



Congratulations on your Zazzle gallery launch! Here's a guide to what to do next to maximize your sales & ensure the success of your store. Be sure to sign up for Zazzle's monthly Contributor Newsletter to get a heads up on what's new to help you manage your gallery (check the "Send me the Zazzle Newsletter" box in [MyZazzle – Account Settings](#)).

Products & Merchandising – Basic:

- [Product mix & design refresh](#) – *keep them coming back*
- [Categorization & featured products](#) – *make your gallery easy to browse*
- [Detailed, relevant titles & descriptions](#) – *make it easy to find your products*
- [Additional Resources - SEO](#)

Products & Merchandising - Advanced:

- [Multiple galleries](#) – *make sure customers know about all of them*
- [Recommend similar products](#) – *link to additional items to increase orders*
- [Customizable designs](#) – *use templates to enable your customers to make it their own!*

Promotion & Marketing - Basic:

- [Zazzle Associates Program](#) – *earn additional revenue for referrals*
- [Leverage your website or blog](#) – *take advantage of traffic you already have*
- [Email & newsletter marketing](#) – *direct line of communication to customers*
- [Links & widgets](#) – *all the tools you need to promote across the web*
- [Offline marketing](#) – *promote your gallery in the real world*

Promotion & Marketing – Advanced:

- [Zazzle Fan Club](#) – *your biggest fans*
- [Social Marketing](#) – *fish where the fish are!*
- [Promotions](#) – *give them a reason to buy now*
- [Contests](#) – *have some fun with your customers*
- [PR](#) – *tell your story*
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QUICK LINKS

- [Create Products](#)
- [Image Guidelines](#)
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- [Design Guide Files](#)
- [Dark Apparel](#)
- [Templates](#)
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- [Zazzle API](#)

Log in to access:

- [Associate Center/ Link Builder](#)
- [Merch Booth Widget](#)
- [Flash Panel Widget](#)

Merchandising is all about making your gallery – your storefront – easy and fun to shop. Think about some of your favorite stores, both online and in the real world, and use them for inspiration! There are some special tricks to helping people and search engines find you online, and we'll give you some tips here on how to make that work for you.

PRODUCT MIX & DESIGN REFRESH

Regular Product Additions - Keep it fresh!

Regularly adding new products helps keep your gallery fresh, which is key to attracting new customers & garnering additional sales from previous customers. In addition to new designs, you may want to add or simply feature seasonal products (tank tops for summer, anyone?) around holidays or topical & current event themes that are relevant to your customers. Also, the more products/ product pages you have, the more opportunity you have to attract traffic from search engines.

Quick start tutorial on how to create new products: <http://www.zazzle.com/mk/earn/screenshots>

Variety is the spice of life...

When coming up with your product mix, remember to take advantage of the variety of products you can create on Zazzle – light shirts, dark shirts, hats, mugs, stickers, cards, profile cards, ties, buttons, stamps, posters, aprons, baby apparel – and adapt your most popular designs for each type of item. You can use the exact same image on every item, but Zazzle makes it easy for you to visualize and design specifically for that product's dimensions, colors & applications, so you really can create infinite inventory for display to your customers and strike their fancy!

CATEGORIZATION & FEATURED PRODUCTS

Put your best stuff in the front window

They don't call it window shopping for nothin'! To merchandise your "front window" (a.k.a. your gallery homepage), we've provided two categories to feature specific products: "Featured" and "Top Picks" (you can rename these if you like – simply click "edit title" on the Featured or Top Picks settings page), as well as automated "Most Popular" and "Recent" categories.

Go to MyZazzle and click "Public Products", then check the boxes next to products you want to show up as Featured or Top Picks and click "Add to Featured" or "Add to Top Picks". To delete products from the Featured/ Top Picks categories or edit the titles, click on that category name on the left-hand nav bar to manage them.

The screenshot displays the MyZazzle dashboard. The top navigation bar includes 'WHAT'S HOT', 'CATEGORIES', 'PARTICIPATE', and 'CREATE'. The main dashboard area is divided into 'My Account at a glance', 'Design Center', and 'Galleries'. The 'Public Products' section is highlighted with a red box and contains the following information:

- Public Products** Add new product line | View in gallery
- Your products that have been posted for sale to the public. Promote your top money makers to the featured list
- Sort (num views) | Select all | Select none | Add to Featured | Add to Top Picks | Delete selected

The product list includes:

- Law Enforcement Tote Bag (views: 0)
- Rodeo Queen Bag (views: 0)
- Caterer T-shirt (views: 0)
- Real Estate T-shirt (views: 0)
- Social Worker T-shirt (views: 0)
- Don't bug the Daycare Teacher (views: 0)
- Funny Movie Star T-shirt (views: 0)
- Be Nice to the Social Worker (views: 0)
- Don't bug the Nanny T-shirt (views: 0)
- IRS Agent T-shirt (views: 0)
- Computer Tech T-shirt (views: 0)
- Retirement T-shirt (views: 0)

The left-hand navigation menu lists various professions and categories, with 'Public Products' highlighted. A red arrow points from this menu item to the 'Public Products' section of the dashboard.

You can showcase 12 products on your gallery home page - it's a good idea to display a good mix of designs AND product types (mugs, shirts, hats, stamps, cards) to demonstrate depth at a glance as well as showing off your best work. Also see the ["Promotion & Marketing"](#) section to find out about our portable [Merch Booth](#) widget.

The image displays a gallery management interface with two main components: a 'Featured Products' section and a 'Merch Booth' widget.

Featured Products Section:

- Navigation tabs: Dashboard, Account, Gallery, **Products**, Images, Favorites, Earnings.
- Section: **Featured Products** (edit title)
- Text: Your products that are featured on your gallery home page.
- Actions: Select all | Select none | Remove selected
- Product list with 'remove' links:
 - Rodeo T-shirt
 - Plumber T-shirt
 - Computer Tech Mousepad
 - Symphony Tote Bag
 - Support Our Troops Mug

Merch Booth Widget:

- Header: **TOP TEE DESIGNS**
- Text: Express your personality. Celebrate your profession. Featuring - Occupation T-Shirts and Gifts. Also Offering T-shirts and Gifts For: Christians, Babies, Coffee Lovers, Veterans, and many more.
- Section: **Occupation T-shirts and Gifts by Top Tee Designs**
- Section: **VISIT MY OTHER GALLERY** (grid of categories)
- Section: **Featured Products** (grid of product images)

Annotations:

- Red box: **Edit featured category title** (points to the 'Featured Products' title)
- Red box: **Featured products show up on your gallery home page** (points to the 'Featured Products' section)
- Red box: **Remove products from featured category** (points to the 'remove' link for the 'Support Our Troops Mug')

Organize your stuff into Product Lines

Make it easy for customers to browse your products by grouping them in a way that makes sense. Use “Product Lines” to cluster similar products together – and be sure to use descriptive names for them to make navigation easier. From MyZazzle, click “Public Products”, then “Add New Product Line” at the top and name & describe your Product Line (1). Click “edit” next to the product you want to add to your Product Line (2).

The screenshot displays the MyZazzle - Products page. The main content area shows a grid of public products, including t-shirts with 'B*F*D SAN FRANCISCO' designs. A red callout box labeled '2' points to the 'edit | delete' links above the product thumbnails, with the text 'Click edit to add item to a product line'. A second red callout box labeled '1' points to the 'Add new product line' link at the top of the public products section, with the text 'Provide a name & description for your new product line'. Below this, a pop-up window titled 'Add New Product Line' is shown, containing a 'Name' field with 'BFD' and a 'Description' field with 'Build Fix Design logo shirts'. The pop-up also has 'Cancel' and 'Add New Product Line' buttons.

On the Edit Product page, click “change” Contributor Gallery Category and select the Product Line on the pop-up (3). Be sure to save your changes. When you create new products, you can categorize them straight away on the Edit Product page in the same way. Your Product Lines will show up on the right hand navigation in your gallery.

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WHAT'S HOT | CATEGORIES | PARTICIPATE | CREATE

Search [] Go

Edit It


Describe and organize your product so that other people can find it! [\(delete this product\)](#)

1. Describe it

Title *
BFD ringer

Subtitle
Build Fix Design - San Francisco

Preview [\(change style or model\)](#)



2. Put it in the marketplace

Description *
Men's super-soft fitted ringer, printed front-and-back. Runs small, looks great! Very hip.
(what HTML is acceptable here?)

Contributor Gallery Category [\(change\)](#)
> New Products

Suitable Audience [\(change\)](#)
G

Tags *
san+francisco handman star merchbooth
Tags help other people find your stuff. Separate your tags with quotes to tag a phrase ("golden gate bridge").
(* required field)

Customers can buy this design on the following apparel styles
 All apparel Only light apparel Only dark apparel
Choosing light or dark limits how many styles are shown to customers.

Contributor Gallery Category

BFD

New Products
samples

No child categories

Cancel Done

Select the Product Line (Gallery Category) for this product

3

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WHAT'S HOT | CATEGORIES | PARTICIPATE | CREATE

Shopping Cart | Help | My Zazzle | Account | Gallery

search [] Go

Products: BFD Manage this product line
Build Fix Design logo shirts

Displaying 1 - 1 of 1:
sort: Recent | Popular results per page: 15 | 30 | 45 | 60



BFD ringer

Product Lines are in the right nav on your gallery

Product Lines

BFD

New Products

samples

spikely

- Home
- Products
- About
- Fan Club
- Favorite Galleries
- Promote This Gallery
- Buy Gift Certificate
- Manage My Gallery
- Send to a Friend
- Invite-a-Fan
- Products** (View all)
- search [] Go
- Product Lines**
- BFD
- New Products
- samples

DETAILED, RELEVANT TITLES & DESCRIPTIONS

Make it easy to find your products by implementing great titles & descriptions, which are good for both search engines & humans. Start at the top – your **gallery homepage**! The most important text for search engines is the Gallery Title, followed pretty immediately by the description which shows up as search-engine readable text on your gallery page, then any tags. On Zazzle, you can edit these fields easily: go to MyZazzle and click the “Manage Gallery” button (1), then “Edit Title & Description” (2) to ensure they describe the kinds of designs & products you offer (3).

The image consists of three overlapping screenshots of the Zazzle website interface, illustrating the steps to edit gallery settings. Red boxes and arrows highlight the specific actions:

- Step 1:** The top screenshot shows the 'My Zazzle' dashboard. A red box highlights the 'Manage my gallery' button in the 'Galleries' section, with a red arrow pointing to the number '1'.
- Step 2:** The middle screenshot shows the 'Gallery Settings' page. A red box highlights the '(Edit basic information)' link under the 'Tags' section, with a red arrow pointing to the number '2'.
- Step 3:** The bottom screenshot shows the 'Gallery Basic Information' edit form. A red box highlights the 'Description' text area, with a red arrow pointing to the number '3'. The form includes fields for 'Gallery Title' (filled with 'Zazzler Extraordinaire'), 'Description' (with a placeholder text), 'Tags' (with a placeholder 'e.g. "strawberry shortcake" iggy stooges'), and 'Gallery Access' (with a checkbox for 'Make this gallery private').

You can also add keyword-rich text on your “About Me” profile page to attract people who have similar interests – do you support a specific political viewpoint, feature a particular dog breed, or have the greatest selection of Celtic knot designs? Name names in your profile to attract like-minded potential customers. From MyZazzle, click “My Profile” to change your Personal Information which shows up in your About Me.

The image displays two screenshots of the Zazzle website. The top screenshot shows the 'My Zazzle' dashboard with a navigation menu (Dashboard, Account, Gallery, Products, Images, Favorites, Earnings) and a sidebar with sections like 'My Account at a glance', 'Statistics', and 'Gift Certificates'. The bottom screenshot shows the 'Personal Information' form, which is highlighted with a red border. A red arrow points from the 'My Profile' link in the top screenshot's sidebar to the 'Personal Information' form in the bottom screenshot.

My Zazzle Dashboard (Top Screenshot):

- Navigation: Dashboard, Account, Gallery, Products, Images, Favorites, Earnings
- Section: My Account at a glance
 - My Profile
 - Order History
 - Account Settings
 - Notifications
 - Default Royalty
- Section: Statistics
 - Current balance: \$0.00
 - History | Summary & Reports
- Section: Gift Certificates
 - Current balance: \$0.00
 - Redeem a gift certificate
 - Buy a gift certificate

Personal Information Form (Bottom Screenshot):

Your profile is currently on. In order to turn it off, click "Clear Profile" below.

Real Name:	Zazzler Extraordinaire	Age:	
Occupation:		Gender:	Not Disclosed
Marital Status:	Not Disclosed	City:	
State/Province/Region:		Country:	Not Disclosed
Website Name:	Zazzler Extraordinaire	Website URL:	
About Me:	Urban girl with eclectic tastes.	Artistic Interests:	Probably my favorite design is the California state bear flag - the star really makes it. Love mid-century modern, retro.
Personal Interests:	My corgi, Lars, who is featured on many of my shirts; my rugby team (Go Wildcats!) and the rock band I play bass for.		Warning: This will delete all of your Profile Information & your Profile Picture

[Clear Profile](#) [Update](#)

When you **post a product** for sale, use a descriptive product name (which ends up in the title tag for that product's page as well as formulating part of the product page's URL), a full bodied description & relevant tags on the "Edit Product" page. The product name/ title tag & URL are the key items search engines look to match up when someone enters a search term, and is the primary text that shows up in the results on search engines. Relevant tags and keyword-rich descriptions are critical for best SEO (Search Engine Optimization) results both on the Zazzle Marketplace and through Google and other search engines in helping customers find and buy your products.

The collage consists of several overlapping screenshots:

- Top Left:** A Yahoo! search bar with the query "yes we can obama girl t-shirt". Below it, a search result snippet shows the product title "Yes We Can Obama T-shirt from Zazzle.com" and a URL: "www.zazzle.com/yes_we_can_obama_t_shirt-235901801828660496 - 121k - Cached".
- Top Right:** A red-bordered box containing the text: "A descriptive product title, keyword-rich description & good tags will help increase the chances of your product being found through search." A red arrow points from this box to the product title in the search result.
- Middle Left:** A browser address bar showing the URL: "http://www.zazzle.com/yes_we_can_obama_t_shirt-235901801828660496?side_front=horz&style=ladies_".
- Middle Right:** A screenshot of the "Edit It" form. The "Title" field contains "Yes We Can Obama T-shirt" and the "Tags" field contains "barack obama yes+we+can barack+obama".
- Bottom:** A screenshot of the product listing on Zazzle.com. The product is a "Ladies Basic T-Shirt" with a price of \$24.95. The description reads: "The classic t-shirt, made specifically for women. Pre-shrunk, 5.0 oz. 100% cotton, baby pink rib. Customized 34\". The tags listed are: "barack obama yes we can barack obama i love obama i heart obama obama girl obama flag obama 2008 hope heart obama heart shirt".

There are absolute volumes written on this subject (a few reference sites are included below if you want to delve deeper), but here are just a few key SEO best practices to bear in mind as you compose your titles & descriptions:

- Be specific:** specific keywords and phrases work better than broad ones to target potential buyers. Instead of just "Christmas shirt", try "vintage Christmas cartoon reindeer ringer shirt". Some good places to start thinking about keywords are to come up with a description of the image or design (e.g. "Richard Nixon victory sign photo"), description of the item (e.g. ladies baby doll tee), a specific occasion your product relates to (e.g. Election 2008, Mother's Day, wedding), etc.

- **Stay relevant:** though instinct may tell you to throw as wide a net as possible, search engines will ding you if they find you are “spamming” keywords that have nothing to do with your product or page (yes, they can tell). Humans who don’t find what you’ve advertised after clicking through won’t be too happy with you either.
- **Think like a shopper:** What words would you put into a search box to find your product? Those are the terms you should include in your product name and description as well as tags.

ADDITIONAL RESOURCES - SEO

iMedia Connection article: 10 tips for building a search keyword list:

<http://www.imediaconnection.com/content/18773.asp>

Search Engine Watch: Search Engine Marketing 101:

<http://searchenginewatch.com/webmasters>

Search Engine Watch: How Search Engines Rank Web Pages:

<http://searchenginewatch.com/showPage.html?page=2167961>

The SEO rapper on YouTube:

<http://youtube.com/user/m0serious>

MULTIPLE GALLERIES

Do you have multiple galleries on Zazzle that encompass multiple product lines each? Link all your galleries together to make it easier for customers to browse across ALL your designs! You can add html into your gallery description to include text links, or better yet, image links to other galleries – see a great example here: <http://www.zazzle.com/occupationtshirts>

RECOMMEND SIMILAR PRODUCTS

Increase your orders by recommending similar products to your customers. Have matching cards & stamps? A hat that matches a bag? Complementary party invites & shirts? Merchandise them together!

Grab the html code from “link to this” on your “recommended” product page (1), and insert it into the individual product description where you want the recommendation to show up (2) to link to related products in your gallery and potentially “upsell” additional items, increasing your order size. See a great example here:

<http://www.zazzle.com/photoinspiration/product/137795081923035116?ZCMP=ProductPageRecs2>

The image shows a Zazzle product page for "Baby Feet postage stamps" by photoinspiration. The page features a filmstrip-style header with the text "PHOTO INSPIRATIONS CARDS & GIFTS FOR ALL OCCASIONS". Below the header, there's a product preview of a postage stamp showing a baby's feet. A "Share This" dialog box is open, showing two options: "Link for Email or IM" and "Copy and paste HTML". The "Copy and paste HTML" option is selected, and the HTML code is displayed in a text area. A red box highlights the HTML code, and a callout box points to it with the text "Click 'Link to this' on a product page & grab the code". A red number "1" is placed next to the "Link to this" option in the dialog.

1

Click "Link to this" on a product page & grab the code

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WHAT'S HOT ▾ CATEGORIES ▾ PARTICIPATE ▾ CREATE ▾

Free Two-Day Upgrades for Mother's Day! on orders of \$75 or more! Click for details [Shop Mother's Day](#)

Edit It


Describe and organize your product so that other people can find it! [\(delete this product\)](#)

1. Describe it

Title *
Baby Shower invitation

Subtitle
You're invited to a Baby Shower

Preview [\(change style\)](#)



Tags *
[baby shower](#) [baby+shower invitation notecards](#)

Tags help other people find your stuff. Separate your tags with a space (dog friend) or enclose them in quotes to tag a phrase ("golden gate bridge").

(* required field)

2. Put it in the marketplace

Description *

```
<a href="http://www.zazzle.com/photospiratio
n/product/17271573022608348p?
id=dominion-41&size=small&CMID=18"
```

Contributor Gallery
> Baby invitations

Suitable Audience
 G

3. Your Royalty

Now you get to set your product's price. The final purchase price is \$2.75.

I agree to Zazzle's Terms of Service

Non-exclusive

Please note: It may not appear everywhere.

2

Insert the link code in your description

Your product recommendation will show up on the page!

Baby Shower invitation Card

by photospiration ★★★★★ (27 votes)

You're invited to a Baby Shower

Views: [Product](#) [Design](#)



front inside left inside right back

Two card sizes to choose from: Note Card (\$2.75)

Greeting Card \$3.35 Note Card \$2.75

Highest Quality Card Stock and Envelopes

- No minimum quantity.
- Free boxed sets with orders of 10 or more.
- Save 12% or more when you buy in bulk.
- More information about cards...

Don't forget to make your custom postage!

Qty: 1 [\(save in bulk\)](#) **\$2.75** [Add to cart](#)

Customize: [Change the design, add your own ideas!](#) [Customize it](#)

Email this | [Link to this](#) | [Add to favorites](#) | [Bookmark this](#) | [Report violation](#)

Gallery Category: [Baby invitations & postage](#)

Tags: [baby shower](#) [baby shower invitation notecards](#) [customize custom](#) [feet](#) [cute](#) [adorable](#) [photo](#)

Other products by photospiration...



Baby Feet postage stamps created by photospiration (February 8, 2008 at 06:20PM)

CUSTOMIZABLE DESIGNS USING TEMPLATES!

We all know that one of the best & unique things about Zazzle is that people can customize designs to create truly one-of-a-kind products – even without a lot of artistic talent! Leverage this customization feature by using design templates – it’s easy once you know how. To give your customers the opportunity to “mash-up” their own elements with your designs for the ultimate in engagement, create templates for products – the low-down on how to do it is here:

http://zazzle.custhelp.com/cgi-bin/zazzle.cfg/php/enduser/popup_adp.php?p_sid=undefined&p_lva=undefined&p_li=undefined&p_faqid=464&p_created=1204590168&p_sp=undefined

Instructions specifically for Profile Cards are here:

http://zazzle.custhelp.com/cgi-bin/zazzle.cfg/php/enduser/popup_adp.php?p_sid=undefined&p_lva=undefined&p_li=undefined&p_faqid=446&p_created=1204149379&p_sp=undefined

Some examples for inspiration are below:

<http://www.zazzle.com/thewho/product/239332875452695463>



http://www.zazzle.com/live_let_live_personalizable_graphic_t_shirt-235977171692623066

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Shopping Cart | Help | MyZazzle | spikely (logout)

Live & Let Live Personalizable Graphic T-Shirt

 by Libertymaniacs ★★★★★ (3 votes)
Make-your-own Graphic T!

Views:



front back

Personalize this apparel with the fields below:

freedom front

liberty back

life back

live and let

love back

Ok, finished personalizing!

Still not quite how you want it?
Upload your own images, add custom text and much more!

Qty: (save in bulk) **\$30.95**

[Email this](#) | [Link to this](#) | [Add to favorites](#) | [Bookmark this](#) | [Report violation](#)

Marketplace Categories:
[Arts, Design, Fashion > Fashion > Illustrations](#)
[Politics > United States](#)

Gallery Category: [In Liberty: Freedom Fashion > Men's Apparel](#)

Tags: custom shirts vectors graphic-t-shirt personalized in liberty libertarian victorian ornate freedom liberty life libertarian shirts live and let live

LM LibertyManiacs is all about You and your individuality. Individuality and freedom is what we celebrate. So go ahead and make this graphic t-shirt your own by editing every aspect of it. Make it a shirt that nobody will ever see anywhere else but you.
created by Libertymaniacs (February 26, 2008 at 10:51AM)

<http://www.zazzle.com/kissmerch/product/235967907934754287>


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Shopping Cart | Help | MyZazzle | spikely (logout)

KISS ARMY - Customizable Shirt

 by kissmerch ★★★★★ (0 votes)
Add your name and the year you first heard KISS

Views:



front back

Personalize this apparel with the fields below:

Year

Your Name

Ok, finished personalizing!

Still not quite how you want it?
Upload your own images, add custom text and much more!
Edit this in our design tool now!

Qty: (save in bulk) **\$31.50**

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Shopping Cart | Help | MyZazzle | spikely (logout)

WHAT'S HOT | CATEGORIES | PARTICIPATE | CREATE


search Go

Personalized Fake Hundred Dollar Bill T-shirt

by oph3lia ★★★★★ (1 vote)

Add your face to a \$100 bill

Views:



front back

Look like a hundred bucks! Personalize this fake \$100 bill t-shirt by uploading a photo. "AA Awesome" text is included, but you can customize it, as well as the "treasurer" names and

Apparel Options | **Personalize**

Personalize this apparel with the fields below:

Personalize Secretary

Personalize Text Left

Personalize Text Right

Personalize Treasurer

Personalize Year

Your Photo Here

Qty: (save in bulk) **\$24.95**

Customize: Change the design, add your own ideas!

Email this | Link to this | Add to favorites | Bookmark this | Report violation

Gallery Category: [New Products](#)

Tags: money one hundred dollar bill 100 100 personalize personalized customized customizable template bucks

People aren't going to buy anything if they don't know you exist, where to find you & what you've got for them – so let them all know through promotion & marketing! It can seem daunting, because there's always more to do, but just take it a step at a time and eventually you'll be taking advantage of every opportunity available to you.

ZAZZLE ASSOCIATES PROGRAM: THE ZAZZLE STAR

You can earn 7% on all orders you refer to Zazzle! That means not only additional revenue on top of royalties you earn from your own products, but also 7% on anything else on Zazzle that your referrals purchase, so there's an extra incentive to promote your friends' galleries & products as well. Join the Zazzle Associates Program straight away so you earn referral fees on all the marketing you're about to do. You can find out more about the program and sign up here:

<http://www.zazzle.com/mk/earn/associatetools>

LEVERAGE YOUR WEBSITE OR BLOG

Your own website or blog is the best place to start promoting – create a takeover banner or featured editorial/ blog post for a limited time right up front on your home page so everyone who visits your site knows about your new offerings. Also be sure to add a permanent link to your gallery on your main navigation, so it's always easy for people to find. See the "[Links & widgets](#)" section for tools to help you do this.

Some best practices to bear in mind:

- Put your links in context:
 - If you are writing a blog post or article, add a text link to one of your products within the body of the post or article, as well as inserting a static image link alongside to catch your reader's eye
 - If your site is very art-centric, add links to the Design view of your products for a clean look
 - If your site is focused on shopping, use Product or Model views or a widget to display multiple products in a "mini-shop" experience
- Keep image links, banners or widgets above the fold for best visibility & click-through results
- Link directly to a specific, relevant product or design where possible
- Rather than "[click here](#)", link a descriptive text phrase like "[Bassett Hound shirt](#)"
- Update featured products on your website or blog often; see the "[Product mix & design refresh](#)" section for ideas

Weave your products into the context of your blog posts/ articles/ website content:

- Link to your Obama baby doll shirts in your blog post about Obama Girl.
- Write about simple “green” practices people can apply to everyday life and showcase pictures & links to your cool canvas shopping bags.
- Posting recipes & crafts for Mother’s Day? Feature Mother’s Day cards & gifts alongside.
- Your band’s going on tour? Add links to the tour t-shirts & posters on the page with your itinerary and in your press announcement.

EMAIL & NEWSLETTER MARKETING

If you have a **regular newsletter or email blast**, be sure to let people know about your store, feature specific products and notify them of promotions & special offers as well. This is your most direct line of contact with your customers; used wisely it can be one of the most productive avenues for sales. Be careful not to “over-message” or spam your list and think about putting your products in context of an issue you are discussing or upcoming holiday or event.

Highlight the things that make your Zazzle gallery unique – the depth of your designs, the ability to customize & personalize products, and unique Zazzle products like profile cards, as well as any exclusive designs you may be featuring here. To create urgency, you may want to include a [special promotion](#) in your email.

Even if you don’t have a regular email list, an easy way to market your gallery is to add your URL to the signature on all your personal emails! If you have a little tagline to explain what your gallery is about (e.g. “everything for the new baby – shop now!”), that’s even better. Don’t forget to include your “Zazzle Star” (see the [Associates program](#)) to earn the referral fees.

LINKS & WIDGETS

Zazzle provides lots of different tools for you to link to your products on your blog, website, emails, MySpace, Facebook, via link exchanges, etc. to increase your traffic and market yourself. This page: <http://www.zazzle.com/my/account/associate> provides a one-stop shop for the various types of links & widgets.

- To link to a specific product, click **“link to this product”** below the design block on the right half of any product page – this will take you to a “Share This” pop-up which offers multiple options including a simple text link for email, code to embed a product shot or just the design on your site, as well as just the image link. You can also provide this same code to your visitors so they can help spread the word for you!

The image shows a Zazzle product page for a "Primary Colors (guitar hero) T-shirt" by ecnerwal1234. The product is a white ringer t-shirt with a design of five colored vertical bars (red, blue, yellow, red, green) and the text "PRIMARY COLORS" above them. The page includes a "Share This" pop-up window with the following content:

Share This

Email this | Link to this

Use one of these options to share this product on a blog, website, MySpace profile, forum... or anywhere!

Option 1: Link for Email or IM

http://www.zazzle.com/primary_colors

Option 2: Copy and paste HTML

1. Pick a size: small medium large
2. Pick a view: product design
3. Copy and paste this HTML into your blog or website

```
<div style="text-align: center; line-height: 150%">
```

Or here's just the image url:

```
http://dr.zazzle.com/img/mt-prd/152-r
```

Your Associate ID is included. You earn 7% by sharing Zazzle!

Cancel OK

A red callout box points to the "Link to this" button in the pop-up with the following text:

Click "Link to this" on a product page & grab the code. Use it on your website, blog – or post it for others to promote your product, too!

- Our **Flash Panel widget** is the easiest way to promote everything in your gallery – or from other Contributors as well! You (and your customers) will find the code for a Flash Panel promoting everything in your gallery under the “Promote this Gallery” link on your Gallery home page.

In addition, you can configure a different Flash Panel to drive sales from your website, blog or anywhere else by displaying all products created by any Contributor (yourself or anyone else), or all products Zazzle-wide based on a search term. You can even narrow those selections down to a specific product type (e.g. shirts) and sort by Recent or Popular. Go to <http://www.zazzle.com/my/account/zp/home> and select the criteria for your Flash Panel (1) including a Contributor handle or search term, then choose a name & skin (2). Grab the html code for your configured Flash Panel on the last page (3).

Create a Flash Panel

1. Select your products 2. Customize 3. Copy & Paste

The Flash Panel is an interactive way to display products on any blog, website or profile. [Click here to see examples.](#)

Zazzillions of Products

— Prev [1] 2 3 4 5 ... 201391 Next —

Select your products

Type in a search and/or a contributor name

Search term

Contributor (?)

photoinspiration

Product type

Products

Sort by

popular recent

Preview your feed

Next

Create your own Zazzle Panel

1. Select your products 2. Customize 3. Copy & Paste

My Zazzle Panel

SEND TO A FRIEND COPY PANEL MAKE MY OWN PANEL

Photo Inspiration

Classic

Save & Finish

You're Done!

1. Select your products

Photo Inspiration

SEND TO A FRIEND COPY PANEL MAKE MY OWN PANEL

See all products →

Copy and paste code on any blog, website or profile

```
<embed wmode="transparent" src="http://www.zazzle.com/util/getpanel?cn=238705957831964656&sh=popularity&8=Photo+Inspiration&skin=defaul&sh=photoinspiration" FlashVars="feedid=0&path=http://www.zazzle.com/assets/swf/zp/skins" width="450" height="300" TYPE="application/x-shockwave-flash"></embed><br><a href="http://www.zazzle.com/">create & buy
```

Your Panel summary

- Search Terms:
- Contributor: photoinspiration
- Product Type: All Products
- Sort By:
- Title: My Zazzle Panel
- Skin: Classic

Join our Associates Program and earn up to 17% on sales.

Create another

ZAZZLE
infinite one-of-a-kind-ness


WHAT'S HOT ▾ CATEGORIES ▾ PARTICIPATE ▾ CREATE ▾

search GO

Zazzler Extraordinaire Manage my gallery

Welcome to Zazzle-ness, which features the best designs we got - California bear flag ringer shirts, "I love my Corgi" trucker hats, black baby doll shirts customizable with your rock band's name in a super-cool goth font for all your groupies. Check out this week's featured products!

Featured Products



spikely

- Home
- Products
- About
- Fan Club
- Favorite Galleries
- Promote This Gallery
- Buy Gift Certificate
- Manage My Gallery
- Send to a Friend
- Invite-a-Fan

Gallery stats

Help promote my gallery!

Thanks for your interest in my work! Please spread the word using the tools below to share my Zazzle gallery with others.

1. Share this URL

Just tell folks the location of this gallery, <http://www.zazzle.com/spikely>.

Share by email


2. Create an HTML link to my gallery:

a. Copy the HTML code below.
b. Paste it into your website, blog, or email signature.

```
<a href="http://www.zazzle.com/spikely">spikely's Gallery at Zazzle</a>
```

Example: spikely's Gallery at Zazzle

3. Put my products on your website with the Zazzle Panel



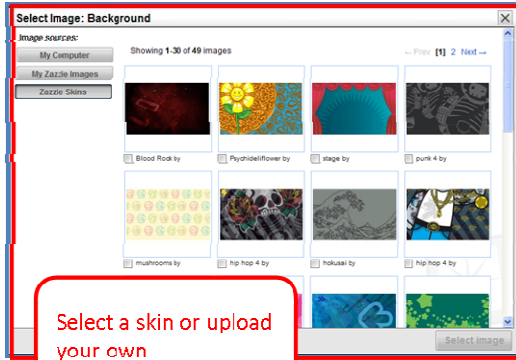
Copy the HTML code below and paste it into your website, blog, or email signature.

```
<embed src="http://www.zazzle.com/!url/getpanel?ti=spikely%27s+Gallery+at+Zazzle&ch=spikely&st=POPULARITY" FlashVars="path=http://www.zazzle.com/assets/swfzpskins" width="450" height="300" wmode="transparent" TYPE="application/x-"
```

You can also customize your Zazzle Panel.

Your Flash Panel code and simple link to your gallery are available by clicking the "Promote This Gallery" link.

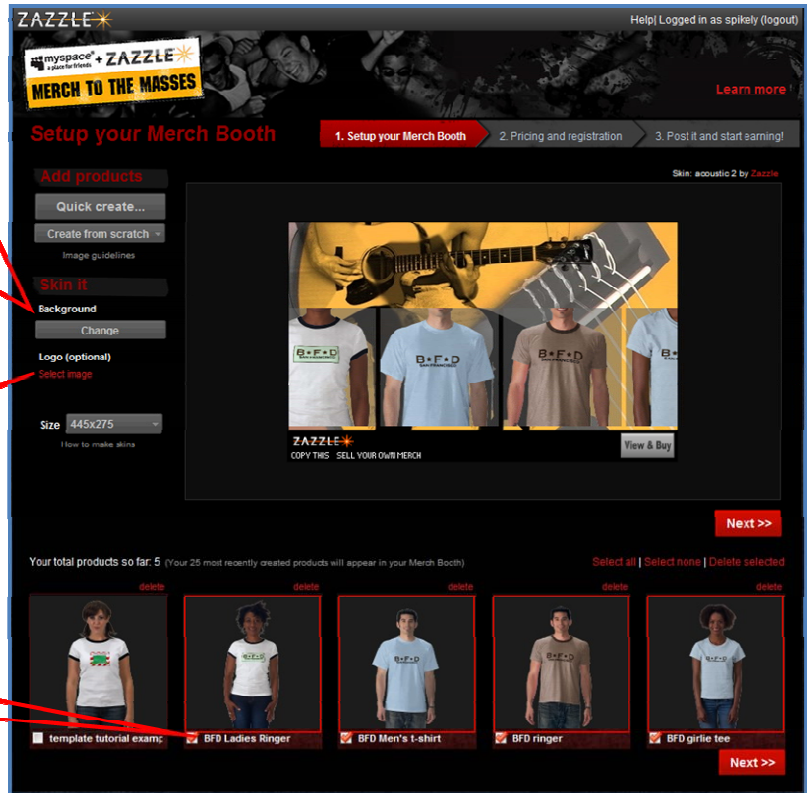
- To create a mini-gallery of featured products to post on your site, MySpace or Facebook page - or pretty much anywhere else you can place html - check out the **Zazzle Merch Booth** at <http://www.zazzle.com/mk/music/learnmore>. Log in to access your 25 most recent products to select from using the checkboxes next to the images. You can select one of our skins or upload your own, as well as upload a logo.



Select a skin or upload your own

Upload a logo

Log in & use the check boxes to indicate which products you want in your Merch Booth



Be sure to bookmark the “Post it and Start Earning!” page with the various embed codes on it; if you forget to, you can easily re-create your Merch Booth to get the code again.

Once you’ve created your Merch Booth, you can control which products are shown in your Merch Booth widget by using the tag “merchbooth” on products you want to show up (on the “Edit Product” page), or remove that tag from products you want to take down.

Edit It
Describe and organize your product so that other people can find it! (delete this product)

1. Describe it

Title *
BFD ringer

Subtitle
Build Fix Design - San Francisco

Preview (change style or model)

Customers can buy this design on the following apparel styles
 All apparel Only light apparel Only dark apparel
Choosing light or dark limits how many styles are shown to customers.

Tags *
"san francisco" handyman sta merchbooth

Tags help other people find your stuff. Separate your tags with spaces (log friend) or enclose them in quotes to tag a phrase ("golden gate bridge").
(* required field)

2. Put it in the marketplace

Description *
Men's super-soft fitted ringer, printed front-and-back. Runs small, looks great! Very hip.
(What HTML is acceptable here?)

Contributor Gallery Category (change)
> New Products

Suitable Audience (what's this?)
G

Bookmark this page to re-post to Facebook, MySpace, or easily access the code for your Merch Booth later

Use the “merchbooth” tag to control which products show up in your Merch Booth

ZAZZLE Help | Logged in as spike

mySPACE + ZAZZLE
MERCH TO THE MASSES

Post it and start earning! 1. Setup your Merch Booth 2. Pricing and registration 3. Post it and start earning!

Enter your info to automatically add the merch booth to your profile!

MySpace Facebook Other sites

Quick post:
Friendster orkut Tagged Blogger Hi5 MS
Pizzzo FreeWebs LiveJournal BlackPlanet myYearbook
WordPress TypePad Xanga Multiply More

Or copy code:
code: wddh="445" row=1; n=8
href="http://www.zazzle.com/spikely?CMPN=web_238368032473391626_band_gallery" target="_blank">Buy

ZAZZLE
COPY THIS SELL YOUR OWN MERCH View & Buy

- Publish the code for your widgets on your site so your fans can help promote your gallery, too! Not sure whether to use the Flash Panel or the Merch Booth? Use the chart below to help you decide:

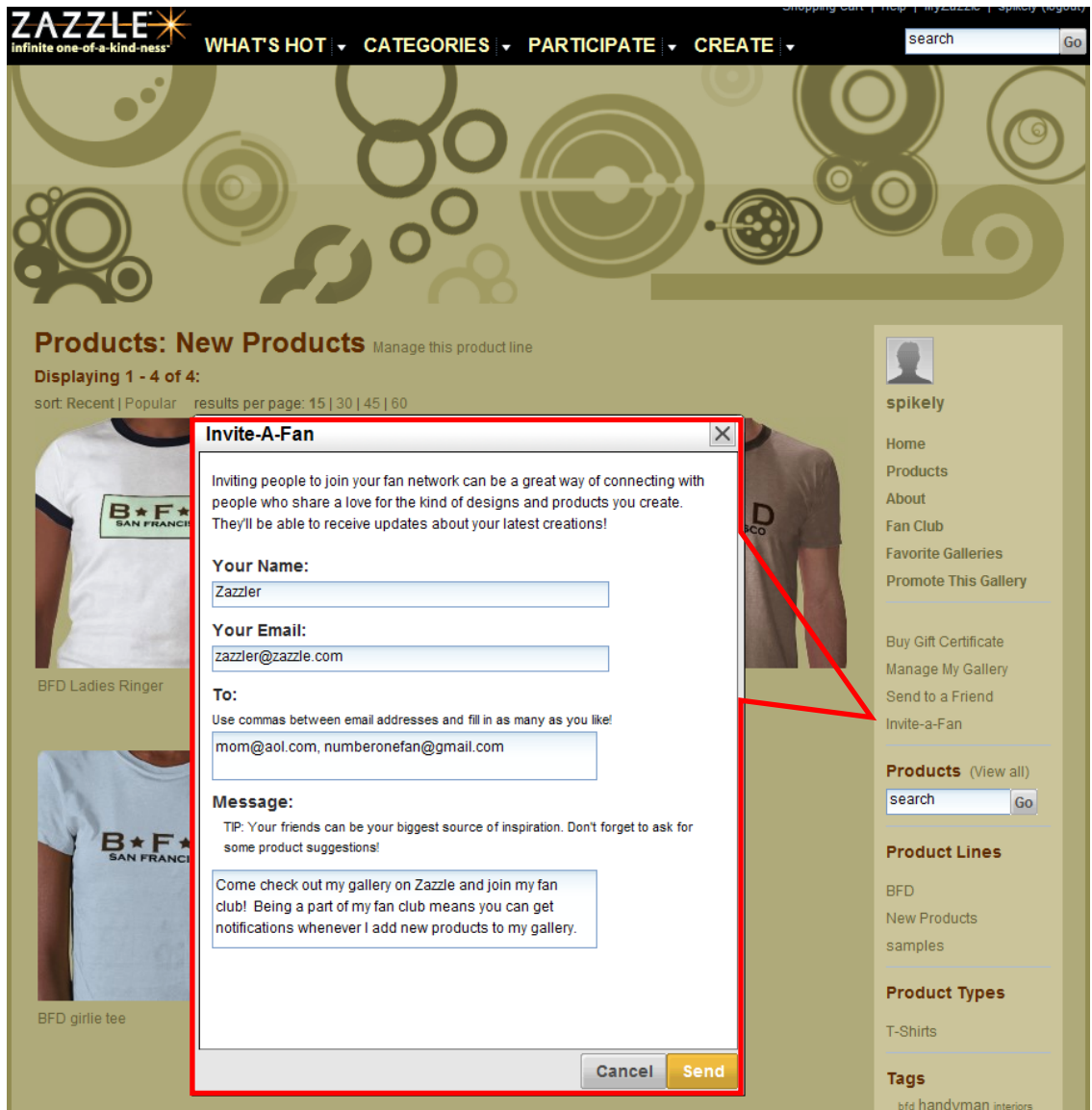
	Flash Panel	Merch Booth
Select & change featured products from your gallery		X
Include ALL products from your gallery	X	X (tag all “merchbooth”)
Promote products from other contributors	X	
Promote products based on a search term	X	
Narrow by product type	X	
Select skin	X (6 avail)	X (49 avail)
Create & upload custom skin		X
Upload logo		X
Embed on your website or blog	X	X
Embed on MySpace	X	X
Embed on Facebook	X	X

OFFLINE MARKETING

Don't forget to include your Zazzle store in what you're doing **offline** as well – add your gallery URL on any postcards, flyers, printed catalogues or ads you may do. Create some profile cards promoting your Zazzle gallery, perhaps featuring a specific product or design, to distribute at events, shows or wherever else you may go. Also, **wear your own stuff**– you may be pleasantly surprised at how many people compliment you, and become fans & customers!

ZAZZLE FAN CLUB

Invite people to join your **Zazzle Fan Club**! Use the “Invite-a-Fan” link in your gallery profile box, or simply ask people to join your Fan Club right on your gallery home page. Your Fan Club members will automatically be notified by email when you post new products and designs which will remind them to visit your gallery again.



An easy way to **share links** on Zazzle is to join a friend's Fan Club. When visitors get to your Zazzle gallery, they can click on your "Favorite Galleries" in the right-hand navigation bar to see the other galleries you recommend.

SOCIAL MARKETING

Fish where the fish are! If you don't already have one, why not create a Facebook Group or MySpace page to promote your designs and/or the underlying inspiration for them? **Social marketing** can be a great tool to find potential customers with similar interests. Bear in mind that authenticity and genuine interest in the conversation are key to success in this area.

You can also review or comment on other designs at Zazzle – besides being a great way to support other people in the community, you may find that you share customers with similar interests!

Psst – looking for a special deal? Who isn't? Promotions can create a sense of urgency to encourage customers who have been sitting on the fence to make a purchase. Be sure to let your customers know about any promotion you're running by sending an email, posting it on your website or blog, and feature the item on the home page of your Zazzle gallery.

If you see that Zazzle is doing a special offer for free shipping or discounts (hint: sign up for our weekly email to receive those notifications!), be sure to pass that info with the end date & promo code along to your customers to give them that extra incentive to buy something from you now! You can also find the latest **Zazzle Promotions** [here](#).

Try offering **limited edition items** – exclusive designs that you take down after a short time, or make design only available on certain types of products for a limited time.

You can also put certain products “on sale” in your gallery – lower your royalty rate on that product for a limited time to encourage sales of that particular design or item (the minimum is 10%). You can adjust the royalty for a specific item by going into “edit” for that product.

Edit It


Describe and organize your product so that other people can find it! (delete this product)

1. Describe It

Title *

Subtitle

Preview (change style or model)



Customers can buy this design on the following apparel styles
 All apparel Only light apparel Only dark apparel
Choosing light or dark limits how many styles are shown to customers.

Tags *

Tags help other people find your stuff. Separate your tags with a space (dog friend) or enclose them in quotes to tag a phrase ("golden gate bridge").

(* required field)

2. Put it in the marketplace

Description *

(What HTML is acceptable here?)

Contributor Gallery Category (change)
 > BFD

Suitable Audience (what's this?)

3. Your Royalty

Now you get to set your royalty for how much you'll make every time your product sells! This royalty rate will apply against the customer's final purchase price no matter what options they choose! [Learn more](#)

Royalty Percentage: % [\(advanced calculator\)](#)

Price for this product: \$30.35
 Royalty you will make: \$6.07

I agree to Zazzle's User Agreement and Non-exclusive License Agreement

Please note: It may take a few minutes for your changes to appear everywhere.

Lower your royalty rate to put a product “on sale” for a promo period

CONTESTS

You love to win stuff, right? So do your customers. Some contest submission ideas to increase buzz and engagement with your designs:

- Best customization of one of your designs – they can easily “email this product” to you right on Zazzle for judging, and you can purchase the winning custom product for your customer, or add it to your gallery
- Have people submit a photo of themselves wearing one of your products
- Encourage your customers to get friends to sign up for your Fan Club or mailing list
- Have people submit a URL where they’ve posted your product links or widget code

Be aware that requiring a purchase for a sweepstakes (e.g. a contest that involves a random drawing) is forbidden in most places, and each state & country has slightly different rules regarding these things, so you will probably want to check with a lawyer who specializes in contests before doing anything major.

PR

Tell your story. If you have a great story behind your products or newsworthy developments, tell the press! Or, if you already get publicity for other things you do (congrats!), be sure to mention your Zazzle gallery if it’s relevant, and include the URL in your standard press release template.

When mentioning Zazzle in a general press release, press pitch or marketing collateral about your company, or on your website or blog, please use the following approved Zazzle language:

Zazzle is the only on-demand retail platform to offer billions of products that ship in 24 hours.

Tips to a Winning Press Release

The more consumers know about you and your Zazzle relationship, the better. Use these tips to increase the coverage your Press Release receives:

- Your press releases should be issued on newsworthy subjects including new product lines, new galleries or major milestones
- Press releases should explain who is involved, what is new and what is special
- The press release should be factual; avoiding unnecessary adjectives, flowery language or redundant expressions
- You should reference your Zazzle store name once as a hyperlink, i.e. [Zazzle](#), in all press releases so it will automatically direct readers to you easily

Press Release Policy

The following points must be followed for any Press Release that mentions Zazzle or any Zazzle product.

- No quotes from Zazzle may be used without explicit written permission (see below for process to request quotes)
- You are responsible for costs involved and logistics for issuing over a newswire
- The final press release draft and suggested issue date must be received by Zazzle (ContributorPress@Zazzle.com) one week prior to your desired issue date for approval from Zazzle.
 - If the release is a last minute request to something timely in the media, please send it with HOT and announce date in the subject line so it will receive urgent attention
- Zazzle will consider your press releases for inclusion in the Zazzle press center
- Below is an approved press release template for you to announce a new line available at Zazzle

Use of Images, Zazzle Logo

Artwork makes your marketing collateral pop. If you would like to provide images of products available in your Zazzle gallery, feel free to use with a site credit of Zazzle.com. All use of 3D model shots in marketing collateral, press materials and websites should also be credited to Zazzle.com.

Contributors Spotlight on Zazzle Blog

Zazzle is proud of its Contributor Community; we have thousands of gifted artists who continue to impress us regularly – from politics to holiday to wedding and much more – we keep an eye out for what’s hot, and who’s doing what. Every month Zazzle will highlight certain Contributors who have made great strides. These spotlights can be touting Contributors who are selling incredibly well, or those who are offering relevant content to the particular time, or those who announced a new line or product that is generating buzz, and more.

While the team at Zazzle feels we have our fingers on what’s hot and new in the Zazzle community, if you have something of interest you want to be sure we’re aware of for consideration, please send it to ContributorPress@Zazzle.com.

Press Release Template

Because getting your message out about new merchandise available at your Zazzle store is very important to help raise further awareness and generate sales, we put the following press release template together to make it even easier for you to share the news. Simply fill in the elements of your company and product line, send to Zazzle PR and await final approval, then you are ready to go.

(FILL IN NAME OF COMPANY, BRAND OR BAND) Introduces Merchandise Line Available at Zazzle

City, STATE– Date – COMPANY NAME today announced the availability of *x* products at [Zazzle](http://www.zazzle.com) (www.zazzle.com), the only on-demand retail platform to offer over 3 billion retail quality, one-of-a-kind products shipped in 24 hours. Products are available for purchase online at *(fill in website)*

Fill in paragraph outlining details of company and further information about what will be available at www.zazzle.com.

Add quote from representative of your company.

Infinite and Instant, Zazzle is the only on-demand retail platform for consumers and major brands, offering billions of retail quality, one-of-a-kind products shipped within 24 hours. Offering the largest library of customizable digital images from world-class brands, Zazzle enables content owners to unlock their entire libraries of content, making them available for purchase and customization by consumers. Through Zazzle's innovative on-demand retail and technology platform, users can instantly create, customize to fit their personal style, purchase and sell a near infinite array of products online. For more information, www.Zazzle.com.

About (fill in your company name):

Add company boiler plate

Contact:

Add PR contact information

ADDITIONAL RESOURCES

Email, viral & general marketing best practices:

<http://www.marketingprofs.com/>

<http://searchenginewatch.com/>

CHECKLIST

Basic Marketing Checklist:

- ✓ Do all of your [products have keyword-rich titles, descriptions & tags](#)?
- ✓ Are your [best, newest products featured](#) on your gallery home page?
- ✓ Have you signed up for the [Zazzle Associates](#) Star program to get your extra 7% on referral orders?
- ✓ Have you placed a compelling [promotion on your website](#) home page, and added a permanent link to your Zazzle gallery in your navigation?
- ✓ Have you sent an email blast or newsletter to [your mailing list](#) about your gallery and/or specific products?
- ✓ Are you [wearing your own](#) products?
- ✓ Do you feature products that utilize clever [templates to encourage customization](#)?
- ✓ Are you [adding new products or designs](#) often?

Advanced Marketing Checklist:

- ✓ Do you have a great, [keyword-rich overview description](#) of your offerings on your gallery home page?
- ✓ Have your [blog posts](#) included some of your products including direct links to your products?
- ✓ Have you created and posted a [Merch Booth](#) or [Flash Panel](#) on your website, Facebook, MySpace, blog – and promoted the code to your friends & customers?
- ✓ Have you tried [limited time price discounts](#) or let your customers know about [Zazzle promotional offers](#)?
- ✓ Have you invited people to join your [Zazzle Fan Club](#)?
- ✓ If you have [multiple galleries](#), have you cross-linked them on Zazzle?
- ✓ Are you [cross-selling some of your related products](#) using html to link them the product description field?
- ✓ Are you cultivating the community around your interests in the [online social networks](#)?
- ✓ If you have a great newsworthy story, have you looked at Zazzle's [PR guidelines](#)?