

# Selling Your Work Online

Dougherty Arts Center

Artist Resource Center Professional Development Workshop Series



# Where do I even start?

Selling your artwork online can be a wonderful but sometimes overwhelming thing. There are many options available, so finding which way is right for you will make it easier.

We will be looking at:

- Personal Websites and Online Stores
- Online Credit Card Processing
- Marketplaces such as Etsy, eBay, and Amazon Handmade
- Social Media Commerce
- Print on Demand

Personal  
Websites



SQUARESPACE

# Websites

## VS. Online Stores

There are many webhosting platforms available to build a personal website, either from a template or designed by you.

- Wix and Weebly offer free websites. You just can't have your own domain (ex. – [www.weebly.com/artistname](http://www.weebly.com/artistname)).
- A custom domain name or online shopping cart are considered add-ons and require a fee.

It is possible to sell your work from your website without an online shopping cart.

- Set up a section of your website dedicated to items you have for sale.
- Give customers instructions for letting you know they would like to buy a piece, usually through email.
- Send the customer an online invoice using a processing platform such as Square or Paypal.

# Websites vs. Online Stores

There are other platforms that are geared more towards hosting online stores, but do also function as personal websites.

- **SquareSpace** is from Square (credit card processing) and offers paid basic website plans, but their specialty is eCommerce. Plan upgrades are available for a fee to allow online sales with a variety of benefits per plan.
- **Shopify** is another example of an online store platform that can also act as your website. They have basic monthly plans with add-ons such as access to multiple sales channels.

In addition to the monthly plan fees, these platforms also charge transaction fees for processing the credit card payments.

# Online Credit Card Processing

Whether you are sending out invoices through a processing platform such as Square or Paypal, or using an eCommerce feature on your website, you will have to pay transaction fees.

Most credit card processing is 2-3% of the total being processed. This is paid by you, not the customer. It will be taken out of the amount that the platform issues to you after the transaction processes. There may also be a one-time transaction fee charged per sale.

You may choose to take this into consideration when pricing your work. 2-3% may not seem like much, but when it is a large order or high ticket item, it can quickly add up and take away from your bottom line.

# Online Marketplaces

Online marketplaces are a great way for your work to be found. Sites such as Etsy, eBay, and Amazon Handmade let you list your products and assign tags so that you can be found through customer searches.

Etsy

Etsy is an online sales platform hosting handmade and vintage items, as well as craft supplies.

- Jewelry and Accessories
- Clothing
- Home & Living
- Art & Collectibles
- Craft Supplies & Tools
- Vintage

Individual artists can easily set up a shop and start listing items. Etsy will take care of all of the secure processing.

Shop tools are offered to help you manage your orders, analyze your traffic, and ship your items. There is also now the ability to turn your shop into a website.





# Etsy Fees

## Affordable, transparent, and secure

- ✓ No additional monthly fees
- ✓ Automatic deposits
- ✓ Secure transactions
- ✓ Seller protection

Start selling for next to nothing.

**\$0.20**

LISTING FEE

Listings are active for four months or until they sell.  
When you sell an item, there's a small commission  
and standard payment processing fees.

**3.5 %**

TRANSACTION FEE

**3 % + \$0.25**

PAYMENT  
PROCESSING

- July 16 switching to 5% fee for selling and item, plus 5% of your shipping charge.

eBay



eBay is another great site for listing individual items and only paying a fee when something sells.

- \$0 to list up to 50 items per month, \$0.30 per listing after that
- 10% transaction fee if an item sells

Unfortunately, eBay is not geared specifically for artists.

# Amazon Handmade



Amazon created a section to their website called Amazon Handmade several years ago.

- You must apply to become an Amazon Artisan
- Once accepted, the professional account monthly fee is waived
- A 15% referral fee includes payment processing, marketing, seller support & fraud protection

# Social Commerce

Selling your artwork through social media platforms is considered Social Commerce. This can be done on your own, or through a service that links to your online store, such as Shopify.

# Create a Buzz

If you have a social media following, you can use your own posts to sell your work.

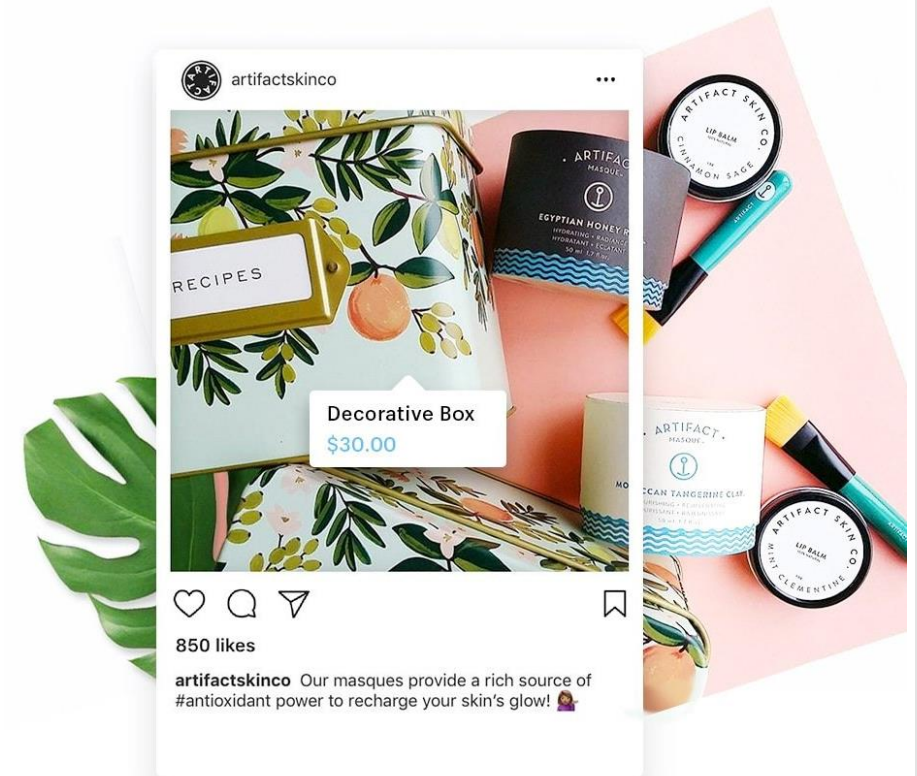
You can post individual items on your Facebook page or Instagram feed or story and let people know it's for sale. Let them know to message you for the sale. You can then send an online invoice for the customer to pay for the item. Be sure to update the post if the item sells.

This is a great way to reach out to people you don't know and that may never visit your website.

# Shopify

Shopify has add-ons to their plans that allow you to sell across multiple sales channels, including Facebook and Instagram.

Shopify is one of the only ways to add a direct link to an Instagram post. A small shopping bag icon displays in the lower corner of a tagged post and when clicked, brings up the item and price. Customers can click on item and purchase from your Shopify website without ever leaving Instagram.



# Print on Demand

Print on Demand websites offer an easy way for 2-dimensional artists to sell prints in a variety of formats without having to order large quantities.

Artists set up shops with their artwork and can offer it in anything from art prints and canvases to t-shirts and cell phone cases.

A couple of examples:

<https://www.printful.com/>

<https://fineartamerica.com/sell-art-online.html>