

Growth Strategy #2.2:

Sales Channel and Market Expansion

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



Table of Contents

01	Chapter 1:		
	How to Diversify your Standalone Store	_____	3
	Opening Additional Shops on Other Platforms	_____	3
	Challenges in Adding Other Standalone Stores	_____	5
	Standalone Platforms – Pros and Cons	_____	6
02	Chapter 2:		
	Expanding Beyond Standalone Stores: Adding Marketplaces as Selling Channels	_____	9
	Choosing a Marketplace	_____	9
	Benefits of Selling Through Marketplaces	_____	10
	Things to Consider	_____	11
	Setting Up Your Store and Product Listings	_____	12
03	Chapter 3:		
	Selling in a New Location: Thinking Globally, Acting Locally	_____	13
	International Considerations	_____	14
	International Marketing Strategies	_____	15
04	Chapter 4:		
	Printify Pop-Up Stores: Test and Sell, Instantly	_____	16
	Expand your reach	_____	16
	Perfect for Existing Stores	_____	17
	A World of Sales Opportunities Await	_____	18

How to Diversify your Standalone Store

Having your own standalone store is a great achievement, but it doesn't have to be your only sales channel. This chapter explores strategies to extend your reach and attract new customers.



Opening Additional Shops on Other Platforms

Don't be afraid to experiment. Expanding your brand presence through additional shops on other platforms unlocks a wealth of benefits:



Test New Niches or Design Styles:

Curious about exploring new product lines or design aesthetics? Opening additional shops allows you to experiment without cluttering your main store. This way, you can gauge customer interest in new ideas without potentially confusing your existing audience.

Gather Valuable Customer Insights:

Running multiple shops provides a wealth of data. Analyze performance metrics across each platform to understand customer preferences, buying habits, and popular product categories. These insights can be priceless for refining your overall product offerings and marketing strategies across all your stores.

Spread the Risk and Reduce Dependence:

Relying solely on a single platform can be risky. By diversifying your sales channels, you're not putting all your eggs in one basket. If one platform experiences a downturn, your sales can still be supported by your presence on others.

Learn More

- [What Is a Niche?](#)
- [Shopify Alternatives](#)

Targeted Customer Acquisition:

Different platforms attract different customer demographics. By creating dedicated shops on platforms like Squarespace or WooCommerce, you can tailor your product offerings and marketing strategies to resonate with specific customer segments, effectively reaching new audiences beyond your current reach.

Boost Brand Awareness:

Each additional shop acts as a new touchpoint for potential customers. By strategically placing your brand across multiple platforms, you increase brand awareness and overall market visibility. This can lead to a ripple effect, driving more traffic back to your main store.

Go Global With Different Payment Options:

Multiple platforms often integrate with various payment processors depending on the country. This can be particularly advantageous for global expansion. By having shops on platforms with wider payment processor options, you can cater to a broader international customer base and minimize regional payment barriers.

Challenges in Adding Other Standalone Stores

While additional standalone platforms offer significant creative control, they also require a more substantial investment of time and resources:



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.

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.

Platform Fees:

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

Pro Tip

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

Standalone Platforms'

Pros and Cons

The best platform to expand your reach depends on your products and target audience. Here's a quick overview of the best options:



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.

Learn More

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

Expanding Beyond Standalone Stores:

Adding Marketplaces as Selling Channels

While standalone stores offer great control, marketplaces can provide instant access to a vast audience. If you're considering making the leap to a marketplace, here's a quick guide to get you started:



Choosing a Marketplace

 [Learn More](#)

- [The Best Etsy Alternatives](#)



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.

Benefits of Selling Through Marketplaces



Effortless Setup:

Get started quickly. With our integration features, you can connect new Printify stores to multiple marketplaces in just a few clicks. This eliminates the need for complex technical setup or coding, saving you valuable time and resources to focus on design and marketing.

Built-In Audience:

Marketplaces boast a massive existing customer base actively searching for products. By listing your Printify creations on these platforms, you gain immediate exposure to a vast pool of potential buyers already looking for products like yours. This eliminates the initial hurdle of building brand awareness from scratch.

Scalability on Demand:

Inventory management can be a major barrier to growth. Selling through marketplaces with Printify overcomes this obstacle. As you receive orders, Printify handles the printing and fulfillment. This allows you to easily scale your product offerings and experiment with new designs without worrying about upfront inventory investment or storage limitations.

Things to Consider

While marketplaces offer significant advantages, it's important to be aware of some potential drawbacks:



Marketplace Fees:

Expect to pay commissions and listing fees to the marketplace. These fees can vary depending on the platform and product category.

Competition:

Marketplaces are often crowded with sellers offering similar products. Standing out in a sea of options requires strong internal SEO, strategic product descriptions, competitive pricing, and potentially, marketplace advertising to reach your target audience effectively.

Limited Control:

Marketplaces often have specific guidelines for product listings, branding, and customer interactions. You may have less control over how your products are presented compared to a standalone store.

Policy restrictions and bans:

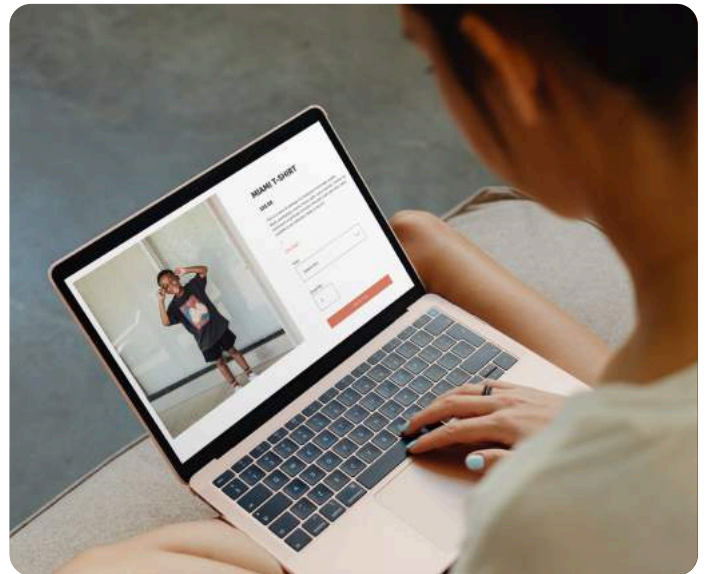
When selling on a marketplace, you must comply with their policies and regulations. Failure to do so may result in restrictions or even bans.

Learn More

- [Etsy SEO](#)
- [Etsy Fees Explained – How Much Does Etsy Take Per Sale](#)
- [Can You Have More Than One Etsy Shop?](#)
- [How Much Can You Make on Etsy?](#)
- [How Etsy Advertising Can Boost Your POD Business](#)
- [Shopify vs Etsy](#)

Setting Up Your Store and Product Listings

Each marketplace has its own setup process and listing requirements. Carefully review their guidelines to ensure accurate product information, high-quality images, and competitive pricing. Many platforms offer seller resources and tutorials to guide you through the process.



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.

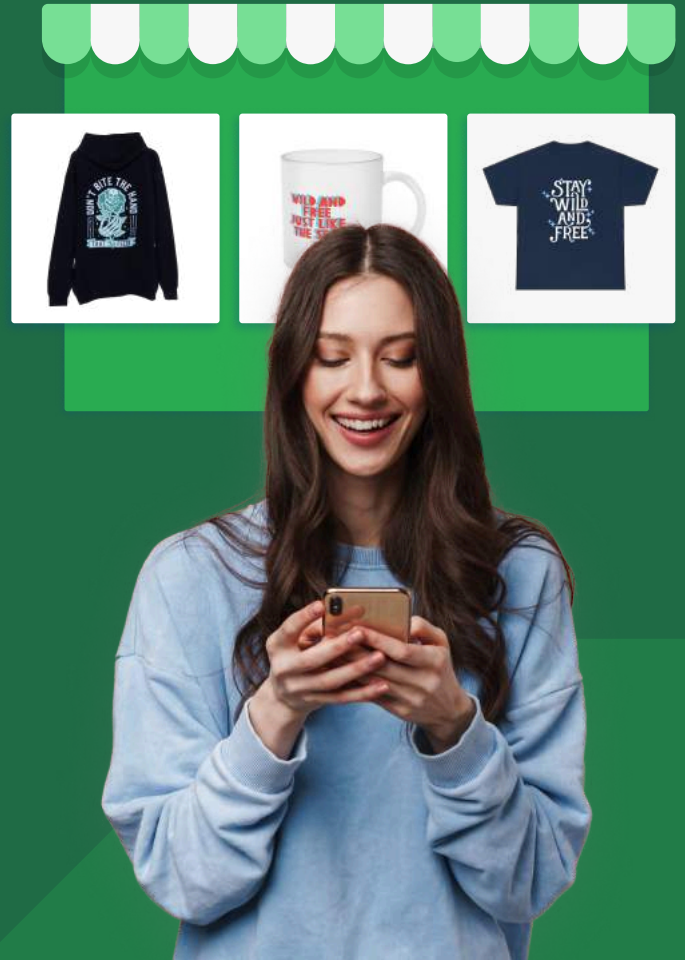
Learn More

- [International Business – Go Global](#)
- [Shopify International Shipping: How to Sell Worldwide in 2024](#)
- [Economy Shipping](#)
- [Shipping Costs on Etsy](#)
- [Clicks to Riches - Go Global or Miss out on Profits Webinar](#)



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?](#)

A World of Sales Opportunities Await

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

We also unveiled the power of Printify Pop-Pop 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 standalone stores, then consider dipping your toes into other platforms and marketplaces or pop-up shops to test new ideas.

