

# INCREASE ETSY SALES

## 30-DAY PLAN

DAILY CHECKLISTS TO HELP  
BOOST YOUR ETSY SHOP SUCCESS



# INCREASE ETSY SALES 30-DAY PLAN



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# Hi there

I'm super excited to share this Increase Etsy Sales 30-Day Plan with you. I created this plan to give Etsy shop owners like you practical tips and tactics to help boost your traffic and improve your sales.

The plan is set out as a page-per-day checklist with dedicated space for you to note down what you did and the impact it had. Simply follow each day's checklist and you'll be well on your way to running a super successful Etsy shop.

When I opened my first Etsy shop (Abbey Gate Designs), I struggled to make sales and really felt like it was never going to be profitable. Trying to improve, I read every blog post, online forum and Etsy article I could find to learn ways to boost my sales. Gradually I developed a bank of tips and tricks that helped my Etsy sales soar. And now, I'd like to share these tips and tricks that I use every day with you.

I really hope you enjoy using the Increase Etsy Sales 30-Day Plan as it's such a personal favorite of mine.

As you work through the plan, I'd love to know what you think. If you have any feedback, I'm only an email away - find me at: [mirandacampbell@live.com](mailto:mirandacampbell@live.com). I can't wait to hear from you.

Thank you so much for your support in choosing my Increase Etsy Sales 30-Day Plan. I look forward to hearing all about your Etsy success.

with love

Miri

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# DAY 1

- Identify the keywords people are using to find your shop or listings by looking at the Stats page on your Etsy dashboard. Find five poorly performing product listing descriptions (Stats>Listings>Least visited listings) and re-write to include these keywords so that your product can be found by Google.
  
- Use niche-specific keywords in your shop title to describe your shop. Your shop title sits below your shop name and is a brief bit of text that describes your shop. Titles can be up to 55 characters long.
  
- Sign up free for Help a Reporter Out (HARO) requests. HARO connects you with journalists, bloggers and writers who are looking for sources for various topics. You'll get a daily email and you can then respond to the query that is relevant to your business.
  
- Start a Pinterest business account using your shop name and branding. Create 20 boards relevant to your niche and your ideal customer. Use keywords in your board titles. Get help here: <https://business.pinterest.com/success-stories/etsy>
  
- Follow/favor anyone who has followed or favoured your shop in the last 24 hours.



# DAY 2

- Use MailChimp to set up an email list. Offer 10% off the next order in exchange for customers signing up to your email list. Advertise this offer in listing images, product descriptions, your shop announcement, your About page and on social media.
  
- Check all expired listings and renew any that have expired. To save yourself this job in the future, ensure your products are on auto-renew.
  
- Download the Sell on Etsy app to your phone and use it to create Shop Updates to offer sneak peeks at new products, announce upcoming sales or share what you're up to in your business.
  
- Follow 20 people who have purchased from or favorited Etsy shops in your niche.
  
- Follow anyone who has followed or favoured your shop in the last 24 hours.



# DAY 3

- Choose your best and poorest product listing and run an Etsy Ad for them for a month. Aim to spend \$10 per day and compare and measure results (you want to see Ad costs to be less 25% of Ad revenue).
  
- Reach out to a non-competitive Etsy seller and ask if they will mention one of your listings in their customer emails if you do the same for them.
  
- Find 20 non-competitive products and favor them. With luck these people will favor you too and the more favorites, the higher a product ranks in an Etsy search.
  
- Follow anyone who has followed or favoured your shop in the last 24 hours.
  
- Pin ten pieces of content relevant to your niche to Pinterest.



# DAY 4

- Identify upcoming gift-buying occasions (e.g. *Mothers' Day, Valentine's Day, Fathers' Day*) and make attractive coupons for these events to place in customers' packages. Digital shops can include these coupons as an extra download.
  
- Encourage visitors to engage with you by writing, '*Please click Message Seller if you have any questions, and I will be delighted to help you*' in the product listing descriptions and product images.
  
- Rewrite your Etsy shop sections to include relevant keywords that customers might use to search for your products
  
- Check HARO requests; respond with a publicity pitch to any that are relevant.
  
- Follow anyone who has followed or favoured your shop in the last 24 hours.



# DAY 5

- Etsy love to use seasonal product photos on their home page so create some product shots featuring a seasonal theme. You can also display these in your shop banner and featured products section.
  
- Include bright, attractive, well-designed shop coupons for customers to share with their friends and family. Offer these coupons as an additional download.
  
- Follow 20 people who have purchased from or favourited Etsy shops in your niche.
  
- Follow anyone who has followed or favoured your shop in the last 24 hours.
  
- Pin ten pieces of content relevant to your niche to Pinterest.





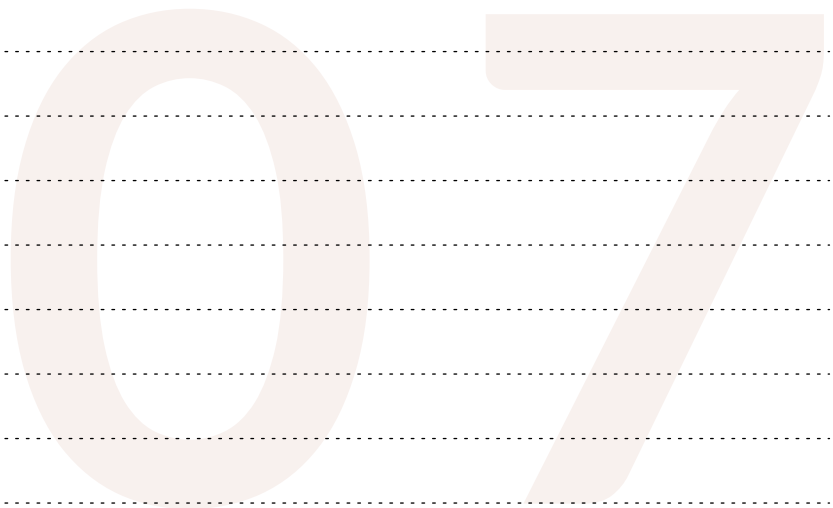
# DAY 6

- Identify your top selling products and consider what additional products you could develop to coordinate with them. Make these new products and include links to the original in the listing description.
  
- Remove any search phrases in titles and tags that are for past holidays or buying occasions.
  
- Use your Etsy About page to show case your best-selling products with either your own or customers' photos.
  
- Post tutorials or guides relevant to your products. Share these on your blog or alternatively, share through websites like Quora. These websites can also help you to get new customers.
  
- Find 20 non-competitive products and favourite them.
  
- Follow anyone who has followed or favoured your shop in the last 24 hours.



# DAY 7

- Create an email signature featuring your Etsy shop logo that will link directly to your Etsy shop. Use a free email signature generator such as ZippySig, Signature Creator or Wisestamp.
  
- Identify specific buying occasions for the next 2 months and display relevant products in Featured Products section.
  
- Check HARO requests; respond with a publicity pitch to any that are relevant.
  
- Create and publish a Shop Update using the Etsy app.
  
- Follow anyone who has followed or favoured your shop in the last 24 hours.
  
- Pin ten pieces of content relevant to your niche to Pinterest.



# DAY 8

- Add a separate download to customers' purchases showing other products from your shop that might go well with what your customer just purchased. Include a limited time discount offer too.
  
- Find upcoming local festivals, shows, markets and events to appear at. Then use [www.etsy.com/local](http://www.etsy.com/local) to update where you or your products will be appearing.
  
- Search for blog posts about '*Best Etsy Shops*' and then using your shop name, comment on these posts.
  
- Follow 20 people who have purchased from or favourited Etsy shops in your niche.
  
- Follow anyone who has followed or favoured your shop in the last 24 hours.



# DAY 9

- Follow all your customers from the last month on Etsy and on their social media.
- Annotate product images with comments such as *'Great for Grandmas'* or *'Ideal 1st Birthday Gift'*.
- Make up coordinated product 'sets' with products that work well together and create new listings for these to sell more products at one time.
- Plan a strategy to list more items by adding a new product every day/week/month. The more products you have increases the chance of you being found in an Etsy search.
- Find 20 non-competitive products and favor them.
- Follow anyone who has followed or favoured your shop in the last 24 hours.

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# DAY 10

- Use WordPress.com to start a blog. Share things you like and include links to your products to boost your SEO ranking and drive traffic to your shop.
  
- Find Etsy search phrases that are more specific to your product by using phrases that use 'with' and 'for'. For example, 'Coaching worksheet with'; 'self-care journal for'
  
- Find an Etsy seller with products which complement yours. Arrange to do a cross promotion or giveaway together through your social media channels. (Be wary of linking your actual Etsy shops, however. If a shop is penalized or shut down by Etsy, then any associated shops will also be penalized or shut down.)
  
- Check HARO requests; respond with a publicity pitch to any that are relevant.
  
- Follow anyone who has followed or favoured your shop in the last 24 hours.



# DAY 11

- Make an image to advertise your shop and include it as one of the product photos for your listings. Encourage visitors to share this image on their social media in return for a 20% discount coupon.
  
- Ask for 5-star reviews. Include a note in customers' packages to say something like, *'If you love your new [product name], it would be wonderful if you could leave me a review'*. Then give instructions how to do this.
  
- Take popular deactivated or expired listings that have many views or favorites and re-use for a new product.
  
- Follow 20 people who have purchased from or favorited Etsy shops in your niche.
  
- Follow anyone who has followed or favoured your shop in the last 24 hours.
  
- Pin ten pieces of content relevant to your niche to Pinterest.



# DAY 12

- Add emojis to draw attention to special features or links to other products in your product descriptions.
- Identify the search phrases people are using to find your shop or listings by looking at Stats page on your Etsy dashboard. Use these phrases at the beginning of product listing titles.
- Study your Etsy shop traffic stats. If traffic is more than 50% from Etsy, consider other ways to drive traffic to your shop such as Facebook ads, Pinterest
- Look for listings that have multiple options available and consider organizing these into separate listings instead. For example, if you have 2 colour options for a worksheet, separate them into two listings. Having more listings increases chances of being found in an Etsy search.
- Find 20 non-competitive products and favor them.
- Follow anyone who has followed or favoured your shop in the last 24 hours.



# DAY 13

- Create text-based listing images to share the features and benefits of your products or to share a glowing five-star customer review. Include these as one of your product photos.
  
- Organize Etsy shop sections to show new products. For example, *What's New, Just in, New Collection, Hot Trends*.
  
- Ensure that all 10 images are used for each product listing and use consistent colour palettes for image backgrounds to make your shop look cohesive and branded.
  
- Check HARO requests; respond with a publicity pitch to any that are relevant.
  
- Follow anyone who has followed or favoured your shop in the last 24 hours.
  
- Pin ten pieces of content relevant to your niche to Pinterest.





# DAY 14

- Connect with your visitors by making an Etsy shop video to share who you are and what makes you and your products special. Get help with this here: <https://etsy.me/2LVxU8P>
  
- Consider adding some cuteness to your product images e.g. a cuddly pet. This increases the chance Etsy will choose to feature the photo on their home page.
  
- Click in the Etsy search box and see the current popular searches in the drop down box. Identify any relevant searches and add these to your titles and tags.
  
- Create and publish a Shop Update using the Etsy app.
  
- Follow 20 people who have purchased from or favorited Etsy shops in your niche.
  
- Follow anyone who has followed or favoured your shop in the last 24 hours.



# DAY 15

- Check that keywords and key phrases in both titles and tags are repeated in order to be easily found in the Etsy search.
  
- Check that you are using the same keywords from listing titles in the first line of listing descriptions in order to be ranking in Google searches.
  
- Create a free gift that can be included in a customer's download; something they can keep and display. Brand with your Etsy shop name and URL. Examples of inserts are calendars, recipe cards, shopping lists, checklists, tutorial printouts.
  
- Find 20 non-competitive products and favor them.
  
- Follow anyone who has followed or favoured your shop in the last 24 hours.
  
- Pin ten pieces of content relevant to your niche to Pinterest.



# DAY 16

- Use a customer photo (with their permission) as one of your 10 product photos to show visitors how your customers are proud of their new purchase.
  
- Update your Etsy shop sections to include seasonal holidays, occasions and special events such as: *Valentines Gifts, Easter Décor, Fall Favorites, Winter Warmers, Fathers Day Gift Guide.*
  
- Include photos of most popular item in other listings with the caption, 'You may also like the Best Selling..'
  
- Check HARO requests; respond with a publicity pitch to any that are relevant.
  
- Follow anyone who has followed or favoured your shop in the last 24 hours.



# DAY 17

- Check the Etsy Seller Handbook ([www.etsy.com/seller-handbook](http://www.etsy.com/seller-handbook)) and Market Insight Reports for a guide to the season's top Etsy trends and categories. Organize relevant products from your shop into these categories.
  
- Ensure that your listings are in the correct categories. Type in three-word search phrase for your product and then put it in the first category that Etsy suggests.
  
- To increase awareness of your brand, start all product descriptions with, *'Welcome to (shop name)'* and end with *'Thank you for visiting (shop name)'*.
  
- Follow 20 people who have purchased from or favorited Etsy shops in your niche.
  
- Follow anyone who has followed or favoured your shop in the last 24 hours.



# DAY 18

- Review your products and identify if there are colours, types or styles which are not represented in your listings. Consider creating variations of current products or making new products to reflect these.
  
- Check that you are complying with all of the requirements to become a Star Seller. This involves answering messages within 24 hours and receiving 5-star reviews.
  
- Use Etsy's abandoned cart coupons to send a coupon to anyone who has your product in their cart or to someone who has recently favourited a product.
  
- Find 20 non-competitive products and favourite them.
  
- Follow anyone who has followed or favoured your shop in the last 24 hours.



# DAY 19

- Hold a flash sale and temporarily change your Etsy avatar and banner to a bright, attractive advert graphic to promote the sale.
- Include a note in customers' downloads thanking them for their support with a 15% discount coupon.
- Update product descriptions with customers' 5-star reviews and testimonials.
- Check HARO requests; respond with a publicity pitch to any that are relevant.
- Create and publish a Shop Update using the Etsy app.
- Follow anyone who has followed or favoured your shop in the last 24 hours.



# DAY 20

- Rewrite product descriptions to reflect any seasonal changes or upcoming events giving your audience a reason to need your item. For example, '*Bright summer journal - perfect for using at the beach*'.
  
- Organize your Etsy shop sections so that your shop's best sellers can be quickly found by visitors. Place these sections at the top of the list. Consider sections such as: *Best Sellers, Top Rated, Customer Favorites, Top Sellers, Most Wanted*.
  
- Plan out your email list content strategy. Develop a plan to email your subscribers monthly with new products, sales and special promotions.
  
- Follow 20 people who have purchased from or favourited Etsy shops in your niche.
  
- Follow anyone who has followed or favoured your shop in the last 24 hours.
  
- Pin ten pieces of content relevant to your niche to Pinterest.



# DAY 21

- Look at Etsy's front page and find the Popular Right Now section or click your cursor in the Etsy search box. Use these search ideas to update the titles and tags of your weaker performing listings with the keywords that are more relevant to the Etsy search.
  
- Update your Etsy About page and use it to feature new products, photos and customer reviews.
  
- To increase a product's favourites, write this in the product listing: *'Click the heart to save this item as a favourite.'*
  
- Find 20 non-competitive products and favour them.
  
- Follow anyone who has followed or favoured your shop in the last 24 hours.





# DAY 22

- Review your current products and consider adding different colours, styles, materials, sizes etc. to expand your product line.
- Run a Google Adwords ad for your shop for one month.
- Link to other listings within listings and include a coupon code for the linked item.
- Check HARO requests; respond with a publicity pitch to any that are relevant.
- Follow anyone who has followed or favoured your shop in the last 24 hours.
- Pin ten pieces of content relevant to your niche to Pinterest.



# DAY 23

- Do an Etsy search for your main search phrase and review the photos that are displayed. Try to make your photos look different perhaps with a different coloured background so that they stand out.
  
- Annotate product photos with any variations in size, colour, styles or materials that are available. For example: a banner on the image stating, '*Other Sizes Available*' or a circle stamp image with the words, '*Different Layouts Available*'.
  
- Highlight any press coverage you might have received on your shop banner and in your shop announcement.
  
- Follow 20 people who have purchased from or favourited Etsy shops in your niche.
  
- Follow anyone who has followed or favoured your shop in the last 24 hours.



# DAY 24

- Review product photos to check that the primary photo makes it crystal clear exactly what customers will receive when they purchase your product. Include other photos to help customers imagine the product in their lives and to show the product's size, colour, materials, and purpose.
  
- Find a listing with low favourites and encourage visitors to favour it to get a 10% discount coupon for any product.
  
- Make sure listing titles are a series of long-tail search phrases.
  
- Find 20 non-competitive products and favour them.
  
- Follow anyone who has followed or favoured your shop in the last 24 hours.
  
- Pin ten pieces of content relevant to your niche to Pinterest.



# DAY 25

- Send a thank you email to your email-list customers one month after their purchase with a 20% coupon off their next order.
  
- Look at Stats on your Etsy dashboard to identify the search phrases people are using to find your shop or listings. Use these more in your titles and tags.
  
- Consider offering a sale for your products that are not selling in order to give them a boost.
  
- Include relevant niche-specific keywords in your shop announcement.
  
- Check HARO requests; respond with a publicity pitch to any that are relevant.
  
- Follow anyone who has followed or favoured your shop in the last 24 hours.



# DAY 26

- Run a 24-hour sale to urge people to buy.
- Update your Etsy shop sections to promote any sales and promotions you are running. For example, have sections such as: *On Sale, Clearance, Today's Deals, Last Chance, 50% off.*
- Update descriptions for poorly performing listings. Tell a story about the product and how it will improve your customer's life. Connect with your customer by using *I* and *you* language. Give as much detail as you can about your product so that your customer knows exactly what they're purchasing.
- Create and publish a Shop Update using the Etsy app.
- Follow 20 people who have purchased from or favourited Etsy shops in your niche.
- Follow anyone who has followed or favoured your shop in the last 24 hours.



# DAY 27

- Create an Ultimate Bundle listing featuring products that go naturally together.
- Create photos that display multiple products and how they can be used together.
- Use Etsy coupons to set up offers that encourage visitors to buy more than one product. For example, 'Buy 2 get 1 free' and 'Spend \$10 and get 20% off.'
- Find 20 non-competitive products and favour them.
- Follow anyone who has followed or favoured your shop in the last 24 hours. up
- Try a free trial of [Tailwind](#) to schedule pinning on Pinterest.



# DAY 28

- Identify listings that are getting poor traffic and move their main three-word search phrase to the beginning of the listing title.
  
- Look for the month's top searches and update all listing titles and tags accordingly.
  
- Ensure all shop policies are completed and up to date. Be descriptive and detailed and include everything that reflects how you run your business. This way customers will know exactly what to expect from you and will be more comfortable to make a purchase from you.
  
- Check HARO requests; respond with a publicity pitch to any that are relevant.
  
- Follow anyone who has followed or favoured your shop in the last 24 hours.



# DAY 29

- Go to the Etsy blog and comment on the latest post.
- Make sure the first 160 words of product listing descriptions contain your product keywords to improve ranking for Google search. But Google does not like duplicate content so make sure you don't use blocks of near-identical content across your product descriptions. Instead, for each product craft unique descriptions that talk to your customer directly.
- For products with high traffic, include up to 2 links in the description to new or poorer performing products.
- Post flyers about your Etsy shop at local coffee shops, churches, libraries etc.
- Follow 20 people who have purchased from or favourited Etsy shops in your niche.
- Follow anyone who has followed or favoured your shop in the last 24 hours.





# DAY 30

- Try out Etsy SEO tools like Marmalead to ensure your keywords are relevant and popular.
  
- Use eRank.com with its lists of top Etsy sellers. Get inspired by how their shops look and the keywords they use. Without copying, consider how you can use this inspiration in your shop.
  
- Plan a strategy to get featured on the Etsy home page. To be selected you'll need to have high quality photos, up to date Policies and About sections. You'll also need to show you're an active contributor to the Etsy community by commenting on Etsy blog posts and belonging to Etsy teams.
  
- Find 20 non-competitive products and favour them.
  
- Follow anyone who has followed or favoured your shop in the last 24 hours.

