



Needlepoint.com

Brand Strategy & Social Media Style Guide

Introduction

Needlepoint.com is a full-service in-person and online needlepoint store, with two physical locations, Raleigh, NC and Charleston, SC. Founder Nancy Young opened the first Needlepoint.com location in March of 1999 after getting her start in designing, painting, and kitting English-inspired needlepoint kits herself (Crumpler, 2020).

Needlepoint.com is dedicated to preserving and educating on the art of needlepoint so artists can create family heirlooms that can be passed down for generations. We make needlepoint accessible to all people, regardless if they are local to one of our stores or not. Through our kits, blog posts, and online community, we try to foster an environment that feels like a 24/7 needlepoint store.



[@needledpointdotcom](https://www.instagram.com/needledpointdotcom)



[@needlepointcom](https://www.facebook.com/needlepointcom)



[@needlepoint.com](https://www.tiktok.com/@needlepoint.com)



[@needlepointcom](https://www.pinterest.com/needlepointcom)

Target Audience

Demographics

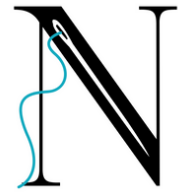
- Women aged 30-55
- In a relationship (married, engaged, or seriously dating)
- Medium-to-high rates of disposable income
- Live in suburban areas
- Lower end of age range - focus on career
- Higher end of age range - stay-at-home parents

Psychographics

- Driven by nostalgia
- Motivated by making for others, loves gift-giving
- Sentimental for family heirlooms
- Enjoy vibrant social lives with friends/colleagues
- Often find themselves busy from 9-6, whether because of job or familial responsibility
- Are habitual crafters/hobbyists



Brand Vision Architecture



BRAND IDEA *Stitching for All*

MARKET

Category Insights

Stitch in my side

The needlepoint industry has not adapted to meet the needs of modern needlepointers

Needlepointers are no longer only women who have nearly unlimited budgets and stay at home. Modern needlepointers are people of all ages and budget ranges who oftentimes have trouble finding projects in their budgets and finding a needlepoint store that is open outside of 10-4 Monday through Saturday

BRAND

Brand Equity

For the modern stitcher first

Brand Purpose: Needlepoint.com is dedicated to preserving and educating on the art of needlepoint so artists can create family heirlooms that can be passed down for generations

Brand Tonality: Timeless, educational, supportive, welcoming, craftsmanship-focused

Product Equity: Convenience, community, relaxation, an outlet for creativity

Enemy: Fear of sinking time/cost into a new hobby and not liking it

AUDIENCE

Core Target Insight

Itching to Stitch

Modern stitchers are trying to find a low-barrier entry into needlepoint that can provide them with fun projects that cater to their tastes.

They need easily accessible educational resources that reduce the barrier to entry.

Once they've used Needlepoint.com, they will want to share the project with their friends and the ease of the process with the community

Core Demo: Women 30-55, HHI \$75k+, engaged/married

BRAND AMBITION

To become the most popular online and in-person needlepoint store in the United States

By increasing marketing and educational efforts, Needlepoint.com will increase revenue in target demo by 25% by the end of 2026

GOST Model

GOAL

- Become the largest online and in-person needlepoint store in the United States

OBJECTIVE

- To increase sales of beginner-friendly needlepoint kits by 15% over the next year

STRATEGY

- To develop marketing / social media materials / communications that reduce barriers to access through education, showcasing cost-efficiency, and general accessibility through purchase online

TACTICS

- Begin posting weekly series highlighting beginner-friendly/low-cost canvases
- Continue posting educational content teaching the basics of needlepoint, but increase production value. This includes adding verbal tutorials along with visuals as well as showcasing completed examples of completed projects with that stitch
- Highlight the monthly beginners' stitch club at Needlepoint.com's physical location to showcase newer needlepointers and their work
- Host stitch-alongs on YouTube where you have all customers buy the same canvas kit and then stitch it together online over the course of 6 weeks
- Increase posting UGC
- Utilize staff to show off them and their work as spokespeople for the brand
- Create a series of posts comparing well-known threads to less well-known ones to reduce the barrier to purchasing online

Communications Strategy

BARRIER	AUDIENCE SAYS...	COMMS TASK	TACTICS	CORE MESSAGES
Customers do not see the brand as being as "unique" as other needlepoint stores as it lacks the same curation of style that other brands strongly possess	<p>"Needlepoint.com is basic"</p> <p>"You can buy their canvases anywhere"</p> <p>"There's nothing special about their selection"</p>	Differentiate the canvases and projects that Needlepoint.com offers from the competition, showing how well-curated our selection is and how unique some of the options available are	Email, organic social media posts on Instagram and Facebook, influencer marketing on Instagram	Highlight Needlepoint.com's exclusive canvas line, Needlepoint To Go, and other exclusive designer collabs to demonstrate the extent of exclusivity you can get when shopping with Needlepoint.com
Needlepoint customers do not like buying new fibers online because they don't know how they will look or feel	<p>"I'm scared to try new fibers without feeling them in person"</p> <p>"I can't tell how this fiber will look on a canvas"</p> <p>"I don't want to waste money on a thread I ultimately won't like"</p>	Demonstrate the physical qualities of fibers in a visual manner to best convey the look and feel without a customer shopping in person	The Needlepoint.com blog, product listings, organic posts on Instagram, TikTok, and Facebook.	Create a series of blog posts and social media posts demonstrating the similarities and differences in the look and feel of common fibers vs less common brands, showing each stitched next to each other on canvas. End messaging with reminders of free thread consultation via email or phone call
People fear wasting lots of time, money, and resources on a hobby they are not sure that they will like	<p>"I want to start needlepoint, but there are so many materials that cost so much"</p> <p>"I don't want to overconsume just to dislike the hobby"</p> <p>"I just want to try needlepoint out"</p>	Educate customers on the projects that Needlepoint.com offers that are lower cost and lower lift projects (like kitted ornaments) than the large and involved projects people typically think of when starting needlepoint (stockings or pillow)	Paid and organic posts on Instagram, paid posts on Facebook, organic posts on TikTok, email	Post a year-long social media campaign, "50 under 50", highlighting 50 needlepoint projects that come with all of the supplies needed to complete a stitched needlepoint project that costs \$50 or less, including needles and fibers, to encourage new stitchers to try the craft with low barrier to entry

Brand Voice Matrix

Character/Persona

- Encouraging
- Passionate
- Welcoming
- Friendly
- Inclusive
- Knowledgeable

Tone

- Kind
- Informative
- Confident
- Insightful
- Supportive
- Conversational

Language

- Simple
- Fun
- Classy
- Timeless
- Respectful

Purpose

- Educate
- Empower
- Connect
- Support
- Guide
- Inspire

Copy & Formatting

Copy and Formatting

Hashtags and emojis should be used sparingly and be used only when necessary. Acceptable emojis include the following: the teal heart (💚), the white heart (💜), and the needle and thread (🪡). Other emojis can be used with discretion in captions, like for holidays and seasons, but can be used more freely in comments. #needlepointdotcom should **always** be the first hashtag used in the caption, always followed by #needlepoint, but never #ndlpt. Always use proper grammar. Use exclamation points to show enthusiasm, especially when referring to stitchers' works.

Glossary

Needlepoint: One of the world's oldest needlecrafts

NDLPT: An abbreviation, not to be used by us as NDLPT.com is a competitor

Finishing: The process of turning a canvas into a finished project. Some of the most common finishing decisions are belts, pillows, ornaments, and acrylic trays. Needlepoint.com offers a wide array of finishing services.

Brand Archetype

Needlepoint.com follows the brand archetype of **The Creator**. The Creator's goal of creating something of meaning and value, as well as having traits that include being visionary and imaginative ([The 12 Brand Archetypes](#), n.d.) directly fall in line with the values of the brand.

If Needlepoint.com was a notable person, it would be similar to Daphne Bridgerton from [Bridgerton](#). While Needlepoint.com does not plan to speak in Regency English to its customers, the mix of formal yet caring tone Daphne takes with her family and close friends is indicative of the way Needlepoint.com interacts with its audience on social media. Like Daphne, Needlepoint.com shows enthusiasm and compassion for its dedicated audience, but does not get extremely close or familiar in most settings.



Source: (Wiki, n.d.)

Hub Themes

Hub Theme 1: 50 Under 50

Content Formula: Promotional + Photo & Video + Beginner Needlepoint Canvases

Hub Theme 2: Stitch Education

Content Formula: Educational + Tripod Video + Overhead POV Stitch Tutorial

Hub Theme 3: Finishing Friday

Content Formula: Promotional + Situational Photos + Finished Needlepoint Projects

Hub Theme 1

Hub Theme 1: 50 Under 50

Content Formula: Promotional + Photo & Video + Beginner Needlepoint Canvases

Visual Guidelines: All posts should be professional product photography. Any white background should be replaced with a non-distracting photo background (examples on posts 1 and 3). All posts should contain the Needlepoint.com logo mark (on white circle is preferred) brand teal border, and the words “50 Under \$50” in Roboto Bold and kit name in Roboto Slab. Text can be at top or bottom depending on product photography. No cut project touches the logo (posts 1 and 3), while stylistic photography (post 2) can. The #50under50 hashtag should come after the #needlepointdotcom and #needlepoint tags.



110 likes

needlepointdotcom Deck the halls with this week's 50 Under \$50! Our last few weeks of this series will focus on holiday stitching as the holidays draw ever closer. This Holly Starter Kit would be a beautiful ornament or framed piece special for Christmas! #needlepointdotcom #needlepoint #50under50 #needlepointkits #christmasneedlepoint



110 likes

needlepointdotcom We are jetting off with this week's 50 Under 50! This week, we are featuring one of our favorite luggage tag designs, which is this simple yet striking monogram. You'll have no problem finding your luggage at the carousel with this design! #needlepointdotcom #needlepoint #50under50 #needlepointkits



110 likes

needlepointdotcom Looking for a quick relaxing stitch? How about a way to get into stitching? This Beach Hut Kit is perfect for anyone looking for a quick stitching escape! This kit comes with all of the threads you need to get stitching - all under \$50! #needlepointdotcom #needlepoint #50under50 #needlepointkits #summerstitching

Hub Theme 2

Hub Theme 1: Stitch EDU

Content Formula: Educational + Tripod Video + Overhead POV Stitch Tutorial

Visual Guidelines: All Stitch EDU content should have an intro slide, shown below. This slide should use the needle background, with the full logo at the top and Stitch EDU in the logo font, Maharlika. The name of the stitch should sit below the photo of the stitch. All stitches should be done in brand colors, or as close to brand colors as possible. All posts should include an overhead tripod video demonstrating the stitch and a stitch diagram. Always capitalize stitch names, and add #stitcheddu and #learntostitch



Hub Theme 3

Hub Theme 3: Finishing Friday

Content Formula: Promotional + Photo & Video + Beginner Needlepoint Canvases

Visual Guidelines: Posts should be high-quality, but not necessarily of professional quality. 80% of photos used should be from customers (UGC) of Needlepoint.com canvases and finishing. All photos should be in context (i.e., a Christmas ornament on a Christmas tree). First photo in the carousels are shown below, with “Finishing Friday” in Roboto Bold with a drop shadow either vertically or horizontally. Other photos just use the Needlepoint.com logo in upper or lower righthand corner. All photos should tag back to creators who submitted the photos. All carousels should have a loose theme (like pillow finishing, holidays, belts, colligate, etc)



110 likes

needlepointdotcom This Finishing Friday, we are getting cozy with some pillows finished by our talented Needlepoint.com finishers! We love seeing the fun fabric and trims that adorn these pillows! Have a recent finish from Needlepoint.com? Tag us and use the #finishingfriday for a chance to be featured in a future post! #needlepointdotcom #needlepoint #finishingfriday #needlepointfinishing #needlepointpillow



110 likes

needlepointdotcom It's a festive Finishing Friday! This week, we are showcasing some of the recent ornaments our stitchers have gotten back from the finishers! Our holiday ornament deadline is fast approaching! Submit your form today to guarantee your ornament's arrival before December 20! #needlepointdotcom #needlepoint #finishingfriday #needlepointfinishing #needlepointornament

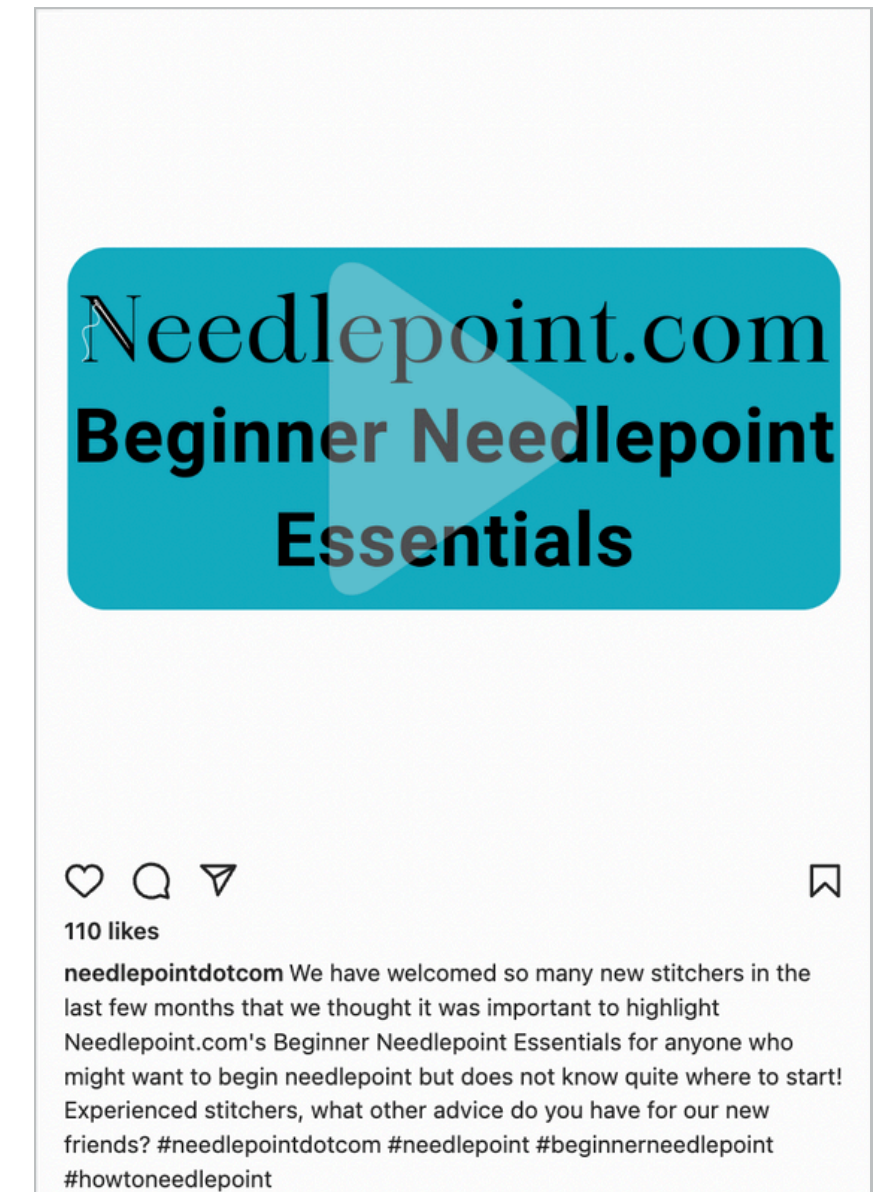
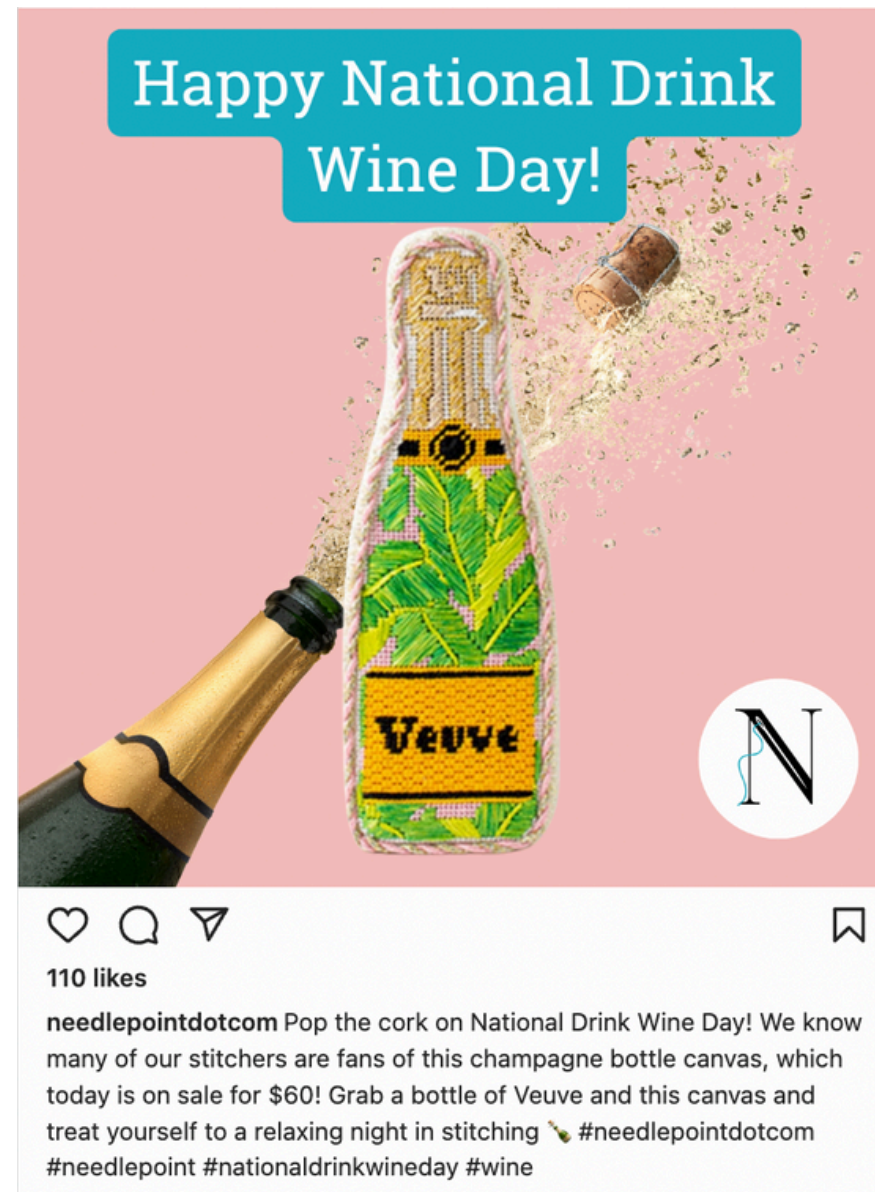


110 likes

needlepointdotcom Tres chic! This Finishing Friday, we are looking at all of your bar cart accoutrements, ranging from ornaments to framed pieces and more! #needlepointdotcom #needlepoint #finishingfriday #needlepointfinishing #barcart

Hygiene Content

Hygiene content should try to incorporate the Needlepoint.com brand colors when possible. Hygiene content can involve holidays, new product releases, and other non-stitching educational videos (e.g., how to assemble stretcher bars, beginners guides to needlepoint, etc.). Take inspiration from Needlepoint.com blog when product releases are low or when looking to increase web traffic. This content can have some more humor and personality and should work to engage with followers. Below are three examples of utilizing these types of content.

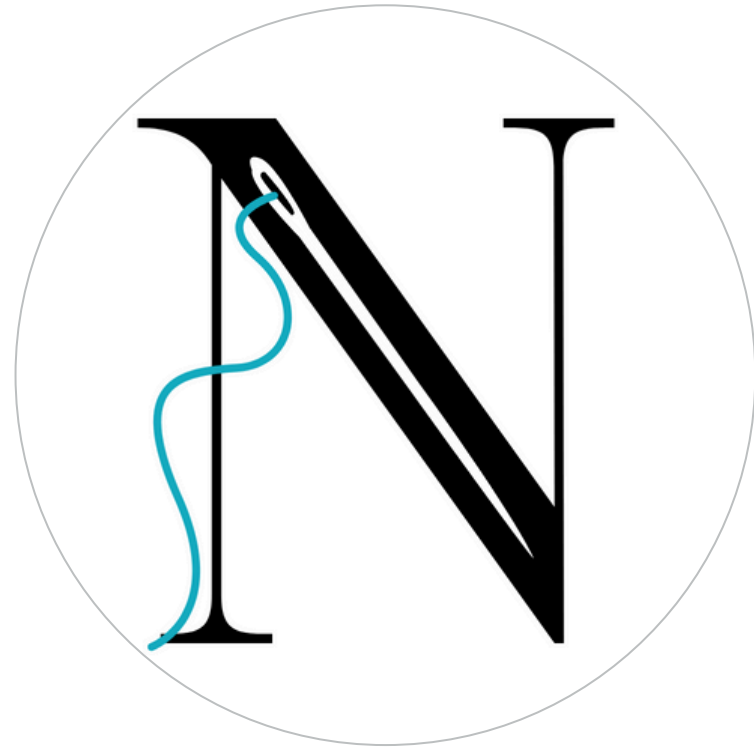


Profile Pictures

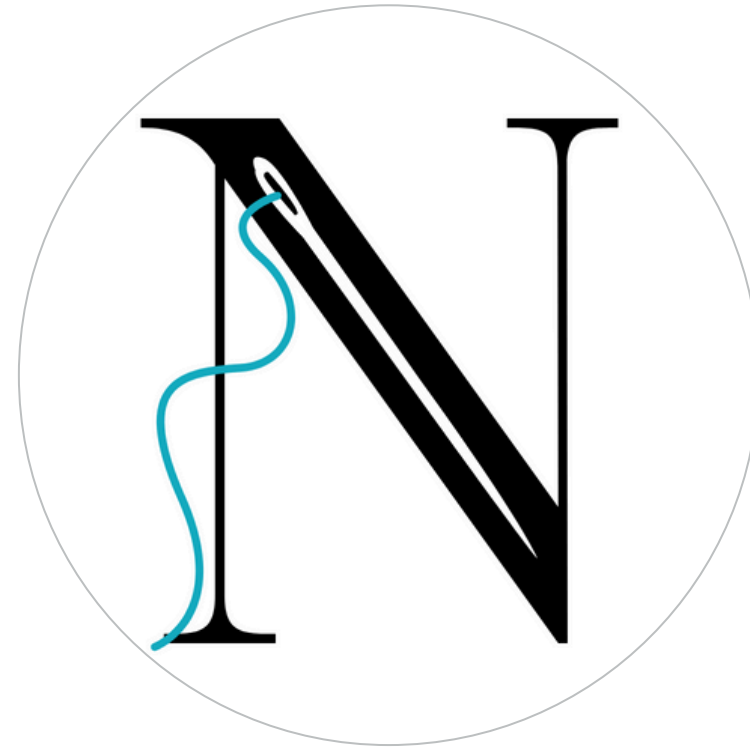
INSTAGRAM



FACEBOOK



TIKTOK



PINTEREST



Each of the above profile photos was selected to best compliment its respective platform. For example, on Instagram, using the white background could get lost in the profile section. On Facebook, the regular logo will help most with brand recognition.

Rules of Engagement

Needlepoint.com does not handle negative comments directly on posts and directs commenters. Because needlepoint is a complex and skilled art, clogging up comments would just be unsightly and difficult for screen readers to sift through. These interactions should be dealt with kindness and professionalism. We are a small business, so we cannot concede the same way large brands can, but working to best resolve the issues for all parties is in our best interest.

In the needlepoint space, while we do have competitors, we are kind and courteous to all. Many of our designers sell through our website/in-store, on their own online platforms, and other needlepoint stores. Most stitchers do not buy all materials beginning to end from one establishment either, meaning stitchers will likely patronize multiple stores to complete a project. The space is small, and there is no reason to not interact with and be kind to other designers and needlepoint stores.

When utilizing UGC, like in Finishing Friday, always tag the stitcher in the post and in the comments as to not disrupt screen readers. That way, stitchers get the credit they deserve and we are lifting up stitchers who stitch our canvases and use our products.

Closing Remarks

Needlepoint.com has never had the opportunity that the current internet climate affords. This influx of new stitchers finding the craft through social media gives us the opportunity to grow and stake our claim in the national needlepoint market. By sticking to this branding guideline, we can best provide our guests with a consistent and reliable experience that transitions seamlessly from our in-person stores to online. Following the above guidelines will help Needlepoint.com's continued growth and cement the company as the largest and most reliable consumer needlepoint company in the country.

Resources

Crumpler, K. (2020, January 9). The history of Needlepoint.Com. Needlepoint.Com.
<https://needlepoint.com/blogs/needlepoint-know-how/the-history-of-needlepoint-com?srsltid=AfmBOoqLybFEYj2yd6tx68IT-eWHC4W8bhzCUc8peQXtIkaXE9eitEoD>

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