

# **“Enough ETSY to Pique your Pinterest”**

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# What is Etsy?

- **Etsy** is an an e-commerce website dedicated to selling handmade pieces, vintage items or craft supplies.
- It is a collection of online stores gathered under one retail umbrella.
- “Etsi” in Italian means “oh yes,” ETSY’s creators were looking for a unique “nonsense” word for their new brand.

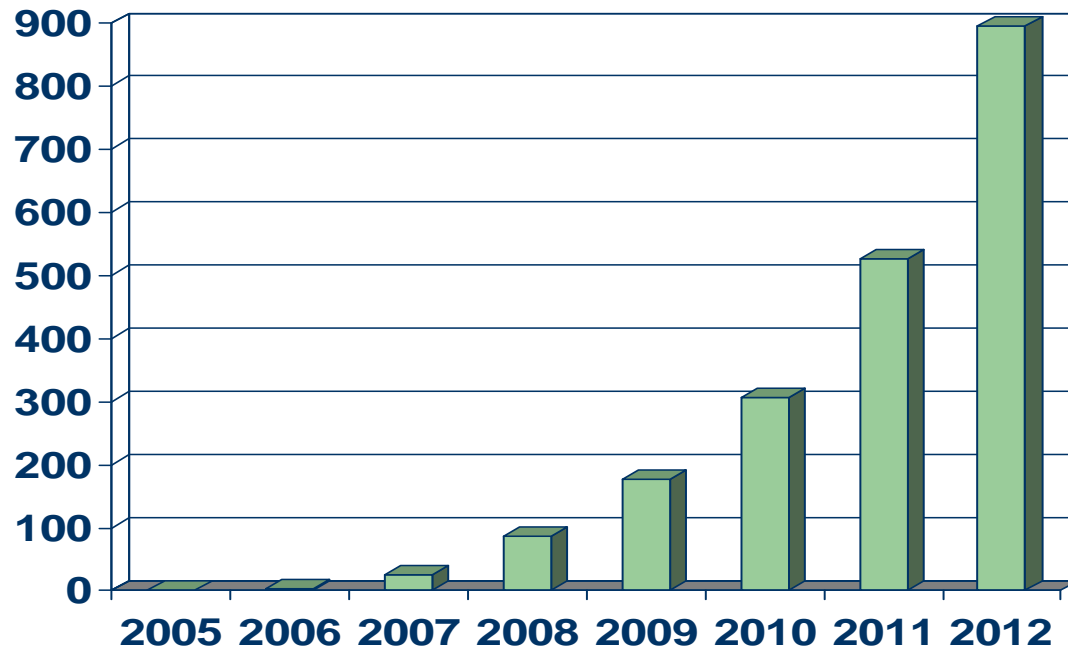
# ETSY's Story

- Etsy was conceived by Rob Kalin in early 2005. A painter, carpenter, and photographer, Rob found there was no viable marketplace to exhibit and sell his creations online — other E-commerce sites having become too inundated with overstock electronics and broken appliances. Ever industrious, he, along with Chris Maguire and Haim Schoppik, designed the site, wrote the code, assembled the servers, spliced the cables, and launched Etsy on June 18th, 2005 after only three sleepless months

# Etsy Fast Facts

- *Over 25 million members*
- *Over 900,000 active shops*
- *60 million visitors monthly*
- *Over 1.5 Billion page views monthly*
- *Over 18 million items listed*
- *200 countries with annual transactions*
- Twitter 1.8 million followers
- Facebook 1 million likes

# Etsy's growth



■ Sales in Millions of dollars

Source: [www.etsy.com](http://www.etsy.com)

# What can you sell on ETSY?

- Wide range including art, photography, clothing, jewelry, food, bath and beauty products, quilts, home and garden decor, gifts and toys
- Craft supplies
- Vintage items (must be at least 20 years old)

# The ETSY Tour

ETSY Overview



# Identify your Ideal Customer

- Who is your ideal customer?
- What characteristics do your customers have such as age, climate, income and personal tastes.
- Set your shop up to appeal to your target market.



# Create Your Unique Brand

- What makes you interesting?
- What makes you different?
- Your brand is your promise to your customers, an expectation of experience.
- Create and craft the perception of your brand.
- Ongoing, always changing as your business changes.

# Check Out Your Competition

- Browse and search shops with similar items.
- How do they market themselves?
- How do they brand their items?
- What do you like?
- How is their pricing?
- What kind of sales have they had?
- Do they have a presence on facebook and twitter?  
How do they market themselves on social media?

# Getting Started...turning your passion into a business

- Joining ETSY is free
- Create a user ID and create your shop name
- Your user ID can't be changed but your shop name can change.
- Read and research etsy.com.
- Blogs, do's and don'ts, FAQ's

# Create YOUR Shop

- Add your information and create your shop appearance.
- Add links to your social media pages.
- Develop your store.
- Store areas include information and appearance, policies

# The ETSY Tour

Setting Up Your Store



# Add your listings

- Create titles that describe your product
- Your listings should include pictures, descriptive words, shapes, sizes, colors details and more, anything to help the buyer learn as much about your product as possible!
- Offer options for your listing
- Calculate shipping options
- Add to your shop

# Master the Search

- Time, experimentation and reviewing of your shop statistics will help you master the art of being “found” on ETSY.
- Make sure your items are titled and tagged and that they are descriptive and relevant.
- You are allowed 13 “tags” to help identify items when shoppers search. Use the items color, characteristics and details, don't be too vague or broad with your descriptions.

# The ETSY Tour

Listings





# Buying on ETSY

- Four easy steps to purchasing an item on ETSY:
  - Choose the item and add it to the cart
  - Add order details
  - Select payment method
  - Submit the order

## Now what?

- Once the order has been placed you will receive an email notification
- You will receive payment
- The sold item is generally removed from your shop until it's relisted
- The item moves to your "Sold Orders" waiting to be completed

## When the order is ready

- Send a shipping notification
- Create a shipping label
- Leave Feedback

# The ETSY Tour

Sold Orders



# Store Feedback

- “Shop Stats” is a powerful resource for ETSY sellers.
- It shows volume of traffic as well as sources of traffic for your store.
- The dashboard includes data and graphs for views, favorites, orders, and revenue.

# The ETSY Tour

Shop Stats



# Welcome to Pinterest

- [www.pinterest.com](http://www.pinterest.com)
- Pinterest defines itself as “A tool for collecting and organizing things you love.”
- It’s an online pin board-style website where users “Pin” pictures of things that interest them.
- It’s one of the fastest growing social networking sites with over 85 million unique users every month

# Pinterest Basics

- Pinterest users can upload, save, sort and manage images, known as pins, and other media content (e.g. videos) through collections known as pin boards.
- Pinterest displays users' content and the content of others on the main page. Users can then save individual pins to one of their own boards using the "Pin It" button, with Pin boards typically organized by a central topic or theme.



# What to Pin?

- Recipes
- Travel ideas
- Home improvement projects
- Inspiration
- Craft projects
- Party plans
- Wish lists
- Sports
- Fashion
- Art
- Humor

# Pinterest for your business

- Create a profile for your business
- Create boards of your items, add links to where they can be purchased
- Follow individual users and companies
- Post daily to keep your activity visible

# The Pinterest Tour

- Pinterest 101

# Thank You for Attending!

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