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....

Source & Use Customer Photos in your marketing

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.



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

Consider incentivising



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.

Time-Sensitive Discount Codes



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



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.

Sharing discount codes on your various marketing channels



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.

You can create urgency by



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.

Include discounts in your



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

Creating discount codes is





Get Creative with Your Product Photography





samples, and snap some photos of the product in use. This makes the product much more tangible than a mockup.

beyond this. For the products you're particularly keen to show off and sell, order

Print-on-demand products will usually come with mockups, but you can go

comes to deciding to purchase.



up, click here. Or here, if you want some inspiration to take great photos that will help you sell more.

For more tips on how to build the perfect product photography set



Search 'Shopify Sales



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.

Channels' to get an idea of how many apps, plugins and

integrations are available.



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

> 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.

Setting up a store on Shopify is just the starting point. It also



Invest in (SMART!) Paid Advertising

some ad dollars.



Our ebook 'The Ultimate Facebook, in particular can be elevated, by allowing you to **Guide to Facebook Marketing**

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







targeting to match your existing audience.

easily 'boost' posts to reach

new audiences - with granular



range of tips, tricks and strategies to help you maximise ROI on Facebook ads.

for Custom Merchandise' is

super-comprehensive with a



into the advertising options on other social channels. too!

Switching your Instagram to a

include clickable links in your

to your store - be sure to look

posts. This will help drive traffic

business account, you can



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

Always Remember your Customer Service Responsibilities

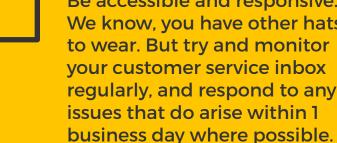
what you need to do to keep customers happy.



If you want to completely There are various plugins you Be accessible and responsive. can add to your Shopify store remove yourself from the We know, you have other hats to supercharge your customer picture and still deliver great to wear. But try and monitor service - from live chat service to your customers, your customer service inbox through to FAQ page builders consider using virtual regularly, and respond to any and powerful contact form

builders, like ROBIN.

is particularly important in a world where so many people rely on the experience/reviews of others - so do



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. Grow your Email List By Going Further





4 Hour Work Week.

advocated by Tim Ferris in The

assistants as famously

Check out Privy - a free

an email signup popup at

specific points during your

shoppers journey. Privy can

identify exit intent, time on

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

site, scroll, cart size and more -

and then serve shoppers with

Shopify plugin that will display



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

Write Compelling, Unique Product Descriptions



Email marketing is a marketer's dream when it

that 66% of online consumers check their email

account multiple times per day, and 13% check

their email hourly or more regularly.

comes to print-on-demand. In a world where



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.

Check out a world of great tips

on how to write compelling

These guys are really the gold

copy on copyblogger.com.

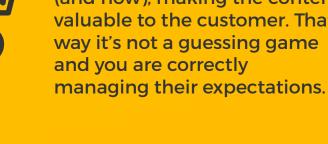
standard when it comes to

helping improve your

web-based copywriting.



Eliminate **buyers guilt**, let Answer the five W's: who, what, where, when and why them know it's a one time offer, or that it's an essential (and how), making the content item - always be reassuring. valuable to the customer. That



Set up an abandoned cart sequence

Installing the Facebook Pixel

particular behaviours, such as

cart abandonment. This lets

on your store allows you to track (and follow up with

customers) based on

you set up powerful



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.



average cart abandonment rate is over 69%? Abandoned

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

cart sequences are designed to give these 'might or

are more likely to convert if they are retargeted after

abandoning their cart.

Did you know, according to Baymard Institute, the

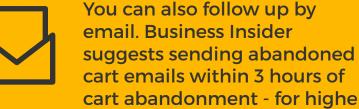
There are numerous

Abandoned Cart apps in the

Shopify App store that you can

retargeting campaigns.





cart abandonment - for higher open and click-through rates.



Shopify comes with 10 free, customisable themes. Choose one that suits your product range and brand, then use the

Invest time and effort in your theme



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. 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.

WYSWIYG editor to customise



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.

The world of eCommerce is pretty shallow: looks do



We power global print on demand custom merchandise