

7 Proven ways to sell your UK-made brand



Who is this for?

- You make products in the UK
- You sell to the end consumer
- You are proud of what you do

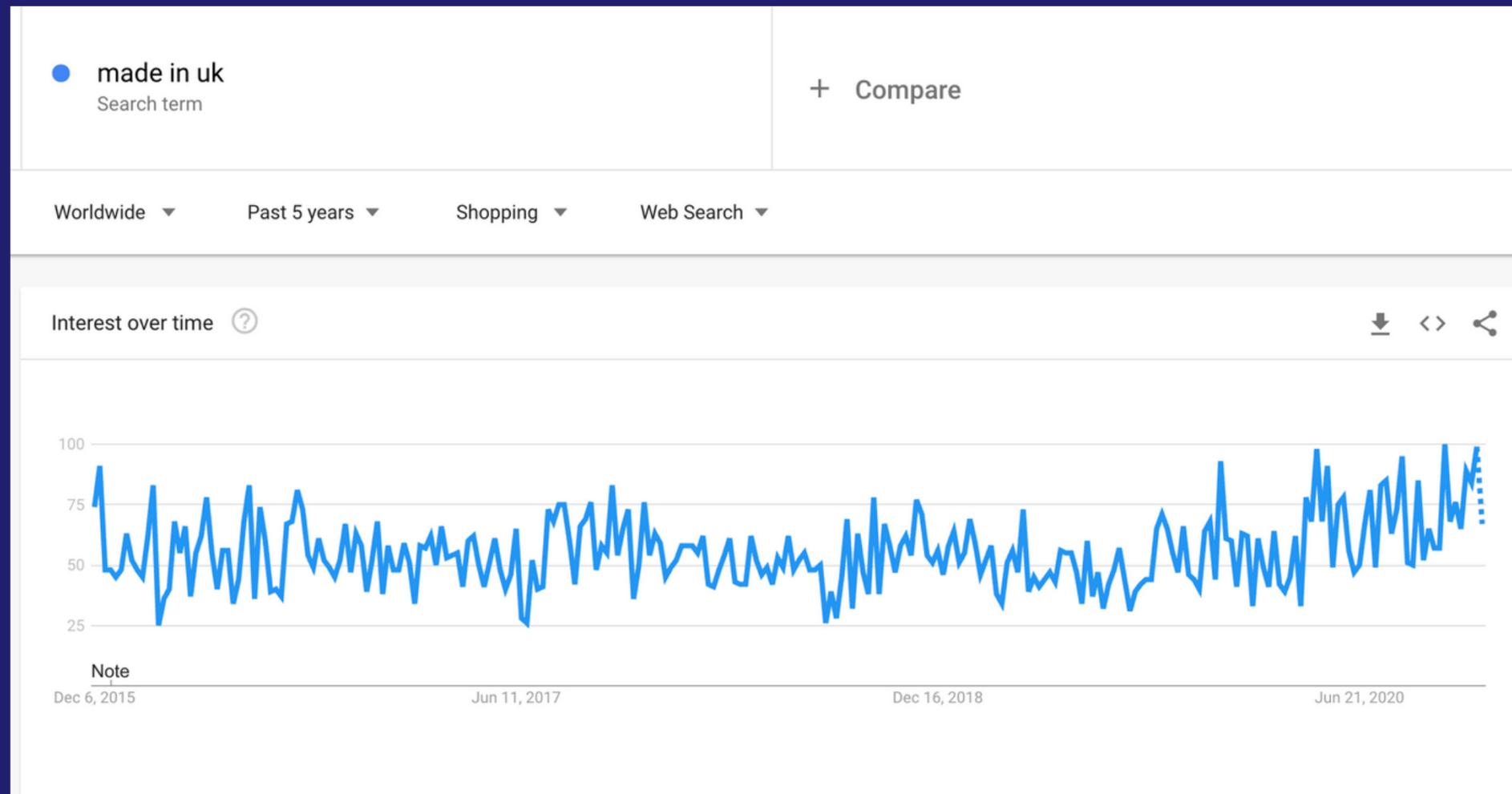
42%

**of International consumers
are willing to pay more
for British-made goods**

36%

**increase in demand
for British-made goods
in last 5 years**

Google search 'made in UK'



About Make it British

- **Founded by Kate Hills in 2011**
- **Support for 1,000s of British-made brands**
- **2 million visitors a year**
- **No. 1 in Google for British-made products**
- **Featured in UK & International media**



I took a look at my Google Analytics for visits to my website over the past 6 months. At the top of the list for referrals was the 'Make it British' brand directory; higher even than Instagram!

One of these visits resulted in contact made by 'Made by Everyone', an enterprise established by renowned tailor Tim Everest and advertising creative Danny Kellard. They were looking for more innovative British design from emerging fashion brands to add to their store. I went to see them and they made a minimum order on that first visit. About a month later when I launched my second collection of Men's Silk scarves they got back in contact and ordered the entire collection! Without the MIB directory we would never have found each other.



Geoff Stocker

1

Label your products as Made in the UK



The Cambridge Satchel Company



United Overalls



HebTroCo



Abraham Moon

2

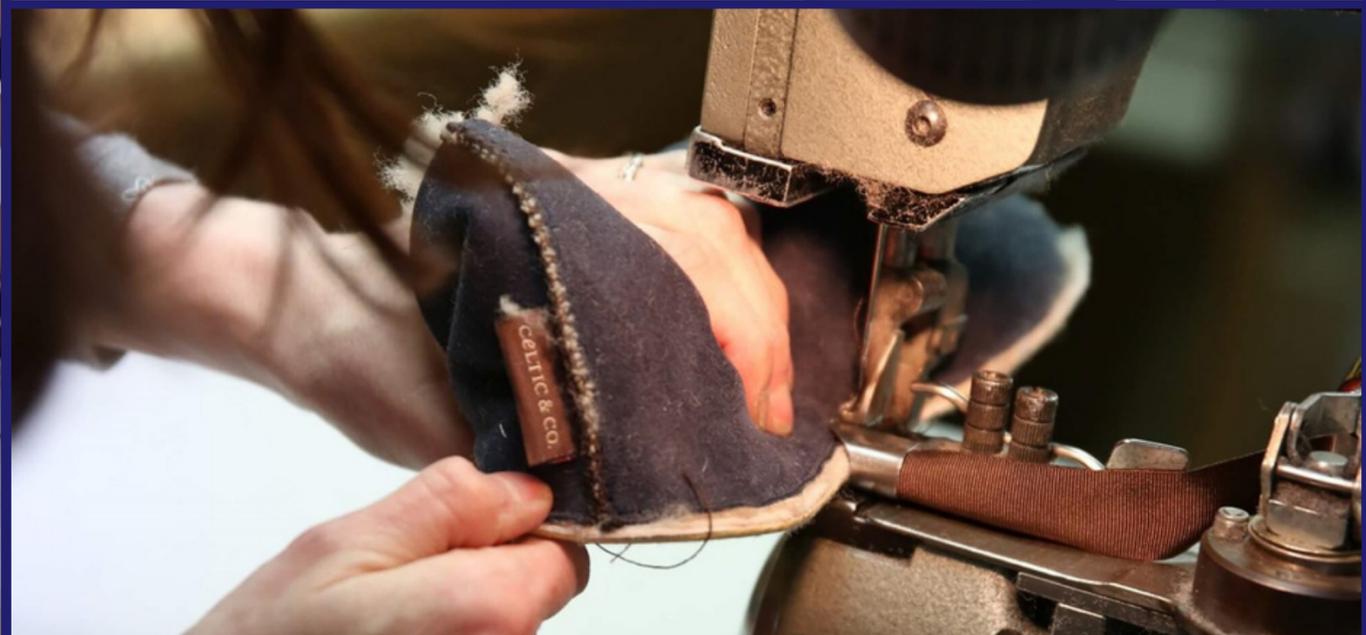
Make the most of your provenance



Melin Tregwynt



Duchess Chinas

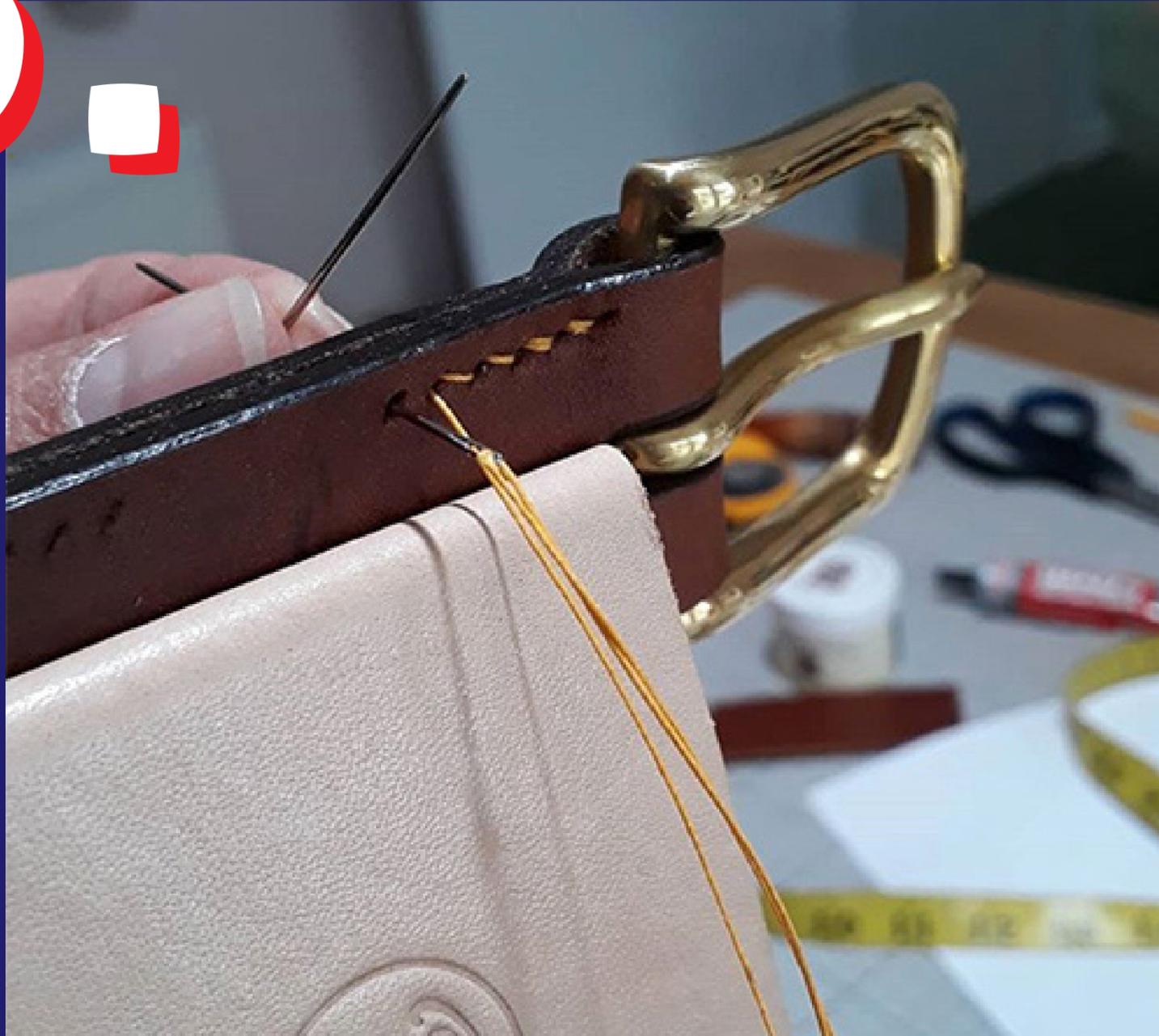


Celtic & Co

3 Show off your craftsmanship

Fruitbat Textiles

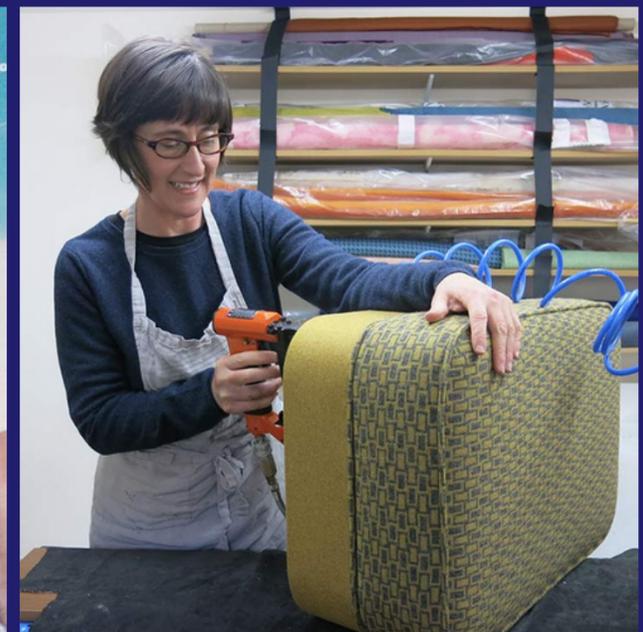
Joseph Azagury



Roslyn Whiting Leathercraft



Arati Devasher Textiles



Made Below

4 Tell people your location

Teddy Edward

Always made in Great Britain

To make the luxury products that Teddy Edward is renowned for, we have travelled the length of the nation to find the very best artisans, suppliers and manufacturers the country has to offer. We utilise the talent of skilled workers in:

Birmingham – Many of our tops are made in the metropolitan buzz of Britain's second city.

Buckinghamshire – In the home counties we found one of the best manufacturers to produce much of our collection.

Lancashire - The Red Rose county is where we source luxurious fine velvets and our special stretch moleskin.

Leicestershire – Renowned for its hosiery and knitwear, we get our luxurious cotton, jersey fabrics and cosy alpaca socks from the county.

London - All our shirts are made by the very best tailors in the capital, lending to each piece a crisp, city edge

Nottinghamshire - A county with a rich creative history, finding skilled workers to make our luxury buttons and lace here was easy. Our unique high-build embroidery is also crafted in a small village in the county.

British-made clothing.



external:
webbing caps - Czech Republic



Both Barrels

Private White V.C.

5 Show behind the scenes

Touch of Tweed



James Ince Umbrellas



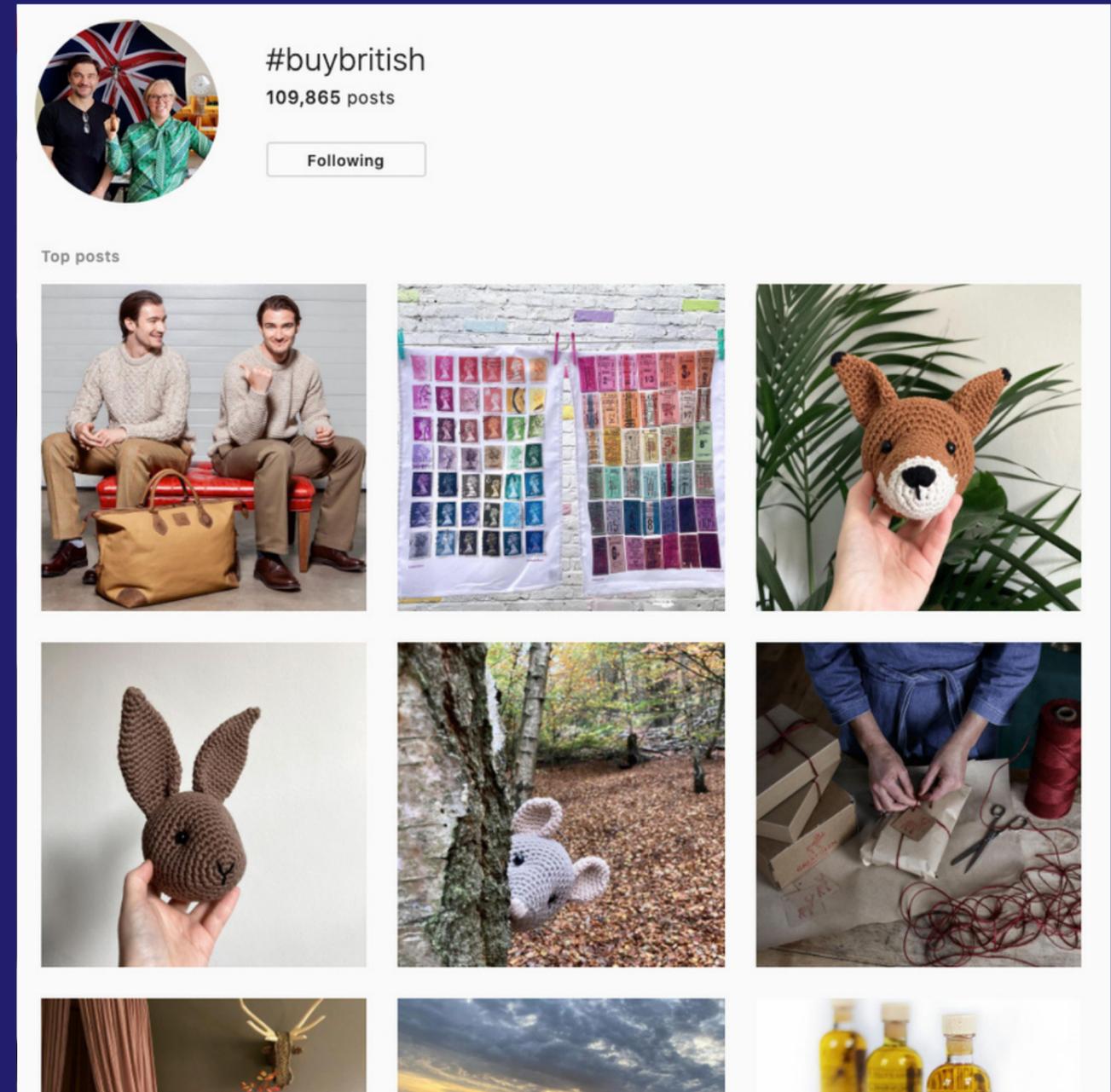
Mars Knitwear



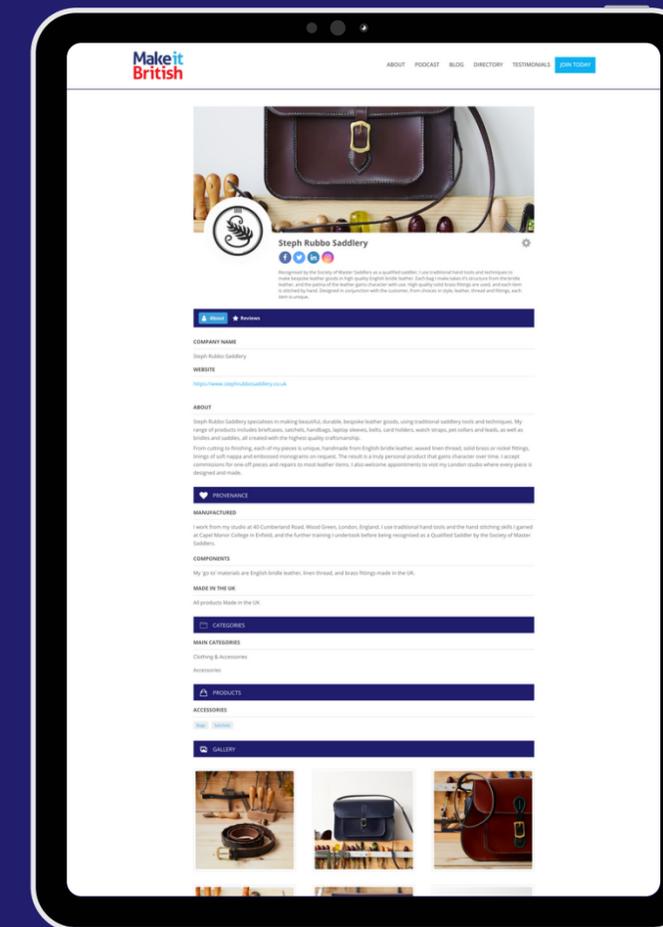
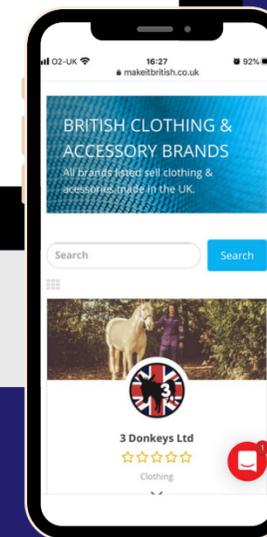
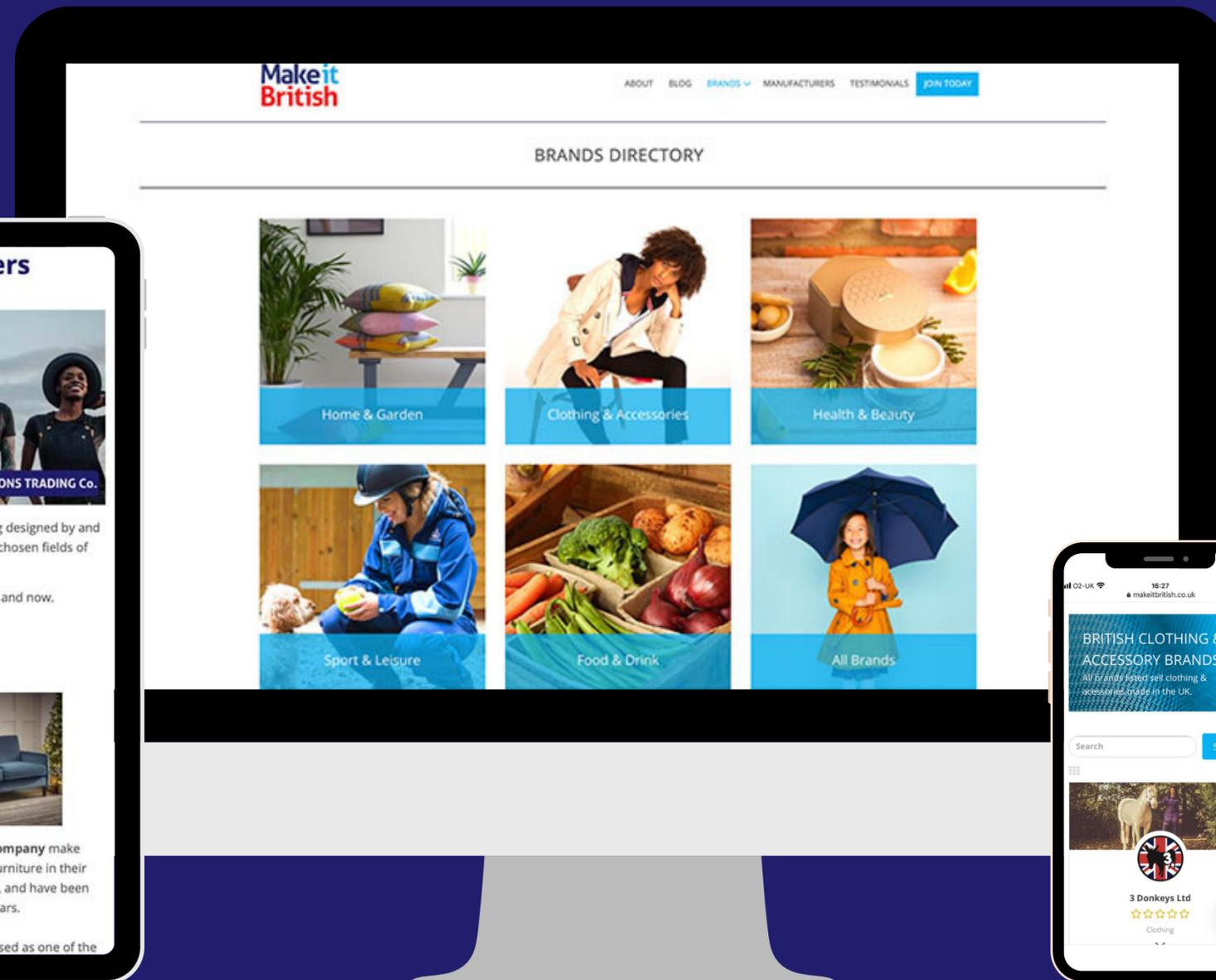
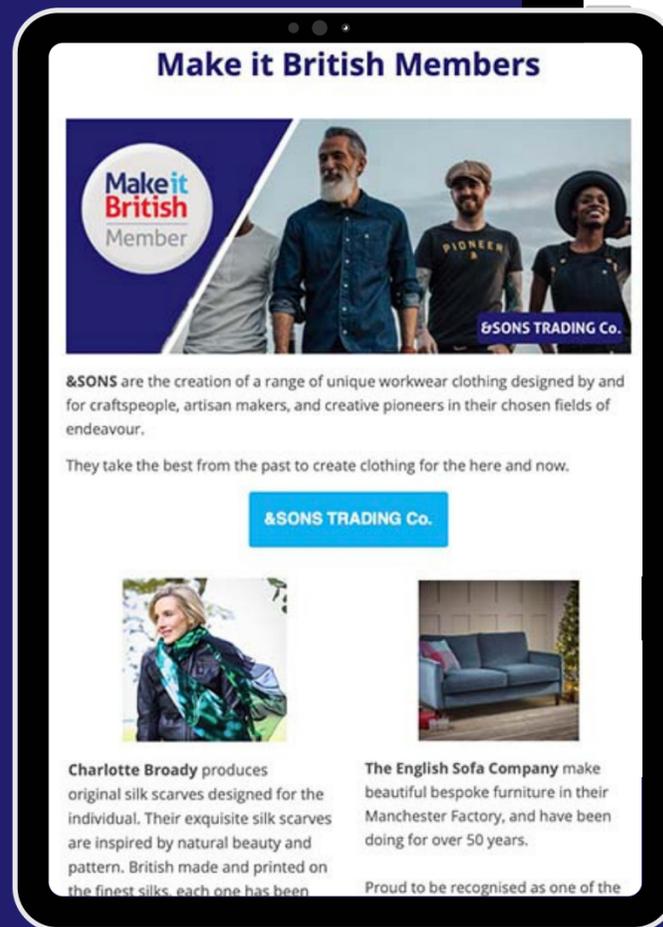
Waring Brooke

6 Use relevant hashtags

**#buybritish #madeintheuk #madeinbritain
#madeinuk #ukmade #britishmade
#ukmanufacturing #ukmanufacture #buybritish
#britishdesign #supportthemakers #locallove
#textileindustry #slowfashion #britishdesign
#supportthemakers #favehandmade
#whomadeyourclothes #madehere
#craftsmanship #meetthemaker #ukhandmade**

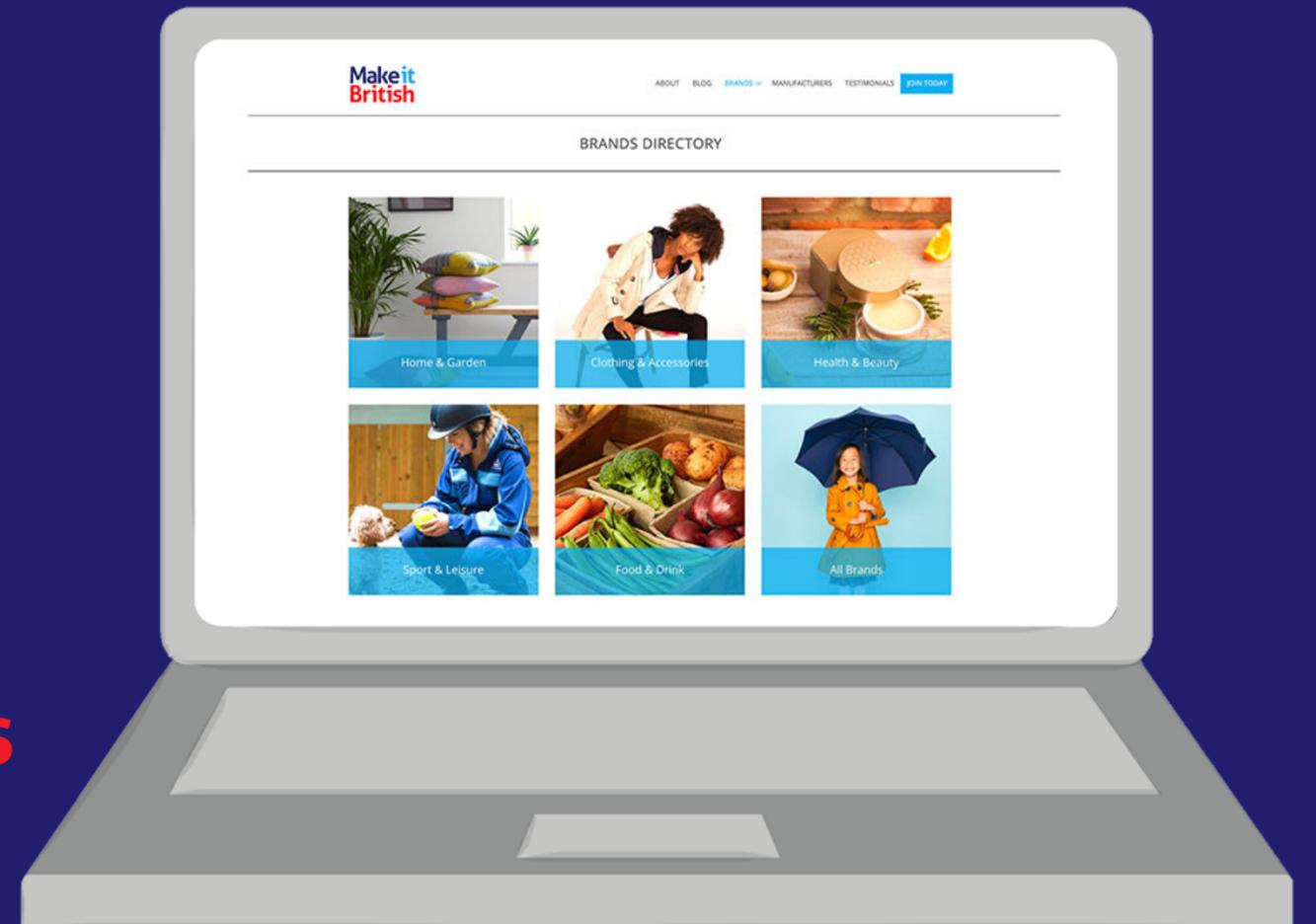


7 Join Make it British



What you get...

- **Directory listing**
- **Verified provenance**
- **SEO & Backlinks**
- **Content marketing**
- **A community of like-minded businesses**
- **Much, much more...**



We have seen a significant increase in traffic online direct from Make it British in the last months, including additional purchases as a result.

Make it British is the one place that showcases authentic British makers and clearly Kate Hills' curating is trusted and we are all grateful to her for this.

Emma Willis MBE, Emma Willis Ltd



Emma Willis MBE

Since joining Make it British we've received a good amount of referral traffic from their site, been included in a lovely feature about the 'best of British baby brands' and are more than covering our costs with a fresh audience genuinely interested in buying British.

*A worthwhile investment, very supportive team, we're proud to be part of it.
Thank you. [Pippa Dziubinski, The Little Art Collection](#)*



Pippa Dziubinski

Our inclusion in the Make it British Top 10 lists has rapidly increased our monthly website traffic.

We have seen a noticeable increase in conversions directly from the Make It British page. Piers Dickinson, Hyde & Hare

”



Piers Dickinson



Finella Devitt

”

I have just made some nice sales as direct referrals from my Make it British premium listing.

Two orders in two days covered the cost of my annual membership so I'm very happy. Here's to more! Thank you for all you do to support our industry.

Finella Devitt, Firehorse

Join our community!

There has never been a better
time to become a member of
Make it British.

makeitbritish.co.uk/join

