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ETSY SHOP ANNOUNCEMENT SWIPE FILE

INFORM, ENGAGE YOUR
POTENTIAL CUSTOMERS & SAVE
TIME WITH THIS SWIPE FILE

Growing Your Craft

What is this?

This swipe file contains ready-to-use templates for your Etsy shop announcement section. Think of it as your shortcut to clear, professional, and engaging communication right on your shop's homepage!

Why Bother with Shop Announcements?

Your shop announcement is prime real estate! It's one of the first things visitors see. Use it strategically to:

- **Highlight Key Info:** Sales, shipping times, vacation notices. *(Important: Place your most important update in the very first sentence. The announcement is collapsed by default, and users only see the first 150 characters without clicking 'Read More'.)*
- **Build Trust:** Communicate professionally and proactively.
- **Drive Actions:** Encourage sales, sign-ups, or social follows.
- **Set Expectations:** Manage buyer expectations regarding processing or delivery.
- **Save Time:** Answer common questions before they're even asked!

How to Use This Swipe File?

- **Browse:** Look through the categories below to find the scenario that fits your current need.
- **Choose:** Select a template variation that matches your desired tone and message.
- **Customise:** Replace all bracketed text *[like this]* with your specific details.
- **Save:** Save your updated shop announcement! Remember to update it as needed.

Category 1:

Welcome & Greetings

Use this section to create a warm welcome for visitors, briefly introduce your shop's essence, or provide a general positive message. It sets the tone for their browsing experience.

SIMPLE & SWEET

✨ Welcome to *[Your Shop Name]*! ✨

So glad you stopped by. We offer handcrafted *[Product Type]* made with love.

Happy shopping! 😊

FOCUS ON VALUE PROP

Hello & Welcome! So happy to see you here!

Looking for unique *[Product Type Adjective - e.g., personalised, eco-friendly]* *[Product Type]*? You're in the right place!

At *[Your Shop Name]*, we specialise in *[Your Unique Selling Point - e.g., high-quality materials, custom designs]*.

Enjoy your visit!

WARM & INVITING

Come on in! ☀️

Welcome to *[Your Shop Name]*, your home for *[Product Type/Style]*.

We hope you find something special!

Got questions? Just send us a message and we'll reply within 24 hours.

BRIEF INTRO & CURRENT HIGHLIGHT

Hi there! Welcome to *[Your Shop Name]*!!

We create *[Brief Description of Products]*.

Currently loving our *[Specific Product/Category]*? Check out the entire range here: *[Link]*

Thanks for visiting!

Category 2:

Sales & Promotions

This is where you shout about your special offers! Clearly state the discount, duration, and any codes needed. Create urgency and make it easy for buyers to take advantage of the deal.

PERCENTAGE OFF SALE

🎉 SALE ALERT! 🎉

Get [X]% OFF everything in the shop!

- No code needed - discount applied automatically
- Ends: [Date] at Midnight [Timezone]

Don't miss out! Scroll down to shop the range 📌

TIERED DISCOUNT OFFER

The more you buy, the more you save:

- 10% OFF orders \$50+ (Code: SAVE10)
- 15% OFF orders \$75+ (Code: SAVE15)
- 20% OFF orders \$100+ (Code: SAVE20)

Stock up and save! Offer valid until [Date].

CATEGORY-SPECIFIC SALE

☀️ **Summer Sale on [Product Category]!** ☀️

Get [X]% off all [Product Category - e.g., Summer Dresses, Outdoor Decor]. Ends [Date].

Perfect time to grab some seasonal goodies! Shop the range:
[Link to Specific Shop Section]

FREE SHIPPING PROMOTION

🚚 **FREE SHIPPING!** 🚚

Enjoy FREE standard shipping on all US orders over \$[Amount]!
No coupon code required. Ends [Date].

FLASH SALE

⚡ **24-HOUR FLASH SALE!** ⚡

[X]% OFF our entire [Collection Name] Collection!

- **Starts: NOW!**
- **Ends: [Date] at [Time].**

Category 3:

Shop Operations & Logistics

Use this section for important updates about how your shop is running. This includes vacation notices, potential shipping delays, order deadlines, or changes in processing times. Clear communication here prevents customer frustration.

VACATION MODE NOTICE (UPCOMING)

☀️ Taking a Short Break Soon! ☀️

Our shop will be on vacation from *[Start Date]* to *[End Date]*.

- Last day to order for shipment before the break: *[Order Cutoff Date]*
- Orders placed during the break will ship starting *[Ship Start Date]*

Thank you for your understanding. Feel free to message us if you have any questions :)

VACATION MODE NOTICE (ACTIVE)

🌴 Shop Currently on Vacation! 🌴

We're away until *[Return Date]*.

- You can still browse & place orders!
- Shipping will resume on *[Ship Start Date]*
- Messages will be replied within 2 days

Thanks for your patience! See you soon!

SHIPPING DELAY NOTIFICATION

⚠ Heads Up: Potential Shipping Delays ⚠

Due to *[Reason - e.g., high order volume, carrier delays]*, please allow for potentially longer shipping times.

- **Current estimated delivery:** *[Timeframe - e.g., 5-10 business days after shipment]*.
- **We're working hard to ship orders ASAP!**

Thank you for your patience & understanding! ❤

HOLIDAY ORDER CUT-OFF DATES

🎄 Holiday Shipping Deadlines! 🎄

Order by these dates for the best chance of delivery by Dec 25th (within US):

- **Standard Shipping:** Order by *[Date]*
- **Priority Shipping:** Order by *[Date]*

(Please note: Etsy provides an official Estimated Delivery Date at checkout. Please refer to that date for the most accurate timeline.)

UPDATED PROCESSING TIMES

🕒 Heads Up: Updated Processing Time 🕒

We're currently swamped with orders! Our current time to create & prepare your order before shipping is *[Number]* business days.

Keep in mind that this does NOT include shipping time.

Thank you for your understanding! ✨

* Need it faster? Message us about rush options!

Category 4:

New Products & Restocks

Generate excitement about what's new or back in stock! Direct visitors straight to your latest creations or highly requested items that have returned.

NEW COLLECTION LAUNCH

✨ **NEW COLLECTION HAS ARRIVED!** ✨

Introducing the *[Collection Name]* **Collection!** Featuring *[Brief Description - e.g., cozy autumn scents, minimalist jewelry designs]*. They are perfect for *[Benefit/Occasion - e.g., gifting, updating your space]*.

Explore the new arrivals! 🖱️ *[Link to New Collection/Section]*

NEW PRODUCT HIGHLIGHT

🚀 **New Design Just Dropped!** 🚀

Check out our brand new *[Product Name]*! *[Describe its unique features & benefits]*.

We think you'll love it! 😊 See it here: *[Link to Product]*

RESTOCK ANNOUNCEMENT (SPECIFIC PRODUCT)

★ BACK IN STOCK! ★

Good news! Our bestselling *[Product Name]* is finally back in stock.

These sold out fast last time, so grab yours quickly! Get it here:
[Link to Product]

GENERAL RESTOCK UPDATE

Restocking some of your favourites! 🎉

- *[Product Type 1]* *[Link to Product Category]*
- *[Product Type 2]* *[Link to Product Category]*
- *[Product Type 3]* *[Link to Product Category]*

Category 5:

Engagement & Calls to Action

Use your announcement to encourage actions beyond just browsing, like signing up for your email list, following on social media, or exploring specific parts of your shop.

EMAIL LIST SIGN-UP OFFER

✉️ Want [X]% OFF Your Order? ✉️

Join our email list for an instant coupon code! You'll also:

- Get exclusive deals & sneak peeks.
- Be the first to know about new arrivals.

Sign up here (takes 10 seconds): *[Link to Your Email Signup Form]*

SOCIAL MEDIA FOLLOW PROMPT

📷 Let's Be Friends! 📷

Follow us on *[Social Media Platform]* @*[Your Social Handle]*!

- See behind-the-scenes content.
- Enter exclusive giveaways!
- Share how you use our products! #*[Your Branded Hashtag]*

See you on *[Social Media Platform]*: *[Link to Your Social Media Profile]*

HIGHLIGHTING A SHOP SECTION/CATEGORY

🎁 Looking for the Perfect Gift for Mother's Day? 🎁

Check out our curated Gift Ideas section! Options under \$[Amount]!

Shop Gifts: [\[Link to Gift Section\]](#)

ENCOURAGING CUSTOM ORDERS

✨ Have a Custom Idea? We love making your dream come true!

- Personalised *[Product Type]*? Yes!
- Unique colour combo? Let's chat!
- Special material? We can make it happen!

Send us a message to discuss your vision!

PROMOTING BEST SELLERS

Curious about our customer favourites?

Check out our Bestsellers section: [\[Link to Bestseller Section\]](#) and find out why everyone loves these items! 🤔

