

SHIPPING

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Shipping can be a complex task in itself. Packaging up the goods and making sure they get from A to B in good condition and on time, at a fair price is a challenge that everyone who ships for themselves will face.

There are a number of strategies that you can implement when it comes to charging your customers for shipping. The effectiveness of your strategy will really depend upon what sort of items you are shipping, who your customer base is and what sort of margins you are able to make on the products that you sell.

Here are a few really basic approaches that might work for you:

FREE SHIPPING

Depending on your prices, you might already be making a fair amount of money on your artwork, so you may be able to offer free shipping.

FLAT RATE SHIPPING

Working on the principle of a flat rate of shipping, no matter what it is that is shipped, lets your customers know that you are willing to be reasonable when implementing pricing. This can increase confidence in people buying on your site, both in the fact that your shipping policy seems very fair, but also in the fact that they might feel that they are getting a good deal if they purchase more items.

VARIABLE PRICING BASED ON PRICE / NO. OF ITEMS

This is a favourite amongst many online retailers, and you should be able to easily set up a variable shipping policy very easily within your gallery platform.

This works on the basis that shipping will start off fairly cheap for low cost items or if there are only one or two items in the basket. As the price or number of items increases, so does the shipping price. The best way to do this is to have a base rate, and then set an additional incremental price structure that lets you cover your costs, but doesn't weigh too heavily on your customers wallet or purse.

Based on your artworks, prices and customer base, you may already know which of the above methods would be best to suit you. If not, don't be afraid to test and evaluate different strategies.

Making a success of selling online can be a case of trial and error until you get everything just right. Treat the experience as a learning process so that, like anything, you can aim to grow and develop, making good choices along the way.