



ETSY TOOLKIT: TOOLS TO MARKET YOUR CRAFTS

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“Build personal relationships with your customers and start building your email list right away! Then build a brand around quick responses and customer service that goes above and beyond. Lastly, just stick with it. It’s slow going at first, but if you consistently update your shop and communicate with fans and subscribers, you will take off.”

-Natalie Gowen, [Moxie Tonic](#)

Running a successful Etsy shop takes plenty of time and dedication. Making it grow can be a challenge. How do you find more customers and keep the ones you *do* have coming back for more sales? How do you get more exposure for your shop without spending more time on social networks than you spend on crafting?

Building a profitable Etsy shop and marketing it doesn’t have to take all your time away from actually *creating* your inventory. The right tools will save you a lot of time and get you more exposure than you thought possible.

We collected all of these tools in one place to make it even easier for you. Examine all the tools here, or pick out a specific one in the section that interests you most.

These tools should help you spend less time on business essentials and more time doing what you love - creating and crafting.

Tools To Make Your Shop Stand Out

“Work on your brand. Make it unique and memorable, something that people will instantly recognize as yours when they receive your emails.”

-Dan Johnson, [ArtByDanJohnson](#)

Your Etsy shop has a personality. The items you sell, the way you talk about them and the way you communicate with your customers give your shop a certain *feel*. This *feel* is your shop’s brand and makes an impression on your visitors from the start.



Design Your Own Banner With Pixlr

You might be design savvy, but you might not have the cash to shell out for Photoshop. [Pixlr](#) is a free online image editor with the same features as Photoshop. Pixlr also offers mobile apps for Android, iPhone and iPad so you can enhance your images even if you’re away from your computer.



Enhance Your Design With Free Images From stock.xchnng

Depending on your shop’s “feel,” you may want to use some background images or textures in your banner. [Stock.xchnng](#) offers free stock photos that you can search by category, including a wide selection of background textures.



Get Help Designing Your Banner

What if you’re not confident in your graphic design skills? You can still get a sleek banner that reflects your brand - with a little help. [Banner Design Seller Help](#) is a team of Etsy sellers who can help design a custom banner for your shop.



Free Online Courses To Improve Your Shop And Product Descriptions

The kind of copywriting advertisers use to convince people to buy something can also work effectively in your own Etsy shop. [This crash-course from Copyblogger](#) will teach you how to write compelling and persuasive copy like the pros.



Attract More Sales With Compelling Listings

Put what you learn into practice in your own shop. [Handmadeology has a 5-step guide](#) to the parts of your shop you should *really* focus your copywriting skills on to attract more sales.



Use Craftlaunch To Brand Your Website

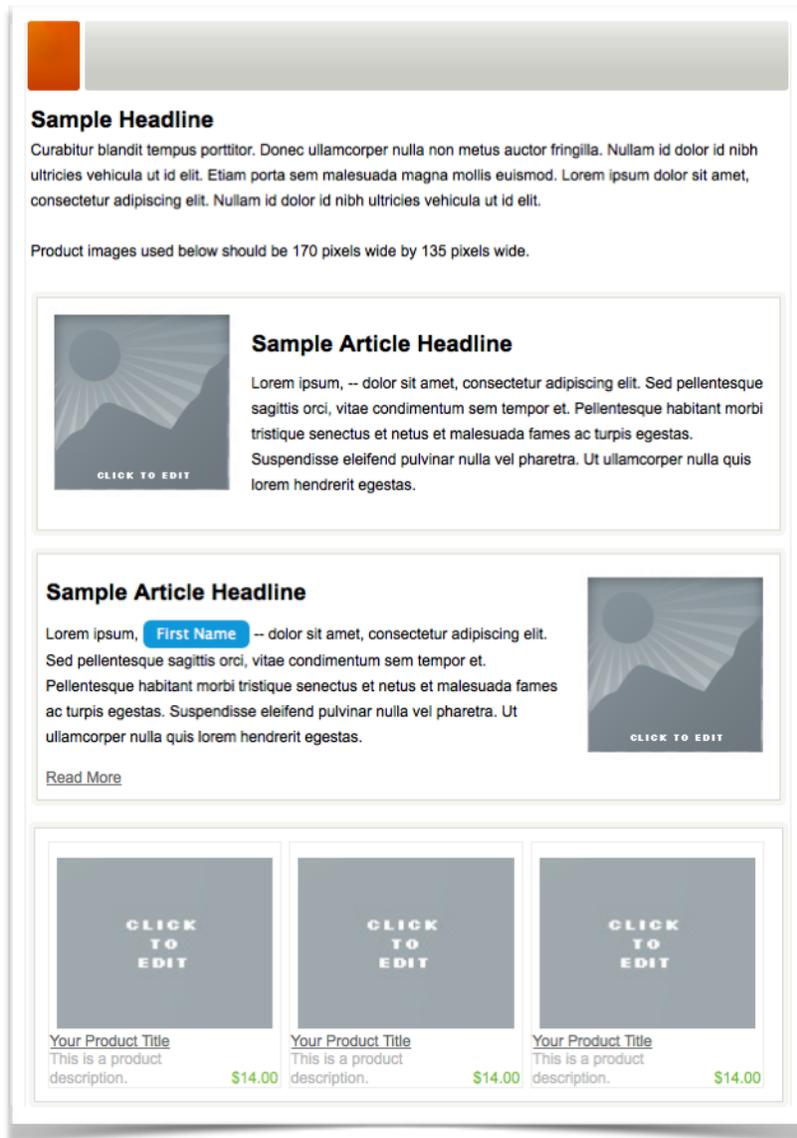
When people visit your website, you want them to make an instant connection to your Etsy shop. But building a well-branded site from scratch takes time and technical know-how. [CraftLaunch](#) is a \$15/month service that gives you a custom URL, pulls content you’ve already written from your Etsy shop, and builds a professional-looking site for you that reflects the branding of your own shop.

Here’s how to really make your shop stand out from the rest:

Tie It All Together With An Email Template

“Just write like you’re jotting down a short note to one person. Don’t get caught up in being perfectly edited. It’s ok to show you’re human. In fact, I find people prefer human over perfect.”
-Laura Hagan, [Jane Wear Jewelry](#)

Use this free template when you send emails to customers on your list. There’s a place to put your shop banner and the layout mirrors Etsy’s site to give your readers a consistent and comfortable experience.



[Download this template here.](#)

Tools To Help You Make More Sales

“One of the easiest things you can do to encourage a customer to return is to make the experience pleasant on every level - email a thank you as soon as you can, inform your customer when they can expect [their item] and pack it as nicely as you possibly can so that it will be a delight to open.”

-Kim, [Pineapple Mint](#)

Successful Etsy shops depend on repeat business from loyal customers. Small, unexpected gestures - like a coupon, free gift or super-fast shipping - can go a long way in turning a first-time buyer to a life-long customer who refers all of their friends to you, too.



Get Repeat Sales With Coupon Codes

[Create an Etsy coupon code](#) to reward first-time buyers with a percent off their next purchase. Use a separate code for loyal customers and give them free shipping on their next order or a small percent off with every purchase.



Offer Better Customer Service With Package Tracking

[Shipment Notification](#) includes a spot to write in a tracking number for your shipment - make sure you use it. It's easy for your customers to track packages themselves instead of chasing you down to ask when their item should arrive.

Carriers that provide tracking numbers:

[DHL](#)

[FedEx](#)

[UPS](#)

[US Postal Service](#) - for Priority, Express, Certified and Registered Mail



Create And Print Free Business Cards With Vistaprint

Tuck a business card in with each order to make it easy for people to remember your name and your shop. [Vistaprint](#) offers a number of free business card templates that can reflect your Etsy brand.

These tools can help you charm your customers and encourage them to buy more from you:

Tools To Help You Spread The Word

"I would suggest creating your own community, whether it be through email marketing, blogging, Facebook or Twitter. If you rely on Etsy traffic alone, you may miss out on creating relationships with your customers that will ultimately help your business grow."

-Jessica Angel, [OhSoAntsy](#)

Handmade businesses often catch on by word-of-mouth. But how do you get people talking about you? Combined with the excellent customer service we talked about before, social networks and blogs are a great way to connect with people and keep them talking about you.



Use Facebook Offers To Make More Sales And Attract New Customers

The next time you run a sale in your Etsy shop, create a [Facebook Offer](#) for it. When your fans claim the offer, it posts to their newsfeeds for *their* friends to see. 3/4 of the most popular Facebook offers were [claimed by friends of the fans originally targeted](#). By paying \$5 to run your offer, you can reach countless other networks that you otherwise couldn't access.



Show Off Your Items With The Etsy Facebook Shop

The [Etsy Facebook Shop](#) lets new customers discover your shop directly on your Facebook page. When someone new checks out your shop's page, they want to know more about you and what you're offering. What better way to do that than by actually showing off the items you have for sale?



Save Yourself Some Time With Facebook Scheduling

If you want to keep people talking about you, it helps to post a variety of fun and interesting content, not just self-promotions. Make this easier by writing a week's worth of status updates at once and [scheduling them to post on your page](#) throughout the week.



Track And Schedule Tweets With Hootsuite

[Hootsuite](#) lets you schedule tweets in advance - saving you time later - and also lets you keep tabs on your followers, people who mention you, and follow hash tags relevant to your shop's niche all in one place. Also downloadable for iPhone, Android and iPad so you can track and tweet on the go.



Give Your Shop A Pinterest Business Page

Some crafters prefer to stay personally tied to their business profiles on social networks, and that's a great way to build personal connections with customers. But if you'd rather keep your personal Pinterest account separate from your shop, use a [Pinterest business account](#) for your Etsy shop instead.



Maximize Your "Pinpact" With Etsy Pin Tracker

You can improve your Pinterest boards by paying attention to which pictures attract the most visitors. The [Etsy Pin Tracker](#) shows you how many people click on products you've pinned from your shop. This can help you decide which products to pin in the future, and even the time of day your pins get the most views.



Get More Eyes On Your Products With The Etsy Wordpress Widget

Just like adding items from your shop to your Facebook page can bring in more customers, featuring items on your website can do the same. The [Etsy Wordpress Widget](#) displays items from your Etsy shop in the sidebar of your Wordpress site so your visitors can see what you have to offer. This is an easy way to drive sales directly from your website.

Tools To Keep You Organized

"Keep building every day. Build your email list, your customer base, your exposure, your reputation and your inventory. Each brick you lay is one step closer to more freedom and better quality of life."

-Lisa Jacobs, [Energy Shop Jewelry](#)

Running any business requires a lot of time, energy and resources. In order to run your shop efficiently, it helps to be organized and prepared.

These are tools to help your shop run more efficiently.



Use The Etsy Fee And Profit Calculator To Make Sure Your Fees Are Covered

Before you set prices for your items, it's important to know how much you'll be paying in fees to make sure you can still make a profit. The [Etsy Fee and Profit Calculator](#) calculates how much you should charge to reach your desired profit based on Etsy's fees, the cost of making your item, your advertising cost and other variables.



Stay Sane And Organized At Tax Time With Outright

Filing taxes is always a hassle, and owning a business doesn't make it any easier. Luckily, there's an app to keep you organized before tax season gets here. [Outright](#) tracks all of your Etsy sales data and expenses for you so you have all the information you need to file your taxes with a lot less of the hassle.



Organize Your Thoughts With Evernote

Is your desk full of Post-It Notes and your web browser full of bookmarks for project ideas, inspiration and business advice? Keep everything in one place with an easy-to-access app instead.

[Evernote](#) is a virtual notebook to capture your product ideas, inspirations, blog post outlines, to-do lists and everything in between. You can create separate notebooks within your account for links you want to save, advice that inspires you, tasks you need to get done, brilliant ideas you have and more.

The best part? Evernote works on your computer *and* mobile devices and syncs your notebooks so you can access your saved notes whenever and wherever you need.



Easily Optimize Your Tags And Product Descriptions With Craftopolis

[Craftopolis](#) shows you which users "heart" your shop, shows search terms people use to find your items (to help improve your tagging) and lets you edit titles, descriptions and pricing for multiple items at once, saving you time when it comes to editing your shop.

The #1 Tool: Keep Customers Coming Back

"Go get a website - even if it is just a landing page with an email opt-in - and start building your list - IMMEDIATELY. Your list is prequalified people who are already interested in what you have to sell - and if you have an awesome product, they will want to buy again."

-Bethany, [Humerus Wares](#)

Repeat business keeps an Etsy shop alive. But how can you bring your customers back to you if you lose touch with them after the sale is over?

Communication is the key to getting repeat business. And email - plain, simple email - is a highly effective way to follow up with your customers after they buy from you. Email inboxes don't fill up as quickly as a Twitter stream does. Plus, people actually [prefer getting marketing messages in their email inbox](#) instead of over social networks.

***Important note: Before sending marketing emails to *any* of your customers, get their permission first. Invite them to your list with a sign up form on your website. You can share a link to this form in your shop profile and in other communications you send to buyers, like shipping notifications.**



Save Some Time With Autoresponders

An [autoresponder](#) - or follow up - is a message or series of messages that send out automatically as soon as someone joins your email list. This lets you instantly follow up with new customers when their interest in your shop is at its highest.

And it saves you time in your communication - you can write a series of messages once, set them to send automatically, and not have to worry about writing messages to every new person as they join.



Create Awesome Messages With The Etsy Email App

This [Etsy email app](#) lets you quickly and easily create messages for your customers. Connect it to your Etsy account to drag and drop your products directly into your email.

Highlighting special products on sale? Have new items to showcase? Choose the items you want from the drop-down menu, and the product image and description will automatically fill in for you. You can create clean, professional, branded emails in a matter of minutes and keep your customers in the loop.



[Watch this Etsy seller](#) discover a quick and simple way to market her business.

Etsy Success Stories

Here's a look at how other Etsy sellers have successfully made sales using some of the marketing tools we've given you here.



[Bumpershoot Designs / Supplies](#)

Who: Sharon Durfy

What: Vintage beads and craft supply shop and vintage-inspired jewelry shop

Trade Secrets For Winning Repeat Customers: *"We provide excellent and reliable customer service at all steps of our interaction with customers, from providing the highest quality products to clear communication and rapid shipping. For us, these are the foundations from which we turn one-time customers into returning customers."*

How Has Email Marketing Helped Her Business Grow? *"Email marketing is absolutely pivotal to our business. It is a primary way we communicate and develop relationships with our customers. We use it to share a bit about who we are and what our business is about."*

"...We are as generous as possible with our newsletter subscribers, both in terms of free offers and in terms of newsletter content. We give them a free shipping coupon upon sign up and we provide monthly specials and treats only for them, plus we regularly generate content of interest to them."

In addition to email, many of Durfy's sales happen off Etsy, through their own websites where they also market their wares.



[JK Dooley Art](#)

Who: JK Dooley

What: Cowboy inspired paintings and images.

Trade Secrets For Winning Repeat Customers: Dooley follows up with customers after a sale to invite them back to her shop - *"I do my best to contact them within a week or so of their purchase and offer a discount on a different product. I encourage customers to sign up for my email list, where I offer discounts that aren't on Facebook, etc."*

How Has Email Marketing Helped Her Business Grow? *"The emails offer another connection to my customers where they can get to know me better. ...I don't bombard my customers with emails but I do send enough so they remember my art. ...I believe [email] offers an opportunity to connect with people on a more personal level and build a relationship."*



[Out Of Line](#)

Who: Beki Wilson

What: Handmade fashion line by an Oregon fashion designer.

Trade Secrets For Winning Repeat Customers: *“I turn one-time customers into returning customers by keeping in touch with them. I like to communicate on a regular basis about new products, markdowns and projects.”*

How Has Email Helped Her Business Grow? *“Email marketing plays a major role in my business. I like using Facebook to connect with people in a rather casual way. With my emails I can get a little more in-depth. It’s a way to give customers rewards and specific information.”*

Wilson markets her shop everywhere online: she’s on Facebook, she sends emails and she has a [clearly-branded website](#) to draw attention to her shop.



[Moxie Tonic](#)

Who: Natalie Gowen

What: Premade and custom social media buttons to use on websites.

Trade Secrets For Winning Repeat Customers: Email and personal connections keep Gowen’s customers involved and interested in the life of her shop. *“I make all my communication as personal as I can. That way they know there’s a real person on the other end of the transaction. I mention other products that I sell and keep them updated about new product releases through social media and email campaigns.”*

How Has Email Helped Her Business Grow? *“Email is how I build a loyal customer base. I send updated about my shop and coupon codes to my email subscribers.”*

Gowen builds her business by being accessible - sending regular messages to customers with a personal, approachable tone.

If these Etsy sellers can build a following for their shops, you can, too, using the tools in this toolbox. Great marketing doesn’t have to take up all of your time. Spend your time creating what you love and let these tools make your passion profitable.

About AWeber

AWeber is an easy-to-use email marketing tool that allows business owners and entrepreneurs to cultivate relationships with their customers. Since 1998, AWeber has been the email engine powering the growth of organizations around the world, including leading sites like Social Media Examiner and ProBlogger and industry influencers such as Peter Shankman and Ann Handley.

Today, more than 120,000 small- and midsize-businesses, entrepreneurs, agencies and nonprofits are making the most of AWeber's sophisticated segmentation and analytics capabilities, split testing applications, extensive template libraries and industry-leading deliverability and live support.

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