

Growth Strategy #2.2:

Sales Channel and Market Expansion

At Printify, our goal is to help you explore ways to expand your reach and increase sales. This eBook takes an in-depth look at sales channels and market expansion, equipping you with the knowledge to take your print-on-demand business to the next level.



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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 ton 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 lot of valuable 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 on just a single platform can be risky. Diversify your sales channels to avoid 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. Creating dedicated shops on platforms like Squarespace or WooCommerce lets you tailor your product offerings and marketing strategies to resonate with specific customer segments, effectively reaching new audiences beyond your current scope.

Boost Brand Awareness

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

Go Global With Several Payment Options

Platforms often integrate with payment processors depending on the country. This can be a big advantage for global expansion. By having shops on platforms with more payment processor options, you'll 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 large investment of time and resources.



Marketing Efforts

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

Store Management

You'll manage all aspects of your store, including product listings, order fulfillment through Printify's 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

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

Standalone Platform

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 and those needing advanced features and a user-friendly platform.

+ Pros

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

✗ Cons

Higher monthly fees compared to some, transaction fees may apply, and 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 and complex stores needing unique features.

+ Pros

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

✗ Cons

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

**WIX****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, too many options becomes overwhelming, no stock management alerts.

**Squarespace****✓ Best for**

Creatives like photographers, artists, or designers who focus on visual presentation and 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 than 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 and those needing advanced features and scalability for significant growth.

+ Pros

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

✗ Cons

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



PrestaShop

✓ Best for

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

+ Pros

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

✗ Cons

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

Learn More

- [The 10 Best Platforms for Selling T-Shirts: From eBay to Wix](#)
- [BigCommerce vs Shopify](#)
- [Shopify vs eBay](#)
- [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 provide instant access to a large audience. If you're considering joining a marketplace, here's a quick guide to get you started.



Choosing a Marketplace

Etsy

Etsy

✓ Best for

Beginners, casual sellers, crafters, artists, vintage resellers and those selling unique products.

+ Pros

Existing traffic, easy setup, and beginner friendly.

✗ Cons

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



Walmart

✓ Best for

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

+ Pros

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

✗ Cons

Strict seller requirements, high competition, and lower profit margins.



eBay

✓ Best for

Businesses with a wide variety of products and those selling collectibles, one-of-a-kind, and niche items. Those marketing to men since eBay has a predominantly male audience.

+ Pros

Extensive product range, large user base, and hosts auctions.

✗ Cons

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

Learn More

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

Benefits of Selling Through Marketplaces



Effortless Setup

Get started quickly. Thanks to our integration, 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 have massive existing customer bases actively searching for products. Listing your Printify creations on these platforms gives you immediate exposure to a gigantic pool of potential buyers looking for products like yours. This eliminates the initial hurdle of building brand awareness from scratch.

Scalability on Demand

As you receive orders, Printify handles the printing and fulfillment. This lets you increase 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 potential drawbacks.



Marketplace Fees

Expect to pay commissions and listing fees. The amounts vary by 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, paid marketplace advertising.

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

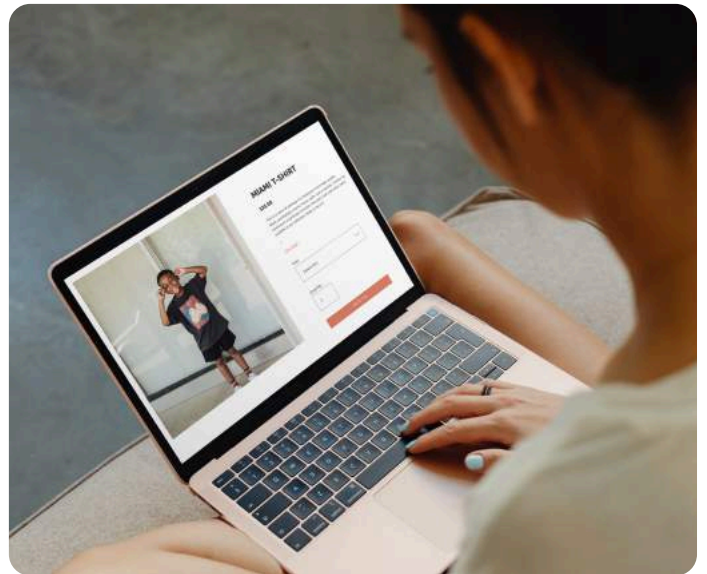
You must comply with the marketplace's policies and regulations. Failure to do so may result in restrictions or even bans.

Learn More

- [eBay SEO](#)
- [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 eBay](#)
- [Shopify vs Etsy](#)

Setting Up Your Store and Product Listings

Each marketplace has a 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 unlocks an extensive new customer base, but careful planning is essential for success.



International Considerations

Shipping Costs and Times

International shipping can be expensive and time-consuming. Manage customer expectations by calculating accurate shipping costs and giving clear delivery timeframes. 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. Include this information on your product pages or FAQs.

Local Preferences

Research market trends and tweak your products to match your target audience's preferences, sizes, and cultural nuances. For instance, sell lightweight clothing styles if your customer base lives in a warmer area. Remember that sizes can differ from place to place, so providing size charts with international conversions can increase 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 reduce shipping times and costs for your international customers.

International Marketing Strategies

SEO 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 adjust your content accordingly. Consider using local languages and collaborating with local influencers to build brand awareness.

Local Advertising

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

Learn More

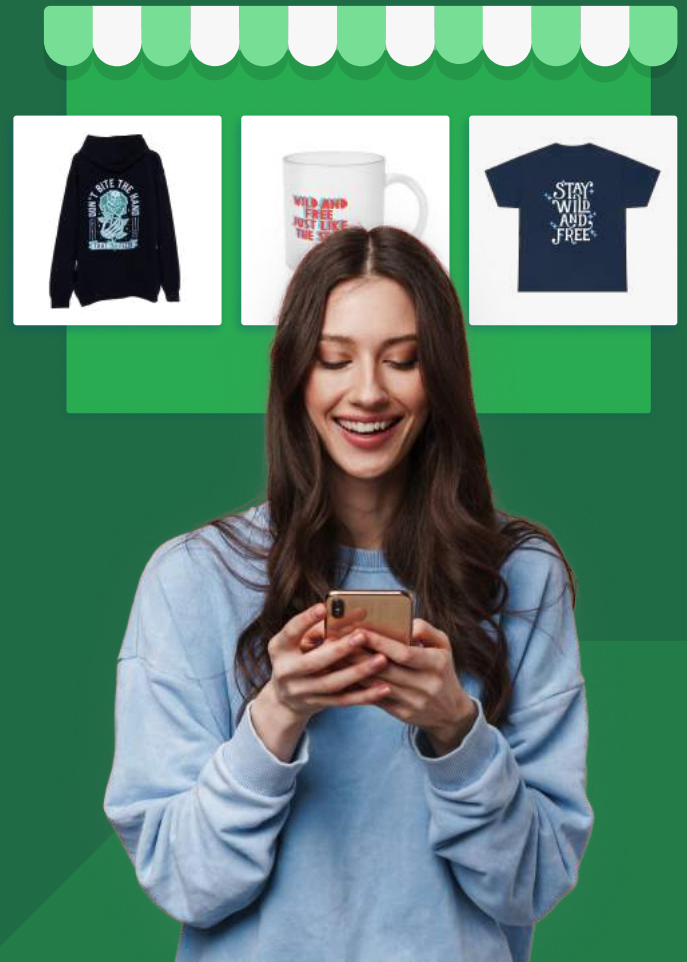
- [International Business – Go Global](#)
- [Shopify International Shipping: How to Sell Worldwide in 2024](#)
- [Economy Shipping](#)
- [Walmart Fulfillment Services](#)
- [Shipping Costs on Etsy](#)



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, test 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 in your main store.

✓ Generate Sales for Seasonal Events or Holidays

Profit from seasonal trends and holidays. Create Pop-Up Stores for back-to-school, holiday shopping, or other seasonal events to get additional sales without cluttering your main store.

✓ Run Targeted Marketing Campaigns

Use Pop-Up Stores for focused marketing campaigns. Target specific customer groups, 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 let you display your complete product catalog, including niche offers or limited-edition collections, without overwhelming your core audience.

Start Selling Fast With a Pop-Up Store

The Printify Pop-Up Store lets you sell without creating a website or joining a marketplace.

Set up your store and share the link with your audience. When a customer orders, Printify handles production, shipping, and customer support.

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 established in marketplaces or have your own standalone store, Printify and TikTok Shop offer a powerful combination to take your business to the next level.

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 an extensive new market by connecting your Printify and TikTok Shop accounts. Promote your custom products to millions of potential customers.



Step 2

Apply

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

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 marketing, and let Printify handle the printing and shipping.

Why Sell on TikTok?



Massive Reach

Tap into over one billion highly engaged monthly users in the US who spend an average of 52 minutes per day on the app.

Build Brand Loyalty

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

Create Authentic Content

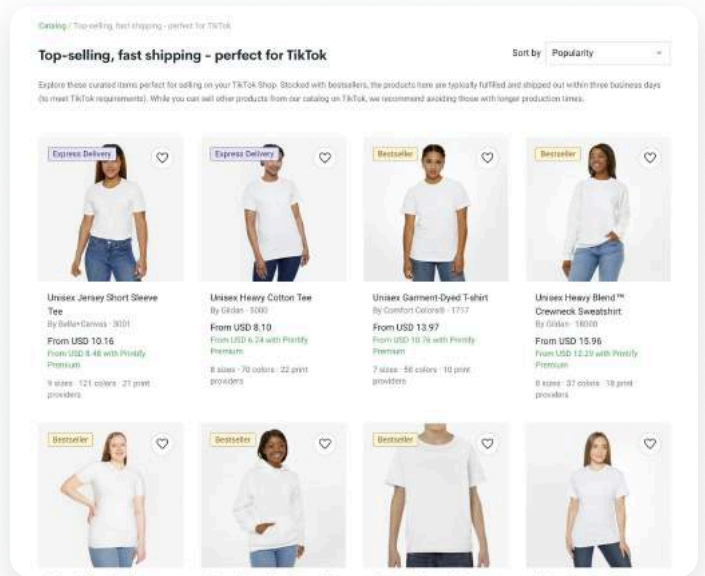
Create short, engaging videos that showcase your products in action. Add filters, music, and trendy hashtags to stand out and get more views.

Influencer Marketing Power

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

Printify Makes it Easy

Printify offers a curated selection of products in our Catalog specifically tailored to TikTok's fast-paced, visually-driven nature. Find unique items and trending styles to create eye-catching products that appeal to the TikTok audience.



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 Awaits

This chapter has given you the tools to navigate different sales channels and marketplaces. We looked into the benefits of standalone stores, the ups and downs of joining a marketplace, and what you need for international expansion.

We also highlighted the potential of Printify Pop-Pop and TikTok Shop – exciting platforms for promoting your products and reaching new audiences.

Remember, there's no single "best" path. Printify encourages you to experiment and find the perfect mix for your brand. Start with your existing standalone store, then consider testing new ideas on other platforms, marketplaces, or Pop-Up Stores.

