



# CONTENT CHECKLIST

This checklist will give you a few pieces of advice on how to improve your writing as well as a few action items related to the copy in your Etsy Shop. Remember, great writing takes practice, persistence, and revision. You can do this!

- ☐ Write AWESOME descriptions. Ask yourself: What do my customers want to know about my product? And answer their questions before they ask.
- ☐ Use the first 150 characters to describe your product so you're more likely to be found in Google search.
- ☐ Read your writing out loud. I know. It's just a listing description or answer to a FAQ, but reading your writing out loud will help it sound more natural, allowing it to really speak to customers.
- ☐ Write (or rewrite) your FAQ
- ☐ Write a new shop announcement
- ☐ Write (or rewrite) your About Section and member bios
- ☐ Read some books or articles on how to write AMAZING marketing emails. We're going to tell you all about email marketing in Etsy 204!

**Next: dive into Marketing within Etsy**



## PROMOTIONS CHECKLIST

Here's a list of action items for trying out Etsy's marketing options. (All but Etsy Ads, which we'll talk about in Etsy 205 since they're not free). Make sure, after checking these off, to wait about 30 days and watch your stats to see how these marketing practices are affecting your sales.

- ☐ Run a sale—either a 10% off storewide sale or a 15-30% off sale on a few listings
- ☐ Create a coupon code and advertise it via social media or send it out in an email (if you have a mailing list)
- ☐ Set up your Targeted Campaigns: offer discounts to people who abandon their carts before completing a purchase, people who purchased from you (and may purchase again!), and people who favorited one of your listings.

**Next: Email marketing, a FREE marketing strategy you don't want to skip!**



## PAID ADVERTISING CHECKLIST

Jumping into paid advertising can feel incredibly daunting, even more so than the other marketing practices we've talked about in these expert modules. It's intimidating when you're expected to put money on the line. But, you don't have to spend a lot right away. Small sums can help you see which paid channels are going to bring in the best rewards. Here are some tips for starting out.

- ☐ If you have \$30 available, try advertising 5 or so of your middle-selling or newest listings through Native Etsy Ads with a budget of \$1 a day
  - ☐ Check your ad stats several times a week
  - ☐ If after 30 days, you aren't seeing good returns, you can turn Etsy Ads off
- ☐ Join Etsy Offsite Ads if you aren't already participating (and let Etsy work its magic)
- ☐ If you already have somewhat active business accounts on Facebook and Instagram, try advertising on Facebook for Business. (If you're not really on social media yet, you can come back to this after completing Etsy 206)
- ☐ Consider whether it may be worth your while to reach out to social media influencers and bloggers that might be interested in promoting one of your products for a fee or a free product
  - ☐ Scour Instagram, Facebook, and Pinterest for influencers in your niche
  - ☐ Reach out to these influencers—some may say no, but that's ok