Sarah Pike Pottery 2024
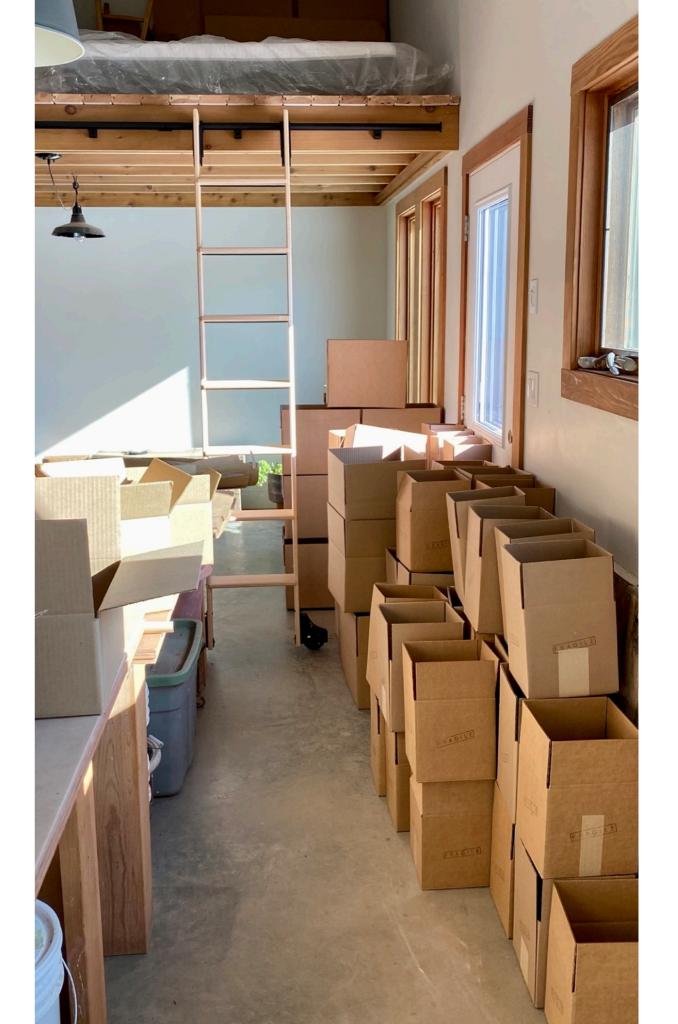
ONLINE SALES

Prep, marketing, and sale day

BEFORE THE SALE

➤ Do I have enough pots? Regular update 100-150. Mini drop 15-20

➤ Do I have enough shipping material? Each pot double boxed.(200-300 boxes) Fill is Recycled kraft paper or compostable packing peanuts. Packing tape is made of paper and recyclable.

➤ Label pots with SKU. SKU 4010324 is pot number 401 from my March 2024 update. The 400s are cylinders, 500s are round bottoms, 900s are teapots etc.

➤ Take photos: multiple angles. I use a cannon rebel or my iPhone, a tripod and cloudy day natural light.

➤ Create a CSV spreadsheet that will populate your e-commerce site with product pages. Add all details here. Title, description, dimensions, price, shipping info, etc. Then add corresponding photos to product pages. Double check!

➤ Schedule products to be visible at update date and time.

MORE PREP!

➤ While last kiln is firing, clean studio and transition to sale mode.

➤ Build boxes

➤ Single box each pot and write the SKU on box. Organize boxes by SKU on shelves for easy access.

➤ Build a variety of outer boxes and organize in a clean area by size.

➤ Set up packing table with tapes, stickers, stamps, fill, business cards, scissors, exact knife etc.

➤ Set up computer table with printer, label printer, computer, monitor, scale, tape measuring tape, customs invoice sleeves.

MARKETING CALENDAR

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➤ 2 weeks before sale : announce on social media with images of new work. Add details to IG profile. Move shop page link to top of link tree. Add announcement bar on website. Add "remind me" to a post or two. Put details on shop page regarding sale with an images of new work.

➤ 1 week before sale: continue to post on socials. Send out a subscriber newsletter email with a few sneak peak images and link to shop page.

➤ 2 days before sale: Upload a preview gallery on shop page with details as to prices, dimensions and volumes of all the pots that will be in the update. Send an email to subscribers that the preview is up. Post on social media that the preview is up.

➤ Day of Sale: Final post on socials with link to shop page where you can. Remove preview gallery just before scale goes live.

SALE DAY

➤ Update is live! I'm on my phone and computer in case of issues.

➤ I am checking my emails and socials, responding to messages.

➤ After sale, I export order CSV in three ways:

  ➤ 1. By purchase order: This is helpful for crosschecking website to shipping app etc.

  ➤ 2. By purchaser name (alaphabetically) In case of multiple orders to the same person. Shipping partially refunded and pots shipped together

  ➤ 3. By SKU number. I delete all the columns other than SKU, name, and order number. This one I print and cut up into strips. Each strip goes on the corresponding inner box with corresponding pot inside. Now I have the order number and name on each box matched to the SKU.

➤ Inner box goes in the outer box and the order strip of paper is also moved to the outer box. Box is taped shut and stamped fragile

➤ I have used a few different shipping apps. I'm transitioning from E-Shipper to Shippo. Primarily because with Shippo, I can also use Canada post/USPS. E-shipper worked with fedex, UPS, DHL etc., but not USPS or Canada Post. The other reason is that E-shipper doesn't populate the tracking numbers back to the orders. I had to go back in and add them manually. Still figuring out Shippo, but I believe it will do this. All of this is also dependent on your e-commerce site! I use Squarespace. I believe with shopify, you don't need a 3rd party shipping app.

➤ Next, my website populates the shipping app with the orders. At this time I enter the box dimensions and weights on the shipping app. I use a digital scale to weigh the box and round up to the nearest kg. I then choose my carrier and print the label with a label printer. (Great investment!) The shipping app charges per label.

➤ International orders also need customs invoices attached to outside of boxes. These must be printed and inserted into a sleeve on the side of the box.

➤ Once everything is packed and labeled, I schedule a pick up from the carrier and they come to the studio, scan, and pick up the boxes.

LINKS

Website and e-commerce platform:

https://www.squarespace.com/

Third party shipping apps:

https://goshippo.com/

https://www.eshipper.com/

Packaging:

https://www.ecoenclose.com/shop/carton-sealing-tape/

https://www.staples.ca/pages/corrugated-boxes?view=boxes

https://www.staples.ca/products/689990-en-staples-biodegradable-loose-fill-14-cu-ft

https://www.staples.ca/products/689977-en-crownhill-kraft-paper-rolls-50-lb-24-w-x-720-l

https://www.wrdisplay.ca/store/boxes-corrugated-cardboard-shipping-boxes-Canada/