

# POPULAR PRINTABLES MONTHLY

Month 2

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## Hot Printable Niche Strategy Report:

Learn More About the Popular **Gift Tags** Niche



<https://www.etsy.com/listing/661015882>



<https://www.etsy.com/listing/1127511779>

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## Hot Niche Alert: Gift Tags

Creating products for the printables market is one of the easiest ways to make passive income. You create the item, upload and market it and your customers do the rest.

Since there are many other sellers out there who share this knowledge, it's important to dig in and do the research to find out which niches are currently trending.

***I'm here to do that research and share the latest hot niches!***

For this month's newsletter, I have studied the feasibility of printable gift tags. **I'll share with you the target audience and the profitable sub-niches and then I'll provide lots of tips, tricks, templates and bonuses to help you get started.**

### **What Are Printable Gift Tags?**

Printable gift tags are digital items that can be printed out and attached to any present or gift. Usually smaller in size, gift tags for the printables market can be created with blank space for after-printing customization or the seller can offer personalization. They can be made for any occasion.

**These files are completely digital, so once created, there is no need for you to do anything beyond listing your product online.** Most marketplaces will deliver the file automatically to your customer after they have purchased it and they are able to download and print themselves.

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You don't have to worry about:

- Product Inventory
- Storage
- Order fulfillment
- Shipping
- Returns

## Take a Look at These Successful Sellers

Gift Tags are being sold on Etsy like proverbial hotcakes. **Since gifts are given for many occasions (and sometimes no occasion at all), printable gift tags can be marketed in many different ways.**

Let's look at a few successful sellers. Keep in mind that they *all*:

- Have made thousands of sales
- Have a 5-star review rating
- Offer a range of printable gift tags
- Give you an idea of what your shop could become

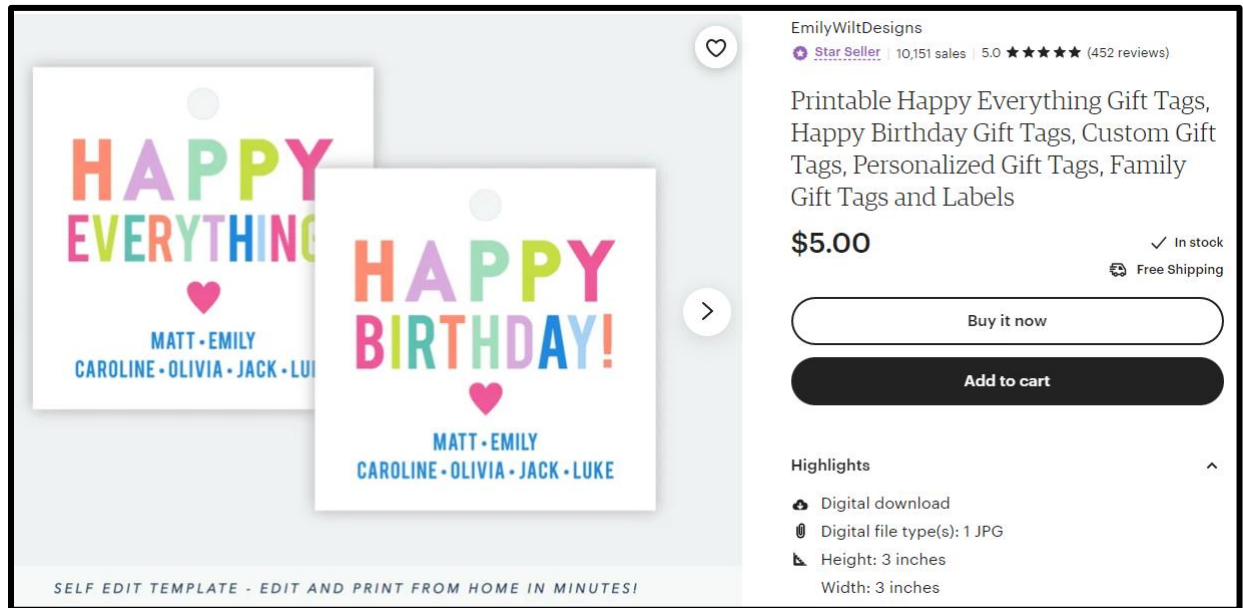
## BeingHappyPrints—Etsy



The Etsy shop BeingHappyPrints markets themselves as “Printables for Wedding, Bridal Shower and Baby Shower.” This listing offers a single 2x3.5 inch editable tag and charges \$2.99. The customers pay for a digital download, which they have to access, edit and download themselves at Corjl.com.

And while they do offer a wide range of printables in the wedding and baby categories, this shop knows the value of expanding into multiple markets. They also make and selling printables for other holidays and occasions as well, posting these listings only during the relevant season.

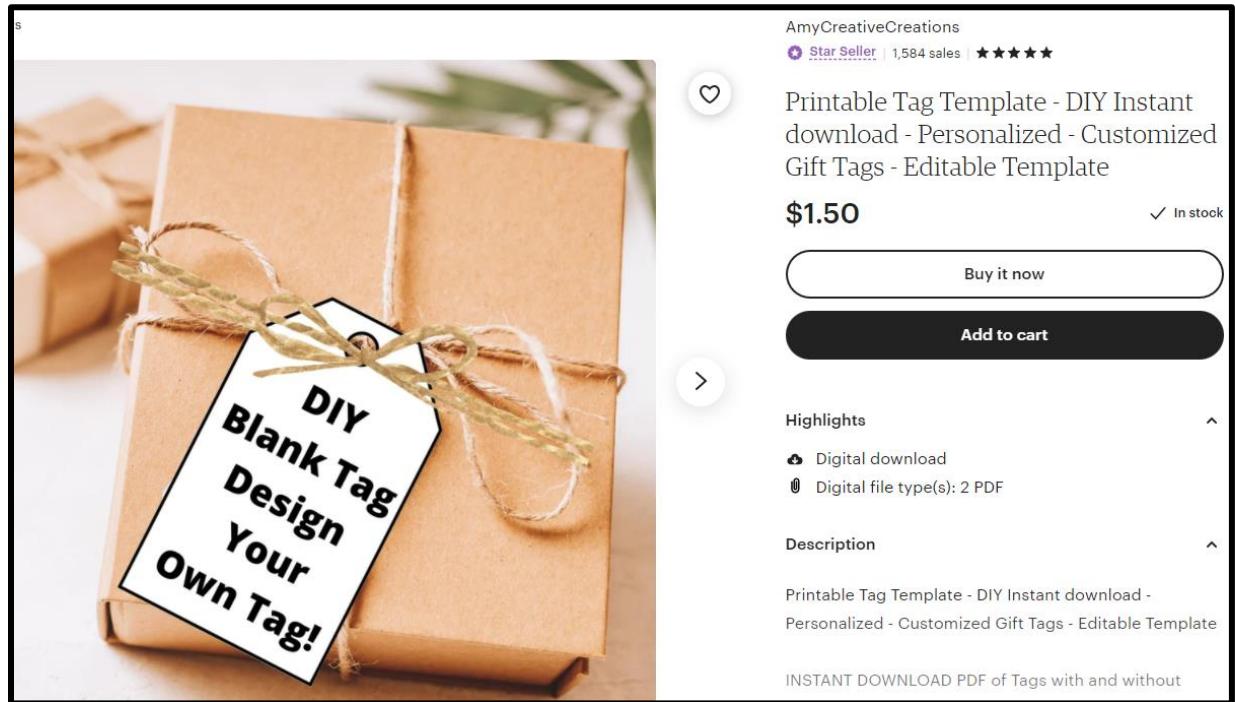
## [EmilyWiltDesigns—Etsy](#)



Another Etsy shop, EmilyWiltDesigns focuses on printable stationery, gift tags and labels. Emily offers gift tags for many occasions and her shop has over 10,000 sales.

Both EmilyWiltDesigns and BeingHappyPrints offer their customers the option to customize their purchases. This personalization feature can really help boost sales and it adds no difficulty to the seller's plate. The buyer does all the customization themselves after purchase of the download.

## [AmyCreativeCreations--Etsy](#)



This last example shows just how simple a design printable gift cards can have. Amy Lehman of Etsy shop AmyCreativeCreations does offer other printable gift tags with graphics and more involved designs, but look at how simple this DIY blank gift tag is.

Is there an easier printable to design?

Amy is offering this *blank tag*, customizable by purchaser, at \$1.50. ***And it is in the cart of 20 people as I write this.***

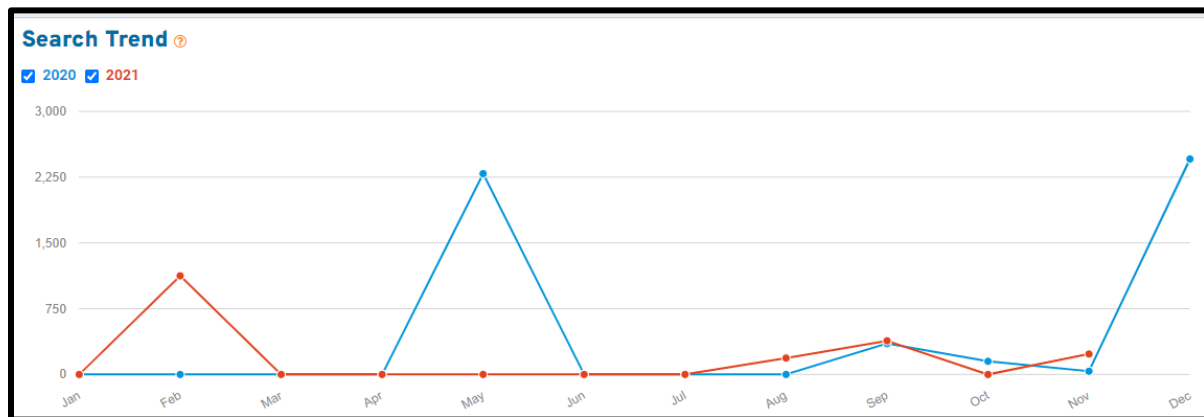
# Tapping into This Growing Audience

Now that you've seen a few examples of the success some sellers are having with printable gift tags, let's look at the audience for these products. As I mentioned earlier, printable gift tags are purchased for a variety of occasions.

Men and women of all ages and backgrounds buy gift tags to use for a variety of gift-giving occasions. In addition to the general population, you can target different audiences based on the holiday or event.

- **Religious customers** – Christmas, Hannukah, 1<sup>st</sup> Communion or Baptism.
- **Parents** - Teacher appreciation gifts, children's birthdays.
- **Couples** – Romantic gifts for Valentine's, anniversaries, or weddings.
- **Employers** – Gifts for employees at Christmas or Hannukah.

As you can see from the eRank.com chart below, searches for gift tags spike around certain times of the year; there's a large increase for Valentine's Day, and an even bigger uptick in early summer (graduation, teacher appreciation, weddings, etc.), and the largest spike is around the December holidays (Christmas, Hannukah, Kwanzaa).





As with many printable products that sell well on Etsy, gift tags do have a lot of competition in the marketplace.



Though the market may seem saturated, don't dismiss gift tags as a viable product. There is still a high demand for these products – over 1,000 searches each month on Etsy and almost 10,000 per month on Google.

Keyword	Average Etsy Search (US)	Etsy Competition	Google Searches
Gift Tags	1,136	50,100	9,900

**This is where digging into the research to find the low-competition sub-niches can save you time and money and ultimately lead to increased sales.** To that end, I've done that digging and will share with you which sub-niches are growing at an impressive rate in this popular market.

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## Digging Deeper: Popular Sub-Niches with Less Competition

Gift Tags are in high demand, but there are many different categories or markets you can tap into. If you narrow your focus, you can find sub-niches with fewer competitors.

I'm here to help. I've spent the time in market research to find some overlooked areas in this category. While these products don't have the search numbers of the bigger categories, **they do have much less competition.**

For reference, anything over 50,000 for Etsy Competition is considered saturated.

Keyword	Average Etsy Search (US)	Etsy Competition
Neighbor Gift	580	19,620
Bachelorette Party gift tags	219	5,435
Printable Teacher Gift Tag	219	14,096
New Years Gift Tags	165	1,252
Gift Tag Christmas Neighbor	152	2,271
Gift tag template	113	33,394
Valentines Day Tags	99	36,778

We'll go further in-depth in a few of these niches to give you some inspiration to get you started creating printable gift tags today.

## “Gift Tags for Neighbors”

I’m including several sub-sub-niches in this “Neighbors” sub-niche. There are potential customers looking for gift tags for general neighbor gifts, Christmas neighbor gifts and baked goods or cookie gift tags which could be given year round, but are especially popular around the holidays.

Keyword	Average Etsy Search (US)	Etsy Competition
Neighbor Gift	580	19,62
Gift Tag Christmas Neighbor	152	2,271
Cookie Tags	83	26,187
Cookie Packaging	320	13,476

Neighbor gift tags can be designed with most any type of graphic. These are often a simple design with font only for generic occasions. Christmas or holiday specific gift tags would have relevant graphics. An example of each is below:



<https://www.etsy.com/listing/747776488>

<https://www.etsy.com/listing/895175684>

Gift tags for baked goods or cookies are also popular and easy to make. They often include “Baked with Love” or similar phrasing. This example is lovely with a font choice that emulates cookies and handwriting, particularly appropriate for handmade treats.



<https://www.etsy.com/listing/1117414679>

## **“Bachelorette Party Gift Tags”**

This category is aimed at women and can also be expanded to include bridal shower gift tags in the same design line. Bachelorette parties are often wild and crazy, but some are more sedate and elegant. Gift tags for these events can be designed to appeal to either end of that spectrum.

If you're interested in designing for the more raucous parties, references to drinking and bright, bold colors are ideal.

If elegant is more your style, think pinks, metallics and a more traditional font.

I've included an example of each type below.



<https://www.etsy.com/listing/652250026>



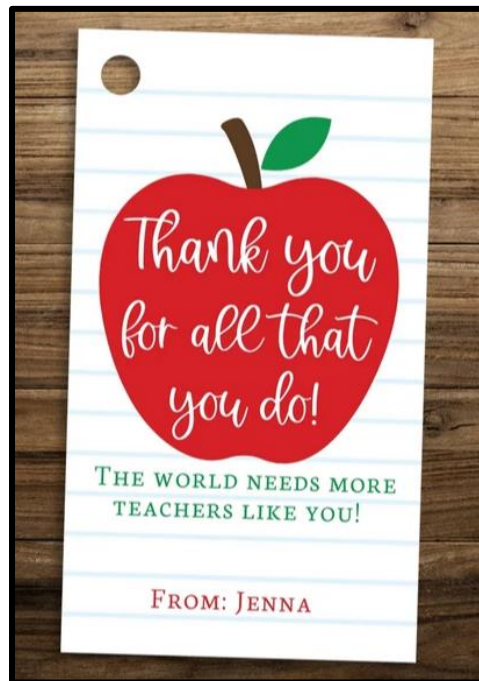
<https://www.etsy.com/listing/631097947>

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## **“Printable Teacher Gift Tags”**

One more interesting sub-niche for printable gift tags is focused on gifts for teachers. Parents of school-aged children are the intended audience for these products. They sell well in September as school begins, during the winter holidays and around May or June as the school year wraps up and many schools have teacher appreciation weeks.

These gift tags don't have to have an educational design, though it does set them apart from other categories. An apple, pencil, bus or school building are popular graphics to consider. The example below includes a personalization option.



<https://www.etsy.com/listing/976342470>

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# The Keywords That Will Make Your Product Stand Out

Now that you have some promising sub-niches, it's time to take the next step to alleviate the competition. I want to share these highly searched keywords that have very little competition on Etsy.

Using the keywords in the tables below will bring your product to the forefront when customers search for it and help make your product stand out.

Notice how important word order is. The first two search terms contain the exact same words, but in different order. The next two search terms only differ in that one is singular and the other plural—check out how many more searches are conducted for the plural version—more than 15 times as many!

Keyword	Average Etsy Search (US)
Personalized Gift Tags	449
Gift Tags Personalized	311
Christmas Gift Tag	57
Christmas Gift Tags	872

Of course it makes sense to include any specific keywords that are relevant to the sub-niches you choose such as “Christmas” or whichever holidays you focus on as well as a generic “Holiday.”

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You can also utilize keywords that you've used in your design element, i.e. Teddy Bears, Gnomes, Flowers.

This next table contains additional keywords to consider when marketing your printable gift tags. Use any and all that are applicable to your product. Most Etsy sellers insert six or more keywords into their listings to capture as many of the searches as possible.

Keyword
Personalized
Editable
Customizable
Template
Gift Tag Stickers
Gift Tag Labels
Large Gift Tags
To and From Tags



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## Free Content to Get You Started

To get you started right away, I've curated a few great FREE resources that would be perfect to use for your printable world maps. From fun images to gorgeous fonts, you'll find some really great options here.

I've also included links to the licensing page for each of these resources so you can read the requirements yourself.

*Note: Free deals come and go, so check out these deals as soon as possible. If you wait, they may already be gone.*

- [Creative Market Freebies](#)
- [Creative Fabrica Freebies](#)
- [Deal Jumbo Freebies](#)

- For more graphic deals check out:

<https://rebrandablecontent.com/app/dashboard> My curated collection of graphics, templates, and more.

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## Tips, Tricks, and Tools

1. **Consider a free Canva account.** Whether you're a Canva expert or just getting started, you can use the templates and elements in this free online program to create gift tags in minutes.
2. **It's ok to start small.** Many shop owners don't start with hundreds of products. **You can launch a new shop with only a few printable gift tag products.** From there, it will be easy to expand to new products or by branching out into new holidays and celebrations.
3. **Consider printed products.** While printables are extremely easy to begin publishing in, you can also give customers the choice of buying printed items from your store. This entails more work on your part—printing, shipping, etc. but appeals to a wider range of customers.
4. **Don't put all your eggs in one holiday/seasonal basket.** Christmas gift tags sell exceptionally well...*in November and December*. You'll need to expand beyond one holiday to stay solvent throughout the year. The birthday niche is a good one because everybody has a birthday every year –that means birthday parties happen every day.
5. **For more in-depth training on creating party-related printables that sell...**check out my [\*Easy Party Printables\*](#). With this training course, you'll receive:
  - The Easy In-Depth Easy Party Printables PDF Guide
  - The Easy Quick-Start, Step-by-Step Checklists
  - Over-The-Shoulder Video Training
  - 31 Beautifully Designed Templates All in Easy-To-Edit Powerpoint and Canva Formats with Full Commercial-Use Rights

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If you're ready to start creating your very own printable publishing empire, be sure to pick up [Easy Party Printables](#) now.

## **BONUS: 9 DFY Templates in both Canva and PPT format**

- These templates are designed as editable files with many customizable elements.
- Each template is formatted to fit on a standard 8.5" x 11" piece of paper and I've included a range of occasions. You'll get:
  - 4 Thank You Templates
  - 2 Birthday Templates
  - 3 Christmas Templates
- You can easily modify them to create new products you can sell on marketplaces like Etsy.
- Everything is copyright-free so you can sell with confidence!

## **BONUS: Instant Listing Template Also Included**

List your product in marketplaces fast with the sample description and listing I've included; simply customize and upload. The listing template includes a detailed description, a "how to use" section and product specifications.

You'll be creating your own printable gift tags in very little time with the DFY templates provided and marketing them even more quickly with the Instant Listing Templates.

*To your success,  
Amy Harrop*