



# Top 10 Strategies for Successfully Selling Print-on-Demand Merchandise on Shopify

We live in the age of digital opportunity! Print-on-demand has given all of us a platform to create thriving, low-risk, low-maintenance online businesses - and Shopify is the eCommerce engine that keeps those wheels turning. This infographic lays out 10 simple strategies for successfully selling print-on-demand merchandise on Shopify....

## 01 Source & Use Customer Photos in your marketing

01



**Did you know,** 77% of customers say they prefer user-generated pictures over professional brand photos when shopping online?



Make a hashtag part of the marketing for your product range/collections. Include it on your emails and social media channels, and check the hashtag regularly for photos of customers wearing your product.



Mention in all of your customer emails (order confirmation, shipping notice, etc.) that you'd love to see photos of your customers wearing their order.



Consider incentivising customer photos - can you offer a discount on their next order? Enter them into a prize draw?



Install an app like **yotpo** on your Shopify store. This makes it easier for customers to leave reviews, and they can upload photos as part of the review process.

## 02 Time-Sensitive Discount Codes



Set up offers such as FREE SHIPPING or percentage discounts to promote items.



**Sharing discount codes** on your various marketing channels can help drive new business to your store and entice 'maybes' into becoming 'buys.' **93%** of people use discount codes, and they've become an established way to grow business.



You can create urgency by setting a start and end date to the promotion. Marketers often talk of 'loss aversion' - otherwise known as fear of missing out! (FOMO) It's a powerful stimulus to buy.



Include discounts in your email marketing - **75%** of customers admit to scouring their inboxes for relevant discount codes, and including text like 'GET YOUR LIMITED TIME DISCOUNT CODE' in the subject line can help increase your open rate.



Creating discount codes is easy. From your Shopify admin, select Discounts > Create Discount, then complete a few details.

## 03 Get Creative with Your Product Photography



**Showing your product** in its best light is incredibly important. **93%** of people consider the visual appearance of the product to be a critical factor when it comes to deciding to purchase.



Print-on-demand products will usually come with mockups, but you can go beyond this. For the products you're particularly keen to show off and sell, order samples, and snap some photos of the product in use. This makes the product much more tangible than a mockup.



For more tips on how to build the perfect product photography set up, [click here](#). Or [here](#), if you want some inspiration to take great photos that will help you sell more.

## 04 Use all Available Sales Channels



Search 'Shopify Sales Channels' to get an idea of how many apps, plugins and integrations are available.



**Setting up a store on Shopify** is just the starting point. It also gives you frictionless access to a range of other sales channels. Shopify can quickly and easily sync and push products to high-value eCommerce marketplaces like eBay, Amazon - as well as providing social commerce functionality on platforms such as Pinterest, Instagram and Facebook Messenger. You can even generate a seamless, branded 'Buy Button' to add eCommerce functionality to an existing blog or website.



Add Sales Channels to your store by hitting the '+' icon on your dashboard next to 'Sales Channels.' It's super quick and easy and massively expands the visibility of your products.

## 05 Invest in (SMART!) Paid Advertising



**Organic traffic** through search and your existing social channels will only go so far - if you're serious about growing the reach of your product, you're going to want to commit some ad dollars.



Facebook, in particular can be elevated, by allowing you to easily 'boost' posts to reach new audiences - with granular targeting to match your existing audience.



Our ebook **'The Ultimate Guide to Facebook Marketing for Custom Merchandise'** is super-comprehensive with a range of tips, tricks and strategies to help you maximise ROI on Facebook ads.



Switching your Instagram to a business account, you can include clickable links in your posts. This will help drive traffic to your store - be sure to look into the advertising options on other social channels, too!

## 06 Always Remember your Customer Service Responsibilities



**One of the great things** about print-on-demand is that all the drab, logistical, supply chain stuff is done for you - but you still need to take care of design, marketing and customer service. Keeping your customers happy is particularly important in a world where so many people rely on the experience/reviews of others - so do what you need to do to keep customers happy.



Be accessible and responsive. We know, you have other hats to wear. But try and monitor your customer service inbox regularly, and respond to any issues that do arise within 1 business day where possible. Autoresponders are a good way to give an initial response to your customers, letting them know that you'll review and respond to the message within a certain period.



There are various plugins you can add to your Shopify store to supercharge your customer service - from live chat through to FAQ page builders and powerful contact form builders, like **ROBIN**.



If you want to completely remove yourself from the picture and still deliver great service to your customers, consider using virtual assistants as famously advocated by Tim Ferris in *The 4 Hour Work Week*.

## 07 Grow your Email List By Going Further



**Email marketing is a marketer's dream** when it comes to print-on-demand. In a world where organic reach seems to shrink every day for social channels, email is a direct communication method whereby you can get your products right in front of your target audience. Research suggests that 66% of online consumers check their email account multiple times per day, and 13% check their email hourly or more regularly.



Check out **Privy** - a free Shopify plugin that will display an email signup popup at specific points during your shoppers journey. Privy can identify exit intent, time on site, scroll, cart size and more - and then serve shoppers with high-converting popups to grow your email list - spin to win, offers with coupon codes, and more. Best of all, it's integrated with all email marketing platforms, so the leads generated go right into your inbox and can be followed up with automated nurture sequences to help move them through your sales funnel.

## 08 Write Compelling, Unique Product Descriptions



**Most print-on-demand** products come with pre-written product descriptions - but spending time writing your own could well pay off. **88%** of shoppers say product content can help them make a decision to purchase. It's a good way to differentiate your products from those of other POD retailers.



Answer the five W's: who, what, where, when and why (and how), making the content valuable to the customer. That way it's not a guessing game and you are correctly managing their expectations.



Eliminate **buyers guilt**, let them know it's a one time offer, or that it's an essential item - always be reassuring.



Check out a world of great tips on how to write compelling copy on [copyblogger.com](#). These guys are really the gold standard when it comes to helping improve your web-based copywriting.

## 09 Set up an abandoned cart sequence



Installing the Facebook Pixel on your store allows you to track (and follow up with customers) based on particular behaviours, such as cart abandonment. This lets you set up powerful retargeting campaigns.



**Did you know**, according to Baymard Institute, the average cart abandonment rate is over 69%? Abandoned cart sequences are designed to give these 'might or might not' customers a final push in the right direction - and can make a big difference to your bottom line! After all - research suggests that 7 out of 10 online consumers are more likely to convert if they are retargeted after abandoning their cart.



You can also follow up by email. Business Insider suggests sending abandoned cart emails within 3 hours of cart abandonment - for higher open and click-through rates.



**There are numerous Abandoned Cart apps** in the Shopify App store that you can test.

## 10 Invest time and effort in your theme



Shopify comes with 10 free, customisable themes. Choose one that suits your product range and brand, then use the WYSIWYG editor to customise everything including text, imagery and colours. You can also add modules - customer reviews, featured products, featured collections and testimonials. These can all help build trust and 'wow' your customers.



**The world of eCommerce** is pretty shallow: looks do matter! The way your store looks and feels should be a consistent extension of your brand, and offer the best possible experience to your customers across multiple devices.



Want more choice, or something unique? The Shopify Theme Store is full of 'paid' themes you can pick up with prices ranging from \$140-\$180.

