The website will have the slogan, "The Unofficial Craftsman" and will be the primary method of the company’s marketing strategy. It will have the history, examples of her work, methods used, inspiration for wall designs, and will be a collective of various facets.

Trade Shows will be a large part of JJames Designs as it will showcase her work to the public as well as other craftsmen. Included are seminars focused on learning how to mix pigments, lay fresco, and finish with wax.

Facebook will be a good vehicle for including all ages into the schematic. Reflecting the website, the page will include photos, history, videos, and will essentially be a blog style to keep current trends and updates for the company.

PLASTER + PIGMENT + WAX = FRESCO

"The Unofficial Craftsman"