



A Guide to Team Pages

1. Introduction

Welcome! Thanks so much for being one of our superstar teams and showing interest in promoting your group - and using new tools to do so.

Here at Etsy, we're in the process of developing a spanking new feature called Team Pages. Having a Team Page is an opportunity to promote your team members' shops. It is a landing page of curated lists that your team can build together. On a Team page, you can curate collective lists to help new shoppers navigate all your team's great shops. It feels very similar to Pinterest and will be a great place to send buyers during your online Team promotions. We're excited to give you this early chance to try it out.

So what exactly is a curated landing page? Like a blog or your website, your Team Page will have a unique URL that you can share with anyone. The lists you create on this page will showcase your group's products in an organized, "shoppable" way, kind of like a fashion collection. For example, you could create a "Kids" collection, a "Holiday Gifts" collection, a "Jewelry" collection or so many others depending on your team's focus.

Some brands are currently using a similar product on Etsy, for example, this is [West Elm's version](#).

2. What's included on a Team Page?

Your page will include:

1. A customized URL in this format: `http://www.etsy.com/pages/pagename`
2. Your team's logo.
3. A link back to your main website, blog, Facebook page, or other page of your choice.
4. A short description of your team that also shares why Etsy members might be interested in your curation. Since buyers often don't know what a "team" is, make sure your description would be clear to a potential new customer landing on your Page. For example saying "Handmade items from Etsy sellers in Brighton, UK" instead of "Page of Etsy Brighton Team."



BrisStyle Inc.

BrisStyle Inc. is a craft group of artists and crafters based in Brisbane.
www.brisstyle.com.au

Manage Page

Embed

3. How do I set up my Team Page?

Later in this document, we share a list of “Getting Started Exercises,” but first, here is a short list to help you get set up. Follow these steps to get started:

1. Respond to the admin who emailed you with the following information:
 - a. Your Page name (likely your team name!) but your choice.
 - b. Your Username. As Captain, you’ll be the Page manager. (NOTE: You can always let us know if you’d like this changed in the future.)
2. We’ll review your submission and activate your Page within a week’s time.
3. Then, setup the rest of your page by visiting “Manage Page.”
 - a. Add your team’s logo (280 x 280 pixels recommended). Having trouble sizing? Do a Google search for “photo editor” to find lots of easy-to-use cropping tools.
 - b. Write a short bio and a link to such as your team’s website, blog and/or Etsy team hub.
 - c. Assign curators. As team captain, you will have permission to set up this page, but you can (and should!) assign curators to help you create collections. We recommend 2-3 to start and you can continue to scale as needed. Make sure the curators you select are trusted team members who share your goals and hopes for your Team Page.
4. Start creating lists! See this [FAQ](#) for step by step instructions for doing so and best practices for sourcing material.

4. How do I use my Team Page?

Having a Team Page will provide your team with an amazing landing page for promotion (with a clear URL!) and a platform to use for creative initiatives that foster team motivation.

How do I use my Team Page for promotion?

Having a landing page that includes collections from your team members’ shops can be a powerful marketing tool. Your Team Page will include sharing tools to easily promote your collection to potential or existing customers who come across your team’s products through off-Etsy channels. At this time, Team Pages will not be surfaced in any direct way on Etsy, so they are not for on-site promotion but rather off-Etsy promotional use. We may highlight Pages in additional ways in the future but, for now, they’re quite different than treasuries; your Page will not be viewed unless your members circulate the direct link.

There are many ways we can imagine you sharing this link once you're all set up.

- **Team events:** If your team has a selling event coming up, you can use your Page as a tool before, during and/or after the show. Create a collection on your Page that highlights items from vendors at the show. Develop business cards that include your page URL so shoppers have an easy destination to continue browsing online. Still promoting the event? Share your Team Page link through social media to give potential shoppers a taste of the items they'll experience and purchase in person.
- **Craft shows:** Sharing a booth with teammates at a show or have multiple team members selling at the same event? Direct shoppers to your personal Etsy shop, but also cross promote one another by all agreeing to share your Team Page link.
- **Social media:** On a personal or team level, you can share your Team Page URL through social media on the regular or to promote a sale. Twitter, Facebook and your team blog are excellent places to bring views to this page. For example, try getting your entire team to agree to share the link on Black Friday or Cyber Monday!
- **Press:** Working to get your team members' products highlighted on a blog or in local press? Your Team Page will be a perfect place to link. You can also write a press release or summary after a team event - direct readers to your Team Page for continued shopping.
- **Holiday or special initiative promotion:** Has your team considered hosting an online sale as a group? Maybe for Mothers' Day, Spring, or New Years? You can create a sale collection on your Team Page and then share away!
- **Brick and Mortar Shops:** Does your team have a Brick and Mortar shop or dream of having one? Using a Team Page to promote what items are available in your shop is a great way to bring shoppers online after they've perused your store in person.

You could also organize your collections with a specific buyer or target market in mind. Then you can promote the Page where that desired buyer hangs out. For example, you could create collections of eco-friendly items and promote on them on Treehugger or other earth-friendly blogs.

You will have total control of distributing your Team's Page. The possibilities are tremendous!

How do I use my Team Page to motivate my members?

- **Team challenges!** We know that teams often implement challenges to encourage member engagement. For example, curating lists that reflect Etsy's merchandising trend watch. Keep an eye on our blog for articles like:
 - [Holiday Merchandising Guide: Winter Trends and Tips](#)
 - [How to Merchandise Your Shop for the Holidays](#)
- **Perks for new members:** If you're seeking new members and team growth, your

Team Page can provide opportunities to entice potential members. Attract newbies by highlighting your already spectacular members! You could provide monthly shout outs or create a collection featuring new member listings. Add your Team Page link to your team hub on Etsy so members considering joining your team can see what you're all about.

5. Need more help?

Visit this [FAQ](#). Enjoy being creative!

6. Examples

The Waldorf on Etsy team has clear categories and has curated products with beautiful photos. Their page is fun, colorful, and communicates the Waldorf aesthetic.

[Waldorf on Etsy Team Page](#)

The Deadhead Art Alliance creatively describes their team identify and culture in the about section, and links to their team website.

The screenshot shows the Etsy shop page for 'deadhead art alliance'. The header includes the Etsy logo, navigation links (Art, Home & Living, Jewelry, Women, Men, Kids, Vintage, Weddings, Craft Supplies), a user greeting 'Hi, Campbell', and a 'Your Shop' link. A search bar is present with the text 'Search for items and shops'. The shop name 'deadhead art alliance' is prominently displayed, along with a description: 'CRAFTS BY DEADHEADS, LOT RATS, SWILLY MAMMAS, NOMADS AND CRAFTING TOUR KIDS' and the website 'deadheadartalliance.com'. Below the shop name are 'Manage Page' and 'Embed' buttons. The main content area features a grid of 12 collection cards, each with a grid of product images, a title, and an item count:

- Tie Dye Tapestries**: 47 items
- Tie Dye Fashion**: 86 items
- Lampwork Glass**: 43 items
- One of a Kind**: 12 items
- Clay**: 34 items
- Goddesswear**: 169 items
- Macrame**: 86 items
- Patches**: 66 items
- Pins**: 68 items
- Leatherwork**: 50 items
- Jewelry**: 321 items
- Festival Fashions**: 269 items

[Deadhead Art Alliance Team Page](#)

7. Get started in just one week: Exercises!

Feeling lost? Follow this guide over the next week and you'll be a Team Pages pro.

Day 1: Setup your page

Day 2: Choose curators

Day 3: Curate 8 collections

Day 4: Share the Page!

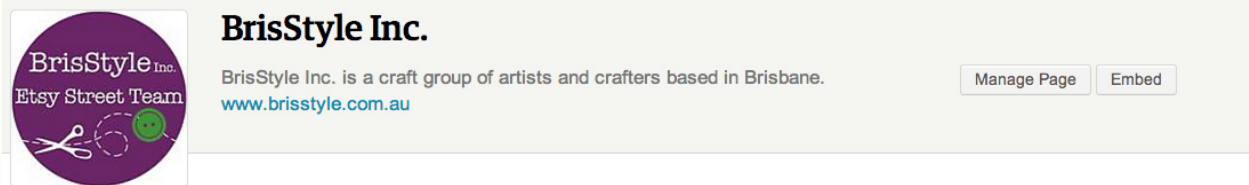
Day 5: Promote your Team via this page

Day 1. Setup your page.

Once we've activated your page (See #3 above, click on the "Manage Page" button to fill in the details):

- Add your Team logo (recommended dimensions: 280 x 280 pixels)
- You can change your name here if needed.
- Add your Team link
- Use the Bio field to add a description of your Team for buyers

The top of your Page will look something like this:



Etsy BrisStyle Team in Australia

Day 2: Choose curators.

A good curator will have great style and will be able to think like a buyer! If you have leaders or members in mind, go ahead and ask them to take part in this new initiative.

Otherwise, start a discussion in your Team to present the tool and ask for volunteers for curating the page. If you have lots of interest from members, you might need a plan to choose. You could ask interested members to post a treasury of Team member items in a theme of their choosing. Then, team members can vote for their favorite treasury. The top three curators could then step up for the first x months.

You may also brainstorm with your members the different collections you want to create to represent the team. Think about the kind of items (fashion, home decor, paper goods ...), audience (for men, for women, for kids ..), colors (purple, red, blue...), trends or other topics that might interest your buyers. Keep in mind that the page should represent the diversity of your team.

After choosing curators, organize a meetup (in real life, by phone, or online) to explain their role and how to curate the page.

To add curators in your Team Page:

- Click on the "Manage Page" button and on the right side, start typing their Etsy username. Select from the list displayed to add a curator.
- Promote the curators as leaders to make this new function official.
- Start a discussion in your Team to introduce them to all members.

Manage Page

Logo
 Recommended dimensions: 280x280 pixels

Name
 Etsy France

Website
 https://www.etsy.com/blog/fr/

Bio
 L'équipe française d'Etsy vous livre ses coups de coeur.

Curators

- Laetitia Lazerges
Managing this page
- ophélie le pocreau
- AnaJoy
- bérangère lebon
- Amelie Nello

amélie Nello

Amelie Nello

Save Cancel

Day 3. Curate 8 collections

- Need help creating a list? See this [FAQ](#) for step by step instructions.
- Start with 8 collections, so two lines will be filled in and your Page won't look empty.
- For each collection, 4 images will be displayed on your Team Page, so add at least 4 items in each collection.

To curate your collection, thinking like a buyer will help you hook your customers. Consider picking a theme or choosing items that make sense for your target customers. Think also about trends, events and holidays.

Make also sure to feature great item photos on your Page. Here and abroad, photos are vitally important to getting buyers' attention. Bright and crisp, easy to understand and in context; images will help your Team members generate more visits to their shops from your Page.

Why not start a discussion in your Team about great product photography and giving some tips to help get your Team members there. You will find lots of resources here:

<https://www.etsy.com/blog/en/tags/SH-Photography/>

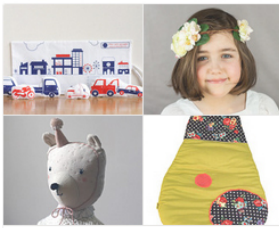


Parisien & fait-main

Une sélection pointue, 100% Ile-de-France
www.facebook.com/parisienetfaitmain

Manage Page

Embed



Kids / Enfants
6 items



Fashion / Mode
4 items



Home / Maison
7 items



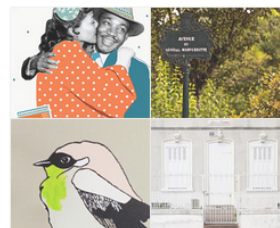
Jewels / Bijoux
13 items



Stationery / Papeterie
7 items



Accessories / Accessoires
8 items



Art
6 items

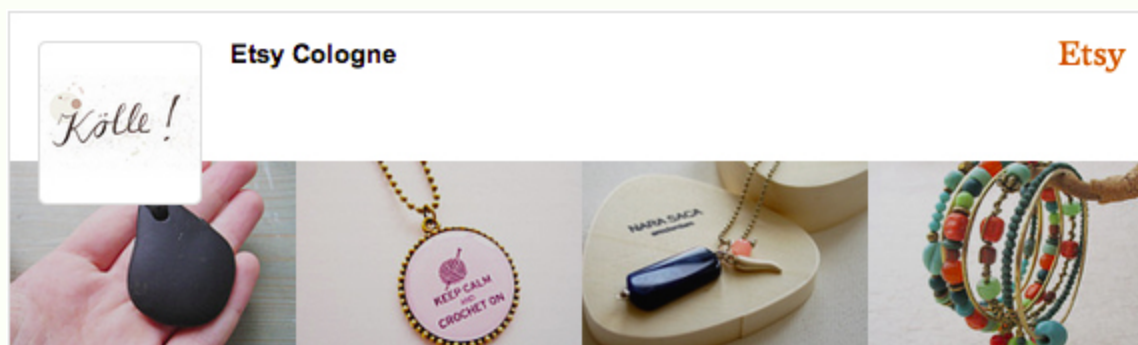


DIY / Fournitures
7 items

Team Paris page

Day 4: Share the Page!

- Share the link with your Team members.
- Write a blog post about your new Page (if you have a team blog or website!). Use our embed tool to invite people to follow your page directly from your blog or to discover one of your lists.
- Share the link on your personal and team social media channels: Facebook, Twitter, Instagram...
- Use our Page embed tool to create an auto-resized widget that you can embed in a blog post or in the sidebar of your blog. Ask your Team members to add it in their own blogs as well. The more followers you have, the more people will discover the sellers from your team in their activity feed — one out of every four visitors checks their feed, and members are highly engaged with this personalized content.



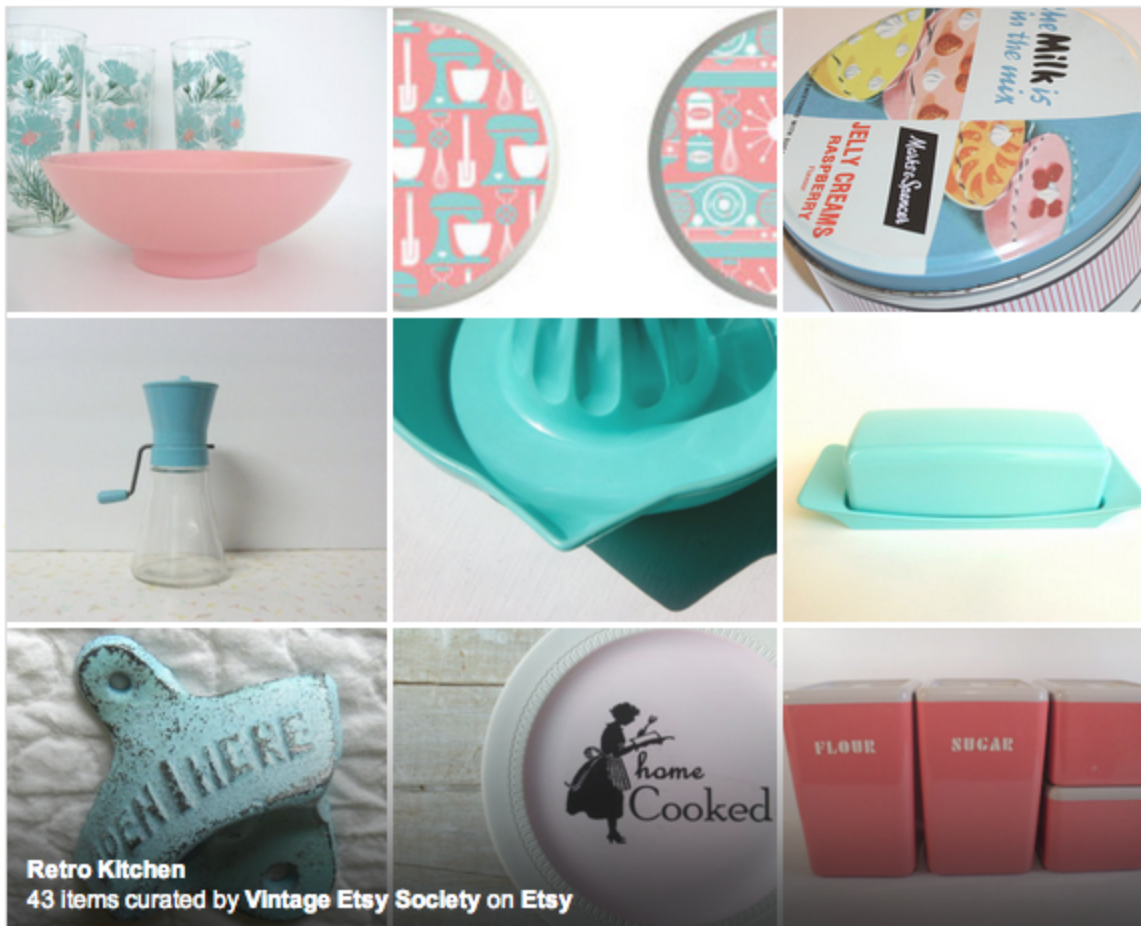
Etsy Cologne Page embed

Day 5. Promote your Team via this page.

This page is perfect to drive buyer traffic to your Team members' shops.

- Planning an event? Sharing a booth at a show? Create Team business cards and printing promo materials with the link of your Team page.
- Launching a collective marketing campaign? Consider creating a special collection to feature the participating sellers. You can all promote the same link through your social media channels and personal networks and everybody will benefit of this cross-members campaign.
- Create a cross-Team promotion. Each team can promote each others.
- Contact bloggers or press to present your Team. Use this page as a link, so they will have a visual overview of your team items. If you have curated your page or some collections with a certain customer in mind, identify blogs and media outlets that this customer may read online. Think about contacting those websites to have a chance to be featured in front of this perfect target audience.
- Consider creating a featured collection series on your Team blog. Use our List embed tool to create a widget.

Done with your first week? Think of your Page as a social channel. By curating often — rather than lumping it in every once in a while, you can generate an active following. So keep it going and make your Page an important part of your team.



Vintage Etsy Society embed list