

DOWNLOAD PDF HOW TO MARKET AND SELL YOUR ART, MUSIC, PHOTOGRAPHS, HANDMADE CRAFTS ONLINE

Chapter 1 : How To Sell Your Crafts Online

*How to Market and Sell Your Art, Music, Photographs, and Handmade Crafts Online: Turn Your Hobby into a Cash Machine [Lee Rowley] on www.nxgvision.com *FREE* shipping on qualifying offers. You are creative, you are an artist or a photographer, you have a hobby or craft, something you absolutely love to do.*

To learn more about branding in detail, check out our guide on creating a brand identity and how to brand yourself. Open Your Own Online Craft Store While there are many ways to sell your crafts online, selling through your own website is, arguably, the best place to sell handmade items online. Instead, customers will be looking at your collection of goods alone, presented precisely in the way you want. Make sure to pick one that has an online store built right in. This way, customers can browse through all your awesome crafts, learn about what makes your items unique, and easily place an order—all in the same place. If you blog about topics that are closely related to your crafts, then it will make it more likely that potential customers will find you. Blogging consistently can get your site to move up in Google search results, thanks to the way Google ranks websites. Great, craft-specific content results in a higher ranking. Want to learn more about how search engine optimization, more commonly known as SEO, works? Check out our handy SEO guide! And the more customers that find you, the easier it will be to sell your handmade items online. But blogging offers other benefits as well. For instance, you can use your blog to show off your crafting skills and let potential customers know more about what makes your work special. This type of content can increase the value of your crafts in the eyes of potential customers. Blogging can also be a way to connect with customers by giving them a window into your life and creative process. Some general ideas for blogging topics include: Write about your influences and favorite artists. Give other craft makers some advice on how to make a living selling crafts. Plus, here are some other blog ideas you can try! There is a variety of craft sites that can help you extend your reach and find more potential customers. If they like your work, it may lead them to check out your website as well. Here are some of the most popular online craft stores, plus the pros and cons of each. Etsy offers the benefit of being a craft site dedicated to items that are handcrafted, custom-made, unique, or vintage. When it comes to ranking all the marketplace options, many consider it the best place to sell handmade items online. Etsy has been praised for its ease of use, so you can start selling crafts online in no time. It also offers a large customer base of people who are interested in buying unique, handmade items. That means it can be a little harder to make money selling crafts online with Etsy. There are also some fees for listing your items and getting access to all the tools Etsy offers. Firstly, Etsy takes a five percent transaction fee when you make a sale. GLC Mall is a marketplace for selling handmade items. It features crafts in a wide range of categories, including ceramics, glass, knit goods, paper crafts, and fabric art. If you go for the Pro plan, GLC Mall will regularly feature your products on their homepage, which can offer great exposure. To start selling your handmade items on GLC Mall, you have to choose a monthly plan. It accepts all types of goods: It just isn't very visually pleasing. On top of that, the product images are smaller than on other craft sites listed here. This is another marketplace for selling handmade items. Its selection covers all types of goodies, including painting, ceramics, woodworking, weaving, clothing, jewelry, and more. What makes this online craft store unique is that it is completely free to use: It attracts a lot of sellers offering a wide range of crafts, which draws a large customer base. Since this site is free, they get a lot of artists looking to sell their crafts. Best of all, it has an Arts and Crafts category where makers sell handmade items. Facebook Marketplace makes it easy to create listings on your phone through the Facebook app. In addition, since your item listings on the marketplace will be tied to your Facebook profile, they can help draw people to see your social media promotions and visit your online craft store. No matter which online craft store you choose for selling your crafts, there are a few rules of thumb that can help you boost your sales. Take Great Product Photos When it comes to selling handmade items online, shooting professional-looking pictures of your crafts is critical! These product photos will be what catch the attention of potential customers as they scroll through a large

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collection of listings, so they should be clear, attractive, and interesting. Try and follow the standard rules for product photography. Typically, this involves shooting the item on a plain white background. However, you should feel free to express your style with these photos. Take a peek at your branding guidelines again for ideas on brand-approved colours you could use for this. **Ace Those Listing Titles** Another way to boost your sales on craft sites is to carefully consider how you word your product listings. That includes both the item name and description. When coming up with a name for a listing, you should think about the search terms your target customers will use. That means your listings should accurately describe what the item is in plain language as opposed to only including the more creative name you may have given that particular piece. **Use Social Media to Help Sell Your Crafts** Taking full advantage of social media is one of the easiest and most effective ways to boost your craft sales online. You can use your social media posts to draw in new customers and let people know about your latest offerings. Here are a few things to keep in mind to ensure you get the most out of your efforts on social media. One reason for that is it can help create loyal fans. But, if you let your social media accounts go stagnant, it can quickly lead people to unfollow you. Thankfully, there are post scheduling tools that make it easy. These tools will let you create your posts in advance, and schedule the times you want them to get posted. This information can help you optimize your social media promos. Facebook and Instagram offer built-in analytics, and there is also an array of other amazing Instagram analytics tools that can help you go further. These tools will enable you to discover which of your posts perform best at drawing people to your site. They will also help you gauge how effective your promotions are at helping you make a living selling crafts. Want to learn more about crafting the right content? Check out our guide on creating a social media strategy. Many have argued it is hands-down the best social media platform for business promotions. One reason for that is it has highly engaged users. That means they are more likely to make a purchase when they visit your online craft store. Try these Instagram tips: Use hashtags to ensure your posts get seen by your target audience. You can start simple with tags like crafts or handmade. Also consider using tags that describe your crafts more specifically, as they will help you reach your niche audience. That includes users from every age group, so no matter who your target audience is, you should spend some time promoting your online craft store on Facebook. And, if the target audience for selling your crafts is people aged 50 and over, Facebook should be your go-to social media platform. Try these Facebook tips: Set up a Facebook business page, as it will give you access to analytics tools to gauge the performance of your promotions. Try using Facebook Ads. You can start a Facebook Ad campaign by spending as little as a dollar. For more on this, check out our Facebook advertising guide. **Twitter** This platform is ideal for making quick updates about your latest crafts or promotions, and drawing people to your online craft store. Try these Twitter tips: Social media experts say posting Twitter polls is a great way to engage your audience. Find other craft makers and ask them to cross-promote with you. Since you both likely have followers who are into handmade goods, promoting each other can widen the audience for both of you. Make sure you have a great profile picture. When someone visits your profile, this image will be front and center and can really influence whether they follow you or not—and whether they end up visiting your online craft store. A clear image of your face can help potential customers connect with you. **Start Selling Now** that you know how to sell your crafts online, what are you waiting for? Want to hear more about building your creator business?

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Chapter 2 : How to Market and Sell Your Art, Music, Photographs, and Handmade Crafts Online

How to Market and Sell Your Art, Music, Photographs, and Handmade Crafts Online: Turn Your Hobby into a Cash Machine by Lee Rowley You are creative, you are an artist or a photographer, you have a hobby or craft, something you absolutely love to do, and you are good at it.

Email this Article Print This Article Over the past several years, the handmade or homemade crafts community has grown from a tiny niche to a full-fledged industry. Craft websites like Etsy have led the way for allowing makers of all types to sell and market their products to a global audience online. Below is a list of 25 websites where you can sell and market your handmade or homemade crafts and find new homes for them. The growth from the previous survey, which was carried out in , was an impressive 45 percent. The market size is growing even more as more individuals sell their creations on craft websites around the world. People who create handmade crafts are no longer limited to local flea markets and shops. You can sell handmade and vintage goods, along with craft supplies. Accounts are free, but users pay small listing fees and a percentage of each sale made on the platform. But it comes with an active community of sellers and shoppers alike. And there are categories for almost any type of product you can think of. The company offers free seller accounts, but also offers paid accounts for more experienced sellers needing more inventory space. They only offer four general categories: It is a clean and simple structure including a directory of designers. If you are a seller, you can set up your own online store for free. You can also import an eBay store into eCrater. If you are a buyer, you can browse and search millions of products in different categories. The website features different crafters and handmade shop owners on a regular basis. It also includes some resources for crafty businesses. Now you can also browse and purchase products directly on the site. The site includes products ranging from jewelry and clothing to art and supplies. Categories include fashion, bath and beauty, art, food and more. Sellers can sign up for accounts and create their own collections of products for sale. They can also interact with other sellers by leaving comments and joining in on discussions in forums and groups. The online platform allows designers to create their own patterns for things like fabric, wallpaper and gift wrap. The site also offers a variety of different services for creative entrepreneurs, from social media management to other online marketing options. That means no vintage, food or craft supplies to compete with. Accounts are free, but users pay listing fees and commission on sales. The platform also allows sellers to designate prices that are open for negotiation. The site used to have a separate marketplace specifically for sustainable items, which was a good fit for many handmade artisans. It has since discontinued that marketplace but continues to work on various green initiatives that are likely to fit with various handmade products. But Renegade does have a web presence that it uses to promote its sellers from time to time. The popular events include DIY demonstrations as well as products from independent makers. Artists can upload their work to the site and it automatically becomes available in a variety of formats, including art prints, phone cases, mugs, clocks and even leggings. The site takes a portion of each sale depending on the product type. But sellers can designate how much profit they want to make from their items on top of that base price. If you create a product that can be used by other businesses in creating end products for consumers, you might consider Alibaba. The site allows businesses to create profiles and list products and supplies for sale to other businesses. Not only can sellers list physical products for sale, but also digital products like patterns, tutorials and digital downloads. It helps independent makers find places to sell their products wholesale. The online platform that aims to connect makers and artisans with stores and other businesses that are interested in selling handmade goods. Those businesses can even place orders directly on the site. This includes craft items for sale, along with tutorials and various other resources for crafters and makers. Each includes a flat monthly rate with no commissions or setup fees.

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Chapter 3 : 29 Places to Sell Your Handmade Creations and Goods - Small Business Trends

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Earlier this summer, I mentioned some cool niche sites serving the artisan community in my 19 new additions to a large ecommerce list. Amazon and eBay are certainly well known marketplaces among those looking to sell just about anything, but niche marketplaces and communities are growing quickly. These 29 Marketplaces offer a way to buy and sell handmade goods. Etsy is probably one of the best-known marketplaces for artisans and craftpeople of all types. You will find curated lists by category or topic as well as a directory of local shops in your area. They have an excellent blog with deeper topics, such as The Value of Home Economics and other topics you might not expect to find in an online marketplace. ArtFire is a well-known indie marketplace with a great community feel to it. Another feature that really stood out for me: Supermarket offers an elegantly simple marketplace. It is a clean and simple structure including a directory of designers. If you are a seller, you can create your own free online store in minutes. You can also import an eBay store into eCrater. If you are a buyer, you can browse and search millions of products. Craftly is one of those hot, new startups that earns points for online marketing savvy. The site is just getting started, but holds promise as a great place to test the market before you start making your product on a bigger scale. Free Craft Fair is less a marketplace and more of a Yahoo-type directory. Still, it serves a purpose for those looking to get in front of craft buyers. If you are looking for a collection of artists and craftspeople learning from one another, this forum might provide some useful help. Folksy is a U. With everything from books to jewelry to soap, Folksy has plenty for sale. But they also have a Make magazine-style do-it-yourself section. ShopWindoz a German site is for creatives of all types who are turning exciting ideas into unique products outside the mainstream. ShopWindoz gives designers and artists the opportunity to become shop owners and sell their products online to a global audience. Notmassproduced is a do-it-for-you type of model. They manage the sales process, you ship to the customer, they pay you from the Notmassproduced service. Each vendor is selected to be on the site, so it validates each artisan to assure a match. Misi is a U. They have a forum to help you get your business started or to advance your marketing skills, for example. There is a low commission on sold items. Coriandr is a fun U. It has an easy-to-set-up storefront and some enthusiastic marketing materials and badges to drive people to your store. Dawanda takes an interesting approach that lets buyers create unique collections of products and share them with their friends. If you are a seller of handmade or unique products, this marketplace is well organized and looks seller-friendly. They focus on fabric and make it possible for individuals to design, print and sell their own fabric designs. As many readers know, I love to find entrepreneurs who dig deep into a niche and do something no one else is doing. Spoonflower is precisely that. I Made It Market is a nomadic indie crafts marketplace that provides opportunities for artists to bring their wares to market. They do it by partnering with community, arts and nonprofit organizations to raise funds and awareness to assist them in improving communities. Artists and craftspeople apply to be part of live events. PoppyTalk Handmade is a monthly online street market curated by Poppytalk to showcase, buy and sell handmade goods of emerging design talent from around the world. But the Buy button on this curated site drives the buyer back to your existing online storefront, whether it is your own, Etsy or another marketplace. They have won a number of awards for best blog and best site. In fact, they are very, very specific about what they accept in their marketplace and it is actually refreshing to see such clarity. It may not be for everyone, but you will know if you fit or not. The pricing structure seems to resonate for lots of artisans. Silk Fair allows you to have a free Market Booth on their marketplace or to build a full-fledged custom online store with their Web-based software. You can appear in the marketplace and as your own independent store. Bonanza has been cited as the best alternative to eBay and Etsy. They have free listings and low fees. And something that caught my eye was their emphasis on having live humans available for sales consultations â€” to help you sell

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more €” at no cost. Made It Myself is a free marketplace where you can list your products for sale. It is still in beta and looks to be a rapidly growing community and handmade artisan service. World of Good is a marketplace dedicated to socially and environmentally responsible shopping, featuring tens of thousands of stylish and unique products from around the world, and all backed by the eBay name. Mymela is a marketplace for arts and crafts from India. It is a combination of ecommerce storefront and micro-finance in that buyers or consumers can also donate or make a small loan to an aspiring merchant. Renegade Craft is not a directory or online marketplace, but a cool bunch of craft fairs around the world. If you make or sell food items, check out the following: Foodoro is a marketplace for artisanal food that connects passionate Foodmakers directly with consumers.. Foodzie has a very cool model: They are not your traditional online marketplace and appear to take a commission on successful sales. They offer a definitive and reliable directory of small farms, farmers markets and other local food sources around the nation. Fooducopia is a marketplace for indie food producers and small scale farmers. You can open a store on their marketplace and they help do the heavy lifting, so to speak, of helping you sell and market your goods.

Chapter 4 : 25 Places to Sell Handmade Crafts Online - Small Business Trends

How to Market and Sell Your Art, Music, Photographs, and Handmade Crafts Online. You're creative, you're an artist or a photographer, you have a hobby or craft, something you absolutely love to do, and you are good at it.