

Etsy notes by Marissa Pasternak

About us

The Burned Edge has been selling on Etsy since late 2019 and have 1,777 sales to date, with a national rank just over 31,000 in terms of number of items sold. We have sold more items than 96.3% of other shops on Etsy.

- Etsy allows us to make up our own hours. We can work whenever we want and we can determine our workload by limiting items available
 - Opens a new revenue stream for us
- Starting out was slow at first
- Setting up your account can take a few hours or weeks to really get into the groove of it
- Pictures and graphics make a difference
- There is a lot to learn to make sure your listings are seen by your target audience
- Finding your niche can be hard but is worth the return
- Customer reviews are important

Pro Tips

- Having more than one listing per product, change the categories, tags, title, and main photo for better placement
- Use 3rd party shipping companies like GoShippo for lower rates or Sendle if your packages meet their flat rate sizes
 - Buy a scale and shipping label printer
 - We found our selves rushing to the post office every day before they close and had to wait in line
 - The post office will pick up from your house if you set up an account
- Set an advertisement budget
- Set coupon codes for customers who leave items in their carts or have purchased from you to return to your store
- Run sales during the holidays
- Add categories to your order queue to stay organized
- Use USPS flat rate boxes or priority boxes as much as possible to save costs on packaging
- Don't give up!

Fees

- Listing Fees - .20 cents per listing for 4 months, which can be set to automatically renew. Listings with more than 1 quantity will be charge .20 on each sale
- Transaction Fees - 6.5% of the price you display for each listing plus the amount you charge for shipping and gift wrapping

- Payment Processing Fees – by country – USA is 3% + 0.25 USD
- Offsite ads - If your sales are more than \$10,000, you are required to have the off-site ad option; which is 12% of the cost of the item when purchased
- Currency conversion fees
- Optional Subscription Fees - \$10 per month
 - 15 listing credits, which are visible as \$3 in listings credit in your payment account
 - \$5 USD in Etsy Ads credits, which are visible in payment account and on your advertising management page

Pros

- Easy for anyone to get started
 - Etsy collects all of the taxes and VAT charges for you and gives you a 1099-k
 - Manages your messages with customers, their orders, and purchase shipping labels all in the same location
 - Adds tracking information to each order to make it easy to see where your packages are
 - Provides built in analytics and compares against the previous year’s performance
 - By views, orders, revenue
- Etsy does some advertising for you for free via their website and cell phone app
 - On site ads - you can pay extra by setting your own monthly budget to have specific listings advertised as paid per click
 - You only get charged when someone clicks on your ad – not when someone sees it, which is great
 - You can set a budget
 - Offsite ads - uses Etsy’s budget and expertise to promote your items on multiple high-traffic sites including Google, Facebook, Instagram, Pinterest, and Bing
 - When a shopper clicks on an online ad for your product and purchases from your shop within 30 days, you’ll pay an advertising fee

	Advertising Fee	Participation
More than \$10,000 USD in sales in a 12-month period	12%	Required
Less than \$10,000 USD in sales in a 12-month period	15%	Recommended

- Can run sales, have coupon codes, and see analytics on them during or after
- Can set different prices for different variations
 - An example could be that you sell wooden signs and have two dropdowns: color and size
 - You can change the cost for each size of the sign you sell, which is great because a 8x10 sign would be less than a 20x20
 - Let' say you paint and stain them, painting takes more time so maybe you charge more per color or a specific color might cost you more – you can also turn on different pricing for each paint color for each size sign
- You can set your inventory available by variation
- ETSY ERank SEO allows you to get great insights on your shop and how you are ranked nationally and globally
 - Spelling issues, and other suggestions for improvement on your listings
 - Can see more statistics on your listings
 - Can spy on your competitors listings to see their tags used, their views and other information to help you stay competitive
 - Can see if the tags you are using are working or are too popular
- Etsy can help you organize your orders by assigning categories when they come in. Maybe you have: new, started, on hold, ready to ship
 - We have different products so we have a category for: custom orders (where we might have additional coordination), design (for orders that we have a template and just need to design with a quick personalization), print (for orders ready to be printed where we already have the design), Build (for orders that we need to physically build) and ready to ship (for orders that are ready to ship)
- Can sign up for a custom web address and also create a pattern website for monthly subscription fee of \$15.00 USD
 - All orders can still be found on you etsy seller management site
- Integrations on their platform with other companies like Pinterest, QuickBooks, Square, and many others
- External integrations with shipping websites and many other inventory or order management applications

Cons

There is a good size list of cons. However, there are also some helpful tips to navigate through some of them.

- Fees – constantly increasing

- Etsy allows print on demand, wholesale, drop shipping, and other items sold that are not created by the seller. This saturates the market for those who are looking to sell items they actually made as a small business. It is hard to compete with their prices and low shipping costs
- Etsy sides with the customers more than the sellers
 - Their site is more focused on the sales rather than the seller's portal
 - Hard to dispute bad reviews that have nothing to do with their order, your shop, or if the customer lies
 - Example: We had a bad review because a customer didn't like the frame that they purchased from a local store that they put our product into. Etsy would not remove the 1 star
- Limited functionality in the listings – only 2 drop down menus – you have to get creative
 - So, if you have a product with various sizes, colors, and other attributes, then you have to either use the description field or images creatively to help guide your customers; or make a separate listing for one of the variations
 - Example: Wooden signs – You might have a dropdown for the color, another for the size, and you might need another for the hanging hardware. Maybe you have options like jute rope, picture frame, d rings, metal wire, etc.
 - You need to determine which options are an up charge and go from there
- You cannot set shipping costs based on variation
 - Example: Wood signs an 8x10 is going to cost much less than a 20x20 to ship. You have to be creative and include this extra cost in your purchase price
- Shipping costs in general can be very expensive making it harder for you to stay competitive
 - We use a company called GoShippo that helps us save cost by grouping all of their clients together under one umbrella – this gives us a discount on shipping providers like Amazon does, but we still pay more than Amazon
 - Can also use others like Sendle, which is great if you have specific sized packages that might be heavy – they also group their clients together but they provide more of a flat rate shipping discount for certain sized packages that meet their criteria
- Not enhanced text for descriptions – making it hard for customers to read through
- No way to limit the overall amount of orders that the customers can place. You can only set an inventory on each listing
 - This can be difficult to manage across many listings. Sometimes you have to create more than one listing for a product so that your chances of showing in the results are higher
 - You need to change the title enough so that it is different
 - You might want to be in more than one category
- Cannot set certain limits to your advertisements or coupon codes

- Example: We once had a customer find us on a google search advertisement which cost us \$10, then they used a discount code that we had for 10% off, while we were also running a 10% off Mother's Day sale
- Companies like Honey and other discount coupon websites find codes on sites that have been used before or advertised
 - Example: We sent a code to a friend for a massive discount and free shipping, we forgot to turn off the code and another customer used it because they had a coupon finding app
- Star Seller Program – is based on a date range review period
 - 95% message response within 24 hours of the message. This includes when people send you more than 1 new message thread, holidays and weekends
 - Maintaining a target rating of 4.8 out of 5 star reviews
 - You will need to solicit feedback from customers
 - 95% on time shipping and tracking
 - Can only move a target shipping date 1 time
 - 1 day late counts against you
 - Every order must have a tracking number – meeting customers locally counts against you