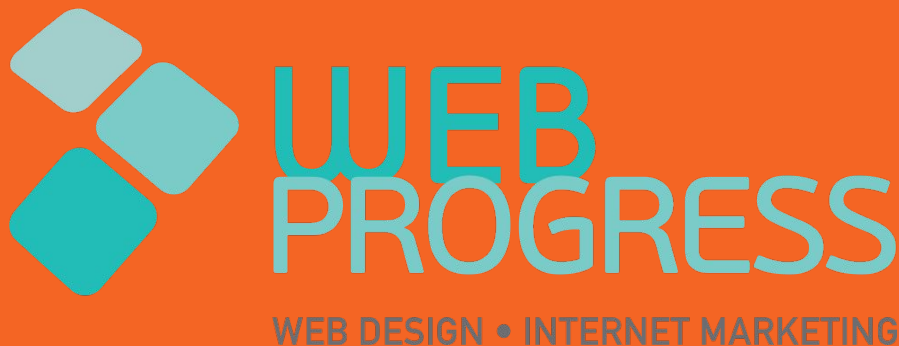

Webinar: Etsy

How to sell on Etsy.



Εισηγήτρια: Άννα Μπάκουλη
Web Developer - Digital Marketer

Τι είναι το Etsy;

Εισαγωγή

Η πλατφόρμα του Etsy, μια από τις κορυφαίες διαδικτυακές αγορές παγκοσμίως, μας δίνει την δυνατότητα να δημιουργήσουμε ένα κατάστημα online (e-shop) και να διαθέσουμε τα προϊόντα μας σε 45 εκατομμύρια πιθανούς πελάτες από όλο τον κόσμο.

Ιδανικό marketplace για χειροποίητα είδη, vintage προϊόντα και είδη για χειροτεχνίες.

Statistics

Top Categories

1. Home & Living
 2. Art
 3. Jewelry
 4. Clothing
-

81%

Percentage of Etsy sales that are made by repeat purchasers

Χρεώσεις

Η δημιουργία λογαριασμού
είναι δωρεάν!

-\$0.20 USD για κάθε προϊόν

-Auto-renew sold products

Βασικές χρεώσεις:

Πωλήσεις

- Listing fee
- Transaction fee
- Payment processing fee.
- Advertising fee για πωλήσεις που ήρθαν από Offsite Ads.

5% στο συνολικό ποσό

5% στο κόστος shipping

Processing Fee 4%+0,3 Greece

VAT

Δημιουργία Καταστήματος

- Create an Etsy account
- Set your shop location and currency
- Choose a shop name
- Create a listing
- Set a payment method (how you want to be paid)
- Set a billing method (how you want to pay your Etsy fees)

Πρώτη εντύπωση

- Cover Photo - Products
- Icon Shop - logo
- Featured Images
- Change theme according to the season
- Build your Branding
- Profile image - upload flowers but not leave it blank!

About Section

- How the shop owner got started, help shoppers connect with your brand on a personal level
- Photos - give customers a behind-the-scenes look at your company
- What makes you unique

*

Shop Sections

- 10 - 20 sections
 - Not General
 - Make it easy for users to buy what they want and make a purchase.
 - Gifts under 100 , Gifts for her, Gifts for him
 - Black Friday List
 - Organized by Price/Size/Shipping
-

Successful Listing

- Keywords relevant to the item
 - Long tail keywords in title
 - Keywords in 1st paragraph
 - Description
 - Policy / Shipping details / Refunds
 - Check out a few more items (link)!
 - Goal -> Engage Customers
-

Keywords

The keywords you add to your listings are an essential tool for matching your listings to users' searches.

- Tags, titles, categories, and attributes
 - Categories act like tags
 - Don't add tags that repeat the phrases that appear in your categories and attributes
 - Titles: Clear, descriptive titles
 - Tags: Opportunity to include 13 phrases, 13 more keywords.
-

Tags - Do's/Don'ts

Do's

1. Use all tags
2. Long-tail keywords
3. Refresh your tags based on the stats
4. Synonyms & Regional phrases

Don'ts

1. Don't repeat tags
 2. Don't repeat categories and attributes
 3. Don't use misspelled words, plurals, multiple languages
-

Profile

- Image
- About
- Passions - Colors - Materials
- Why do you sell on Etsy
- Members

Completed Profiles -> Rank High

Location

Buyers search by region.

Add your location!

Maybe someone wants to buy from their country.



Support this Greece-based shop

You're supporting a shop close to home with your purchase.

—

**Buyers tell us what
they want, love, buy!**

Featured Items

Very Important!

Products on Sale!

Products with traffic and more sales

Promote new products

Find the products that bring you more sales and create more!

FAQ list



Appears on listing and on homepage.

Recommended by Etsy.

What customers tend to ask.

Shipping / Payments / Refunds

–
**Reviews are
people's opinions
and you can't please
everyone all of the
time**

Reviews

Etsy

Search for items or shops



Jewelry & Accessories

Clothing & Shoes

Home & Living

Wedding & Party

Toys & Entertainment

Art & Collectibles

Craft Supplies & Tools

Vintage

Welcome back, Anna!



Review your order from Oct 11, 2020

Yoga Pose Print, Yoga Art, Yoga Quot...



Suggested searches Based on your recent activity



yoga pose poster



moon art



goddess art



yoga art print

Our picks for you



€21.00 **FREE shipping**



€14.31 ~~€15.99~~ (10% off)



€16.00



€3.05



€11.93



€19.00 **FREE shipping**

Only 2 available and it's in 1 person's cart

Recently viewed [See more](#)



€2.28 ~~€5.04~~ (60% off)



€2.28 ~~€5.04~~ (60% off)



€2.28 ~~€5.04~~ (60% off)



Sold



€2.28 ~~€5.04~~ (60% off)



€4.58

Negative Review

Respond privately to a review.

Report if the review violates Etsy policies.

Respond publicly to a review if you are unable to work out a solution with the buyer privately.

Your response: short, simple, professional, focus on your products and services.

Announcements

Short - Simple - Sweet

Call to action

Website | Facebook | Newsletter | Coupon

What is new?

Opening Hours

Update every 3-6 months

Shop Name

You can change it.

Search for domain availability.

Search on Social Media.

Include Keyword.

MacrameDecorForHome

Macrame wall hanging Macrame plant hanger Macrame bag

📍 Moscow, Russia | On Etsy since 2019

92 Sales | ★★★★★

📍 Favorite shop (38)

Ceramicup

Reusable coffee to go cups with silicone lids

📍 Rottweil, Germany | On Etsy since 2020

22 Sales | ★★★★★

📍 Favorite shop (15)

Shop Title

Keywords!

Title relevant to your products.



thiefandbanditkids

Handprinted Organic Kid's Clothing

📍 Halifax, Canada | On Etsy since 2011

4,265 Sales | ★★★★★

📍 Favorite shop (14256)



WebbsDesignShop

Pet Portraits, Personalised Prints & More!

📍 Royal Wootton Bassett, United Kingdom | On Etsy since 2019

4,853 Sales | ★★★★★

📍 Favorite shop (459)



Marilynjoys

Hanging Charms, Rings, Earrings, Bags, Bracelets

📍 Athens, Attica | On Etsy since 2019

49 Sales | ★★★★★

📍 Favorite shop (23)

Promote your Shop - Etsy Ads



Boost your visibility and increase sales

- Keep titles short and sweet
- Photo (use all 10 photos)
- Accurate description
- Competitive price
- Shipping

Let your campaign run for at least 30 days.

Promote your Shop - Etsy Ads

3 Strategies

1. Promote your entire inventory
2. Promote your top performers
3. Promote your new inventory

Let your campaign run for at least 30 days.

Limited advertising budget, promoting your best selling items.

Promoting your new inventory is a great way to improve their organic search placement on Etsy, since views and orders are both factors in your search relevancy.



Promote your Shop - Sales & Coupons

- Run a sale
 - Create a coupon
 - Send an offer to interested shoppers
 - Thank you Coupon!
-

Social Media & Etsy

- Share your listings
- Use the shorten url Etsy creates
- Hashtags
- Share every new listing on Facebook, Pinterest, Instagram



Key Shopping Dates

- Get inspiration for new products.
- Update your photos with on-trend styling.
- Refresh your Shop Banner with seasonal details.
- Include seasonally relevant top-searched terms in your tags, titles, and descriptions.
- Choose which listings to promote through Etsy Ads.

Shopping for holiday decorations and gifts typically peaks in November, but this year shoppers are getting started much earlier.

Key Shopping Dates

- October 31: Halloween
- November 5: Bonfire Night (UK)
- November 14: Diwali
- November 26: Thanksgiving (US)
- November 27: Black Friday
- November 30: Cyber Monday/Week begins
- December 6: St. Nicholas Day (DE and much of Europe)
- December 10-18: Hanukkah
- December 14: Christmas Jumper Day (UK)
- December 21: Winter solstice
- December 24: Christmas Eve
- December 25: Christmas Day
- December 26-January 1: Kwanzaa
- December 26: Boxing Day (UK, CA, AU), Second Christmas Day (DE)
- December 31: New Year's Eve

Holiday Season

- Help shoppers make this holiday season joyful with things like personalization.
- Offering gift wrap.
- Including a handwritten note.
- Consider that many shoppers will be having gifts shipped directly to a recipient rather than giving the gift in person.



34%

Percentage of Etsy sales that come from outside the US

.

Useful Links

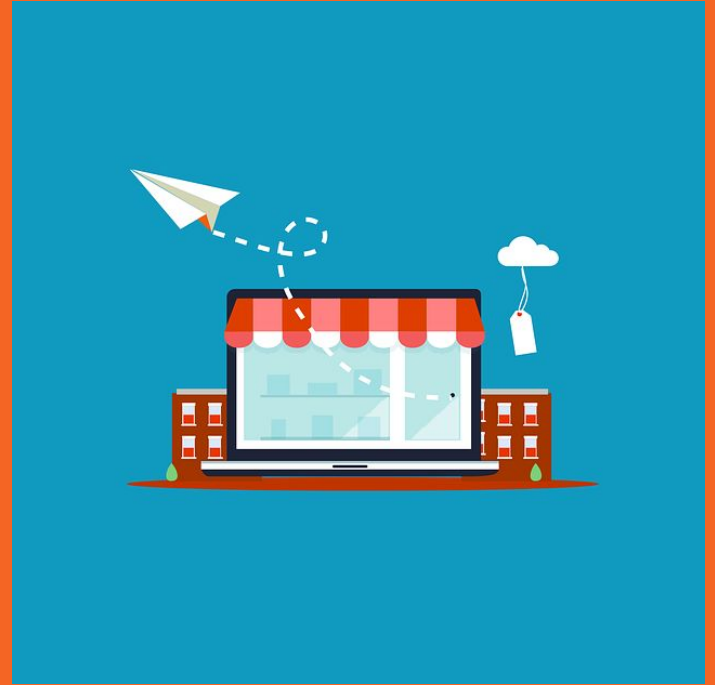
<https://blog.etsy.com/news/>

<https://blog.etsy.com/news/category/product-announcements/>

<https://www.etsy.com/seller-handbook/>

<https://canva.com/>

<https://www.picmonkey.com/>



**“You are ready to set up an Etsy shop
and promote it”**



—

Thanks!



info@webprogress.gr



www.webprogress.gr



210-3809279



WEB PROGRESS

WEB DESIGN • INTERNET MARKETING

Στην περίπτωση που επιθυμείτε, μπορείτε να αφήσετε ένα θετικό review για εμάς, είτε στην [Google](#) (write a review, κάτω και δεξιά), είτε στο [Facebook](#) (recommend Web Progress/πείτε μας τη γνώμη σας).