a user's pin board. Once an image is pinned on Pinterest it has the potential to bring significant traffic to the site from which it was pinned. Images on Pinterest can get pinned and repinned, therefore the number of incoming links a pin produces can multiply rapidly (The Power of Pinterest, 2012). Machine embroidery is an ideal topic to promote via Pinterest due to its visual nature, the fact that it fits squarely into one of the most popular Pinterest categories, crafts (Cario, 2013), and that its target audience is primarily female. Eighty percent of Pinterest users are female and 25-54 years of age (Loren & Swiderski, 2013). States with the most active Pinterest accounts, such as Alabama and

Tennessee, are also states where machine embroidery is popular (Cario, 2013). To encourage the sharing of images from my blog on Pinterest, I integrated the "Pin It" button on each page of the Machine Embroidery Geek blog allowing readers to easily pin images from my blog onto their Pin Boards without having to have the Pinterest browser plug-in installed. I also set up a Pinterest board for my business and began pinning images from my blog as well as other web sources and started following pinners who collected embroidery-related images that I found visually appealing.
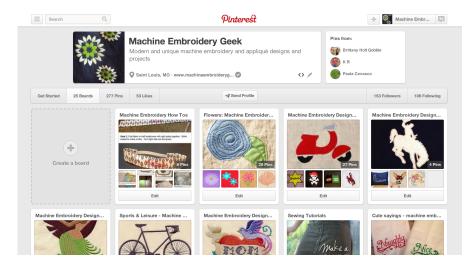

Figure 2. The Machine Embroidery Geek Pinterest board

Pinterest proved to be an excellent platform for drawing traffic to the Machine Embroidery Geek blog. Pinterest began showing up as a referring source multiple times each day because images from the blog were getting pinned and re-pinned. One image from my blog, a monogrammed straw hat, has been re-pinned 165 times from one pinner's board (who pinned it from my blog) and regularly delivers an average of 5 visits to my blog every day.
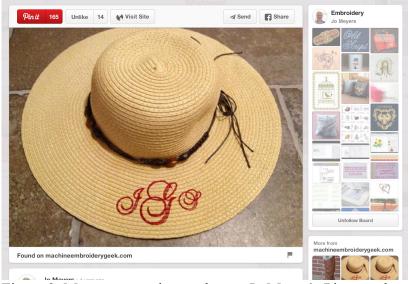

Figure 3. Monogrammed straw hat on Jo Meyer's Pinterest board

E-commerce

Halfway through my year of daily blogging, I felt that I had generated enough content to establish my credibility as an embroidery professional and had learned enough about digitizing to start selling my own product line of embroidery designs. However, instead of launching my own store, I started selling my embroidery designs on Etsy, the on-line craft marketplace because its selling platform has a low barrier to entry and built-in exposure. Unlike an unknown stand-alone e-commerce site, Etsy is a shopping destination for people looking for unique handmade goods. When sellers use Etsy they become part of a larger marketplace. Shoppers go to Etsy looking for unique handmade products, so Etsy sellers gain exposure via internal searches within the site. To date, 59 percent of the traffic to the Machine Embroidery Geek Etsy store came from internal searches within Etsy.

Top 20 Traffic Sources to Embroiderygeek Etsy Store
(5/1/2013 - 9/9/2014)

Referrer	Number of hits
etsy.com	12,489
Etsy App	2,437
Direct traffic	1,645
google.com	1,255
machineembroiderygeek.com	1,023
Google product listing ads	596
facebook.com	149
pinterest.com	148
m.facebook.com	147
search.yahoo.com	79
google.co.uk	78
google.com.au	65
google.de	63
bing.com	61
google.co.in	60
mail.yahoo.com	53
google.ca	47
google.fr	46
l.facebook.com	20
Etsy Mini	17

Table 1. Referral traffic to Embroidery Geek Etsy store

Etsy also helps to bring customers to its sellers' stores by advertising on Google and Facebook. Frequently, when using Google to search for embroidery designs, I would see advertisements for my own products. To date, 2.7 percent of the views to the Machine

Embroidery Geek Etsy store have come from paid Google ads. Ads for my designs would also show up in the sidebar while I was using Facebook. Friends of mine engaged in machine embroidery communities on Facebook also reported seeing ads for my designs. These ads were all funded by Etsy.

Etsy provides an environment for fledgling business owners to start selling their goods; it is quick and easy to set up with a straightforward fee structure. There is no fee to set up an online store. You must provide information and graphics for your profile and bank routing numbers to get paid. However, once you start adding products, you simply pay $.20 to list each item. Listed items remain on Etsy until they are sold or they expire after three months. To prevent items from selling out, the seller can specify an inventory level higher than 1 or can simply relist each item after it sells. Every time you relist, you are charged an additional $.20 and the listing is live for another three months. The only additional fees charged to the seller are credit card transaction fees (3%) or Paypal fee of (3%) depending on how the customer chooses to pay and what options the seller chooses.

While Etsy's product niche is in handmade and one-of-a-kind items, there are many other selling platforms that offer a similar service but are geared to different niches such as Goodsmiths, Bonanza and Bitdazzle. Goodsmiths is nearly identical to Etsy but has only been in business since 2012. Unlike Etsy, where sellers pay per listing, Goodsmiths allows a seller to upload 25 items for free and Goodsmiths simply charges a commission for each item sold. For a small monthly fee ($5), a seller can upload more items. Bonanza's site touts that it sells products that are unique and one-of-a-kind but not necessarily handmade. BitDazzle is like Bonanza but allows customers to purchase items with Bit Coins. For information products, Leanpub is a free tool for generating e-books that can be sold through their store or through other on-line retailers. Selling on behemoths like Ebay and Amazon are other alternatives for a small start-up. While definitely not as niche-driven as some of the other selling platforms, they do offer a potential to yield a tremendous amount of exposure. One industry-specific selling platform that proved to be fruitful for selling my embroidery designs was SWAK[2]. SWAK is an exclusive collaborative boutique of embroidery and appliqué designs. Sellers must submit an application and have their designs tested and approved before they can start submitting designs for sale on the site.

Assessment

While the Machine Embroidery Geek blog and associated on-line selling efforts are still young and modest, a number of events have occurred that indicate my original hypothesis was correct. The Machine Embroidery Geek blog helped establish me as a credible expert in the field of machine embroidery, generated consumer interest in my projects and designs, and played a significant role in directing traffic to the associated Etsy store.

The first clue that my blog was helping to establish me as an expert in the field of machine embroidery was when I began receiving emails asking for my opinion on individuals' embroidery projects. My readers began asking a variety of questions about hooping, thread, typefaces, and general embroidery techniques:

> *Can you identify the font used in this bear? If you can't can you suggest some who could? The closest I've seen is Lydian.*

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[2] www.swakembroidery.com

So I was hoping you may give me some guidance. A friend of my son's bought his girlfriend a beautiful straw hat, but it isn't the inexpensive ones from Wal-Mart. He asked me to monogram it! I have a few concerns and actually am terrified to do it. It is thicker that the ones from Wal-Mart. Also it is natural color on the top but the underside is black.

Should I use a different needle than on the Wal-Mart straw hats, since this one is thicker? Also, since the underside is black should I use a black bobbin and what about the sticky stabilizer it's white.

I have a Brother PE770 and have only been embroidering for a few months.

The Machine Embroidery Geek blog demonstrated my commitment to the industry when being considered for acceptance in publications and restricted web sites. In January of 2014, I was approved to start selling my embroidery designs on the SWAK web site. Prior to applying to sell on the site, I had already signed up to participate in the SWAK affiliate program. Because I had a blog delivering traffic to the SWAK web site, I was already demonstrating my commitment to the industry. In the same month, I was contacted unexpectedly by the web editor of Creative Machine Embroidery Magazine who asked for my approval to feature the Machine Embroidery Geek blog in the magazine. She also asked if I would be interested in submitting ideas for articles for the magazine. Since then, two of my pitches to the magazine have been approved and my articles will be published in the magazine in the spring of 2015. It is common for editors and journalists to troll the Web for blogs, looking for experts to interview and assess the writing skills of potential contributors (Pellet, 2008).

In reviewing the referring sources to the Machine Embroidery Geek blog within the blog's analytics, I discovered reader interest in what I was writing. I noticed that my blog had been picked up by blog directories that were delivering traffic. One such site, Bloglovin', facilitates the discovery of new blogs in niche areas of interest and allows members to follow their favorite blogs through their interface. Currently 54 people follow the Machine Embroidery Geek blog through Bloglovin'. I regularly see web traffic from Bloglovin' as well as other blog directories. Another discovery I made in studying referral traffic is that the Machine Embroidery Geek site was being mentioned on other sewing blogs as being a source for free designs. I noticed spikes in traffic when someone mentioned my site on a forum touting my content or free designs, and from this mention I would acquire several new subscribers.

Ultimately, my goal in establishing the blog was to generate sales of my embroidery designs, and it is clear from the statistics on my Etsy store that the Machine Embroidery Geek blog is an excellent referring source to the corresponding Etsy store. To date, the Machine Embroidery Geek blog is the third highest source of referring traffic to the Machine Embroidery Geek Etsy store behind internal Etsy searches and Google. It is difficult to assess which sales came from the blog, as visitors may have taken a circuitous route to making a purchase due to the interlinking of social media accounts. Consider the following example: a visitor could have visited the blog, which may have led them to the Machine Embroidery Geek Facebook page where they saw a posting about a new design; they could have clicked on this design, which led them into the Etsy store, and then they made a purchase. Thus, direct sales resulting from the blog are difficult to track.

Conclusion

While there are positive indicators that the blog was a great route to establishing an on-line business, I believe that the greatest advantage that a commitment to writing a blog provides is that it helps the entrepreneur maintain focus. When one commits to blogging every day on a niche topic, one has to stay engaged. Had it not been for my commitment to the blog, my attention may have waned and I would not have been able to get my business established.

The field of machine embroidery lends itself to this type of an exploration and might not be suitable for every industry. Machine embroidery is a unique niche where participants actively share their work online. In these forums, I could get to know people as a co-participant because I was also making things on my embroidery machine. However, my co-creators were also my potential customers because I was digitizing the designs as well. Because of this unique paradigm, my blog and social media activity had the potential to be very effective. Another advantage this business niche provides is that the product I am selling is digital. Therefore the challenges of dealing with shipping, production and inventory are virtually non-existent. For this reason, I could devote more attention to marketing and promotion than entrepreneurs selling non-digital products possibly could.

While blogging proved to be helpful in developing a market-driven line of embroidery designs, it could also benefit entrepreneurs in arenas that are less market-driven. For fine art collectors, "the ultimate personal connection to an artwork is to know the artist personally and be invited into the artist's world" (Peterson, 2002, p.21). A personal connection is a factor that can motivate a collector to purchase a work of art; an artist's blog can facilitate these personal connections.

In evaluating the effectiveness of starting a blog to aid in launching an on-line business, it is important to consider the amount of time spent in working on the blog. Would have it been more effective to focus marketing efforts in a different way? Content creation had no direct cost and, in my case, bolstered the skills on which my business depends. But, if one is not a sole entrepreneur and assigns blogging to a lower level employee, the entrepreneur does not gain the expertise from the act of blogging. If an entrepreneur is not using the blog for multiple purposes, then she may argue that blogging might not be worth her while. Nevertheless, blogging is still considered by many experts to be a low-cost, high-return marketing tool (Alboher, 2007). While the process of blogging every day for a year was a time consuming process, I believe that it was extremely worthwhile in helping me launch my business. I also contend that the full benefit of generating so much content about machine embroidery on my blog has not yet been realized. I imagine that when opportunities arise such as presenting at industry related conferences and contributing to other sources, the blog will be a valuable resource in demonstrating my experience and knowledge within the field of machine embroidery, increasing my customer base, and referring more traffic to my on-line store.

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