

## Growth Strategy #2.1:

# Sales Channel and Market Expansion

At Printify, we want to help you explore ways to expand your reach and boost sales. This eBook dives into the world of sales channels and market expansion, providing you with the knowledge to take your print-on-demand business to the next level.



# Table of Contents

<b>01</b>	<b>Chapter 1:</b>		
	<b>Diversifying Within Marketplaces:</b>		
	<b>Spreading Your Wings</b>	_____	<b>3</b>
	Marketplaces's Pros and Cons	_____	4
<b>02</b>	<b>Chapter 2:</b>		
	<b>Expanding Beyond Marketplaces: Taking the Leap</b>	_____	<b>6</b>
	Taking Control of Your Brand – Pros of Going Standalone	_____	6
	Greater Investment, Greater Rewards – Challenges		
	When Going Standalone	_____	7
	Standalone Platforms' Pros and Cons	_____	8
<b>03</b>	<b>Chapter 3:</b>		
	<b>Selling in a New Location: Thinking Globally,</b>		
	<b>Acting Locally</b>	_____	<b>12</b>
	International Considerations	_____	12
	International Marketing Strategies	_____	13
<b>04</b>	<b>Chapter 4:</b>		
	<b>Printify Pop-Up Stores: Test and Sell, Instantly</b>	_____	<b>15</b>
	Expand Your Reach	_____	15
	Perfect for Existing Stores	_____	16
<b>04</b>	<b>Chapter 5:</b>		
	<b>Expand Your Reach and Unlock Global Sales</b>		
	<b>with a TikTok Shop</b>	_____	<b>17</b>
	Effortless Setup in 4 Steps	_____	17
	Why Sell on TikTok?	_____	18
	Plus, Printify Makes it Easy	_____	18
	<b>Wrapping Up: A World of Sales Opportunities Await</b>	_____	<b>19</b>

## Diversifying Within Marketplaces:

# Spreading Your Wings

Don't underestimate the growth potential within marketplaces like Etsy, eBay, and Walmart. Here are some strategies to maximize your reach and sales:



### Multiple Shops:

- Explore new niches or design styles without overwhelming your existing audience.
- Open additional shops within your marketplace to test the waters.
- Analyze performance across shops to understand customer preferences and refine your offerings.

#### Learn More

- [What Is a Niche?](#)
- [Can You Have More Than One Etsy Shop?](#)

### Marketplace Advertising:

Most marketplaces offer advertising features to target specific demographics or interests. Utilize these tools to reach a wider audience within the platform. Carefully research keywords and tailor your ads for maximum impact.

#### Learn More

- [How Etsy Advertising Can Boost Your POD Business](#)

## Expand to Other Marketplaces:

While mastering one platform is important, consider expanding your reach. If you have a successful Etsy store, explore eBay or Walmart and vice-versa. Each platform caters to a slightly different audience, allowing you to tap into new customer segments and diversify your income streams. Remember, Printify integrates seamlessly with various marketplaces, meaning you can expand your reach with just a few clicks.

### Learn More

- [Etsy vs eBay](#)
- [The Best Etsy Alternatives](#)
- [Amazon Handmade vs Etsy](#)
- [Walmart vs Amazon](#)

## Pros and Cons of Marketplaces

Check out the good and the bad of the world's top marketplaces:

### Etsy



Etsy



#### Best for

Beginners, casual sellers, crafters, artists, vintage resellers – ideal for unique products.

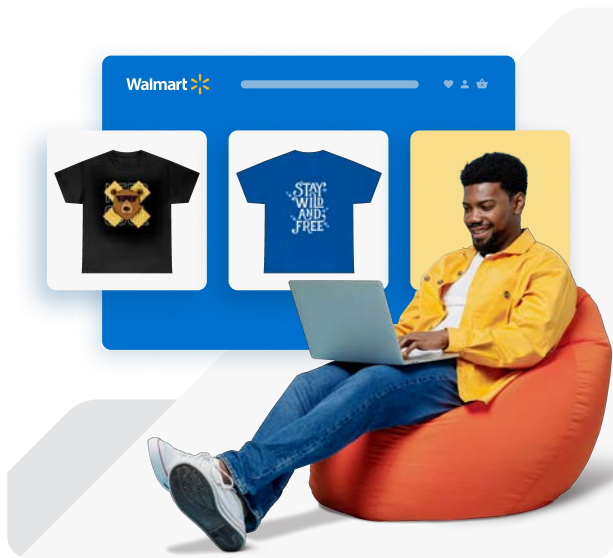
#### Pros

Established audience, easy setup, beginner friendly.

#### Cons

Limited customization, high fees for sellers, competitive landscape, easy to get banned, complex terms and conditions.

## Walmart



### ✓ Best for

Expanding experienced sellers, established businesses with competitive pricing on mass-produced goods.

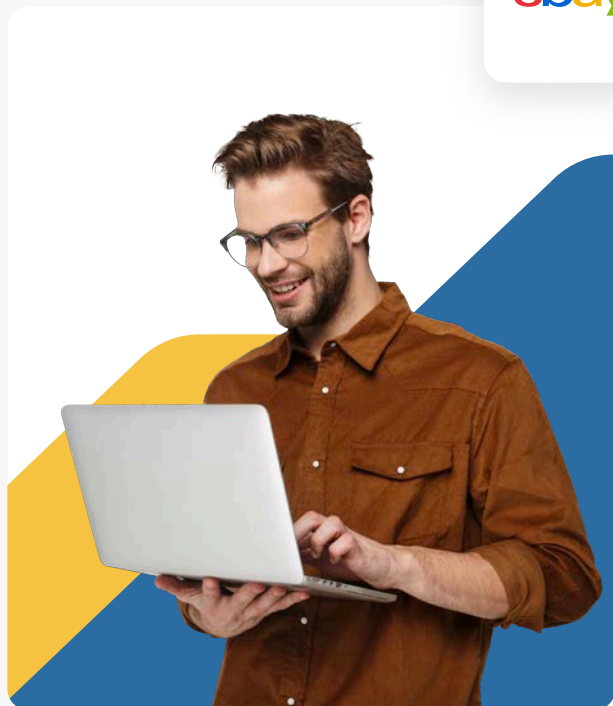
### + Pros

Massive customer base, brand recognition, potential for high sales volume.

### ✗ Cons

Strict seller requirements, high competition, lower profit margins.

## eBay



### ✓ Best for

Businesses with a wide variety of products, good for selling collectibles or one-of-a-kind items. Also, eBay has a predominantly male audience to target.

### + Pros

Broad product range, large user base, good for auctions and niche items.

### ✗ Cons

High listing fees, can be cluttered, focus on price competition, policy restrictions, difficult inventory upkeep.

### Learn More

- [Etsy Printify Guide](#)
- [eBay Printify Guide](#)

## Expanding Beyond Marketplaces: Taking the Leap

Marketplaces like Etsy, eBay, and Walmart are powerful launchpads, connecting your designs with a massive audience of ready-to-buy customers. Printify simplifies the process of getting your products in front of them by seamlessly integrating with these platforms.

But what if you want to take control of your brand experience and build deeper customer relationships? That's where standalone stores come in.



### Taking Control of Your Brand – Pros of Going Standalone

Standalone platforms like Shopify, WooCommerce, and Wix offer complete ownership and control over your online store. This empowers you to:

#### Craft a Unique Brand Identity:

Design your storefront to reflect your brand aesthetic and voice perfectly, creating a cohesive customer experience.



## Set Your Own Pricing and Promotions:

You have the freedom to determine your pricing strategy, run targeted promotions, and offer exclusive discounts to build customer loyalty.

## Customer Relationships:

Manage customer interactions, fostering stronger brand relationships and gathering valuable customer data to inform future product development and marketing strategies.

## Greater Investment, Greater Rewards – Challenges When Going Standalone

While standalone platforms offer significant creative control, they also require a more substantial investment of time and resources, especially for driving traffic to your store:



## Marketing Efforts:

Building brand awareness and attracting customers requires a dedicated marketing strategy. This might involve search engine optimization (SEO), social media marketing, or paid advertising campaigns.

## Platform Fees:

While some platforms offer free trials, most have monthly subscription fees. There may be additional transaction fees depending on the platform.

## Store Management:

You'll be responsible for managing all aspects of your store, including product listings, order fulfillment (through Printify integration), customer service, and ongoing website maintenance.

### Pro Tip

Make your standalone store management and customer support a breeze with [Printify Connect](#). Please note that the feature only works with selected standalone stores and isn't available for marketplaces.

## Standalone Platforms' Pros and Cons

Check out the good and the bad of the world's top marketplaces:

### Shopify



#### Best for

Growing businesses with a larger product catalog, ideal for those needing advanced features and a user-friendly platform.

#### Pros

Easy to set up and use, scalable, robust features, good for high-volume stores, marketing tools, plenty of themes and extensions.

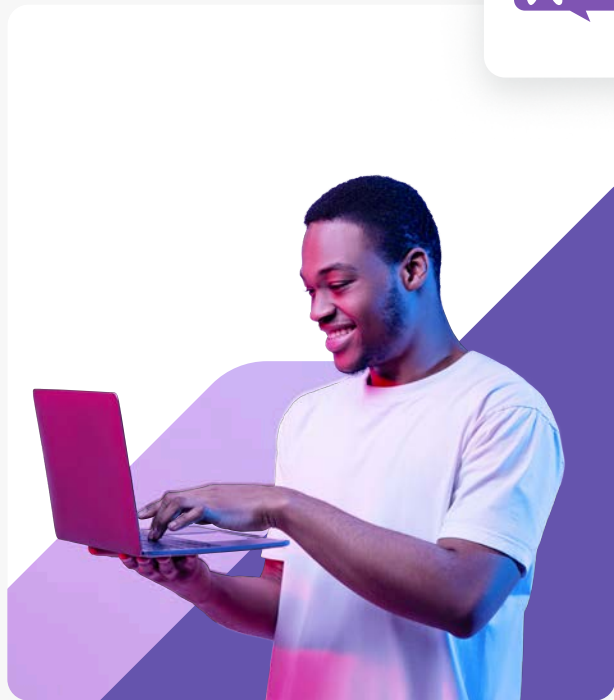
#### Cons

Higher monthly fees compared to some, transaction fees may apply, not very flexible or intuitive.



## WooCommerce

(open-source CMS and WordPress Plugin):



✓ Best for

Tech-savvy entrepreneurs and advanced users with a long-term vision, ideal for complex stores needing unique features.

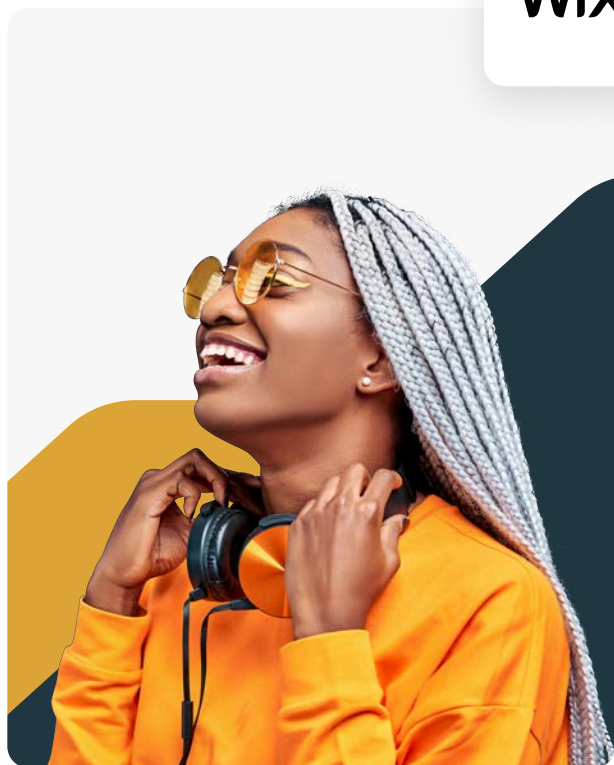
+ Pros

Highly customizable and flexible, open-source (free), large plugin ecosystem, maximum security, full ownership of the store, easy inventory management.

✗ Cons

Steep learning curve, requires technical knowledge, ongoing maintenance, additional costs for hosting, no customer support.

## Wix



✓ Best for

Regular sellers searching for easy-to-use, quick solutions.

+ Pros

Easy to use and maintain, drag-and-drop interface, thousands of themes, all-in-one solution, plenty of customization and expansion options.

✗ Cons

Can become expensive for larger stores, some sellers may become overwhelmed by the many options, no stock management alerts.

## Squarespace



### ✓ Best for

Creatives like photographers, artists, or designers who focus on visual presentation, ideal for simple stores with a strong brand identity.

### + Pros

Easy to use, drag-and-drop interface, beautiful templates, good for creative businesses.

### ✗ Cons

Limited scalability, less customization compared to others, can be expensive, lack of marketing tools, few third-party apps and extensions, difficult inventory management.

## BigCommerce



### ✓ Best for

Businesses with a large product catalog and a focus on online sales, ideal for those needing advanced features and scalability for significant growth.

### + Pros

Scalable, robust features, good for high-volume stores, built-in SEO tools.

### ✗ Cons

Higher monthly fees compared to some, transaction fees may apply.

## PrestaShop

PRESTASHOP



### ✓ Best for

Technically-inclined businesses with a large product range, ideal for those needing full control and customization.

### + Pros

Open-source (free), scalable, customizable, good for large inventories, full ownership of the store.

### ✗ Cons

Requires technical knowledge, less user-friendly interface compared to others, no customer support, limited design options, steep learning curve.

### Learn More

- [The 10 Best Platforms for Selling T-Shirts: From eBay to Wix](#)
- [BigCommerce vs Shopify](#)
- [Shopify Alternatives](#)
- [Shopify vs eBay](#)
- [Shopify vs Etsy](#)
- [Wix vs Squarespace](#)
- [Wix vs Shopify](#)
- [WooCommerce vs Shopify](#)

Selling in a New Location:

# Thinking Globally, Acting Locally

International expansion can unlock a vast new customer base, but careful planning is essential for success. Here's what to consider:



## International Considerations

### Shipping Costs and Times:

International shipping can be expensive and time-consuming. Calculate accurate shipping costs and set clear delivery timeframes to manage customer expectations. Consider offering tiered shipping options or partnering with local fulfillment centers for faster delivery within your target market.

### Customs Regulations:

Research customs regulations and any potential import duties in your target market. Understanding these beforehand avoids delays at the border and potential customer frustration. Consider including this information on your product pages or FAQs.

### Local Preferences:

Product preferences, sizing, and cultural nuances can vary greatly. Analyze market trends and adapt your offerings accordingly. For example, if targeting a warmer climate, focus on lightweight clothing styles. Be mindful of size variations across regions – offering size charts with international conversions can improve customer confidence.

### Currency Conversion:

Streamline the checkout process by offering product prices in the local currency. Printify often handles currency conversion automatically, but ensure it's clearly displayed for your customers.

#### Pro Tip

Enable Printify's [Order Routing](#) feature to automatically select the geographically closest Print Provider for each order when your primary Provider is out of stock. This will both reduce shipping times and costs for your international customers.

## International Marketing Strategies

### SEO Optimization and Localization:

Incorporate location-specific keywords into your product descriptions and website content. This increases your discoverability in local search engines, attracting organic traffic from potential customers in your target market.

### Social Media Marketing:

Social media platforms can be powerful tools for reaching new audiences. Research which platforms are most popular in your target market and tailor your content accordingly. Consider using local languages and collaborating with local influencers to build brand awareness.

## Local Advertising:

Explore local advertising opportunities, such as online marketplaces or social media advertising platforms popular in your target region. This allows you to target your ideal customer base with laser focus and maximize your reach within the new market.

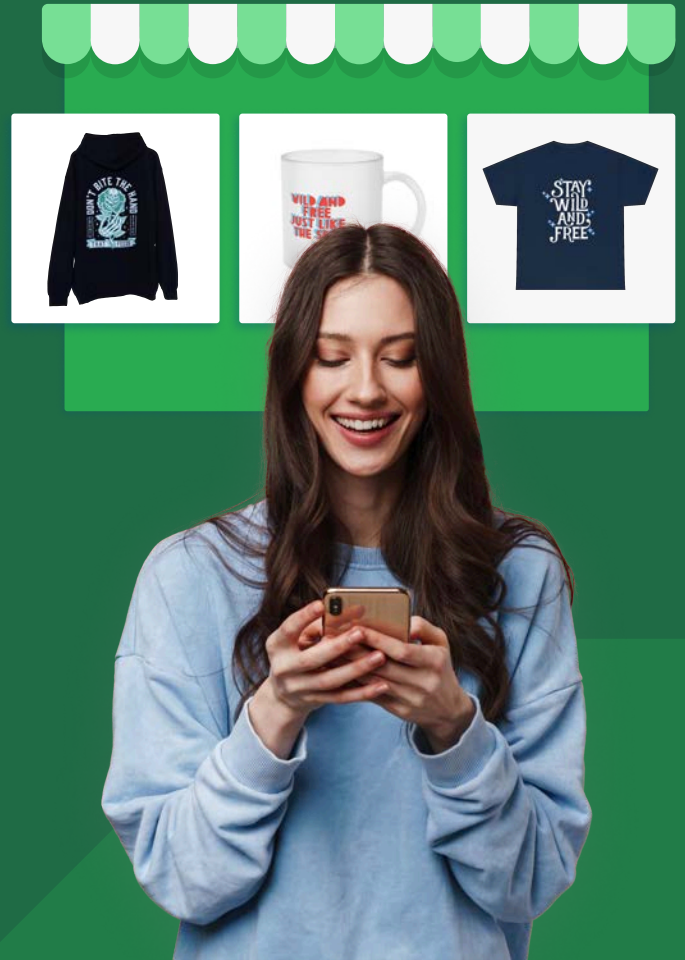
### Learn More

- [International Business – Go Global](#)
- [Shopify International Shipping: How to Sell Worldwide in 2024](#)
- [Economy Shipping](#)
- [Walmart Fulfillment Services](#)
- [Shipping Costs on Etsy](#)



# Printify Pop-Up Stores: Test and Sell, Instantly

Unlock new possibilities for your business with a Printify Pop-Up Store. It's a hassle-free way to experiment with fresh ideas, validate your designs, and generate quick sales. A Pop-Up Store lets you reach new audiences and test the waters before committing to a full launch.



## Expand Your Reach



### Fast Setup:

No need to learn new platforms – just design, add products, and share your link.



### Zero Upfront Costs:

Test ideas without financial risk; no setup fees or monthly charges.



### Branding and Customization:

Personalize your pop-up with logos, descriptions, and themes.



### Data and Insights:

Track customer behavior with integrated analytics.



### Targeted Campaigns:

Run seasonal promotions or explore new product niches.

## Perfect for Existing Stores

### ✓ Test new designs or product lines:

Pop-Up Stores are a low-risk way to experiment with fresh design ideas or entirely new product lines. Assess customer interest before investing in a full launch within your main store.

### ✓ Generate sales for seasonal events or holidays:

Capitalize on seasonal trends and holidays. Create Pop-Up Stores specifically for back-to-school, holiday shopping, or other seasonal events to capture additional sales without cluttering your main store.

Printify handles fulfillment and support, so you can focus on design and promotion. This is perfect for established sellers who want to explore new market segments or product lines without a major investment. Launch your Pop-Up Store today and see results fast.

### ✓ Run targeted marketing campaigns:

Leverage Pop-Up Stores for focused marketing campaigns. Target specific customer segments, promote limited-edition items, or create pre-launch buzz for upcoming product launches in your main store.

### ✓ Showcase your full product portfolio:

Sometimes, your main store might not accommodate your entire product range. Pop-Up Stores allow you to display your complete product catalog, including niche offers or limited-edition collections, without overwhelming your core audience.



### Learn More

- [Pop-Up Store](#)
- [How Can I Create a Pop-Up Store?](#)
- [Am I an Eligible Merchant for Printify Pop-Up Store?](#)



# Expand Your Reach and Unlock Global Sales With TikTok Shop

Whether you're already established in marketplaces or have your own standalone store, Printify and TikTok Shop offer a powerful combination to take your business global.

Integrate seamlessly, reach a massive audience, and unleash the power of TikTok for your business.



## Effortless Setup in 4 Steps

### Step 1

#### Connect Your Accounts:

Unlock a vast new market by connecting your Printify and TikTok Shop accounts. Showcase your custom products to millions of potential customers.



### Step 2

#### Apply and Get Approved:

Complete the TikTok Shop application. Provide basic information and agree to the terms to become eligible to sell with Printify on TikTok.

### Step 3

#### Await Approval:

Sit back and relax while TikTok reviews your application. Once approved (usually less than 24 hours), you'll receive a confirmation and a seller badge on your profile.

### Step 4

#### Sync and Sell:

Link your TikTok Shop account to sync products and orders. Sit back, focus on promotion, and let Printify handle the rest – fulfillment, printing, and shipping.

## Why Sell on TikTok?

#### Massive Reach:

Tap into over one billion highly engaged monthly users who spend significant time on the app – a prime audience for your brand.

#### Build Brand Loyalty:

TikTok fosters community. Interact with followers, showcase your personality, and build strong relationships that turn viewers into loyal customers.

#### Create an Authentic Showcase:

TikTok allows for short, engaging videos that showcase your products in action. Leverage filters, music, and trendy hashtags to stand out and go viral.

#### The Power of Influencer Marketing:

Collaborate with millions of TikTok influencers to reach highly targeted audiences who trust their recommendations.

## Printify Makes It Easy

Tap into over one billion highly engaged monthly users who spend significant time on the app – a prime audience for your brand.

#### Learn More

- [TikTok Shop Integration](#)
- [TikTok Merch Analysis: Revealing the Best Products to Sell in 2024](#)
- [How to Use TikTok for Business: eCommerce Edition \(2024\)](#)
- [How to Make Money on TikTok](#)

# A World of Sales Opportunities Await

This chapter has given you the tools to navigate the vast landscape of sales channels and markets. We explored the potential of established marketplaces, the pros and cons of venturing out on your own with a standalone store, and the considerations for international expansion.

We also unveiled the power of a Printify Pop-Pop Store and TikTok Shop – dynamic platforms to showcase your products and reach whole new audiences.

Remember, there's no single "best" path. Printify encourages you to experiment and find the perfect mix for your brand. Start by leveraging existing marketplaces, then consider dipping your toes into standalone stores or pop-up shops to test new ideas.

