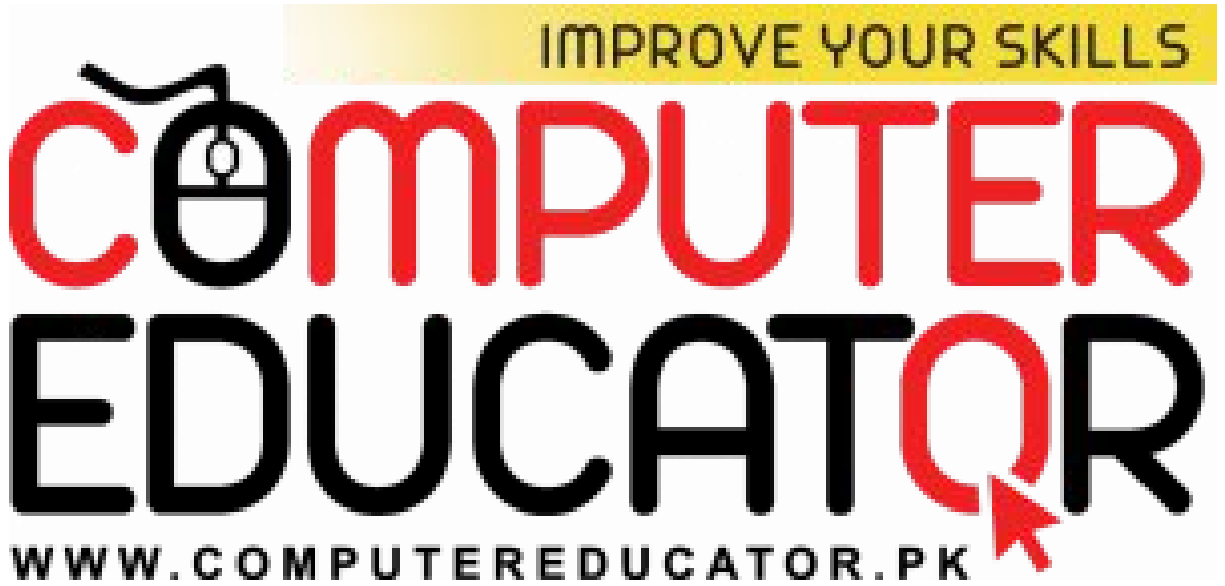


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Etsy Business Course Outline

Duration: 1 to 1.5 Months | **Level:** Beginner to Intermediate | **Mode:** Online / On-Campus

Chapter 1 Fb Area: 0310-6000074

Chapter 2 Gulshan-e-Iqbal: 0311-2154111

Chapter 3 North Karachi: 0319-1114011

Module 1: Introduction to Etsy

- What is Etsy and how does it work?
- Etsy vs. other eCommerce platforms
- Types of products allowed on Etsy
- Etsy marketplace trends and stats
- Who can start an Etsy store?

Module 2: Setting Up Your Etsy Shop

- Creating a seller account
- Naming your Etsy shop (branding tips)
- Setting up shop policies (shipping, returns, etc.)
- Linking your payment methods (Payoneer, bank account)
- Etsy dashboard overview

Module 3: Product Research & Niche Selection

- How to find profitable products to sell
- Handmade, digital, vintage, and custom products
- Etsy trending product categories
- Tools for product research (EtsyHunt, eRank, Marmalead)
- How to analyze competitor shops
- Choosing your niche: low vs. high competition

Module 4: Listing Your First Product

- Title and description writing best practices
- How to use keywords for Etsy SEO
- Pricing strategy (cost, profit margin, and value)
- High-converting product photo tips
- Mockups for digital products (using Canva, Placeit)
- Tagging and categories for visibility

Module 5: Inventory, Orders & Delivery

- Managing digital vs. physical product orders
- Shipping setup and delivery times
- Using Print-on-Demand (POD) for passive income
- Inventory management tools
- Packaging ideas to improve customer experience

Module 6: Etsy SEO & Marketing

- Understanding Etsy search algorithm
- Keyword research with tools (eRank, Marmalead, Sale Samurai)
- How to optimize your listings for search
- Boosting visibility through updates and relisting
- Running Etsy Ads effectively
- Pinterest marketing for Etsy
- Using Instagram and TikTok to promote your shop

Module 7: Customer Service & Reviews

- Responding to messages and inquiries
- Handling disputes and negative feedback
- Strategies to get 5-star reviews
- Building repeat customer loyalty
- Setting automated replies and FAQs

Module 8: Analytics & Shop Optimization

- Reading your Etsy shop stats
- What to track: views, visits, conversion rate
- A/B testing titles, photos, and tags
- Scaling top-performing listings
- Planning seasonal promotions

Module 9: Monetization & Scaling

- Offering custom orders or bundles

- Selling digital products for passive income
- Using Etsy + Printify/Printful integration
- Expanding into multiple niches or shops
- Leveraging affiliate marketing on Etsy
- Exploring Etsy Wholesale options

Module 10: Practical Assignments & Live Coaching

- Create & launch your first Etsy listing
- Weekly progress reviews
- Etsy Ads setup (guided)
- Competitor research exercises
- Store branding and banner design

Thank You For Reading

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