

Module 5

Coupons & Sales

Etsy Coupons, Discount Sales, Etsy Ads & Offsite Ads

Etsy has a few ways to help you with coupons or to promote your listings within Etsy.

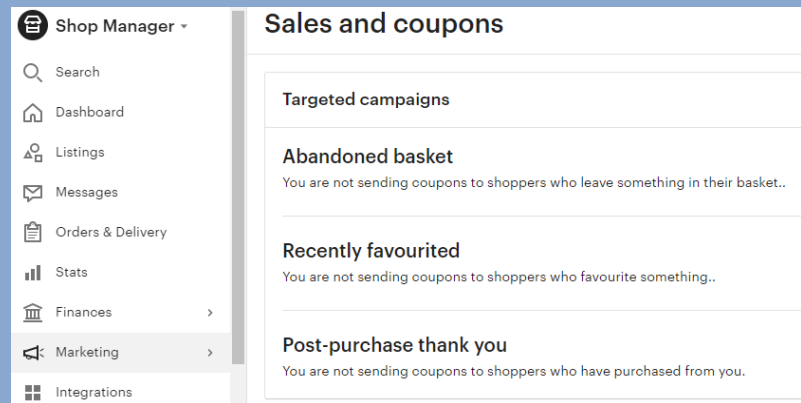
On your Etsy shop manager page, go to Marketing, then to Sales & Coupons

You can set up various coupons here that Etsy will send out for you.

Abandoned basket – if the customer put something in their cart but have not purchased it yet.

Recently Favourited – send coupons to customers who favorited an item – (but not your store).

A Thank You Note with coupon after a sale has been made.



You choose which of these situations, for Etsy to send either -

A ‘discount percentage’ coupon (say 10% off) – you chose the discount,

Or a fixed \$\$ amount off (say \$10 off) - you choose the amount.

Or a Free Shipping Offer,

to entice that customer to return and make the purchase.

You just choose your discount type, fill in the amounts or values and confirm the details on the Etsy page.

Etsy will then send **qualifying customers** a coupon, to encourage those customers back.

A qualifying customer is a customer who has a registered Etsy user account
(either buyer or seller)

and has agreed to receive promotional material from Etsy.

So if the customer is a ‘Visitor’, or if they have opted OUT for promo materials,
then they won’t receive the coupons.

What Discount Amount Should I Offer?

- Choose a discount type or amount that still leaves you with a profit on your item
 - Remember that the discount comes off the TOTAL purchase
 - including any shipping charges etc,
 - so first calculate your profit margins for various discount amounts for the full actual cost of the discount.
- You don't want to increase your prices just in case someone uses a coupon.

Other Points to consider with these coupons

- These customers have already demonstrated that they are interested in your item so they are likely to come back to buy.
- But you are not guaranteed to get a purchase – some customers put a few items in their cart and then choose their favorite and buy that one – it's a good way for the customer to keep all the good ones at hand while they keep looking at other choices.
- They might not have made the actual purchase yet, so you still have a good chance.
- Some customers know that some stores send these discounts, so purposely leave items in the cart or mark as favourites, to get a discount.
- These discount codes may be shared around – so people other than the ones you thought were getting them may use them instead – but hey - a sale is a sale!
- When the person gets the coupon code it can be used on anything in your shop and it can be used as often as the customer wants, most coupons are not a one time use.

If you are happy with all that – then arrange for the coupons and take the sales it may generate – any sale will increase your listing quality scores.

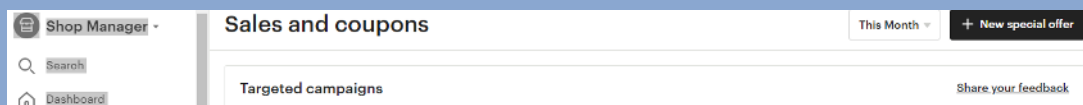
- but if you are not happy with all that, then don't.

Some stores find that they do generate sales, some stores find that they don't get any sales with the coupons at all.

Some stores have found that some coupons are abused and they end up making a loss on too many items, so they cancel the remaining time on the coupons, - and then have unhappy customers.

Coupons & Sales

Special Offers



Lots of sellers send their own discount vouchers to their customers with their products as a thank you for buying. See the "+ New Special" offer then Create a Coupon.

You can create a general coupon, that you (not Etsy) send to some or all of your contacts or customers – eg as a thank you with a purchase.

You could use this as a promotion for your social media or similar.

You are NOT allowed to promote directly to potential customers on the Etsy platform, so you have to have an alternate relationship with them, eg -

- social media,
- email list,
- or a current buyer with the offer included with the item sent to them,
- or in a follow-up to the sale Etsy customer message. - "Hope you were happy with my item. Please accept this discount voucher to use when you next purchase from my store - Offer valid until xx/xx/xx" (You can improve on this draft message!)

You can still set up start and end times and set your own code so you know where those discount customers are coming from.

If you release the code generally (ie on social media) then anyone can use it – which might be good or bad for you – depending on what you want.

So you could, for instance, do a Facebook or Instagram Promo – “10% off all items in my store for April – Get your Mother’s Day Gifts Now!” and release the promo code.

– have a cut off date long enough before the event or occasion to enable you to create and ship the sales so they can’t use it later than that date and tell them what the cut-off date is in your promotion.

– Depending on your Facebook/Instagram audience and your products you may get lots of sales, or a few sales, or no sales at all – there is no guarantee with these things.

Or you can create a discount code for one specific customer. Just make the coupon code the same way as above – call it something specific. This could be as a “thank you for your purchase” or as a apology for something not right with another purchase, or any of many other reasons.

ie MaryBtoJune2021 and sent that to Mary B for her to use before end June 2021

There is of course nothing to stop her giving that out to anyone else – but you will notice if it's not her who is using it (which may not be a problem) or if lots of people are using it (which may not be what you intended) – you can cancel the code any time you want.

Individual coupon codes that you control definitely have their place – but again watch the actual costs and profit margins as these can be used on any purchase in your store.

You can send a coupon to a customer with the private agreement that it should only be used on a specific product – and if they try it on a different item you could cancel the order.

Most customers will work with any private arrangement – but you cannot allocate a discount coupon to a specific item within Etsy.

An alternate to sending a coupon for a specific item and customer is just to create a listing for that item for that customer for a one-off special purchase.

- Make a new basic listing (OR duplicate the items so that all the usual info, descriptions etc is there)

- call it “MaryB Special item” (or whatever you want)

- Set the quantity to 1 and set the price to whatever your agreement/offer with her.

Check that any postage charges are what you have agreed in case they are different to the duplicated listings charges.

and remove any tags - so it should not show up in any searches.

- Send the listing link address directly to her and she can just buy that listing.

If the quantity is one and she buys one, then the item will then be a “sold out” item and not show up any more.

That will cost you 20c for the listing and the time to create the listing, but not much other complication - and the discount can then be exactly what you want it to be.

Discount Sales

Etsy Discount Sales - See the top of the Sales and Coupons Page + New Special Offer.

Select "Run a Sale"

Set your Discount

Select if you want it in one specific county or worldwide.

Set if there should be a minimum price, value or quantity purchase to qualify

Set your start and stop dates - up to maximum of 1 month at a time.

It can be on specific items, one or more categories, or all items.

Your items will show the normal price with a line through and the Sale price, in the search results.

Etsy put up reminders that the sale ends soon when customers are looking at the item.

You can -

- Have one item on sale, or a few, or all.
- Select any set of items, a whole category, or any set of items you want to choose individually, or every item in your store.
- Select just your newest items to get their numbers up.

Sales are great to use to clear out old stock, but you generally have to set a high discount to sell items that don't normally sell for you - but if it turns dead stock into cash it can be worthwhile.

Some shops do lots of short sales so the sale appears to end soon to add urgency to the buyers decision, others put item on sale for the whole month and then re-start their sale over again so their store is 'always' on sale.

Some stores set their "normal" prices high and then run continuous sales that bring their prices down to everyone else's price - but the customers think they are getting a bargain - you decide the ethics on this one.

But again, remember that the discount is applied to the total sale value (including Postage).

Etsy will let you know the Statistics on the Sale so you can tell how it's working for you.

Advertising

Etsy Advertising.

You pay a daily amount to have your selected listings promoted – ie boosted in the search results, but the item is not discounted.

If you look at any page of search results, Rows 1, 5 and 9 are all Etsy Ad listings.

Your advertised listings can appear on any page until the Ad listings have all been shown, so you won't always be at the top of page one. You can sometimes find both the Ad and your normal listing on the same page.

You can select one, some, or more listings, or your whole shop.

This method is probably not the best way to try to clear non-selling items, but it works quite well for “normal” listings.

You control how much you spend on the daily setting

It won't necessarily work for “out of season” items, if no-one is looking for them in the first place.

Lots of sellers use Sales at peak times like “Mothers Day” but lots of other stores will also be advertising so your SEO still has to be good.

I have had the most success using the Ad's to just keep my items in a selected small niche market, in the top few results pages, for a set time, rather than competing with thousands of stores at a peak time like Christmas.

But for a dollar or so a day it's worth a try to give new stores and items an initial boost,

but you would need to have more than just a few listings to make it worthwhile

and again - your SEO should still be sorted out - you still have to make it onto the right set of lists to be shown the right customers.

If you do set up Etsy Ads, don't just set and forget.

Keep a watch on the costs vs the sales.

If you are only selling the value that the Ads cost, then you are losing overall.

Depending on your margin for the items you are selling, you may need to sell 4, 5 or 10 times the value of the cost of the advertising to make it worthwhile.

So make sure that your profit on the items that the advertising sells for you, makes the advertising worthwhile.

ie After the cost of the Ads, cost of Etsy Fees, Cost of Postage, Cost of the item and your Time.

Off-Site Ads

Etsy Google Ad's – Called Offsite Ads

Not to be confused with Google indexing your page and sending you customers on their own.

Etsy spend money on specific Offsite Ads with Google.

If one of their ads brings a customer who buys your product, Etsy charge you 15% of the total value of the sale.

For some stores who have a high margin that is fine, and that sale is a sale they would not have had any other way, so it works for them even if their margin on that sale is lower than usual.

But for other stores that 15% is all (or more) of their margin so they can end up making a loss on the item.

If your store turnover is less than \$10,000 over the previous 12 months, you can opt-out of the system – and lots of stores do opt out.

If your store turnover is more than \$10,000 over the previous 12 months you cannot opt out, but Etsy reduce their charges to 12.5%

Lots of stores are not happy with this - but that is the rules at the moment of writing this.

Google ads can be quite expensive so the charge could well be close to the cost to Etsy of this advertising.

While your store is small you can chose whether to opt-out or not probably depending on your specific margins.

It might be worth leaving it turned on for a while and seeing if it brings you many sales – any sale will improve that item's listing quality and help in the general search result ranking and may even turn into a repeat customer for you.

But keep an eye on the costs and benefits here, and make the decision for your own store once you have tried it out.

So, the best thing to do with Sales and Coupons on Etsy,
is first -

- Do the calculations to find the actual costs,
then - once you know those costs,
it's worth giving it a try if you want,
(after your SEO is good)
and see what happens!

But DON'T "Set & Forget"

Try one method at a time to see what happens,
Keep an eye on your costs and profits.
but also consider that the Listing Quality Score
for those that do sell, should be improved
and that is a good thing too.

Next - Module 6
How to get a
Professional Looking Store Header
- For Free!