



# Weekly Marketing Checklist for Surface Pattern Designers

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## Monday — Read Your Data (Analytics & Strategy)

*Take a calm look at what's working and let your data guide you for the week ahead.*

- ☐ Review your Top Viewed surface pattern designs
- ☐ Check Designs in Baskets to spot near-sales opportunities
- ☐ Browse Most Popular Buyer Searches in your Analytics Dashboard
- ☐ Note any high-views / low-conversion designs that could be improved
- ☐ Decide which designs you might create variations of
- ☐ Identify your priority buyer segments for the week
- ☐ Map out your Tuesday upload plan based on trends and insights

## Tuesday: Share Your Work (Uploads & Visibility)

*Keep your studio feeling fresh, active, and easy to discover.*

- ☐ Upload 2–5 new surface pattern designs to your The Pattern Cloud shop
- ☐ Polish your titles, tags, and thumbnails so buyers can find you easily
- ☐ Use real buyer search terms from your analytics when tagging
- ☐ Share one upload preview to Instagram Stories (optional, but lovely)

## Wednesday: Make Connections (Buyer Outreach)

*A little outreach goes a long way — this is your relationship-building day.*

- ☐ Find 5–10 aligned brands on Instagram
- ☐ Identify key decision-makers on LinkedIn
- ☐ Add contacts to your buyer outreach list / CRM
- ☐ Send 3–5 warm, personalized messages or emails
- ☐ Reference the brand and link to a relevant Pattern Cloud collection
- ☐ Save responses and set gentle follow-ups



## Thursday: Share Your Story (Social, Email & Engagement) 📷💬

*Show up, share your process, and stay top of mind with your community.*

### 📷 Instagram

- ☐ Post 1 behind-the-scenes piece (process, sketch → digital, or inspiration)
- ☐ Write a clear, friendly caption with relevant hashtags
- ☐ Add a soft CTA to your Pattern Cloud shop (link in bio)

### 📌 Pinterest

- ☐ Pin 2–4 pattern previews or mockups
- ☐ Use clear, SEO-friendly descriptions and keywords
- ☐ Link pins directly to your Pattern Cloud designs

### ✉️ Email Newsletter

- ☐ Send a weekly or bi-weekly update to your buyers
- ☐ Feature 6–10 designs with direct shop links
- ☐ Use a simple, clear subject line

### 🔄 Quick Follow-Ups

- ☐ Reply to buyer emails/DMs
- ☐ Follow up with 2–3 previous contacts
- ☐ Update your CRM or contact list

## Friday: Design with Intention (Trends & Portfolio Optimization) 🧭

*Wrap up your week thoughtfully and set yourself up for a smooth next one.*

### 🌍 Trend Planning

- ☐ Review the latest surface pattern design trend blogs
- ☐ Choose 1–2 trends to focus on
- ☐ Sketch out next week's plan:
  - Color palette
  - Motif direction
  - Collection idea (if relevant)

### 🛒 Content Batching

- ☐ Prepare next week's Instagram posts, Pinterest pins, and email visuals
- ☐ Keep everything aligned around one mini-theme for a cohesive look