

# Periodic Table of Dropshipping

As print on-demand experts since 2002, we know a thing or two about selling custom products. We've watched firsthand as things evolved from ordering wholesale, to selling in online marketplaces, and finally, the ability to drop-ship custom products through your website – no physical stock required. This change marked a significant shift in world of eCommerce, revolutionising the way people sell online.

As a result, there are loads of new factors to take into consideration. Wholesalers might have been more concerned with the quality of their physical stock, whereas artists in a marketplace might have spent more time focusing on making their designs pop in a sea of thousands.

Dropshippers, however, have an entirely new set of concerns unique to their business model. They must consider the cost of their eCommerce platform and product samples. They must choose between using mockups and real images in their store. They have to sort out delivery and customer service while producing high-quality images and content. It's a lot to juggle.

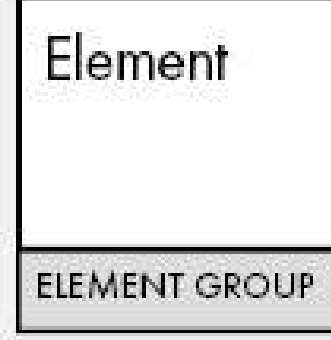
That's why we've created the Periodic Table of Dropshipping, complete with every possible element so you don't forget a thing. Peruse the various costs, content, images/visuals, marketing, customer service, and website requirements so your dropshipping business is set up for success.

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## Periodic Table of Dropshipping

			About page CONTENT						PPC MARKETING		
Ecommerce store fees COSTS		Product Pictures CONTENT	Category pages CONTENT	Contact page CONTENT				Influencer marketing MARKETING	Giveaways MARKETING	Advertising MARKETING	Email address CUSTOMER SERVICE
Customs Duties COSTS	Product description CONTENT	Homepage CONTENT	FAQs CONTENT	T & Cs CONTENT	Website banner IMAGES/VISUALS	Mockups IMAGES/VISUALS		Social media ads MARKETING	Backlinking MARKETING	Social media posts MARKETING	Supplier customer service CUSTOMER SERVICE
VAT COSTS	Product Samples COSTS	Banner CONTENT	Return policy CONTENT	Privacy policy CONTENT	Category images IMAGES/VISUALS	Products IMAGES/VISUALS		Collaborations MARKETING	Creating a sales funnel MARKETING	Email marketing MARKETING	Phone number CUSTOMER SERVICE
Photoshoot COSTS	Ecommerce store apps COSTS	Delivery COSTS	Data protection CONTENT	Automated emails CONTENT	Social media images IMAGES/VISUALS		Establishing target audience MARKETING	Campaigns MARKETING	Blog posts MARKETING	SEO MARKETING	Quick replies CUSTOMER SERVICE
Custom domain name COSTS	Advertising COSTS	Income Tax COSTS	Newsletter emails CONTENT	Social media content CONTENT	Logo IMAGES/VISUALS		Analytics MARKETING	Social media tracking MARKETING	Conversion Optimisation MARKETING	Sales/ Discounts MARKETING	Website chat CUSTOMER SERVICE
	Add new products WEBSITE	Set up navigation WEBSITE	Create collections/categories WEBSITE	Design site WEBSITE	Domain WEBSITE	Add languages/currencies WEBSITE	Customise checkout WEBSITE	Add sales channels WEBSITE	Enable gift cards WEBSITE		

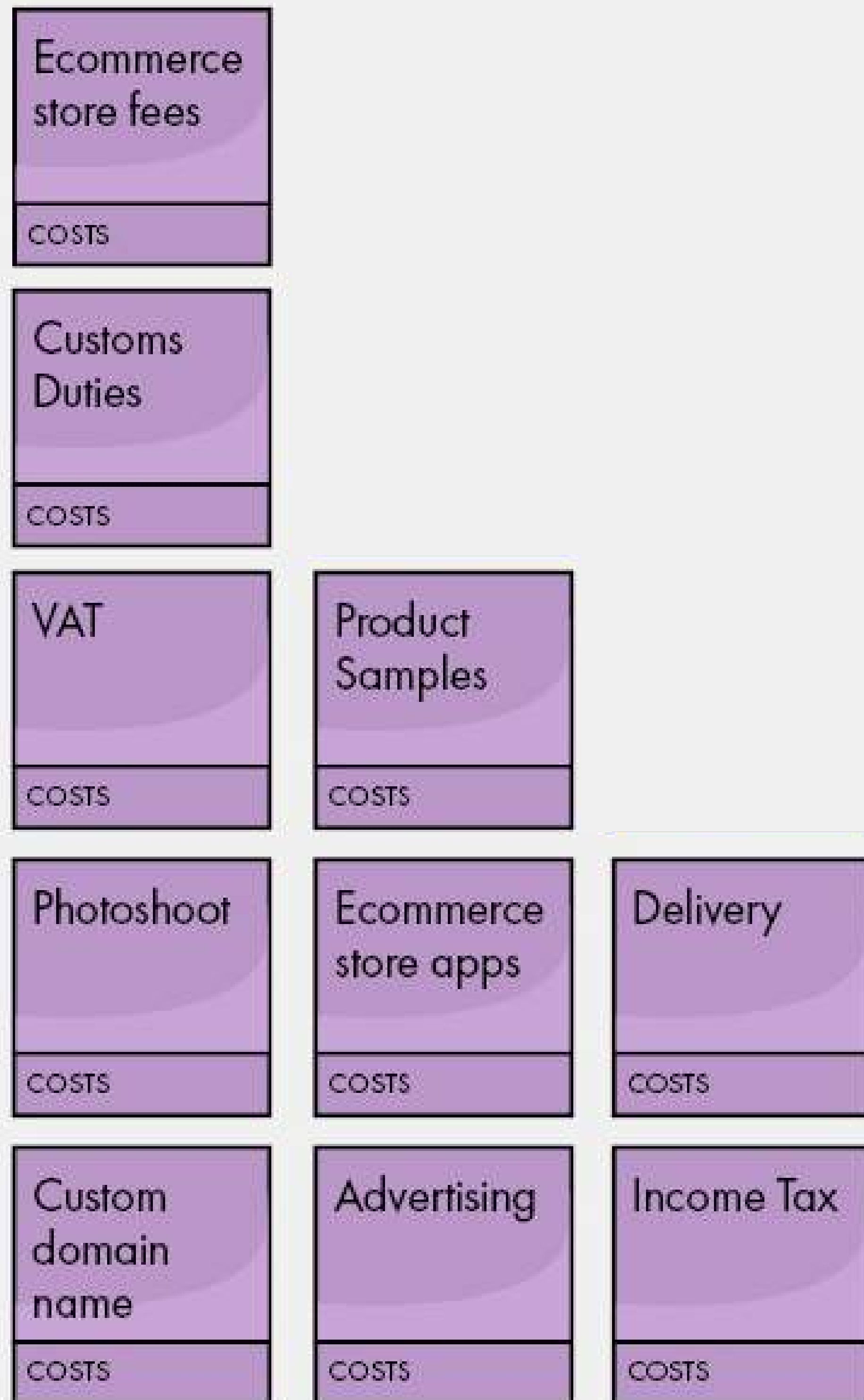
- COSTS
- CONTENT
- IMAGE/VISUALS
- MARKETING
- CUSTOMER SERVICE
- WEBSITE



# The Element Groups

There are no accidents when it comes to the layout of our dropshipping periodic table. We have categorised each element into a grouping of similar elements that will aid you as you embark on your dropshipping adventure. If you can confidently say that you have accounted for or completed each element then you are on your way to having a successful business.

# Costs

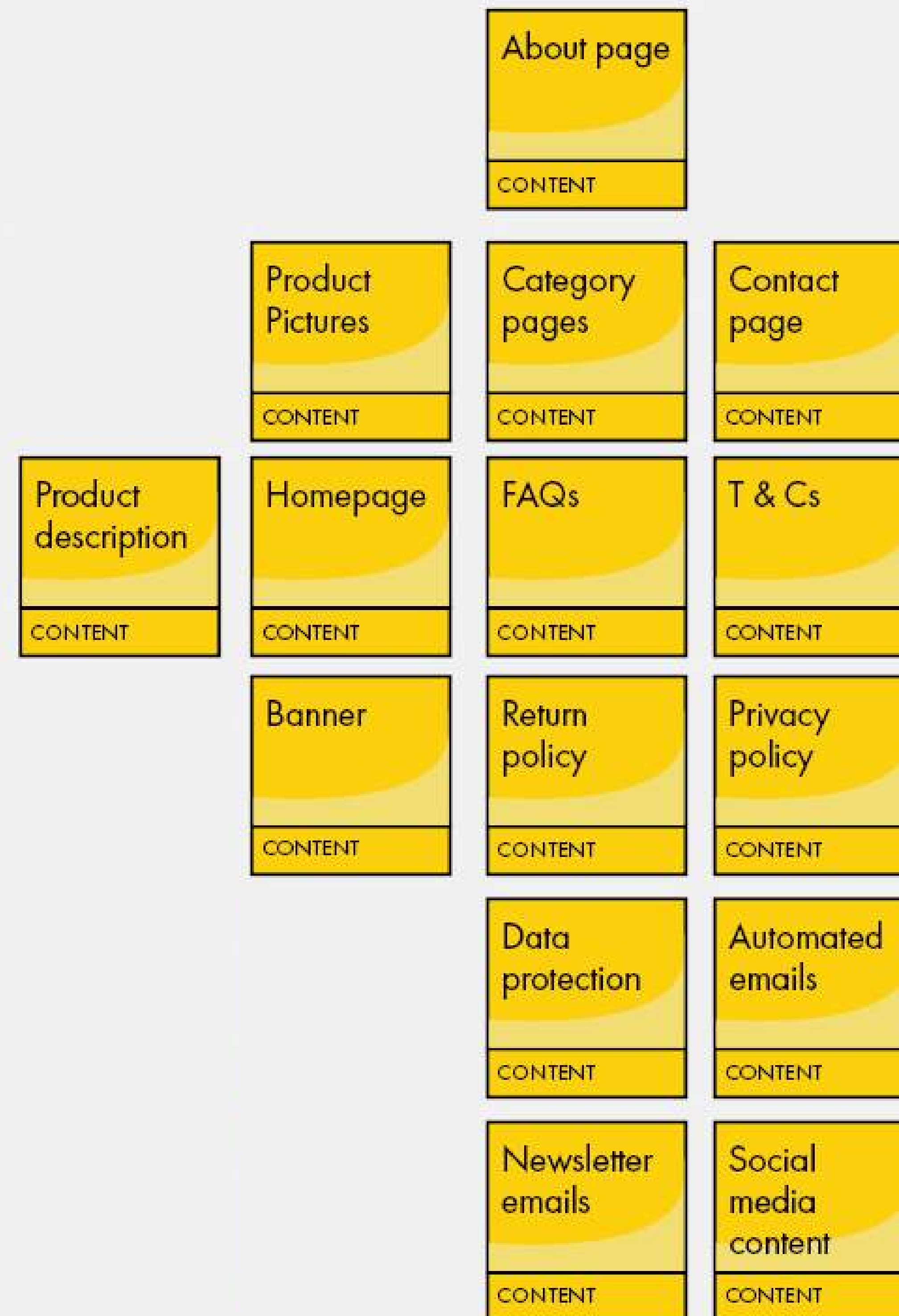


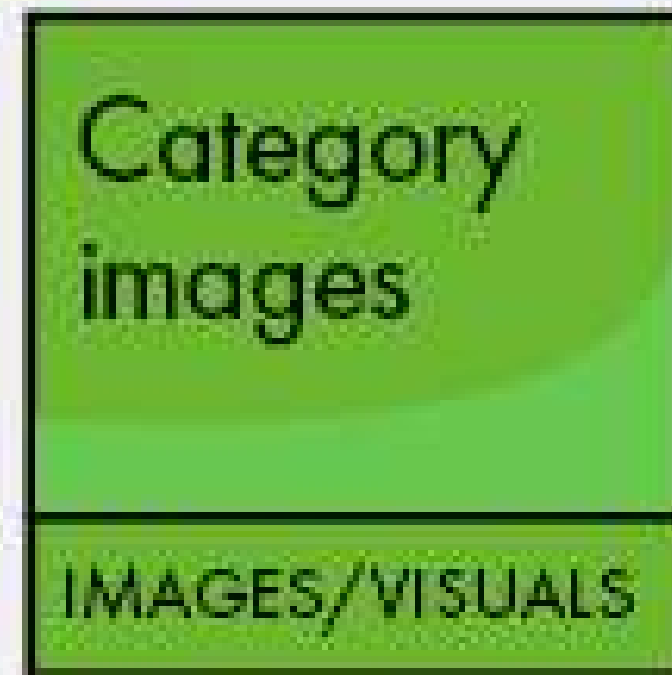
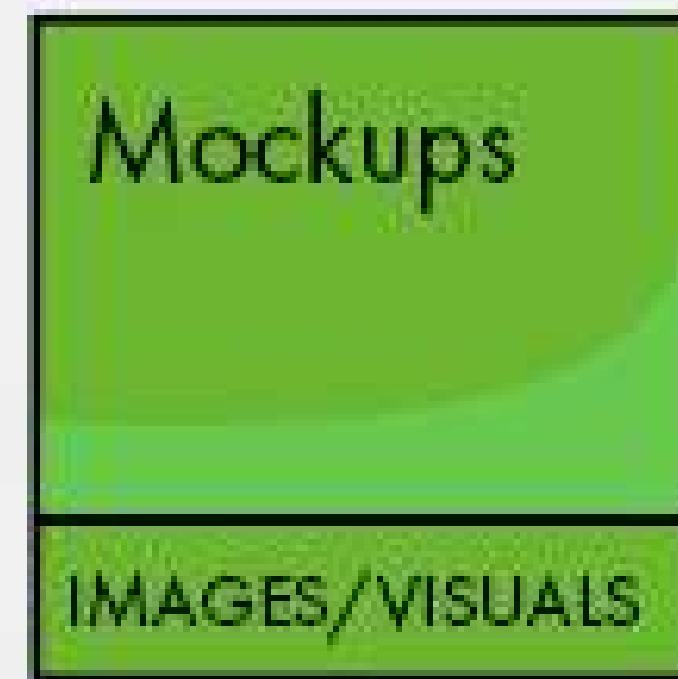
Firstly, we have costs. These are all the elements in which you will need to consider when planning your finances. From standard cost such as VAT, customs duties and income tax, to hidden costs in your advertising. Are you willing to pay for photoshoots, cover your customer's delivery fees, or buy a custom domain?

These are integral to elevating your store but can also rack up costs, so make sure your budget accounts for them. Product samples are recommended as you want to ensure that what you are selling is up to your standards, as it will be associated with your brand name, therefore you must make sure that it will not be tarnished.

# Content

Next, we have content. This includes the 'meat' of your website, where all your detailed information will lie. The 'About Page' is a great place to outline your brands ethos as well as highlighting your unique USPs. The perfect place to encourage potential customers to give your brand and products a try. FAQs are a great place to leave a large amount of information that may be commonly enquired to prevent an excess number of emails and messages that can simply be resolved here first.





# Images/Visuals

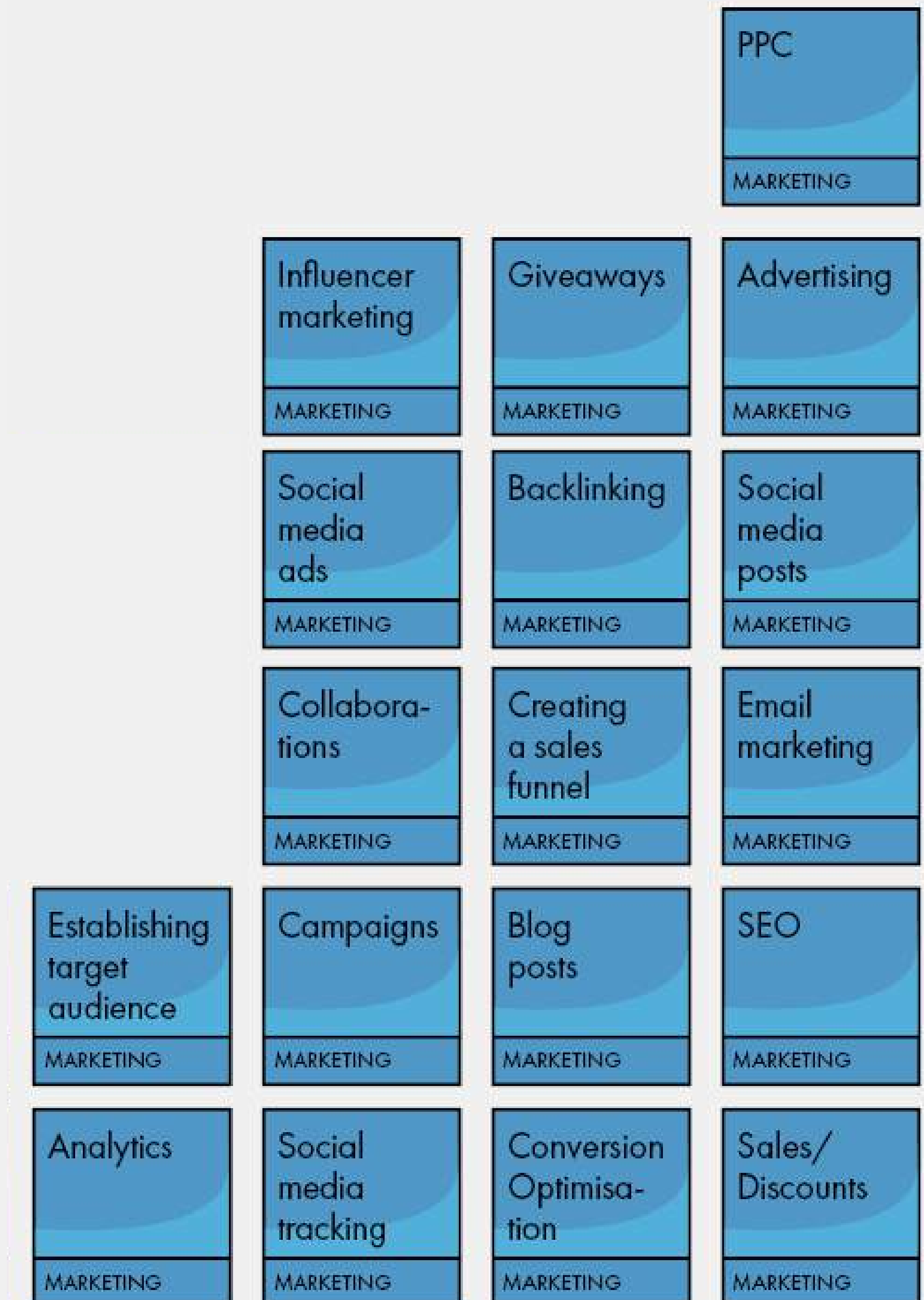
Images and visuals make up a huge part of your website. Information and outstanding copy can only go so far when you do not have the appropriate images to align with your descriptions.

Detailed and high-quality product shots will really sell a product to its audience. As well as having a strong social media presence to attract a variety of potential customers. Having a recognisable logo is integral to growing brand recognition and establishing your brand's identity.

# Marketing

Affective marketing is how you are able to reach new customers and drive traffic to your products. Marketing takes on many forms. From advertising, engaging blog posts, to email marketing and effective social media posts and adverts. In the age of the digital marketing strategies have expanded and grown to include social media and influencers. When done effectively a strong social media strategy and presence can be an effective form of marketing.

Blog posts are a great way to draw in traffic from audiences who may be searching for a very specific topic. Then there are more advanced forms of marketing such as implementing SEO effectively. Key words and their implementation, when done correctly, allows your site to rank competitively on Google. Being on the first page of a Google search is the ultimate goal, and when achieved will draw in all the desired traffic to your website.



# Customer Service



Exceptional customer service leads to satisfied customers. How you treat your customers should be a main priority. Luckily when it comes to dropshipping most of the customer service is included in the supplier's service. Great customer service encourages consumers to return and builds a solid relationship based on trust and mutual understanding. You should make sure that all contact details are clearly displayed and that the services are being run efficiently. Quick replies are a key factor as it can lead to more orders. You want to create a seamless chain that will aid customers in a timely fashion, so ensure that they know how to contact you when needed.



# Website

Finally, we have website. You must ensure that your website is up to date and running effectively. A strong domain name is beneficial as it aids in Google's ranking of your website as well as allowing consumers to locate your website a lot easier. You want to ensure that it is neat, presentable and easy to navigate. That is why creating collections and categories is beneficial as it allows you to keep things organised whilst grouping products and designs in a single area where it may attract more sales. Having a website in multiple languages and currencies means you are not limiting yourself to a singular country or nationality, but are broadening your audience and remaining inclusive.

