Strengthening Artisan Networking Initiative

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The Duality of ATAU

<table>
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<tr>
<th>Education</th>
<th>Networking</th>
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<td>Profile Options</td>
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<td>Webinars</td>
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<td>Articles</td>
<td>Product Pages</td>
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<td>Resources</td>
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</table>
Looking back

2015

- Market Readiness Intro Course
- Social Media Advertising
- ATAU Badge System

2016

- Networking Features
- Product Categories
- Tutorial Video

Marketing Communication
- Market Readiness Program
- Create a Website
- Computer Skills

LEARN
- Market Readiness Introductory Course
- Exporting
- Leading Teams
- Leadership
- Creative Monitoring and Evaluating
- Manage a Business

CONNECT
- MRP Class of 2015
  - 37 members
- MRP Class of 2014
  - 28 members
- MRP Class of 2016
  - 27 members

FIND
- Resources
  - 25 Resources
- Products
  - 22 Products
- People
  - 3899 People
ATAU’s Progress in 2017

Networking Functionality
- Advanced Search
- Profile Options

ATAU’s Growth
- User Count
- Site Visits

WPI 2017 Project
- Fixing Outstanding Issues
- Creation of User Guides
- Findings and Recommendations
New: Advanced Search and Profile Options

Find products and connect to users by searching user type (artisan, buyer, designer, social entrepreneur, other) and location.
ATAU Growth in 2017

User Count: 664

+24% From Last Year

3653 Site Visits

From 127 Countries
To increase usage of ATAU's networking features, especially the number of completed profiles to attract potential buyers.
User Profiles

Summary
Ariee Home & Gifts is a family business dedicated to the design and production of traditionally handmade products for home decoration and authentic gifts. http://www.ariee.co

LATEST BADGES

LATEST ENROLLED COURSES
Exporting to the U.S. Retail ...
Business Development

Market Readiness Introduc...
Exporting

LATEST GROUPS

LATEST WISHLIST COURSES
Fixed Outstanding Issues
 Developed User Guides

- Creating an Account
- Completing Profile
- Creating Product Pages
- Finding and Messaging
Developed User Guides

Technical Features
- Foreign Languages
- Device Specificity
- Video guides

Testing and Review
- Self-testing
- Test with ATA staff
Promotion of the Site

MRP Groups

Contacts from Maud

Email Inquiries

Craft Fairs
Supported Existing Users

Systems Used

- Email
- Skype

Develop Relationships

User Retention

Hi Maryam,

ATAU is set up to help you connect with designers, buyers, collaborators, and presenters. You seem to have some good information here. We recommend that you link your ATAU profile so you can advertise this information on the site. A guide to how this process can be found here: https://atau.team/atau.com/get-started/

You can also show your products on the site. We recommend creating profiles for each of your best products. A guide to helping with creating these profiles can be found here: https://atau.team/atau.com/get-started/

We hope that you will continue to use the site! Please contact us if you have any questions at all!
## Effectiveness of Our Methods

### Email Promotion
- Able to reach large group
- Only registered users
- Low response rate

### Personal Interaction
- Only reaches specific people
- Craft fairs, email support
- Received enthusiastically
## User Retention

<table>
<thead>
<tr>
<th>Group</th>
<th>New Users</th>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
<th>Week 4</th>
<th>Week 5</th>
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<tbody>
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### Retention Needs

- **Content**
- **Support**
- **Value**
Possible Fixes

Newsfeeds
Content Updates
Newsletters
Yellowpages

Partnership
Special thanks to

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All Creative Learning Staff & Volunteers

For their continued support through our project