



Ten Ideas for Increasing Your Revenue in 2021

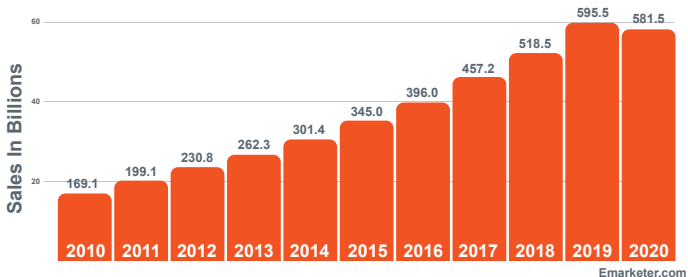


We can all agree 2020 was remarkable, for many of the wrong reasons! Consumer shopping behaviors and sales models seemingly changed overnight, e-commerce and online shopping replaced in-store buying, and many purchase decisions were based on needs rather than wants. The landscape of both business and consumerism was forever changed. While retail marketers were forced to pivot their campaigns and consumers were forced to adopt new buying habits, many aspiring entrepreneurs seized the opportunity to capitalize on the new e-commerce trends to generate additional streams of income.

the delicate balance between work and life as well as the realities of prioritizing financial security and differentiation as it relates to their income sources. All sides have become more reliant upon e-commerce and digitization!

How can businesses, brands, and individuals survive and even flourish in this new landscape? How can new businesses and brands harness the power of the internet to achieve success? How can StickersAndPosters.com help you grow in 2021?

US Ecommerce Sales From 2010 to 2020 (In Billions)



Ten Ideas for Using Your Content to Establish a New e-Commerce Business

While e-commerce is by no means a new method of buying and selling products, it's a channel that continues to evolve and gain popularity. Today's consumers crave unique products that allow them to display their individuality and personal style through customization and personalization. They seek to do business with companies who share these ideals and, thanks to an online retail giant we won't name, they expect their orders to be fulfilled and delivered almost instantly. Convenience is king in search, user experience, and online purchase decisions.

What if you could cater to these customers and grow your e-commerce business using your existing content and designs? What if you could take the content and designs you already have and print them as unique, one-off stickers, custom posters, and rolls of gift wrapping paper?

Here are ten ways you can!

In response to these changes, many businesses have been forced to re-evaluate their strategies and many individuals have been forced to re-evaluate both their buying habits and financial security. Many unemployed or underemployed individuals have set their sights on launching new side gigs, to generate additional income. Many businesses and brands have begun to realize the human side of selling and the importance of not only delivering the highest quality products at the most competitive prices but also building lasting relationships with their customers and communities and prioritizing convenience in online purchase transactions. Individuals have recognized

1. Fully Customizable Stickers, Posters, and Gift Wrapping Paper

Imagine having endless opportunities for innovation and creativity. Imagine being able to take any element of your existing content or designs and turning it into a custom sticker, poster, or single roll of gift wrapping paper.

Your customers are as unique as your business.

While most e-commerce businesses sell the standard, predictable products or offer minimal opportunities for creativity and customization, having the capacity to sell fully customizable and fun products allows you to unleash your creativity and gives your customers the opportunity to purchase one-off items – so unique to their own creative decorating or design likes with products unlike any others on the market!

2. Unique Product Offerings

The highest quality products. Unlimited customization. Quantities ranging from ONE to custom bulk orders of any size. And the ability to convert virtually any design into a single sticker, poster, or roll of gift wrap paper. It's all possible!

Whether you want to highlight a fan favorite athlete, performer, musician, club, or group? Or want to advertise your business, art, or event in an innovative, memorable way? You can create a special sticker! Want to deliver the perfect gift to your clients, associates, or fans? You can wrap it in gift wrapping paper featuring your logo, artwork, or even your face! With innovative technology and advanced printing capabilities, there are virtually endless opportunities for customization. Virtually any design, logo, or element of content can become a unique sticker or roll of gift wrapping paper.

3. Seamless Integration

Through a seamless integration, your online store or e-commerce platform can begin offering customers fully customizable, one-off stickers, posters, and rolls of gift wrapping paper. Using an API (fancy way to say our automated ordering instructions), customers order directly from your site and those orders are then processed, printed, and fulfilled third-party.

For ease of implementation, we offer numerous integrations strategies, bridging over 30 different Shopping Carts, to seamlessly link your online store to our fully-automated production manufacturing. It's an easy, inexpensive way to take your store "live," it requires no special IT knowledge, and is convenient for both you and your customers!

The growing role of convenience



say convenience while shopping is more important now compared with 5 years ago

4. What Exactly is On-Demand Printing?

Your online store or e-commerce platform is open for business 24 hours a day, 7 days a week, 365 days a year. Imagine being able to fulfill orders as soon as they're placed! With *on-demand printing*, you can! As soon as an order is placed on your site, it is transmitted to an external ordering system where it is immediately process and printed on-demand. You're open for business 24/7, able to generate to money and process orders even while you're sleeping, vacationing, or living your life!

5. No Order Minimums

While it sounds too good to be true, on-demand printing makes it possible to print custom orders in as few as a single sticker, single poster, or single roll of gift wrapping paper. No minimum quantities. No minimum orders. No up-front investments or cash advances for inventory. You pay once your customer pays.

6. No Inventory

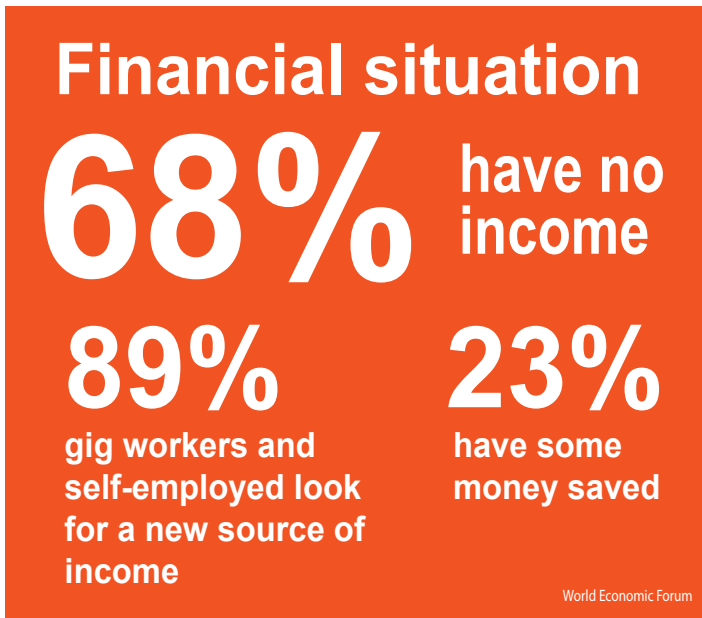
No order minimums + On-demand printing = NO inventory! Alleviate the headaches and costs associated with carrying inventory by printing products once they're ordered rather than using on-hand inventory to fulfill them. Brands, songs, lyrics, logos, pictures, designs, art...it's all about creativity! Take the guess work out of making decisions on what your customer will buy, stop second guessing which inventory will sell, and start letting your customers vote with their shopping cart choices! One selection at a time!

7. White Label Shipping

Orders are printed, packaged, and shipped, white label! While the printing is handled third-party, your customer orders from your site and receives it direct to their home, leaving them with no idea you didn't make the magic happen! All orders are shipped white label, reflecting the reseller's name, brand, and address. This makes it appear as though they're delivered direct and relieves you of the burdens associated with shipping and fulfillment!

8. Cost Savings

No in-house printing. No inventory. No shipping. No customer service. No hassle! Imagine the cost savings...



9. Don't Practice Predictability

While e-commerce is here to stay, many forecasts predict 2021 growth will likely start slow and then level out. To ensure your business' success, it's imperative to engage with existing customers in a more meaningful way while attracting prospective new ones to your e-commerce store via enhanced online shopping experiences, unique product offerings, seamless ordering, and a positive buying experience. You want a fun website and fun products and guess what! [Stickers are fun!](#)

10. Remain Agile Amid the Uncertainty

If 2020 taught us anything, it was a hard lesson in uncertainty. Life, business, and consumer behavior can all be unpredictable. And uncertainty will likely remain a challenge for businesses, brands, and marketers in 2021 and beyond. As e-commerce will continue to dominate sales, it's more important than ever for retailers and marketers to cater to online shoppers and deliver a buying experience that is easy, enjoyable, and fulfilling.

From early adapters to those forced to adopt online shopping due to retail closures, all online consumers seek a fulfilling brand experience, they crave

personalization, and ultimately gravitate towards e-commerce sites that offer a welcoming online experience. To help engage your audience and interact with them on a more personal level, consider launching an Instagram Contest, inviting them to "Share a Sticker in the Most unique Place," partner with non-profits by launching new stickers, posters, or gift wrap supporting your favorite local charity and donating proceeds from sales, or crowd-source ideas for your next featured design! Learn about your audience and pay attention to what they believe in. Experiences play a major role in customer loyalty so strive to create a positive buying experience in every online transaction. It's easy to do so when you offer fun, unique products, seamless ordering, and on-demand printing!

[Ready to get started?](#)

THE POWER OF ONE

ON DEMAND

With the **POWER of ONE**, we enable you to provide limitless opportunities to design and print fully customizable stickers, posters, and gift wrapping paper! We are among the select few manufacturers in the USA that have mastered printing short-run, customizable gift wrapping paper and we offer the highest quality printing, production, and client service. Our agile system seamlessly integrates with e-commerce websites to enable your customers to order unique printed products directly from your site and we handle the rest!

Want to learn more? [Ready to get started? Contact us for a FREE consultation!](#)

