

ETSY

TIPS & TRICKS

Learn the top ten tips for starting and growing a profitable Etsy business.



Introduction

The digital age has paved the way for many opportunities. One of them was the ability to make money online - either as a side hustle or a full-time business. The concept of eCommerce was built on providing people many options of finding unique items that they might not even find locally.

At the same time, eCommerce has also created another opportunity. A chance for creative people to sell their works and profit from it. Etsy is one of the many platforms that has allowed this.

If you fancy yourself to be a creative person and want to sell your work, it's one of the best places to start. With that in mind, we're going to go over the top ten Etsy tips and tricks for beginners. This report will cover everything you need to know about starting your own journey in becoming profitable on the eCommerce platform that has helped creative people like you make a good deal of money.

Can you make a full-time income on this? You can and we'll share some tips on how you can get it done. Without further ado, let's get started.

1. Choosing a niche or product category

When you take a broad look at the Etsy platform, you know that it covers various niches and product categories. It would make sense to find one that matches the items you want to sell - whether you're creating them by hand or through other means. The setup process is something that shouldn't be rushed.

That's why you need to take the opportunity to decide which niche or product category is the best fit for you. With this in mind, you want to do this two-part research phase:

Research market trends

No one will give you a definite answer better than the market. For this reason, you want to pay attention to the trends. Meanwhile, you'll want to look for possible gaps and opportunities that will allow you to capitalize and make good money.

You can use Etsy's search and trending features to identify what's popular along with seasonal trends and emerging themes. With enough time and patience on this part of the research process, you will know about the best product selection strategies along with an idea of how to put together your overall shop.

Identifying your target audience

Next, you want to define who your target audience is. There are various factors to consider including age, interests, lifestyle, and much more. Be sure to tailor your offerings to a specific audience so you can choose the products you can sell while creating product listings that will be appealing to them.

It's also important to consider branding as well. This includes coming up with a name and a logo for your Etsy shop. Some of the tips you should follow can be choosing a name that reflects your brand identity while being easy to remember.

Make the name unique, but double-check to see that it's available on Etsy. It can

be quite annoying that you come up with a super cool name only for it to be “taken” on the platform. Not fun when you have to go back to the drawing board in terms of names, but it happens.

Creating a logo is a different challenge. If you are creative yourself, try your hand at it. Otherwise, you can hire someone online through platforms like Upwork, 99 Designs, or Fiverr (depending on your budget, project brief, etc.).

2. Include high-quality visuals in your product listing

Product listings are to an eCommerce store as an engine is to a car. That may not be the best analogy, but it might make some kind of sense. Without product listings, your store will produce nothing in terms of profit.

While product listings will contain text, it's the visual elements where it will shine the brightest. That's why you want to make sure that the photos of each product are clear and attractive. Here are some tips to consider when you're putting together the visual aspect of your product listing:

- **Use natural light:** This will help capture the true colors and details of your product
- **Focus on composition:** This includes different angles and close-ups to highlight any unique features
- **Consistent background:** Make sure the background is consistent and provides a cohesive look
- **Show scale:** Allow your customers to visualize the size of the items by providing photos with a sense of scale.

3. Don't forget the writing aspect of product listings

As mentioned, another part of the product listings is the writing aspect of it. So make sure you highlight any of the key features that apply. This includes the materials used, unique selling points, care instructions, and even the story behind the creation of the item.

If you are a creative person, the storytelling aspect will be easy enough. You'll never forget the inspiration behind every work of art you create (assuming you sell some kind of art piece). It may be something that reminds you of a place you loved as a child.

Another thing to be aware of is Search Engine Optimization (or SEO). Many of your customers discover Etsy stores by typing in certain keywords - particularly those that may specify what they're searching for. With this in mind, you'll want to incorporate certain keywords into your titles and descriptions.

Not only will this enhance your visibility in Etsy's search algorithm, it will also increase your overall visibility in relevant searches. The more visible you are, the more eyes you'll have on your store (and almost every product you have listed).

4. Implement pricing strategies

A selling price may be one of the most challenging things to determine. There are several factors that go into it including the costs of materials, packaging, and other expenses that go into the creation of the product itself. As such, the price should be enough to cover the cost of bringing your items to the market (and enough to make a profit).

Your time and effort will be much more valuable over the tangible costs. So it's best not to cheapen yourself and the true value of your craftsmanship.

With this in mind, consider researching your competitors in regards to price.

If you are selling products that are slightly higher in price, consider the idea of offering value-added incentives. This can include free shipping, discounts on bulk purchases, even personalized packaging among others.

5. Make SEO a priority

Even though we've touched on SEO earlier, let's dig a little deeper in this tip. A lot of people are always searching for something on Google every single day. The same applies for looking for an item they want to shop for.

Yes, Amazon may be one place and eBay may be another. There are items that not even Amazon or eBay won't each have. With Etsy, you offer some kind of exclusivity.

But you can make that exclusivity even better by improving your SEO. Perform keyword research and come up with a list of what you want to be ranked for. Your best chances include but are not limited to:

- **Long-tail keywords:** This includes specific, descriptive phrases that will be useful for those searching in a certain niche.
- **Synonyms and variations:** Use similar keywords and variations as a way to broaden your reach.
- **Location-based keywords:** If you want your buyers to be closer to you, why not include location-based keywords. This can be a big money move considering that you may pay less for shipping and other related costs.

Remember that categorizing your items will also be important. Make sure you include the most relevant category including the keywords that are tied to it. If you are selling seasoned-based items, obviously you'll need to find the right keywords related to the occasion along with what you have listed in your store.

6. Leverage social media

It's no secret that many new purchases are found on social media. For this reason, you could use it as an excellent tool to promote your products.

However, you want to make sure you're choosing the right platforms.

Etsy store owners have often found Instagram and Pinterest are excellent options. The reason: it utilizes the power of visuals. This is one more reason why your high-quality visuals should be one of the keys to a killer product listing.

Be engaging on a regular basis. Reach out to your followers and answer any questions you may have. Social media is more than just showing off your wares.

Social media can also be useful for those who want to connect with your store. You can also use it to connect with influencers that may give you a boost in visibility (which can lead to more sales). Making those important connections will last a long time - resulting in more paying customers and plenty of people who want to collaborate with your brand.

7. Make customer service a priority

Your customers want every experience with your store to be a positive one.

Whether it's finding the right items, asking questions, or addressing concerns - you want to take the best care of them and ensure that every interaction is good. It starts by responding to inquiries and messages, albeit in a timely manner.

It's also important to lay the groundwork on certain elements of the customer service process. Be clear and transparent about expectations regarding shipment and delivery. Explain what may contribute to the timing such as the time it takes to create custom-made orders, the travel time from the origin to the customer's doorstep.

Remind them that some things may happen outside of both yours and your customer's control. As such, you may need to let them know ahead of time of possible issues. Especially during times when significant weather conditions may affect the transit of customer shipments.

8. Encourage feedback

One of the best moves that any Etsy store owner should make is ask for feedback. Especially when your customer purchases a product. If they are satisfied, encourage them to leave a positive review.

This will not only be helpful for your business, but it will also be a great opportunity for new customers to preview their product experience. Sure, just because many like it, doesn't mean everyone else's experience is the same. But customer reviews have often been considered one of the driving forces behind almost every online purchasing decision.

Also, negative feedback will happen. Not everyone will be pleased and it won't be your fault. However, you can take on the opportunity to turn that negative feedback into opportunities to improve.

9. Implement shipping and packaging best options

You want to make sure your customers have plenty of shipping options. This includes standard, expedited, and other types that may apply. You'll also want to offer tracking so they know where it is while in transit.

The tracking feature makes things a lot more convenient. Take the time to familiarize yourself with Etsy's shipping settings so you have an understanding of how each option works. You can choose the settings that align with your business model while offering your customers flexibility.

As for packaging, you can choose various options. If you are environmentally conscious, you can also consider eco-friendly packaging options - which will be appreciated by customers that share the same values as you do.

Of course, it never hurts to have personalized packaging ideas as well. Go the extra mile and give your customer the experience of a lifetime. This can include hand-written notes, unexpected bonuses, exclusive discounts, and more.

10. Monitor your performance

Analytics and data are more important than you think. Every kind of business like Etsy stores should monitor their analytics such as the traffic, conversion rate, what's selling well or not well, and more. When you understand the numbers, it will allow you to make well-informed decisions that can make your business better.

You will also be able to use the data to adjust certain strategies. It may be switching up the listing of popular products or making changes for the season. Data is your key to deciding whether to double down on what's working or make adjustments on something that may need improvement.

Conclusion

These ten tips and tricks for beginners will be worth taking to heart. As a new store owner, you have what it takes to make your Etsy store profitable. Listen to your customers, engage with them regularly, and watch the market trends.

Furthermore, follow the data and decide what will be best for your business. Don't forget that visuals will be just as important as the rest of the product description. Finally, someone is looking for an item from your store for a certain reason - something that will bring them or someone else joy.

Will your store do that for them? Follow these steps, make the necessary adjustments as you go, and find out for yourself.