



ETSY SHOP MONTHLY CALENDAR

WEEK 1

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
<p>Update Etsy Banner</p> <p>If you choose, you can update your shop with a new banner. Add graphics, text explaining more information to the shopper or pics of your most popular items.</p>	<p>Update Shop Announcement</p> <p>Make sure to use an announcement with SEO in mind as well as links to your shop, social media or email optin</p>	<p>Shipping Profiles</p> <p>Shipping changes often. So make sure your shipping profiles processing times and cost are accurate. Errors here will lose you money.</p>	<p>Make Custom Orders</p> <p>Choose one day a week to work on Custom Orders. The busier you get, the more you'll have to factor in managing custom orders as well as making stock for your shop.</p>	<p>Update Shop Sections & Shop Policies</p> <p>Once a month take a look at your shop sections and shop policies. Review your policies to ensure they address all possible situations to avoid potential problems.</p>	<p>Make Something New</p> <p>Keep your shop fresh and current by making new listings on a consistent basis. Depending on what you make and sell it could be anywhere from 2-5 new items.</p>	<p>List</p> <p>Take this day to list your new items made throughout the week on your Etsy shop.</p>
<u>Etsy Shop Cover Photo in Canva</u>	<u>Etsy Shop Announcement</u>	<u>Setting Etsy Shipping Profiles</u>	<u>Etsy Custom Order Graphics Template</u>	<u>Etsy Shop Sections</u>		



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WEEK 2

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
<p>Schedule Social Media</p> <p>Schedule out your listing on social media platforms to promote new and older listings to post throughout the week. Pinterest brings the most traffic since it is also a search tool like Google.</p>	<p>List an Item Laying Around</p> <p>Creators are known for making and I'm sure you have at least 1 item that you are 'not sure of'. Just bite the bullet and list it anyways!</p>	<p>Update Least Viewed Listing</p> <p>Go to your stats tab. Scroll down to your listings and click on views to sort by # of views. Find your least viewed listing for the season and update.</p>	<p>Make Custom Orders</p> <p>Choose one day a week to work on Custom Orders. The busier you get, the more you'll have to factor in managing custom orders as well as making stock for your shop.</p>	<p>Research New Keywords</p> <p>Pick 2-4 low performing listings for the season and research new keywords for them.</p>	<p>Make Something New</p> <p>Keep your shop fresh and current by making new listings on a consistent basis. Depending on what you make and sell it could be anywhere from 2-5 new items.</p>	<p>List</p> <p>Take this day to list your new items made throughout the week on your Etsy shop.</p>
<u>Pinterest Posts</u>			<u>Etsy Custom Order Graphics Template</u>	<u>Etsy SEO Using Sales Samurai</u>		



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WEEK 3

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
<p>Schedule Social Media</p> <p>Schedule out your listing on social media platforms to promote new and older listings to post throughout the week. Pinterest brings the most traffic since it is also a search tool like Google.</p>	<p>Make Similar to Popular</p> <p>Research your most popular item from either the previous year's season or a popular everyday item. Make something similar to that using some of the same keywords.</p>	<p>Research Popular Niche Items</p> <p>Take this day to use social media, magazines or trade shows to research popular items for your niche in the coming months. Plan to make some for your own shop.</p>	<p>Make Custom Orders</p> <p>Choose one day a week to work on Custom Orders. The busier you get, the more you'll have to factor in managing custom orders as well as making stock for your shop.</p>	<p>Make Something from Leftovers</p> <p>Crafters always have a stash on hand! Be creative and make something new using only leftovers!</p>	<p>Make Something New</p> <p>Keep your shop fresh and current by making new listings on a consistent basis. Depending on what you make and sell it could be anywhere from 2-5 new items.</p>	<p>List</p> <p>Take this day to list your new items made throughout the week on your Etsy shop.</p>
<p><u>2020 Social Media Schedule Calendar</u></p>			<p><u>Etsy Custom Order Graphics Template</u></p>			



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WEEK 4

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
<p>Schedule Social Media</p> <p>Schedule out your listing on social media platforms to promote new and older listings to post throughout the week. Pinterest brings the most traffic since it is also a search tool like Google.</p>	<p>Update Descriptions</p> <p>Pick one or two low performing shop items and optimize your copy to tap into a buyers emotions and helping them solve for a problem.</p>	<p>Update Listing Pictures</p> <p>Make sure to review and update the 7 Essential Product Photos to have in each listing.</p>	<p>Make Custom Orders</p> <p>Choose one day a week to work on Custom Orders. The busier you get, the more you'll have to factor in managing custom orders as well as making stock for your shop.</p>	<p>Rearrange Shop</p> <p>Make sure your top seasonal or current holiday items are on the top. Take the time to rearrange your shop for the next month.</p>	<p>Make Something New</p> <p>Keep your shop fresh and current by making new listings on a consistent basis. Depending on what you make and sell it could be anywhere from 2-5 new items.</p>	<p>List</p> <p>Take this day to list your new items made throughout the week on your Etsy shop.</p>
<u>Upload & Schedule a Facebook Post</u>	<u>Writing Copy that Converts</u>	<u>Etsy Product Photography</u>	<u>Etsy Custom Order Graphics Template</u>	<u>Rearrange Etsy Shop</u>		