

Cricut Craftfest 2027

Suggested Promotion Schedule

Key Details

 The event runs from **February 8th–12th**.

 The promotion opens on **January 11th at 9 AM Eastern**.

 There are **40+** workshops premiering at this event. Find the [SCHEDULE PAGE HERE](#).

Make Sure You Earn Your 50% Commission!

Access your affiliate links anytime [right here](#).

Please note: There are affiliate links for BOTH the registration and VIP-Access Pass pages. Be sure to **always use one or the other to get your 50% commission for the sales!**

Spreading the word is what will make this a success for each and every speaker who is participating.

Suggested Promotion Schedule

To make it easy-peasy to promote Craftfest (and maximize your success!), the following are recommended dates—plus, promo graphics and swipe copy!—for emails and social media posts.

Feel free to use your own, too, but these are here to make your life a little easier!

Pre-Promo P.S. Teaser

Dates: Now until January 10!

I recommend adding this to all your emails.

Add this P.S. to your emails to start generating buzz for the event now. By the time January 7 rolls around, your audience will be ready to go!

 [PRE-PROMO P.S. TEASER COPY](#)

1 The Announcement

Dates to send/post: January 11–15

Opening week is the strongest time to send this email/post this social copy!

The promotion opens on January 11 at 9 AM Eastern. Announce your workshop and the Cricut Craftfest to your community. As per the speaker agreement, **please send at least one email to your entire list and at least one social media post.**

 [THE ANNOUNCEMENT EMAIL COPY \(Email #1\)](#)

 [THE ANNOUNCEMENT SOCIAL COPY \(Social Post #1\)](#)

 [PROMO GRAPHICS](#)

2 Your Story

Dates to send: January 14–19

I suggest at least one email to your list during these dates.

Think back to your Cricut journey at its “worst.” Put yourself in the shoes of a beginner or someone looking to grow their Cricut skills. How can you relate to them and share inspiration for life after overwhelm? This is a great way to remind people of the event, while also connecting with your audience on a deeper level.

 [YOUR STORY EMAIL COPY \(Email #2\)](#)

 [PROMO GRAPHICS](#)

3 The Reminder

Date to post: January 20–26

I suggest at least one social media post on each of your top platforms between these dates.

Remind the community of your workshop happening and mention all the other great speakers who they’ll enjoy too. Create buzz and excitement for the upcoming free event!

 [REMINDER SOCIAL COPY \(Social Post #2\)](#)

 [PROMO GRAPHICS](#)

4 Giveaway

Date to send: January 19–26

I suggest at least one email to your list during these dates.

One of the best ways to remind your audience to sign up? Remind them they have to sign up for the free pass to participate in the giveaways. As always, our generous speakers and sponsors have incredible giveaways lined up! Check out the [GIVEAWAYS PAGE](#) for all the details.

 [GIVEAWAY EMAIL COPY \(Email #3\)](#)

 [PROMO GRAPHICS](#)

5 Starting Monday

Date to send/post: January 27–31

Let your community know that the event is starting on Monday, February 2nd and that the early bird price for the VIP Pass disappears when the event ends!

 [STARTING MONDAY EMAIL COPY \(EMAIL #4\)](#)

 [STARTING MONDAY SOCIAL COPY \(SOCIAL POST #3\)](#)

 [PROMO GRAPHICS](#)

6 The VIP Pass

Date to send/post: January 31-February 1

You stand to get the best results from this because it's the weekend before the event—a.k.a. the last chance at the early bird price!

This email is great for collecting those commissions! Don't be shy about sharing about the VIP Pass. Most people will forget about the lifetime access pass even if they have already grabbed a free ticket. This is your chance to remind them!

 [VIP PASS EMAIL COPY \(EMAIL #5\)](#)

 [VIP PASS SOCIAL COPY \(SOCIAL POST #4\)](#)

 [PROMO GRAPHICS](#)

7 Day of Your Workshop

Date to send/post: [View the event schedule here for your date/time](#)

*I suggest one email to your list and **at least** one social media post on each of your top platforms.*

On the day of your event, send an email out in the AM to remind everyone to access your workshop and that it's only free for 24 hours. Give them another call to action to get the VIP-Access Pass while they still can.

 [DAY OF YOUR WORKSHOP EMAIL COPY \(EMAIL #6\)](#)

 [DAY OF YOUR WORKSHOP SOCIAL COPY \(SOCIAL POST #5\)](#)

 [PROMO GRAPHICS](#)

8 Last Chance VIP

Date to send/post: February 5 or 6 before the VIP Pass is GONE

We see lots of last-minute sales on the last day of the event, so I highly recommend sending this email!

Give your audience one last chance to get lifetime access to your workshop and all the others! Some of your audience may have planned to attend your workshop and missed it, so this gives them one last shot, plus the ability to pause, rewatch, and learn other skills when they're ready!

 [LAST CHANCE VIP EMAIL COPY \(EMAIL #7\)](#)

 [PROMO GRAPHICS](#)

10 PLACES TO PROMOTE THE CRICUT CRAFTFEST AND YOUR AFFILIATE LINKS

1. Facebook stories
2. Instagram stories
3. Facebook page with reels or images
4. Facebook groups (as long as it doesn't violate rules or you own the group)
5. Instagram profile with reels or images
6. Create a reel showing off the final project with a call to action to register to watch the whole workshop.
7. Email list, of course!
8. Update your link-in-bio page
9. Make a YouTube #short teasing your craft and telling followers to visit the link in the description to register.
10. Create a TikTok video teasing your workshop