CrafDi

GUIDE
FOR
ONLINE SHOP CREATION

MŪZA
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SOCIAL INNOVATION HUB

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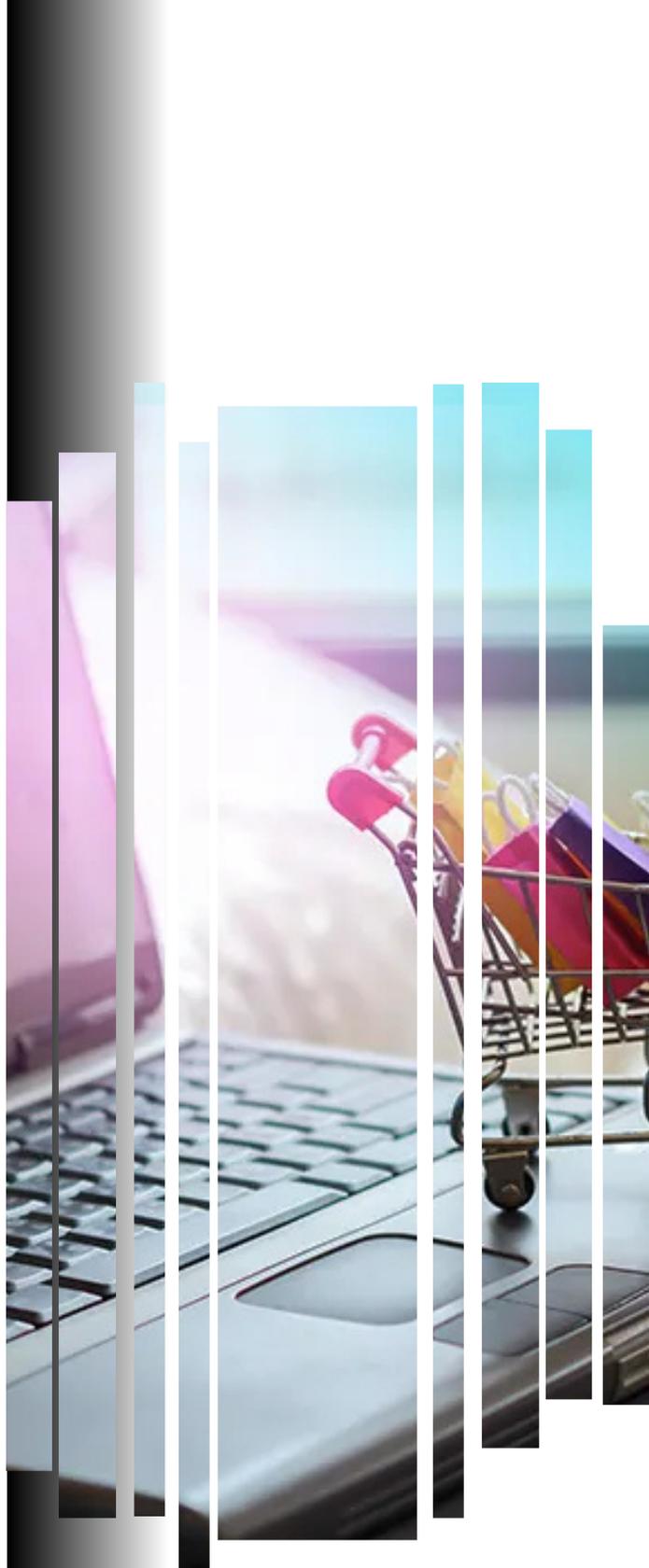
Introduction: Basics of E-Commerce and Overview of Platforms

E-commerce refers to the buying and selling of products and services over the internet, and it has rapidly grown in recent years to become an essential sales channel for businesses. With the rise of digitalization and widespread internet access, consumers have shifted their shopping habits to online platforms, making it imperative for businesses to establish an online presence. In today's fast-paced digital era, e-commerce enables businesses to reach customers more easily and globally. Key advantages include the ability to sell 24/7, savings on physical store costs, and the use of digital marketing tools that enhance the customer experience. A reliable e-commerce infrastructure is the cornerstone of a successful business and includes secure payment systems, smooth logistics processes, and strong customer relationship management.
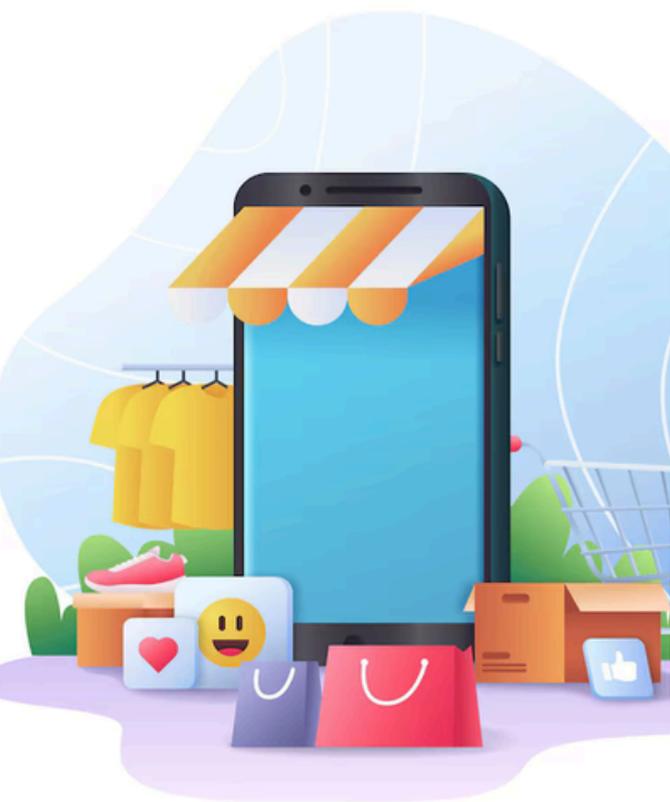
1.1. The Development of E-Commerce

E-commerce emerged in the mid-1990s with the beginning of internet use for commercial purposes. Initially, only a limited number of businesses engaged in online sales, but today, companies ranging from small enterprises to major brands benefit from the opportunities offered by e-commerce. The advancement of mobile technologies, the influence of social media, and innovations in payment systems have all contributed to the rapid growth of e-commerce.

1.2. LEADING PLATFORMS

There are various platforms available for businesses looking to engage in e-commerce. Each offers different features and advantages. Some of the most notable platforms include:

WOOCOMMERCE ETS SHOPİFY INSTAGRAM

1. Ets
It is a marketplace specifically designed for the sale of handmade products, vintage items, and art supplies. Ideal for artisans and artists, Etsy provides access to a ready-made audience. However, its high commission rates can increase costs.

2. Shopify
It is a user-friendly platform that allows you to create your own online store. Suitable for small and medium-sized businesses, it offers extensive customization options.
This platform is ideal for professional businesses looking to offer a wider range of products. It is popular for its user-friendly interface and customizable themes. However, monthly subscription fees can present a barrier to entry.

3. WooCommerce
It is an open-source e-commerce plugin developed for WordPress-based websites, offering advantages in terms of flexibility and scalability. It enables users to fully customize their platform. However, it requires technical knowledge and may involve additional costs such as hosting.

4. Instagram Stores
It enables direct product sales through the social media platform Instagram, making it an effective sales channel for visually-driven products. It is highly effective for selling products that rely on visual content and offers the advantage of reaching customers directly through social media. However, there may be limitations in building long-term brand awareness and establishing an independent customer base.
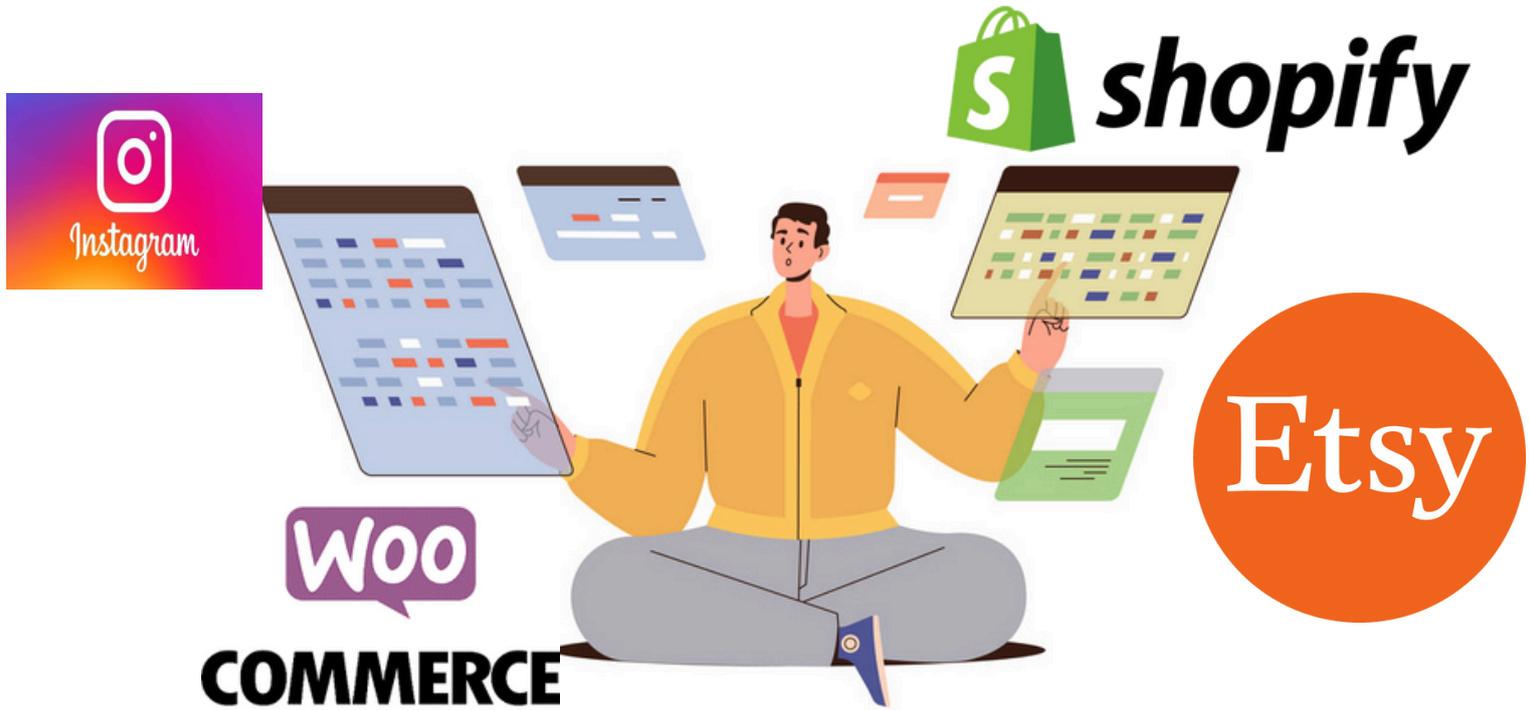
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PLATFORM COMPARISON
WHICH PLATFORM SHOULD BE PREFERRED AND WHY?

2.1. PRICE ANALYSIS
(Etsy, Shopify, WooCommerce ve Instagram Stores)

Platform	Initial Cost	Transaction Fees	Monthly Fees
Etsy	Low	6.5% Transaction Fee per Sale	Free to Open a Store
Shopify	Moderate	%2,9 + 0,30$ Transaction Fee per Sale	Plans Starting at $29 per Month
WooCommerce	Low	No fees	Hosting and Domain Costs Apply
Instagram Mağazaları	Low	%5 Transaction Fee per Sale	Free 4

TARGET AUDIENCE ANALYSIS

ETSY

Customers interested in handmade, vintage, and unique products.

SHOPİFY

Businesses aiming to build their own brand and offer a wide range of products.

WOOCOMMERCE

Businesses seeking flexibility with WordPress-based sites and possessing technical knowledge.

INSTAGRAM STORES

Brands looking to promote their visually-driven products through social media.

2.3. PROS AND CONS

ETSY

✓ **Established customer base, easy store setup.**

✗ **High transaction fees, intense competition.**

1

SHOPİFY

2

✓ **Extensive customization, integrated payment systems.**

✗ **Monthly fees, additional app costs.**

WOOCOMMERCE

✓ Full control, scalability.

✗ Requires technical knowledge, maintenance responsibility.

3

INSTAGRAM STORES

4

✓ Broad user reach, visually focused sales.

✗ Limited store features, dependency on other platforms.

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Each platform offers different advantages depending on your business needs and target audience. The right choice will vary based on your business model and available resources.
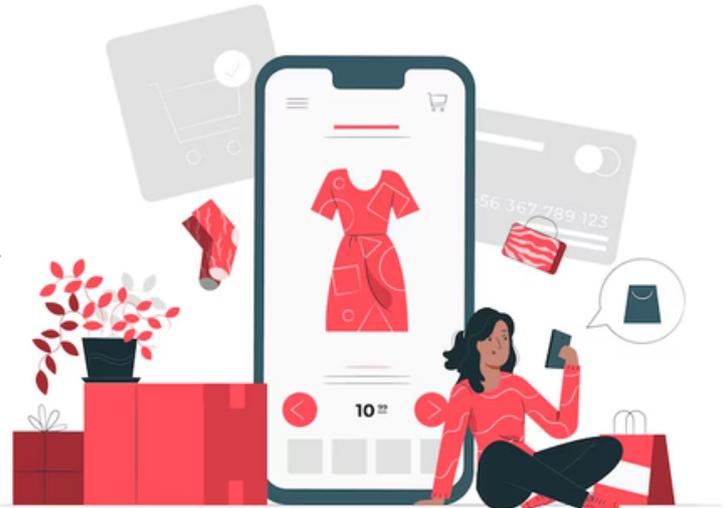
3. STORE SETUP AND STEP-BY-STEP INSTRUCTIONS

The basic steps and key considerations for setting up stores on Etsy, Shopify, WooCommerce, and Instagram Shops are summarized below.

ACCOUNT CREATION

ETSY

Start the store setup process by selecting "Open" at Etsy.com/sell. Etsy is ideal for handmade and vintage products.

SHOPIFY

You can start with a 14-day free trial on Shopify.com. Shopify offers a wide range of products and extensive customization options.

WOOCOMMERCE

You can add e-commerce functionality to your existing WordPress site by using WooCommerce, a plugin based on the WordPress platform.

INSTAGRAM STORES

Switch to an Instagram Business or Creator Account and set up your shop through the Commerce Manager. For detailed guidance, you can refer to resources like blog.hootsuite.com.

ONLINE STORE

Etsy Dükkan Açmak

0 35545 62336 78 1

What to Do for an Etsy Store

Before you start selling on Etsy, you need to create a store from scratch. This process takes about 5–10 minutes.

What You Need to Prepare for an Etsy Store

- An email address to register with Etsy
- A bank account to use during registration
- A predefined store name (having a store name related to the products you sell helps in building your brand)
- An ID for account verification (such as national ID, driver's license, passport, or residence permit)

If you prepare all these requirements before opening your account, you can complete the account setup process smoothly within about 5 minutes without any issues.

# Steps to Open a Shop on Etsy

Total time: 5 minutes
Register and Sell on Etsy

After registering on Etsy with your own email address, you need to verify your account by clicking the verification link sent to your email. This process can take about 4–5 minutes. Then, return to the Etsy page and click on the account icon at the top right corner, and select the button that says "Sell on Etsy."
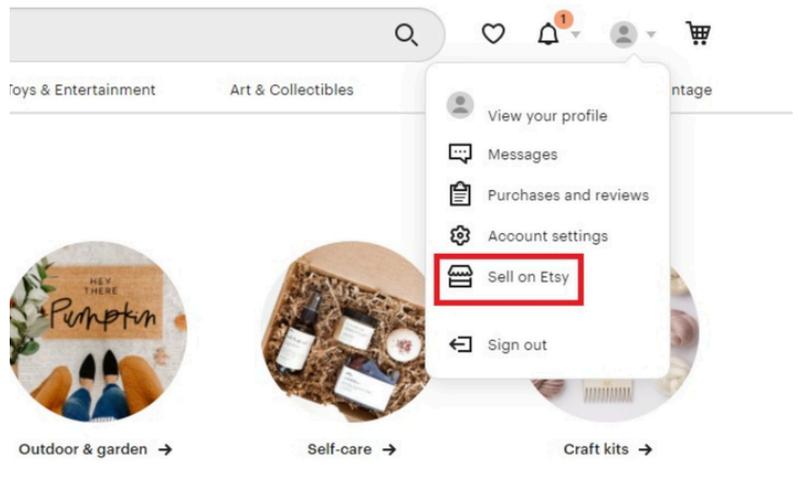
Opening a Store on Etsy
On the page that appears, click the Open Your Etsy Shop button.

8
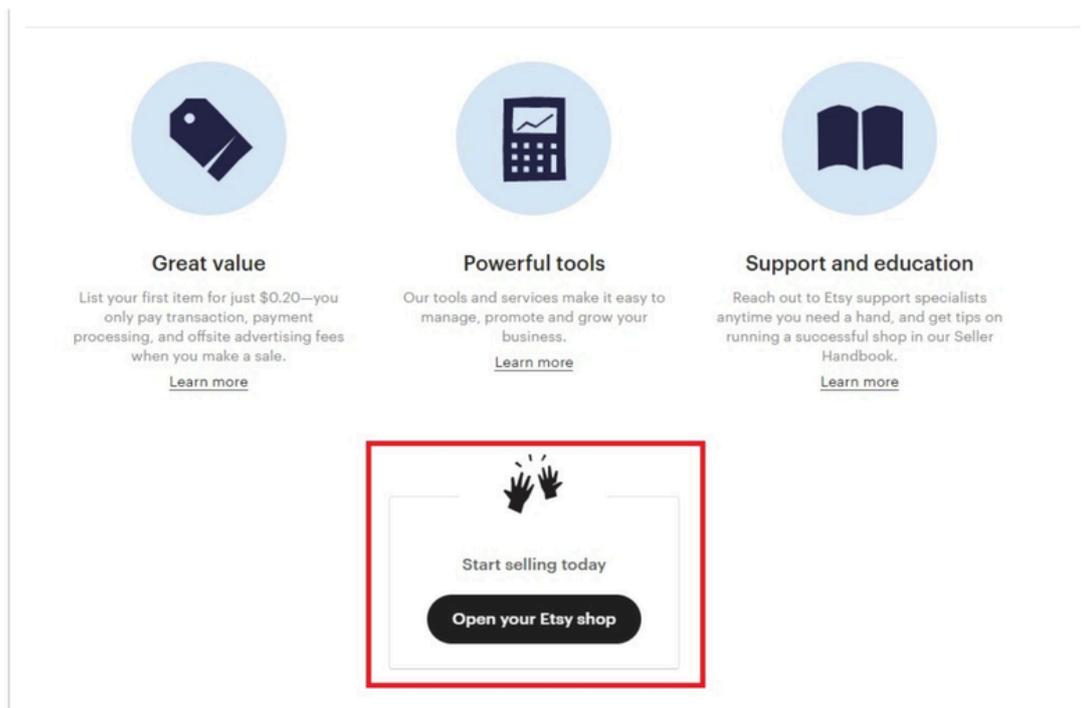
Store Settings

First, select your store language; choosing English is generally advantageous. Next, you need to select the country where your store is located and choose the currency you will use. Leaving it as US Dollars will benefit you later when calculating and managing your sales. Finally, Etsy will ask how much time you plan to dedicate to your shop daily. For beginners, selecting "I sell part-time but hope to sell full-time" can be a practical choice. However, none of these options affect your store's performance positively or negatively.

Store Name

When choosing your store name, using keywords related to the product categories you sell helps make your brand more memorable to customers. However, this choice is entirely up to you, and you have the freedom to select any name you like.
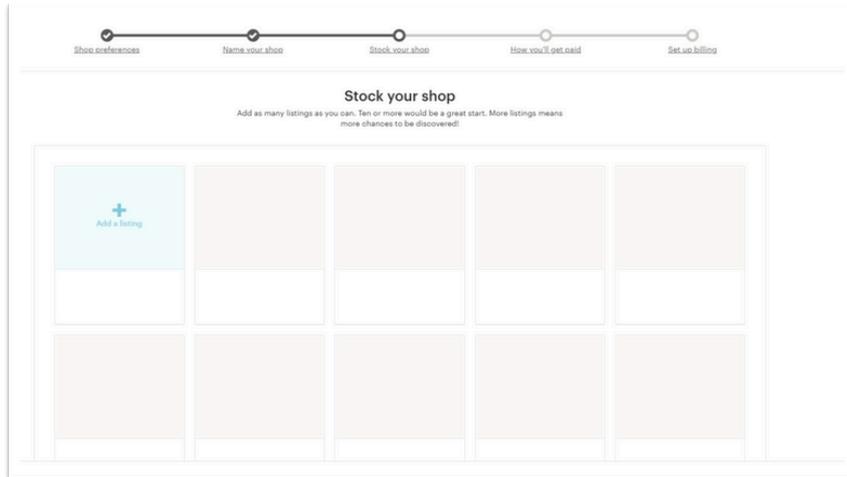
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Etsy *Dükkan Açmak*

Adding a Product Listing
In this section, you can add a product listing by using an existing product you have on hand to practice and get familiar with the process. When creating your listing, aim to make it detailed and well-crafted to increase its success and appeal to buyers.

Payment Options

When adding payment options, you can choose whether your account is an individual or a business account. If you have a tax exemption certificate, you can use it to reduce the commission fees that Etsy charges. Note that you don't need to establish a company in order to obtain a tax exemption certificate.
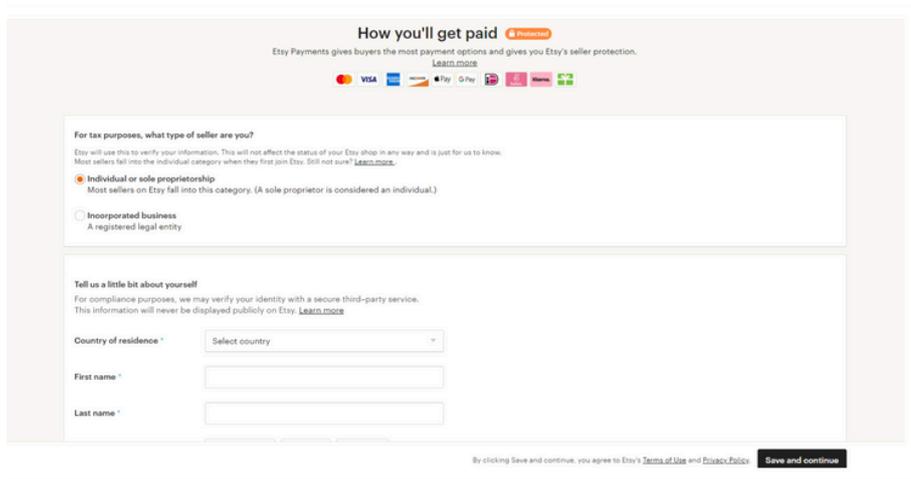
Identity Verification

In this step, you need to take a photo of your passport, driver's license, or Turkish ID card using your phone and upload it to the Etsy website. Your account will be verified within 24 hours. Meanwhile, you can continue improving your store and upload your products to your Etsy account.

Co-funded by the
Erasmus+ Programme
of the European Union

Shopify
Dükkan Açmak

Anyone, anywhere, can start a business

Enter your email address   **Start free trial**

Try Shopify free for 14 days, no credit card required. By entering your email, you agree to receive marketing emails from Shopify.

Getting Started with Shopify:
All you need is an email address. Shopify doesn't offer a completely free plan (which is common among commercial website builders), but it does provide a 14-day free trial. This gives you a chance to explore the platform and decide if it suits your needs. You don't need to enter your credit card details until you're ready to go live.

All you have to do is enter your email, create a password, and choose a name for your store. This name will become your store's default URL (e.g., mystore.myshopify.com). You can't change this default URL later, but you can buy a custom domain name afterward (and you probably should), so don't stress too much about picking the perfect name at this stage.

Start your free 14-day trial of Shopify

Email address

Password

Your store name

Create your store

Shopify
Dükkan Açmak

Just a Few Short Questions, and That's It!
The Shopify sign-up process is quite short. In the next step, Shopify will ask for a bit more information about you, including your name, address, country, and contact number. You'll also be asked a few questions about your products. It's important to be as clear and specific as possible, as this helps Shopify tailor your storefront to the type of products you're selling. If you're just exploring, you can simply select "I'm just browsing" from the dropdown menu.

Step 1 of 2
Tell us a little about yourself
We'll help you get started based on your responses

Are you already selling?

Please choose one...

Please choose one...
I'm just playing around
I'm not selling products yet
I'm selling, just not online
I sell with a different system

Which industry will you be operating in?

Please choose one...

Are you setting up a store for a client?

☐ Yes, I'm designing/developing a store for a client

Skip   Next

Once you've entered this information, your registration is complete!
You'll be taken straight to your Shopify dashboard. This is where your online store will be created and managed. From here, you can add products, manage orders, set shipping rates, install apps, and handle everything else related to running your site. Take some time to look around and get familiar with the different elements — you'll be spending a lot of time here.

Your trial just started   Select a plan

You're off to a great start.   ...

🏷 Add product   **Add your first product**
Add physical items, digital downloads, services, or anything else you dream up.

🖌 Customize theme   **Add product**

🌐 Add domain

✅ Set up payments

Your trial just started   Select a plan

12
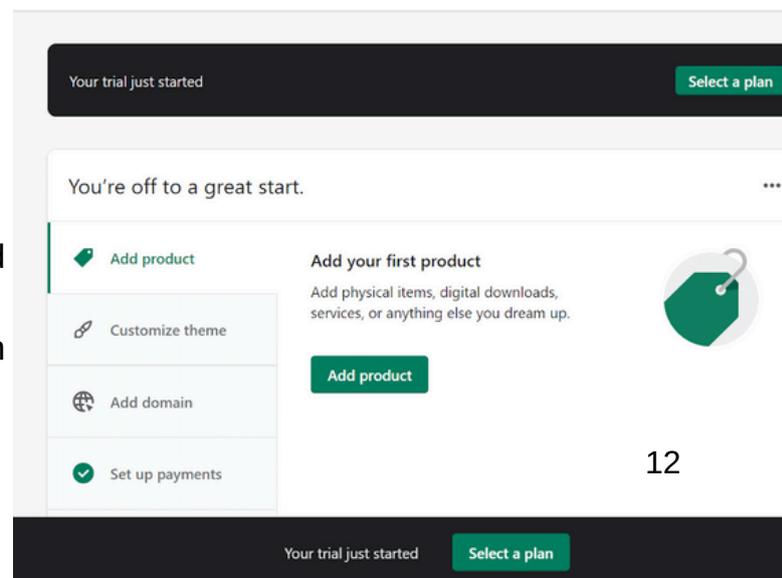
Shopify
Dükkan Açmak

Choose a Theme and Customize Your Shopify Store
Now comes the fun part! It's time to unleash your creativity on your Shopify store design. To get started, click "Customize theme" from your dashboard. From there, you can either customize the default theme suggested by Shopify or select a new theme.

Like most website builders, Shopify offers a library of over 70 templates (referred to as "themes"). These themes serve as the foundation of your site design. There are two types of themes: free and premium. To browse all options, click "Visit the Shopify Theme Store."

At this point, it's important to note that only the free themes are designed and supported by Shopify, while premium themes are created by third-party developers. This means that if you run into issues with a paid theme, you'll need to contact the theme creator for support — Shopify won't assist with third-party themes.

Browse all themes

Price	
Free	9
Paid	64

Number of products
Single product	4
Small catalogs	31
Medium catalogs	57
Large catalogs	30

Layout style
Wide	47
Grid	45
Collage	18
Editorial	31
Row	27
One page	1

1-24 of 73 themes

Sort
Most recent

Traditional fresh pasta since 1978

Express • Free
2 styles

FIND WHAT MOVES YOU
SUPPORT LOCAL BUSINESS

Streamline • $180.00 USD
3 styles

Warehouse • $180.00 USD
2 styles

Shopify
Dükkan Açmak

You might also want to add extra pages to your site. To do this, go to Pages in your Shopify dashboard and click the Add Page button. From there, you can enter your page title and content in the editor. Of course, every online store is different, but most websites include the following essential pages:

- Contact Us: Give visitors clear ways to reach you if they have questions, or guide them to a FAQ page for quick answers.
- Shipping Information: Outline your shipping policy and pricing. Specify where you ship and your estimated delivery times.
- About Us: Build a connection with potential customers by sharing your story and explaining why you sell your product. This can help build trust, especially for newer online stores.
- Policy Pages: Protect yourself legally by including return and privacy policies on your site.
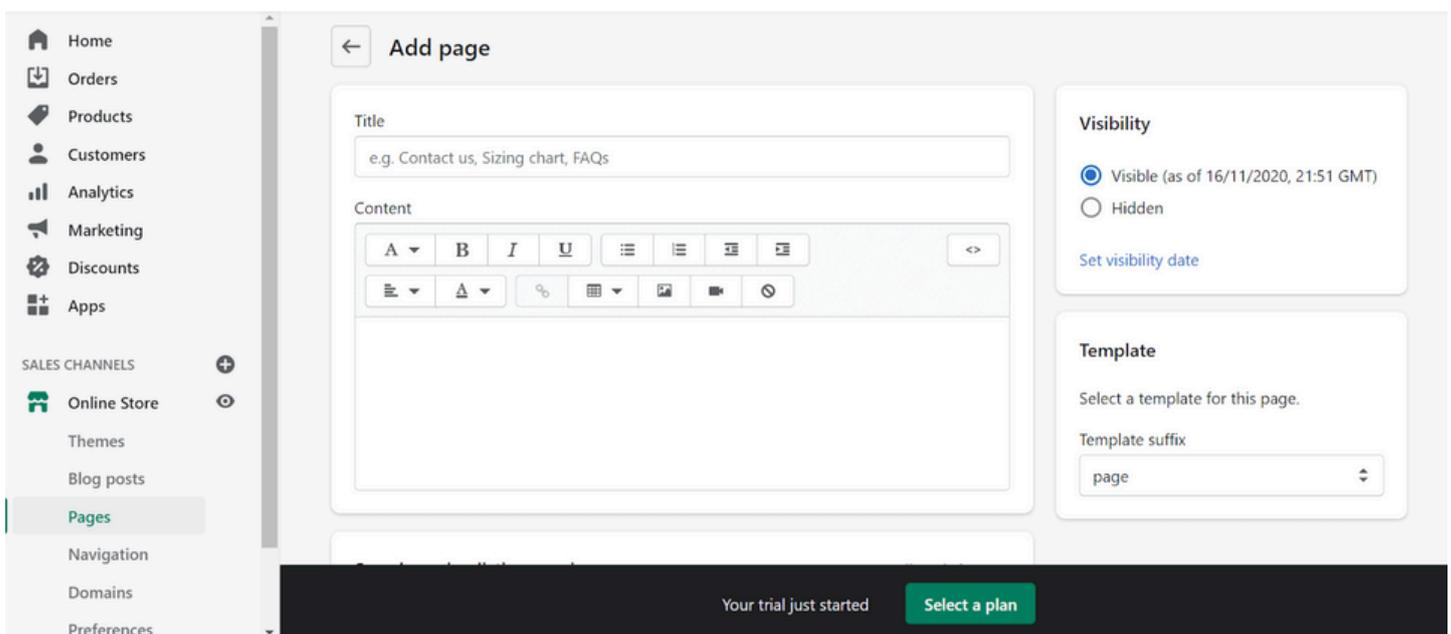
Shopify *Dükkan Açmak*

Add Products to Your Shopify Store

Now that your design is taken care of, it's time to move on to the most important part of your store—adding your products.

Go to your dashboard, then click on the Products tab. You'll see a big green button labeled Add Product.

Click it, and you can begin entering your product details.

This is where your store truly comes to life!
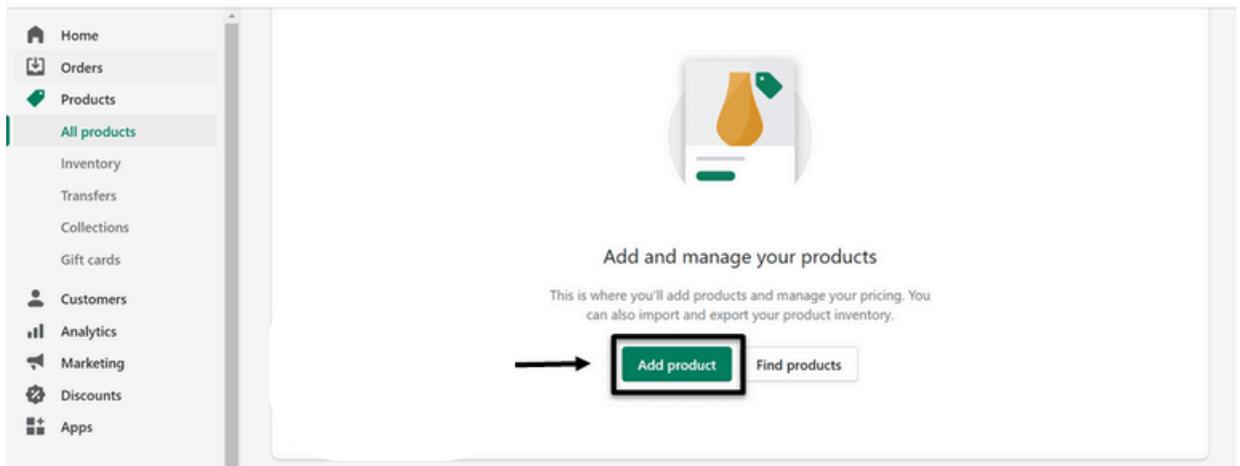
This green button does exactly what you think—it opens a new product page where you can enter all your product details.

If you want to convince customers to buy your products, a strong product description is essential, so it's worth spending time here. Think about the key features and benefits of your product, and how you can highlight them in a few short, compelling sentences.

Shopify
Dükkan Açmak

İlk koleksiyonunuzu
başlatmak için
buraya tıklayın
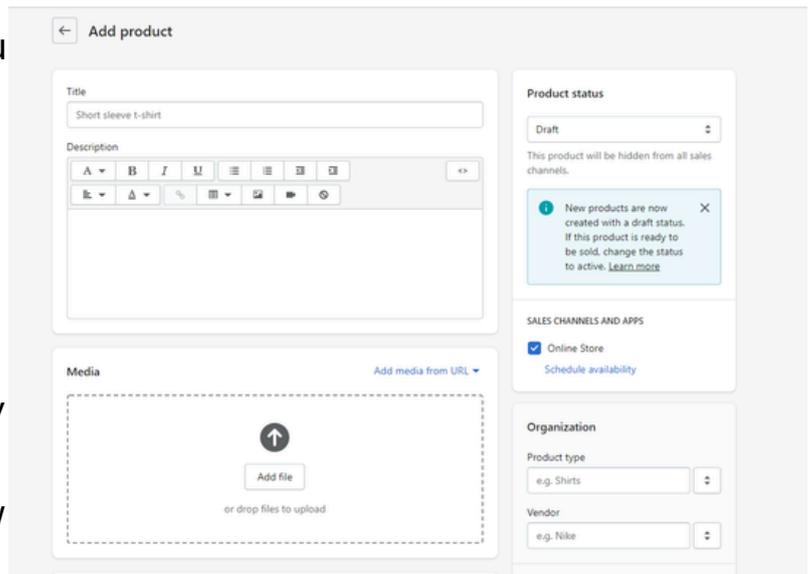
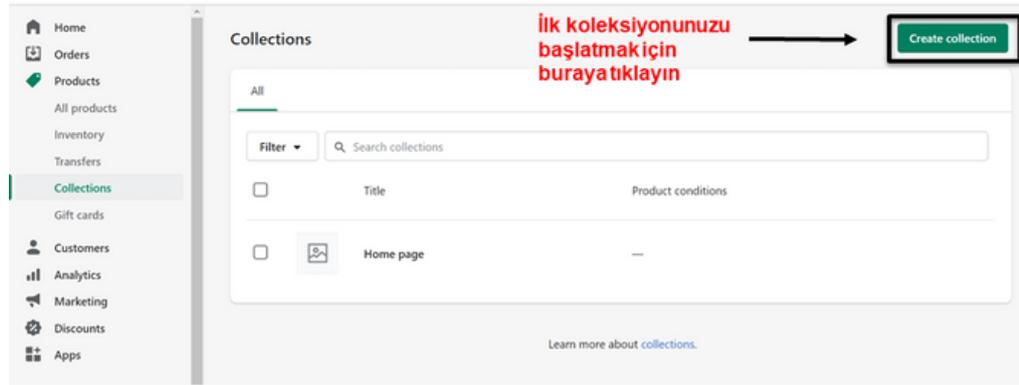You also need product images. Quality is very important here. Product images are crucial for making sales. No one decides to spend money looking at a dark, low-quality, or blurry product image. Keep everything tidy by photographing your products against a plain background and make sure all images have the same dimensions. Additionally, you need to add the following product information:

- Product price
- Product cost (optional, for viewing profit margins)
- Inventory details (e.g., stock quantity – SKUs and barcodes)
- Shipping information (e.g., weight, dimensions, customs info)
- Product variants (e.g., size, color, customization)
- Tags

After you finish adding the information, click Save product. Your product will automatically be added to the storefront.

Important tip: To save time, you can also import your products from a CSV file. Go to Products and click the Import button at the top right corner. Click Choose File and open your CSV file. When you click Upload and continue, your product data will automatically be added to Shopify.

Unless you are creating a store with only one product, it's a good idea to create some product collections. Collections are groups of products that are compatible or share common features. For example:

- Products targeting a specific audience (e.g., men's clothing)
- Products related to a specific theme (e.g., best sellers, discounted products)
- Products belonging to a specific category (e.g., lamps, accessories, candles)

Collections appear as different options in the navigation menu or as separate sections on your homepage. This is especially useful if you have many diverse products across multiple categories in your store. It helps organize your site so visitors don't have to endlessly browse through pages to find what they're looking for.

To create a collection, go to Products > Collections, then click the Create collection button. Afterward, you can choose to add products manually or automatically. With manual selection, you add products one by one to different categories. With automatic selection, you create rules for each collection, and Shopify automatically adds all products that meet those conditions to your catalog. Products can appear in multiple collections simultaneously.

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Shopify
Dükkan Aç mak

Optional Extra: Creating a Shopify Dropshipping Store

We should also mention this. Thanks to the miracle called dropshipping, it is possible to open an e-commerce store on Shopify without having any physical products in stock.

Wondering what dropshipping is? It's a highly popular retail method where you sell products online that are stocked and shipped by a third party.

This makes running your store extremely easy because you don't have to worry about ordering, storing, or shipping products. Also, since you don't invest in inventory upfront, you will never face cash flow problems.

Therefore, if you want to enter e-commerce quickly, dropshipping is a very attractive option—and luckily, Shopify is one of the few providers on the market offering this service. To create a Shopify dropshipping store, install a dropshipping app like Spocket or DSers from the Shopify App Store and integrate it with your store. This way, you can import products directly to your site and start selling immediately.

shopify app store   Categories ∨   Collections ∨   🔍 Search   Shopify.com ⬏   Log out

☐ See only compatible apps

1 - 24 of 295 results

Sort by
Most relevant

◉ All (295)

○ Finding products (202)

○ Orders and shipping (54)

○ Inventory management (39)

○ Store design (37)

○ Sales and conversion (23)

○ Reporting (13)

○ Productivity (9)

Spocket - US & EU Dropshipping
Ad · by Spocket
Drop shipping US/EU Winning Products. Works with Oberlo & Loox
★ 4.6 (2167)
Free plan available

Carro: Sell More, Together
Ad · by VYRL
Dropship Leading DTC brands + Instagram Influencer Marketing
★ 4.4 (70)
Free

Vimeo Create - Video Maker
Ad · by Vimeo, Inc.
Turn your Product Photos into Sale-Making Videos in Minutes!
★ 4.7 (531)
Free

DSers-AliExpress Dropshipping
by DSers
AliExpress Official Dropshipping Partner. Oberlo Alternative
★ 4.9 (1125)
Free

Shopify
Dükkan Açmak

Test mode

Test Shopify Payments setup and configuration to simulate successful and failed transaction. Learn more about test mode ⤷ .

Set Up Your Payment System

 If you're setting up an online store, you need to be able to accept payments! Fortunately, Shopify makes this very easy. To set up payments, go to Settings > Payments and choose your preferred method.

If you're just starting out, Shopify Payments is probably the simplest option. It allows you to accept credit cards without redirecting customers to third-party sites. Shopify also offers many other options like PayPal, Apple Pay, Amazon Pay, Google Pay, and Shop Pay.

If you're unsure which payment processor to use, consider the following factors:

- Transaction fees: Some payment providers charge a small percentage or fixed fee for using their service.
- Card types: Most processors accept Visa and MasterCard, but do you want your customers to be able to pay with American Express or PayPal as well?
- External processing: Does the payment system process payments on your site or on their own servers?

Important tip: It's a good idea to test your payment processor before launching your website. Shopify offers a handy way to do this if you're using Shopify Payments. Click the Manage button, find the Test mode section, and click Enable test mode. Now you can place a test order to make sure everything works smoothly.

Set Up Shipping Options

 The final step of the online sales process—if you're selling physical products—is getting your product delivered to your customer's doorstep. Luckily, Shopify comes with many built-in shipping options you can choose to fit your needs.

For example, you can set flat-rate shipping fees for orders within the U.S. and offer free shipping for orders above a certain value. You can also increase shipping costs when an order exceeds a certain weight.

Shopify also includes a built-in shipping calculator for providers like UPS and DHL, showing shipping costs in real time. This allows your customers to choose exactly which service and price they prefer. This tool also lets you offer pickup services, print shipping labels, and calculate shipping times.

Thanks to relationships with some of the world's largest shipping providers, Shopify offers discounted shipping rates you can pass on to your customers to boost sales.

You can set up all these shipping options and more from your Shopify dashboard. Go to Settings > Shipping and Delivery. Here, you can configure:

- Shipping zones
- Shipping rate conditions (e.g., free shipping over a certain order value)
- Real-time calculated shipping rates

WooCommerce
Dükkan Açmak

How to Install WordPress WooCommerce?
If you want to set up an e-commerce store with WordPress, WooCommerce is one of the best options. In this guide, we will examine the necessary steps to install WooCommerce in detail. By following this process step-by-step, you can create your own online store.
Step 1: Installing WooCommerce on WordPress
The first step is to add the WooCommerce plugin to your WordPress site. To do this:

- Log in to your WordPress admin panel.
- Click on "Plugins" from the left menu, then press the "Add New" button.
- Type "WooCommerce" into the search bar.
- Find the WooCommerce plugin and click the "Install Now" button.
- This process will upload the plugin to your site. After the installation is complete, you can proceed to activate WooCommerce.
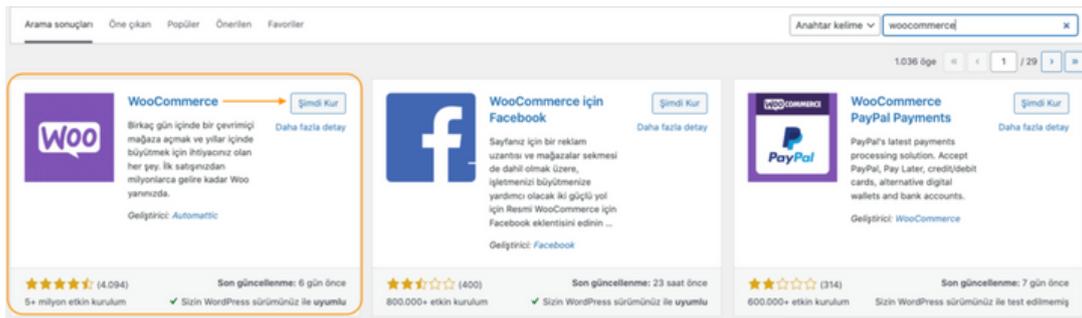

After the plugin is installed, you need to activate WooCommerce:
Once the installation is complete, click the "Activate" button.
When WooCommerce is activated, the setup wizard will open automatically.
The setup wizard is an important step that helps you configure the basic settings of your store.
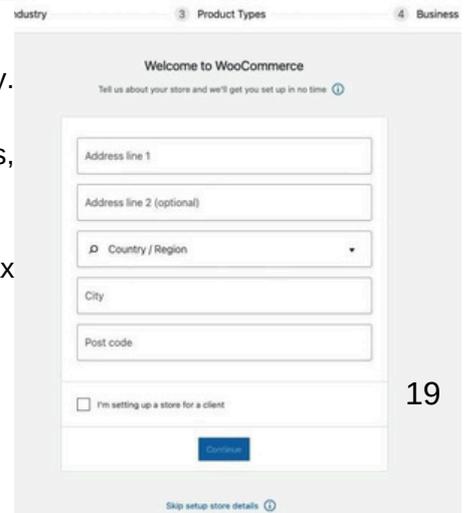

Step 2: Complete the WooCommerce Setup Wizard
 After WooCommerce is activated, the setup wizard will open automatically.
At this stage:

- Specify what type of products your store will sell (physical products, digital products, etc.).
- Enter your store's address information (country, city, postal code, etc.).
- Configure store settings such as currency, measurement units, and tax options.

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NEXT, YOU NEED TO SELECT THE İNDUSTRY YOUR STORE OPERATES İN. THE İNDUSTRY YOU CHOOSE WİLL HELP WOOCOMMERCE PROVİDE YOU WİTH TAİLORED SETTİNGS AND RECOMMENDATİONS.

WooCommerce
Dükkan Açmak

Step 3: Defining the Product Type
 In this step, you need to specify the type of products you will be selling:
 - Physical Products: Select this option if you are selling products that will be delivered physically.
 - Digital Products: Choose this option if you plan to sell downloadable content or virtual products.
 - This step is important for correctly classifying your products.

Choosing WooCommerce Plugins
 You can use WooCommerce plugins to enhance the functionality of your store. There are various plugins available for online payment methods, shipping options, tax settings, and more.

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WooCommerce
Dükkan Açmak

WOO COMM

Home/ Shop/ Clothing/ Hoodies/ Happy Ninja

Happy Ninja
★★★☆☆ (2 customer reviews)

£10.00–£12.00

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Vestibulum tortor quam, feugiat vitae, ultricies eget, tempor sit amet, ante. Donec eu libero sit amet quam egestas semper. Aenean ultricies mi vitae est. Mauris placerat eleifend leo.

Color Red
Clear selection

£10.00

1 **Add to cart**

SKU: N/A. Categories: Clothing, Hoodies.

Description | **Discussion (5)**

Adding Products in WooCommerce
We have successfully created our WooCommerce e-commerce site and completed the necessary settings. Now, it's time to add products through WooCommerce.
Before doing this, don't forget to define the categories on your website, as you will need to select the relevant category when adding a product.
In the WordPress admin panel, click on the "Products" menu.
Then, click the "Add New" button to start adding a new product.

Ürünler — Tüm ürünler
Analiz — Yeni ekle
Pazarlama — Kategoriler
— Etiketler
Elementor — Nitelikler
Şablonlar — Değerlendirmeler

21
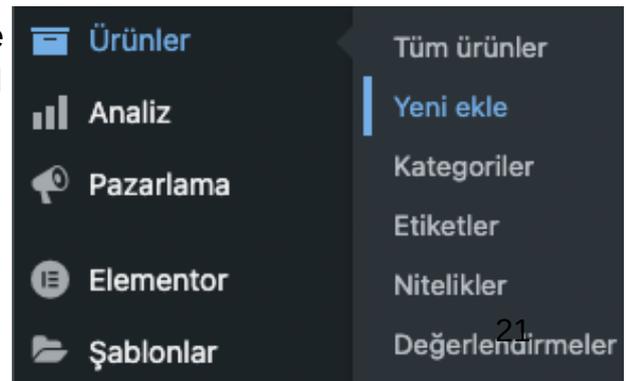
WooCommerce

Dükkan Açmak

WOO COMM

Here, enter basic information such as the product name, description, and price to provide your customers with comprehensive details about the products. Product details are crucial information that will influence customers' purchasing decisions.

Ürün verisi —	Basit ürün	⌄	❓	Sanal: ☐	İndirilebilir: ☐	Recurring: ☐	⌃ ⌄ ▲

🔧 Genel	Normal fiyat (₺)
🏷 Stok	İndirimli satış fiyatı (₺)
🎞 Gönderim	Zamanla
🔗 Bağlantılı ürünler	Vergi durumu
🖼 Nitelikler	Vergilendirilebilir ⌄ ❓
⚙ Gelişmiş	Vergi sınıfı
	Standart ⌄ ❓

YOU CAN ADD DETAİLED DESCRİPTİONS TO BETTER PROMOTE YOUR PRODUCTS AND CREATE SEO–FRİENDLY CONTENT.

Yeni ekle

Ürün adı

Ürün açıklaması

📷 Ortam ekle ❓		Görsel	Metin

Paragraf ⌄ | **B** *I* | ≡ ≡ | 66 | ≡ ≡ ≡ | 🔗 | ▦ | ▦ | ▤ | ⤢

NOW İT'S TİME TO SET UP THE PRODUCT İMAGE SECTİON, WHİCH YOU CAN THİNK OF AS THE SHOWCASE OF YOUR E–COMMERCE SİTE.
IN THE PANEL, YOU CAN SET YOUR PRODUCT İMAGE İN THE SECTİON LOCATED ON THE RİGHT SİDE.

Ürün görseli   ⌃ ⌄ ▲

Ürün resmini ayarla   ❓

Ürün galerisi   ⌃ ⌄ ▲

Ürün galerisine görsel ekle   ❓

AFTER SPECİFYİNG THE OTHER DETAİLS, CLİCK THE PUBLİSH BUTTON TO MAKE THE PRODUCT LİVE ON YOUR SİTE.
THANKS TO WOOCOMMERCE'S USER–FRİENDLY İNTERFACE, YOU CAN ADD PRODUCTS TO YOUR ONLİNE STORE WİTHİN MİNUTES.

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WooCommerce
Dükkan Açmak

WooCommerce Payment Integration
With Vepara WooCommerce integration, you can securely and easily accept online payments.
Moreover, you can benefit from the advantageous offers provided by Vepara Virtual POS and offer your customers many different payment options.
If you want, let's take a detailed look at how to set up Vepara WooCommerce payment integration.
First, go to the Vepara website and scroll down to the bottom section where you will find and click on the "Integration" link.

You will see a page with the documents.
Then, click on the "Integrations" section located at the very bottom of the menu on the left side.
A screen like the one below will appear. From this screen, select WooCommerce and click "Download Integration" to download the installation file.

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WooCommerce
Dükkan Açmak
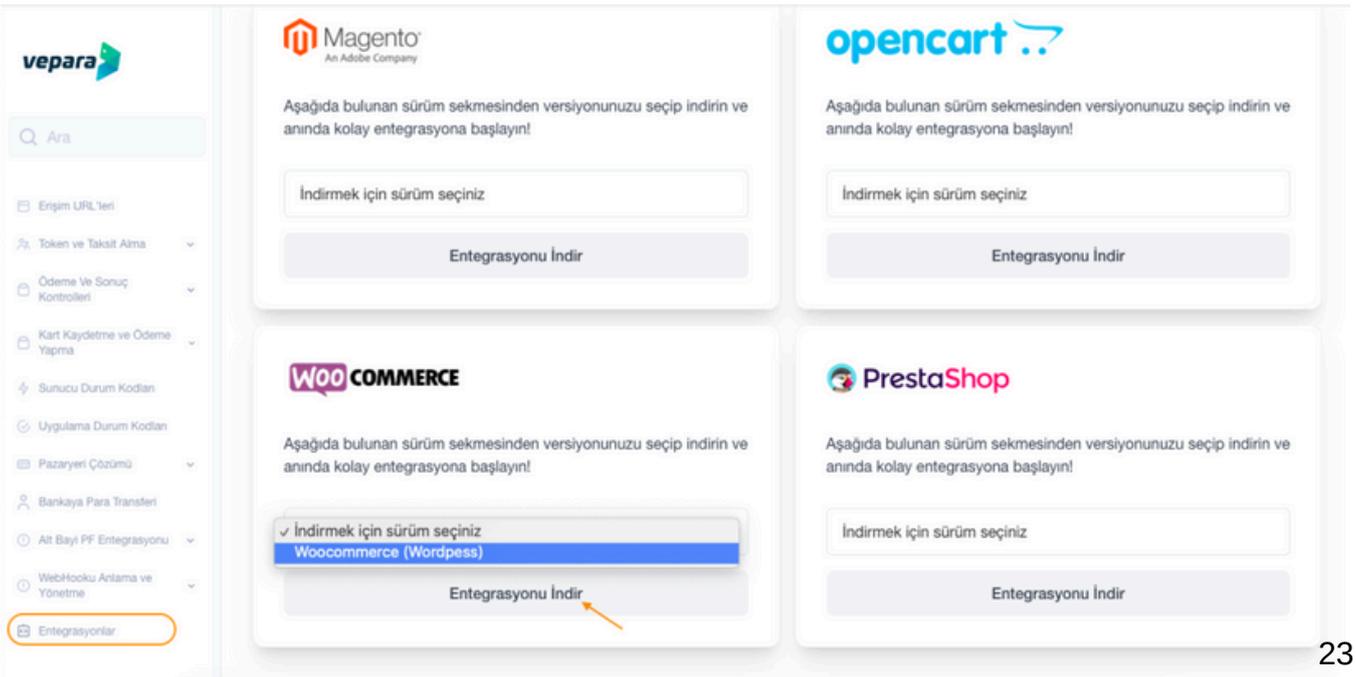
WOO COMM

Upload the downloaded file by going to the WordPress plugins section and clicking "Add New Plugin."
After the plugin is installed, when you click on WooCommerce, you will see a screen like the one below. Go to the tab labeled "Payments." Activate Vepara to complete the Vepara virtual POS integration.
Once the button turns purple, click "Manage," and you will be directed to the section containing detailed information about the payment settings.
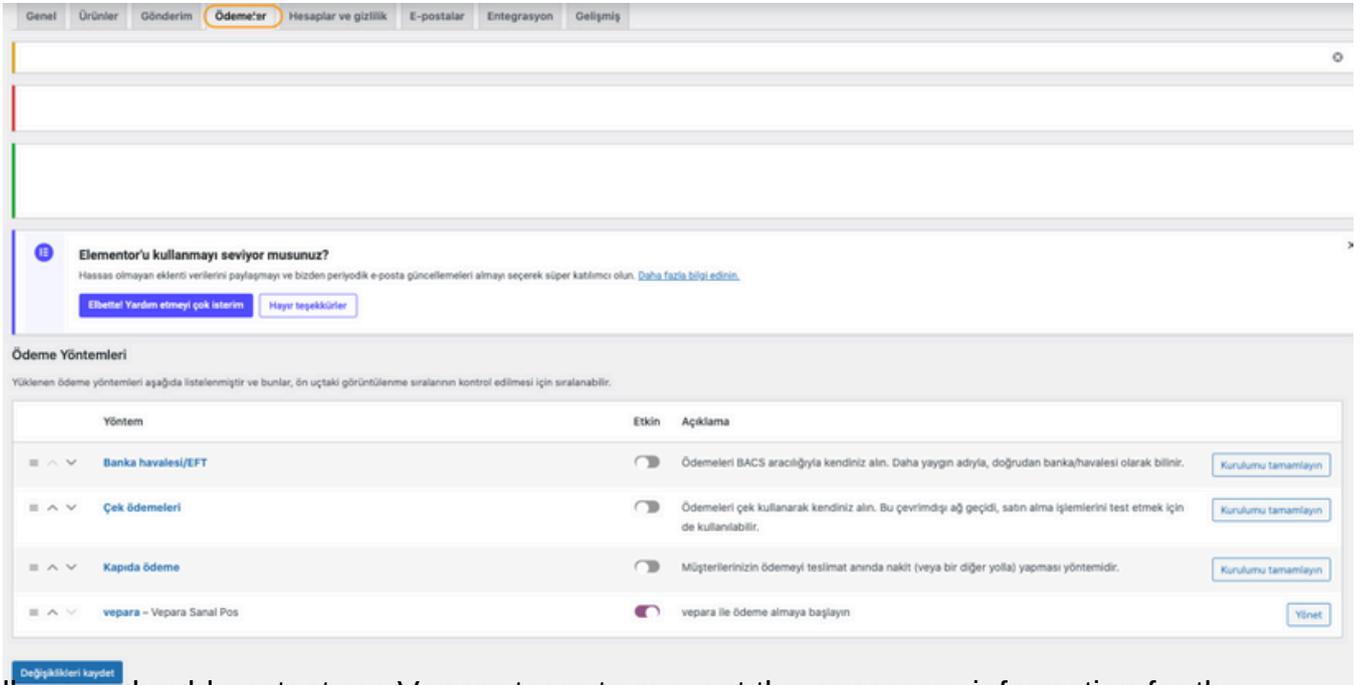
Finally, you should contact our Vepara team to request the necessary information for the fields indicated by the arrows below and fill them out completely.
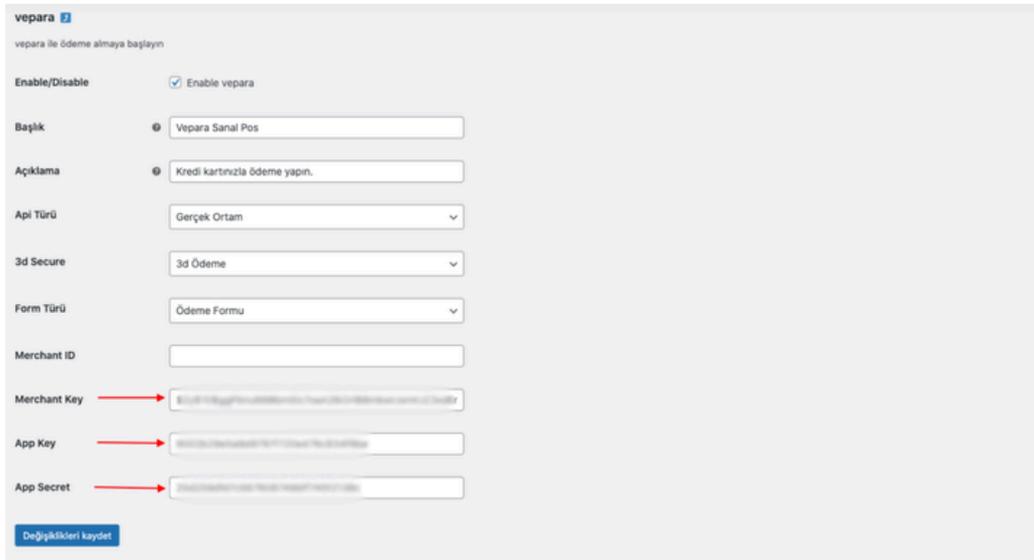
All steps are complete! Now your customers can easily enter their credit card information on the payment page and make secure payments.

INSTAGRAM
Dükkan Açmak

Opening a Store on Instagram

Anyone who wants to open a store on Instagram and sell through the platform needs to complete certain steps beforehand. Here's what you need to do to open a store on Instagram:

- To sell online, you must be a taxpayer. Therefore, first, establish your company.
- Decide on the products you will sell online and make an agreement with a supplier.
- Create an e-commerce website to deliver your products and services to your target audience and upload your products.
- Design your e-commerce website and then complete the virtual POS integration.
- To integrate your products with Instagram, create a Meta Business account.
- Set up Facebook and Instagram pages.
- Obtain your product catalog from your e-commerce website.

These are the main steps that every individual and business must pay attention to if they want to open a store on Instagram and benefit from the Instagram Shopping feature. You too can complete these steps and start selling by opening a store on Instagram.
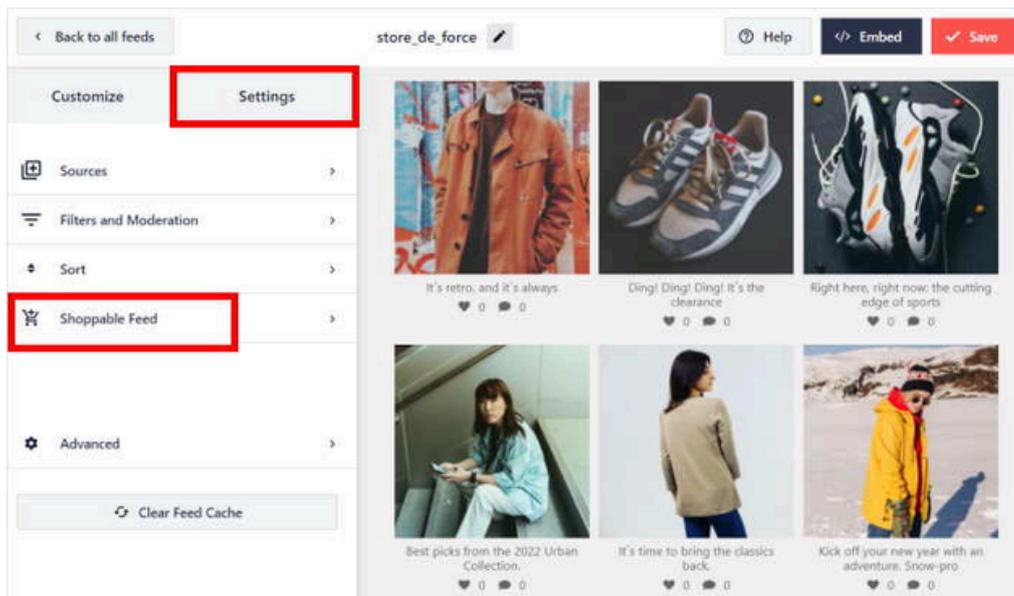
CREATE A BUSİNESS PROFİLE

- If you don't have a business profile yet, you will need to convert your personal account into a business account.
- Go to your profile > tap the three lines at the top right corner > Settings > Account > Switch to Professional Account.
- Select the "Business" account type.

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INSTAGRAM
Dükkan Açmak

CONNECT YOUR FACEBOOK PAGE

- Instagram Shopping works connected to Facebook's commerce system, so you must have a Facebook Business Page.
- Go to Instagram Settings > Business > Connect Your Facebook Page.

  This allows you to manage your product catalog and promotions on both platforms.

CREATE CATALOGUE
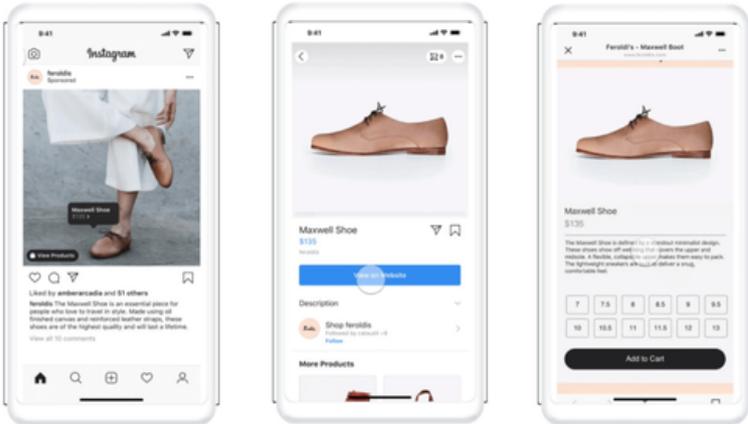
- Product catalogs allow you to upload and manage your products. You can upload the catalog via Facebook Business Manager or use e-commerce platforms like Shopify.
- Facebook synchronizes your product catalog with your Instagram account.
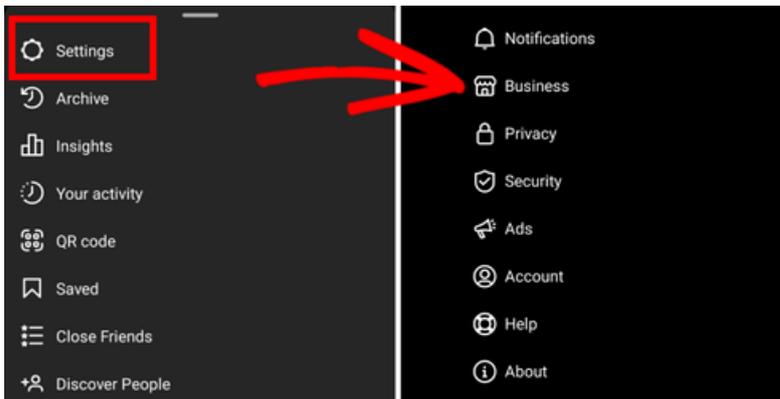
- Once your business account is set up, your Facebook page is linked, and your product catalog is ready, go to your Instagram settings.
- Click on the "Business" tab and select "Instagram Shopping."
- Submit your account for review.

INSTAGRAM

Dükkan Açmak

TAG YOUR PRODUCTS İN YOUR POSTS AND STORİES

INCREASİNG SALES WİTH INSTAGRAM ADS

- Create Instagram Ads to reach a wider audience with your products. You can directly promote posts that feature your products as ads.
- Go to your post, click the "Promote" button, and choose your goal as either more website clicks or product purchases.

- Once your account is approved for Instagram Shopping, you can tag products in both your posts and stories.
- When creating a post or story, click the "Tag Products" option and select a product from your catalog.
- Users can click on the product to get more information and make a purchase.

TRACKING SUCCESS AND IMPROVING SALES

- Use Instagram Insights to track how your posts and product tags are performing.
- Regularly review your metrics and optimize your content to achieve the best results.

ARE YOU READY

- Instagram Shopping is a great way to reach a large audience and sell directly through social media.
- By following the steps above, you can set up your Instagram store and start selling right away!

3.2. BUILDING A BRAND

On each platform, create a store name, logo, and description that reflect your brand identity. A consistent visual identity and brand message increase customer trust.

3.3. PAYMENT, TAXATION, AND SHIPPING OPTIONS

ETSY

Enable Etsy Payments to accept payment methods such as credit cards and PayPal. Configure your tax and shipping settings according to your products and target market.

WOOCOMMERCE

You can add e‑commerce functionality to your existing WordPress site by using WooCommerce, a WordPress‑based plugin.

SHOPİFY

You can use Shopify Payments or third-party payment gateways. Set up tax rates and shipping options from the Shopify admin panel.

INSTAGRAM STORES

Payment transactions are usually processed through your connected e‑commerce site. Manage tax and shipping settings on your linked platform.

3.2. BUILDING A BRAND

On each platform, create a store name, logo, and description that reflect your brand identity. A consistent visual identity and brand message increase customer trust.

3.4. DETAİLED SETUP INSTRUCTİONS

ETSY

Select your store language, country, and currency. Choose your store name, list your products, and enter your payment details.

WOOCOMMERCE

Install and activate the plugin. Use the setup wizard to configure the basic settings, add your products, and define payment/shipping options.

SHOPİFY

Choose and customize your theme. Add your products, configure your payment and shipping settings, and connect your domain name.

INSTAGRAM STORES

Use Facebook Catalog Manager to create or integrate your product catalog. Link your shop to your Instagram profile and start tagging your products.

Creating Brand and Visual Identity

The key to success in the e-commerce world is building a strong brand and a compelling visual identity. This helps you establish an emotional connection with your customers and stand out from your competitors.

1. Logo Design

Your logo is the face of your brand and creates the first impression. Design a logo that is simple, memorable, and reflects your brand values. Colors, fonts, and symbols should be aligned with your target audience. It can be beneficial to work with a professional designer or use online logo creation tools.

2. Brand Story

Your brand story tells your customers who you are, what you do, and why you do it. A sincere and inspiring story helps customers connect with you. Share this story on your "About" page, in your product descriptions, and across your marketing materials.

3. Task

The "About" section reflects your brand's personality and values. In this section, introduce your brand's mission, vision, founding story, and your team. Explain to your customers why they should shop with you and build trust. Creating a strong brand and visual identity will help you establish long-term relationships with your customers and grow your business.

4. Product Photo

High-quality product photos are critical for the success of online sales. Present your products from various angles with well-lit and clear images. Make sure the background is simple and free of distractions. If necessary, work with a professional photographer or learn basic photography techniques.

5. BEST PRACTICES AND PRODUCT LISTINGS

Creating effective product listings is critical to success in the e-commerce world. Below, best practices are discussed, covering everything from product descriptions to SEO strategies.

PRODUCT DESCRIPTIONS

Product descriptions are the primary way to communicate the benefits and features of your product to potential customers. It is important that your descriptions are clear, concise, and appeal to the emotional needs of your target audience. Highlight how the product solves a problem or makes the customer's life easier. Additionally, don't forget to include technical details and usage instructions related to the product.

KEYWORD SELECTION

Product descriptions are the primary way to communicate the benefits and features of your product to potential customers. Your descriptions should be clear, concise, and appeal to the emotional needs of your target audience. Emphasize how the product solves a problem or makes the customer's life easier. Also, be sure to include technical details and usage instructions related to the product.

CUSTOMER EXPERIENCE AND AFTER-SALES SUPPORT

After-sales services increase customer satisfaction and strengthen loyalty. Keep customers informed through communications such as order confirmations, shipping tracking information, and post-delivery satisfaction surveys. Additionally, make return and exchange processes transparent and easily accessible. Effective after-sales service increases the likelihood of customers shopping again.

5.4. SEO PRACTICES

Search engine optimization (SEO) is fundamental to increasing the online visibility of your products. Use keywords naturally in your product titles and descriptions. Add high-quality product images and include keywords in file names and alternative text (alt text). Additionally, optimize your meta descriptions to boost click-through rates.

By following these best practices, you can enhance the effectiveness of your product listings on your e-commerce site and improve customer satisfaction.

6. MARKETING AND SOCIAL MEDIA MANAGEMENT

To succeed in the world of e-commerce, creating an effective digital marketing strategy, reaching your target audience, and increasing brand awareness are essential. Below, best practices regarding digital marketing strategies, social media campaigns, and content marketing are discussed.

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6.1. SOCIAL MEDIA CAMPAIGNS

SOCIAL MEDIA MARKETING CAMPAIGN

Social media campaigns are crucial for strengthening your brand's online presence and increasing engagement with your target audience. To run a successful campaign, pay attention to the following elements:

- Creative and Original Content: Create innovative content that captures the interest of your target audience.
- Encourage Engagement: Motivate your followers to comment, share, and interact with your content.
- Use of Hashtags: Expand your reach by using unique and popular hashtags relevant to your campaign.
- Influencer Collaborations: Partner with influencers who resonate with your target audience to enhance credibility.
- Timing: Share your content during the time slots when your audience is most active to maximize interaction.

6.2 CONTENT MARKETING

Content Marketing
Content marketing aims to attract and retain potential customers by creating valuable and relevant content. For an effective content marketing strategy, consider the following:

- High-Quality Content Creation: Prepare informative and engaging content tailored to the needs and interests of your target audience.
- SEO Optimization: Optimize your content for search engines to increase organic traffic.
- Use Various Formats: Keep your audience engaged by using different content types such as blog posts, videos, infographics, and podcasts.
- Consistent Publishing Schedule: Establish a regular publishing calendar to meet your audience's expectations.
- Performance Analysis: Measure the effectiveness of your content and continuously improve your strategy based on insights.

By applying these strategies, you can succeed in digital marketing and social media management, while strengthening your brand's online presence.

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Co-funded by the
Erasmus+ Programme
of the European Union

7. PRICE ANALYSIS

Platform	Initial Price	Monthly Price	Transaction Fees	Additional Costs
Etsy	low	No	6.5% + $0.20 listing fee	Advertising and promotion fees
Shopify	Moderate	$39	2.9% + $0.30 transaction fee	Theme and app fees
WooCommerce	Low	No	Varies depending on the payment gateway	Hosting, theme, and plugin costs
Instagram Stores	Low	No	5% sales fee	Advertising costs

8. CASE STUDIES

1. WooCommerce – The Brooklyn Candle Studio

Industry: Artisan candles and home fragrances

- Background: Brooklyn Candle Studio is a small, artisan candle-making business based in New York City, known for hand-poured, eco-friendly, and minimalistic scented candles.
- Why WooCommerce: They chose WooCommerce because of its flexibility and ability to customize the online store to fit their aesthetic and functional needs without heavy upfront costs. WooCommerce allowed them to integrate a clean design that reflects their artisanal, sustainable brand ethos.
- Implementation: The site features detailed product pages with high-quality photography showcasing the handcrafted nature of their candles. Descriptions highlight natural ingredients, scent profiles, and the story behind each candle collection. They use WooCommerce's inventory management and shipping integrations to ensure smooth order fulfillment.
- Marketing: Brooklyn Candle Studio combines WooCommerce with blog content and email marketing to educate customers on candle care and scent layering, building a loyal customer base. They also leverage social media integration to boost sales.
- Results: Since launching with WooCommerce, Brooklyn Candle Studio has grown from a local artisan brand to an internationally recognized name, with thousands of monthly visitors and steady e-commerce sales.

2. Shopify – Soko

Industry: Artisan jewelry from Kenya

Case Study:

- Background: Soko is a socially conscious brand that partners with Kenyan artisans to create handcrafted jewelry using sustainable materials and traditional techniques.
- Why Shopify: Shopify offered Soko a scalable platform with global reach and powerful tools for inventory, payment, and marketing, essential for managing artisan products and international sales.
- Implementation: Their Shopify store emphasizes storytelling, highlighting each artisan's background and the craftsmanship behind every piece. High-resolution images and videos show artisans at work, building trust and transparency. Shopify's Shopify Plus plan helps manage high traffic and complex operations.
- Marketing: Soko uses Shopify's integrated marketing apps and social media channels to run campaigns that focus on ethical fashion, sustainability, and fair trade, engaging conscious consumers worldwide.
- Results: With Shopify, Soko has expanded into multiple international markets, increased online revenue substantially, and strengthened its brand as a leader in ethical artisan jewelry.

3. Etsy – La Soula
Industry: Handmade wooden toys and décor

- Background: La Soula is an artisan business that produces eco-friendly wooden toys and home décor items handmade in Mexico, emphasizing sustainability and safety for children.
- Why Etsy: Etsy's global marketplace and artisan-focused community made it the perfect platform to reach parents and eco-conscious buyers looking for unique, handcrafted products.
- Implementation: La Soula's Etsy shop features clear photos, detailed descriptions of materials and craftsmanship, and customer reviews that build credibility. Etsy's built-in SEO tools and tagging help attract organic traffic.
- Marketing: They actively engage customers through Etsy's promotional tools and social media sharing, participating in seasonal campaigns and artisan fairs promoted by Etsy.
- Results: La Soula achieved strong growth, scaling their production and expanding their product line while maintaining the handmade quality that appeals to their loyal customer base.

4. Instagram Shopping – Beardbrand
Industry: Artisan grooming products for men

- Background: Beardbrand is an artisan grooming brand specializing in beard oils, balms, and grooming tools, with a focus on quality and lifestyle branding.
- Why Instagram Shopping: Beardbrand leverages Instagram's visual platform to showcase its products in use and connect directly with its target audience of men interested in grooming and self-care. Instagram Shopping allows users to purchase products directly through posts and stories.
- Implementation: They produce high-quality content — tutorials, lifestyle shots, and customer testimonials — tagged with product links, making shopping seamless. Collaborations with influencers in the men's grooming niche amplify their reach.
- Marketing: Beardbrand uses Instagram's features like Stories, Reels, and IGTV to educate and engage their audience, running targeted ads and promotions directly linked to their shop.
- Results: Instagram Shopping helped Beardbrand rapidly grow its online sales and community, positioning the brand as a market leader in artisan men's grooming products