



Weekly Marketing Checklist for Surface Pattern Designers

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