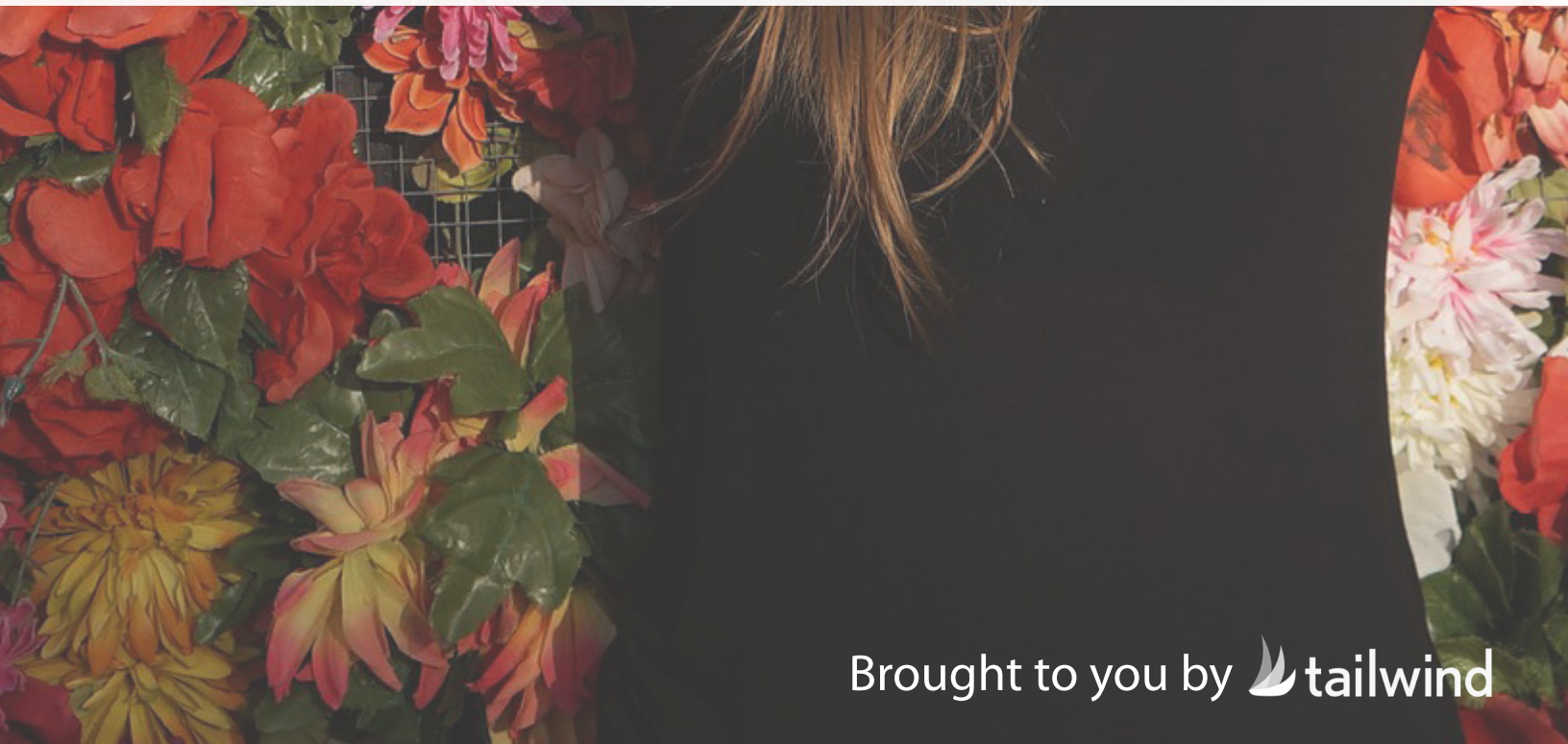





Social Media Marketing  
**SECRETS** of  
Successful **Etsy** Sellers

*Read all the way to the end for a special deal!*



Brought to you by  tailwind

# Etsy Seller Secrets to Social Media Success

Marketing your store on Social Media is vital for creating Etsy success. In fact, many times leveraging social channels paves the way for dramatic growth for Etsy sellers.

We know that sometimes the “how” of social media marketing can be mysterious. To help you build your successful social media strategy, we’ve reached out to several thriving Etsy sellers to learn their secrets to marketing their stores on Instagram and Pinterest.

## Tips for Thriving on Instagram

### 1. Make It Actionable.

*Put a URL to your shop in your profile, and direct people to click on it in your descriptions!*

Dee Pamenter 



Etsy Store Name: **Printspirig**  
Instagram Followers: **12,000**









## 7. Leverage Cross Promotion & Contests

“Our best gram was when we posted a cross-promotion giveaway for a custom logo. **We offered something that was relevant to our niche market.**

*This provided more value to our feed. The other vendor also announced the giveaway on their social channels and sent us more followers that were in the market for our products as well.*”



Rose Lindo 



Etsy Store Name: **Bittersweet Design Boutique**  
Instagram Followers: **24,000**

Jessica & Ellen 



Etsy Store Name: **Two Old Beans**  
Instagram Followers: **12,000**

## 8. Define Your Brand

“Find what makes you unique and emphasize that. For us, that meant letting on that we’re young, inexperienced, and having the time of our lives! We make that a **HUGE** part of our brand. Our marketing flows very naturally because:

- **We love what we’re selling.**
- **We really live the life that we depict online.**

*If you can find that sweet spot, take it and run with it.*”

# Tips for Growing on Pinterest

Rose Lindo 



Etsy Store Name: **Bittersweet Design Boutique**  
Pinterest Followers: **4,400**

## 1. Create Good Descriptions

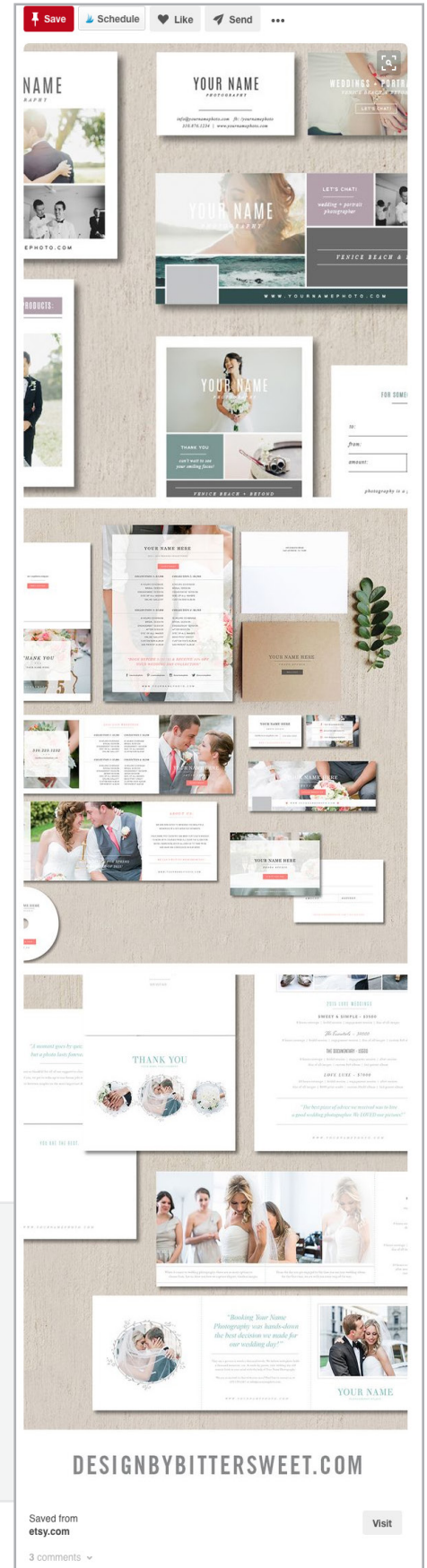
*Give potential buyers as much information about your products as possible in your Pins.*

## 2. Post When Your Viewers Are Active

*Tailwind has helped us achieve a consistent schedule of Pinning content during times that our users are most active on Pinterest.*

## 3. Maximize Your Real Estate

*Our 'Marketing Sets' Pin has been successful for us. It is a long image and clearly displays the types of products and different styles we offer in our shop.*



## 4. Curate Content for Your Audience

*Remember to Pin what your customers will like, what will help them, and what also fits in with your brand. My dolls come with dress patterns so many of my customers want to know more about sewing for dolls and sewing small.*

## 5. Drive Traffic to an E-mail Capture

*One of my most effective marketing tactics is creating pins that link to my doll dressmaking tutorials on my website. Each tutorial post has a box to sign up for Linda's newsletter at the bottom. I have over 3,000 newsletter subscribers, many which came from Pinning.*

## 6. Schedule Your Pins

*I like to spread pinning out. I am busy with sewing, shipping, etc. and can't be online most of the day. I use Tailwind to schedule out pins.*

Linda Press 



Etsy Store Name: **Phoebe & Egg**  
Pinterest Followers: **3,700**

Johanna Haack 



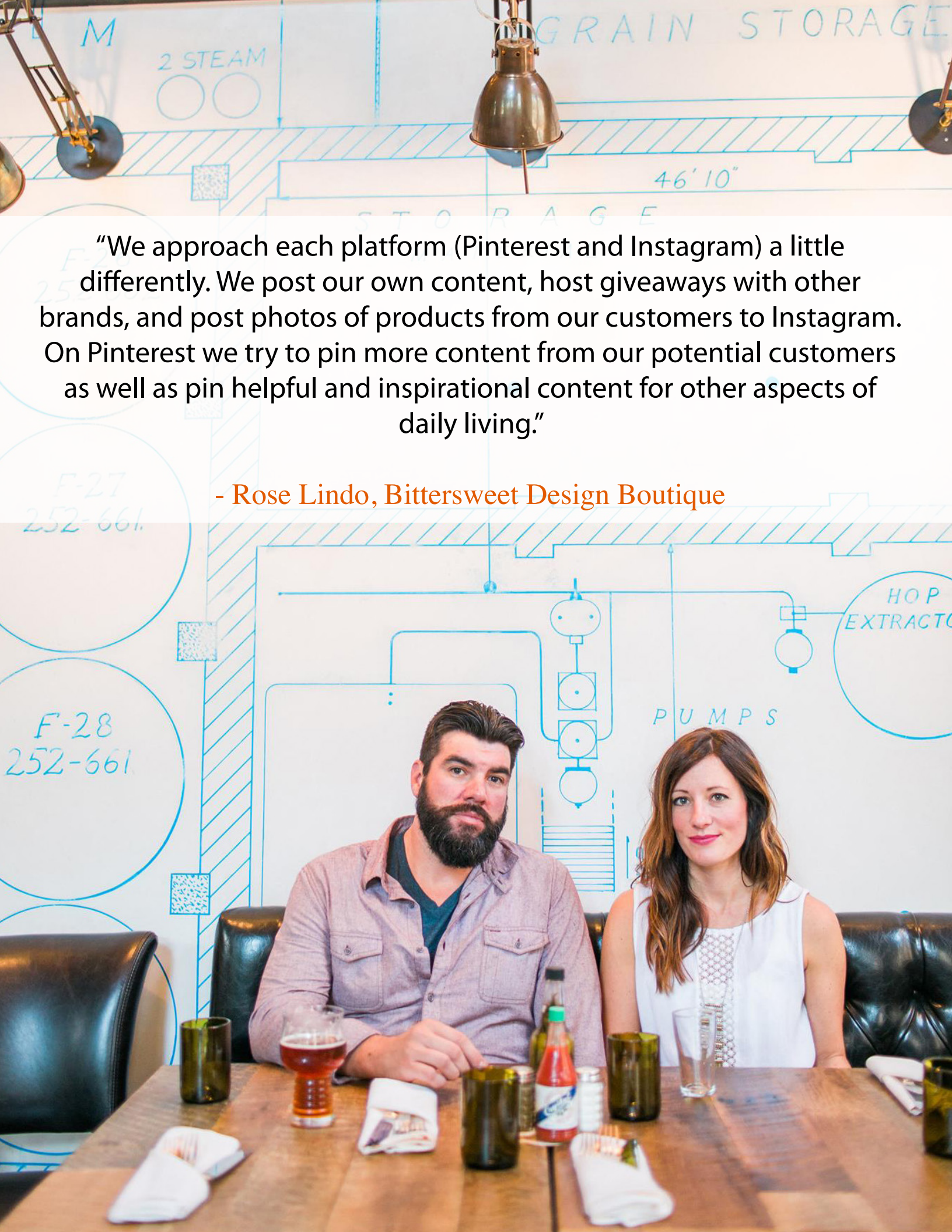
Etsy Store Name: **The Wood Grain Gallery**

Pinterest Followers: **4,000**

## 7. Invest in Tools to Help You Succeed

*In order to make your business grow, you need to invest in smart tools to get the best bang for your buck. I would highly recommend Tailwind to anybody Etsy shop owner who is serious about taking their shop from a hobby to a business. Tailwind has been the best decision I made in terms of my exposure through Pinterest.*



A man with a beard and a woman are sitting at a wooden table in a brewery. The background wall is covered in blue technical drawings of a brewing system, including labels like 'GRAIN STORAGE', 'PUMPS', and 'HOP EXTRACTOR'. There are also handwritten notes in blue ink, such as 'M', '2 STEAM', '46'10"', 'F-27 252-661', and 'F-28 252-661'. The man is wearing a light purple button-down shirt, and the woman is wearing a white sleeveless top. On the table in front of them are several glasses, including a beer, and a bottle of hot sauce. The lighting is warm, and the overall atmosphere is industrial and creative.

“We approach each platform (Pinterest and Instagram) a little differently. We post our own content, host giveaways with other brands, and post photos of products from our customers to Instagram. On Pinterest we try to pin more content from our potential customers as well as pin helpful and inspirational content for other aspects of daily living.”

- Rose Lindo, Bittersweet Design Boutique

# Succeeding on Both Instagram & Pinterest

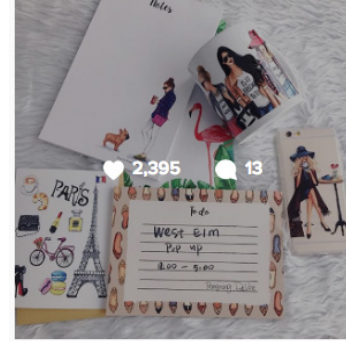
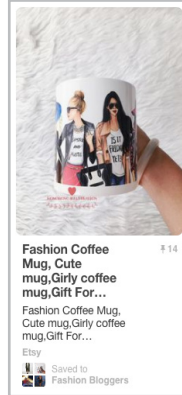
Rongrong DeVoe  



Etsy Store Name: **Rongrong Illustration**  
Pinterest Followers: **5,300**  
Instagram Followers: **125,000**

## 1. Tailor Posts to the Platform

*Make sure you use the right format for each platform.*



## 2. Measure Your Results

*Have a consistent strategy, analyze the results, and adapt based on what you learn.*



Rose Lindo  

Etsy Store Name: **Bittersweet Design Boutique**

## 3. Consistency. Consistency. Consistency

*“Consistently and intentionally post things that your audiences will most likely feel connect to.” - Rongrong DeVoe, Rongrong Illustration*

*“Having a consistent feed and posting regularly with informative content about our products has been key to building brand awareness for our business.” – Rose Lindo, Bittersweet Design Boutique*

*“The key to being successful on both platforms is consistency.” – Lisa Press, Phoebe & Egg*

# Defining Your Social Media Success

We're sure that these social media tips will help you increase your success on Pinterest and Instagram! To go above and beyond, we wanted to leave you with some final inspiration. We couldn't have said it better than these two Etsy sellers:

***"With any social media, you get back what you put into it. I don't know of any secret special shortcuts (although I'm sure there are some). My strategy has always been staying on top of my posts regularly and continuing to get better at photography and of course improving my art as time passes!" - Buddy Austin, Third Eye Assembly***

***"Have fun and develop a style. If it's a chore it becomes hard to do and engage." – Lisa Press, Phoebe & Egg***

While Buddy Austin is spot on that your marketing efforts are defined by what you put into it, at Tailwind we consider our social media suite to be one of those "special" shortcuts. Our platform helps you identify the most effective marketing tactics to reach your specific audience. No more guessing! Instead we unlock valuable insights to making it easier to reach your potential customers on Instagram and Pinterest.

## Johanna Haack



Etsy Store Name: **The Wood Grain Gallery**

**Tailwind gives me the opportunity to personalize my pins and set up a weekly schedule and frees my time to focus on building my business.** I regret that it took me so long to hear about this wonderful tool. It has increased my exposure throughout Pinterest and it drives more potential customers to my Etsy Shop!

Once you identify what's working for your store, you can amplify your efforts through our easy to use scheduling tools. See the magic yourself by testing out our platform with a FREE trial.

We  Etsy

Tailwind helps you grow on Instagram and Pinterest with easy to use scheduling and analytics tools. As a thank you for reading this white paper, get a free month of Tailwind Plus *on us*.

**Start Your Free Month of Tailwind Plus**

*\*Offer only available to new Tailwind members*