



## 5 Team Marketing Tips You Can Really Use

If you're like most Etsy team captains, you love to harness the collective power of your team. We asked a handful of captains and leaders to share success stories of how they transformed their teams into collaborative marketing machines. The bottom line? What worked for their teams can work for yours too. Read on to learn their tips for team marketing victories.

### 1. Play With Social Media

The [SF Etsy Team](#) has over 1000 members and three dedicated social media leaders, including Amanda Jayne of [Ms. Amanda Jayne](#) and Lisa Spinella of [Tickle and Smash](#). The two dreamed up a month-long Instagram contest called Craftobergram. "The contest arose as a way to encourage and support team members using Instagram," says Amanda. "We wanted it to be educational, supportive to our team's many businesses and a way to make friends."

Each day of the contest had an assigned theme and hashtag, such as #WhereICreate, in addition to the team hashtag, #instasfetsy. The hearts each post earned were tallied daily throughout the contest. Daily winners were featured on the team's Facebook Page and blog, and monthly winners received one of their images printed on canvas and a set of greeting cards. "We enjoyed learning more about each other visually, and through the comments and tagging," says Amanda.

The team deemed the promotion a success. Some members doubled their Instagram followers, while others reported an uptick in sales. The team also re-posted tagged Instagram entries on Facebook, increasing their Facebook views to over 1500 in one day – 3 times their previous high. The contest taught members new to Instagram how to engage with peers and customers. "Posting daily helped our members get creative, get in the habit of sharing their brand and personal lives and it created camaraderie," said Amanda.

#### *Put It Into Practice:*

1. **Do your research.** Read up on [marketing with Instagram](#).
2. **Choose a timeline.** Will your campaign run for a week, a month or one day each month?
3. **Create branding.** Brainstorm a name and a hashtag to unite all the posts.
4. **Add incentives.** Come up with fun prizes or rewards to boost team participation.

### 2. Think Big With Email

[Etsy's Best Vintage Team](#) is the dedicated marketing arm of the [Vintage Etsy Society Street Team](#). Their mission is simple: to promote team member shops and drive sales. For the 2012 holiday season, they launched an email campaign to promote a group 20% off sale. Team leader Thom Aten, owner of [Circa810](#), says the idea for the sale sprung from basic math. By joining forces with teammates, he'd multiply his reach by the number of participating teammates.

Thom, along with Pam Jones, team captain and owner of [Vintage Renude](#), created a detailed instruction packet for participating team members. This packet contained a form email with links to participating shops, a coupon code and sample Twitter and Facebook posts. The flub-proof directions even explained how to copy and paste email addresses, for less tech savvy members. Each member sent their own email with embedded links cross-promoting the other participating shops. The seven day campaign encompassed

Black Friday, Small Business Saturday and Cyber Monday. “We wanted to get a jump on the holiday frenzy,” says Thom Aten.

When all was said and done, some shops reported much higher sales, while others saw a small boost. “I’d say it was a success,” says Pam Jone. “It raised awareness of the team overall and the sales volume of the participating shops.” For this part, Thom enjoyed a big spike in both sales and views. “It’s proof that old school methods can help build business for your shop,” he says.

#### *Put It Into Practice:*

1. **Nail down numbers.** Who will participate? How long will the sale run? What percentage is the discount?
2. **Create crystal clear directions.** Walk members through the plan, beat by beat, including a coupon code and dedicated tag for sale listings.
3. **Consider a newsletter.** Get up to speed on the logistics of email marketing with [How to Grow Your Etsy Business With Newsletters](#). Encourage past customers to opt-in to your newsletter with great content, like your team’s newest products, behind-the-scenes stories and promotions.

### **3. Build a (Temporary) Brick and Mortar**

The Dutch Etsy team [Ka-ching Collectief](#) had two pop-up shops under their belt when they read a blog post about [Etsy’s Holiday Shop](#) in New York. “We immediately realized that this was something we wanted to do ourselves,” says Annabel owner of [Second Hand Sandy](#), the captain of this team. After a lengthy search, the team landed on a shop willing to host them for ten days in late November. They christened the pop-up as The Etsy Winter Winkel, which translates to “winter shop.” The team worked hard to recruit sponsors large and small – from a top design magazine to Annabel’s mother, a florist who donated blooms. As former Etsy Teams fellows, they also scored Etsy swag, like shopping bags, decorations and stickers. With 24 Dutch sellers signed on, the stage was set. “The store looked great, and we had wonderful products to fill it with,” says Annabel.

The group sent press releases to magazines and local newspapers, posted on Facebook, their blog and newsletter and threw a launch party for family and friends. As a result, the shop was featured on many design-savvy blogs, which drew buyers from far-flung locations. “It was 10-14 days of complete chaos and work,” says Annabel. “I don’t mean to exaggerate, but it was *so much work*. Luckily, our team spirit survived.” The group saw a large increase in attention and a small increase in revenue. “The biggest benefits were promotion, new contacts, blog features, and a stronger team spirit,” Annabel notes.

#### *Put It Into Practice:*

1. **Plan well in advance.** Recruit shops and make a budget right away, but build in breathing room to scout locations.
2. **Create contracts.** Put details in writing, so nothing is left to chance.
3. **Promote for two audiences.** For press mentions, send releases to favorite blogs and publications. For foot traffic, hit up local papers, message boards and post on [Etsy Local](#).

### **4. Team up for a Treasury Game**

Great ideas are born when captains put their heads together – this one crystallized in a [Captain’s Quarters](#) thread. Fran Baldassarri, owner of [Ethereal Flowers](#) and captain of the [Etsy Italia Team](#), began chatting with Antigoni Pagali, owner of [Antigoni Creations](#) and then captain (and current leader) of the [Greek Etsy Street Team](#). Each hoped to bring visibility to crafters in their respective countries and to bond their teams. Together they decided to collaborate on a group Treasury game and quickly hammered out the rules, sharing them via a Team discussion thread and newsletter.

Each Treasury maker would choose at least four items from each team per Treasury, post the Treasury into a specific thread, comment on the Treasuries above and use the tag EGSTEIT. When a Treasury made the front page of Etsy both teams would shout it out on Facebook and Twitter and thus gain extra attention. The collaboration lasted a week, and was so successful that it inspired two more week-long games. “It was surprising to find so many amazing crafters in the other team, and to have so many features on the front page,” says Fran. The effort netted a total of nearly 1800 treasuries, and an increase in views, favorites and followers for both teams.

*Put It Into Practice:*

1. **Find collaborators.** Reach out to fellow captains and leaders to find a partner. Make sure you’re part of the [Captains’ Quarters team](#).
2. **Define the details.** How long will it run? What are the rules? Create a tag to tie the treasuries together.
3. **Highlight wins.** Post each home page treasury to Facebook and Twitter.

## 5. Turn Listings Into Lookbooks With Etsy Team Pages

[Etsy Pages](#) are a new tool that allows tastemakers to curate collections of favorite Etsy listings into shoppable lists. When they were Etsy Teams fellows, the [Toronto Etsy Street Team](#) was invited to create one of the first [Team Pages](#). They began using it while planning their first annual Christmas Marketplace, a one-day, handmade event in Toronto. By featuring favorite listings from participating shops on their Page, they quickly expanded the sale’s scope. Since then, they’ve put their Page to work, using it as a place to showcase listings of newbie members, a shortcut to creating great gift guides and a place to curate by theme.

“The embed code allows us to instantly make a great looking blog post to tempt buyers that links back to each seller’s shop,” says team captain, Ele Willoughby, owner of [Minouette](#). The team also links to their Page lists from Facebook and Twitter. From their Activity Feeds, team members notice when they’ve been featured and often share it on social media. According to Ele, the tool has promoted overall feelings of connectedness. “It’s a good way to show members the great work their teammates are doing,” she says. Plus, many featured listings have sold.

*Put It Into Practice:*

1. **Apply.** Team Captains can now [apply for a Page](#).
2. **Get help.** Select additional team members to turn curation into a fun group activity.
3. **Curate.** Whip up a Page that showcases your group’s listings in a shoppable way.
4. **Show off.** Share lists via your team blog, social media platforms and anywhere that you hope to make a splash online.