



Introducing A Special Gift for Crochet Lovers

July 10, 2015

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Eight weeks ago, the proprietor of FH Enterprises announced the impending launch new online business project designed to boost the family business in a new direction. Yesterday it was announced that the first shipment of a lightweight aluminium and steel crochet hooks sets had arrived in store and focus re-directed towards a special fan page promotion designed to kickstart the new launch on Amazon.

Just six months after recovery after a near-death event on New Year's Day 2015, what was then 'just an idea' has now become reality, promotions aimed at building a friendly user network of avid crochet lovers begins.

"We learned of many success stories among people recovering from post-traumatic stress disorder, hyper-activity or whilst healing in bed had taken up crochet as a useful, engaging pastime. Some positive signs were unearthed by our initial research which made crochet hooks an obvious choice for our first online business project. That was backed up by further research which revealed exciting glimpses and insights of astonishing instances of how this very popular hand craft has been adopted by fashion-conscious elements of society and do-it-yourself enthusiasts alike" - F. Heath, proprietor of FH Enterprises.

"In our earlier press release (June), the first shipment of crochet hooks was just a few days away from being delivered to Amazon FBA for initial stock. But the product was in short supply which delayed the planned

promotional activities. It's a delightful, compact crochet hook set comprised of 22 of different hook sizes -10 Aluminium and 12 steel, all individually separated in a lightweight,smart, compact travel pouch and users love it when compared to other types of crochet hook."

Stage One of the promotion has been hinged around provision of a dedicated fan page named HotKnit Cafe'. Already this had proved to be a pleasant success- attracting more than 40 likes in the first week from organic traffic.

The intention is to develop the HotKnit fan page into a social hub where crochet lovers, young and old can share ideas, learn more about the company and its products and participate in providing valuable feedback.

Commenting on this aspect, F. Heath said, "The Fan page provided one piece of very useful feedback within just a few days. We received a comment that the crochet hook sizes - embossed in the shank of the hooks - were metric. It became obvious that a crochet hook conversion chart with data for US hook sizes was clearly needed. We quickly found a suitable solution online - one which most users were happy to accept as part of our service. Apart from that, feedback is very positive. Users have been quick to praise the benefits of having a pouch with individual separators to help keep things tidy. No more losing hooks and wasting time searching for 'the right one' and the range of hook sizes seems to suit most users needs."

The second stage had three objectives, an online competition (currently underway), offline and on-line networking initiatives to build product awareness and a simple campaign to invite prospects to join the VIP group.

Participants enter the competition, share information and news with others to earn points and get rewarded with additional chances to win in the competition. Top winners receive free product and other participants will be randomly selected to receive prizes that include heavily discounted product offers.

It's anticipated that future promotional and marketing activities will encourage members to join the private 'VIP' group to enjoy special privileges, early notifications of special product news, participate in group surveys, give feedback or engage in product testing in return for giveaways or discount opportunities.

Learn more about the competition [here](#).

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FH Enterprises

*FH Enterprises markets crochet hooks and knitting solutions on Amazon.com & fulfilled by FBA.
Its a small family business sourcing quality products whilst providing dependable and personal service*

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