



# Selling Creative Products Online

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## What Is a Creative Product?

A creative product can be described as “something special with a human touch, craftsmanship, one-of-a-kind items and personal connection” (Manning, 2017). The possibilities that encompass creative products are really quite endless. Usually items grouped in this category are seen as original, intriguing, or unique. Personalized items can also be included in this group. It does not take a seasoned professional to create and market something imaginative, it can be accomplished by anyone. Tapping into your own creativity and carving out a small niche market is what creative products are all about. Explore some of the websites below under “Access” to learn about creative products that are already on the market.

## Why Sell Creative Products?

Creative products can be difficult to market, but once a business gets attention, the opportunity can be infinite. The size of the U.S. creative market is now at 43.9 billion dollars, but in 2011 it was 30.1 billion. The industry is growing rapidly, and these numbers only reflect the U.S. market. Nevertheless, “despite its size, the business of creativity doesn’t get the serious attention it should” (Dobush, 2017).

### **Benefits**

The main benefit of selling online is the ability to access more people, which means marketing costs will be lower. Another benefit is the opportunity to

be a part of the different economies throughout the world. Each economy provides different politics and rules that are unique from place to place. This can be a great advantage depending on your product.

### **Access**

There are multiple ways to access to the global market. The easiest is to find an existing platform, such as: Etsy, Amazon, eBay, etc., to distribute your creative product(s). These platforms eliminate the need for your own website so that you can jump right into the market. The key is to find a distributor that fits your needs and go from there. The following table lists some of the many platforms available to you:

## What Can You Create?

People love creativity. Create something that will catch the eye and delight the potential customer. Target a market that will need or want the product you create. You don’t have to necessarily come up with a brand-new invention; you can put your own creative spin onto existing things. Make something you and others are excited about.

## What if I’m Not Creative?

“Everybody can be creative in certain ways. You need to find that outlet that brings it out in you.” – (Dr. Christina E. Shalley, Georgia Institute of Technology.)

## Existing Platforms

| Platform          | Description   |
|-------------------|---|
| Etsy.com          | Most well-known online marketplace for original products. Primarily used for selling hand-crafted or vintage goods.                               |
| eBay.com          | Known for distributing new and used products.   |
| Thegrommet.com    | Items are reviewed and assessed for uniqueness. This distributor seeks out innovative products.   |
| Bonanza.com       | An eBay alternative focused on the consumer, with free listings and built-in live chat.   |
| Shopify.com       | Shopify allows sellers to build their own ecommerce store to sell their items.  |
| Openskycc.com     | Storefront builder designed for creative home goods.  |
| Artfire.com       | Flat-rate marketplace that automatically places your goods onto other platforms. Highly integrated with seller tools to help build your business. |
| iCraftgifts.com   | Unique handmade goods marketplace. Each product is reviewed to ensure it isn't mass-produced.   |
| Supermarkethq.com | Curated custom goods. It's focused on the seller more than the good.  |
| DaWanda.com       | Has a worldwide consumer base. Sells customizable and handmade products.  |
| Storenvy.com      | Allows individuals to launch a custom store from the platform. Sells products from "indie brands."  |
| eCrater.com       | Provides free customizable online website builder to sell a wide range of original, used, and commercial goods.                                   |
| Zibbet.com        | Focuses on one-of-a-kind handmade products from creative businesses and vintage collectors.   |

## Work Through the Conflicts

It will not come easy. If it was, then everyone would do it. A smart idea is to research different markets. Websites like [usatrade.census.gov](https://usatrade.census.gov) are very useful for researching consumer trends. Look at what other shops are doing and what they might be lacking. Regulations vary from place to place and are critical to know and keep current on. Also, don't forget to research possible competition and trademark laws.

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