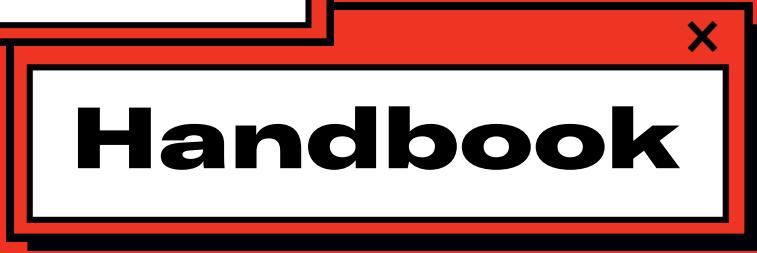


depop



Seller



Handbook



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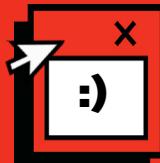
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Easy steps to help you
get those first sales in
the bag.

Getting
Started

1.

Meet Depop

Depop is the social marketplace where 10 million people come to buy, sell and discover unique items.

Using Depop gives you access to potential customers who are looking for something beyond what they can find on the high street.

We want to help you set up your own bedroom empire.

Got it? Cool.



get connected

Let's get to business

Set up your Depop shop and start making some coin. Here's our guide to ensure your first few sales go smoothly.



Pro tip: Offering free shipping on your items doubles your chances of selling. Mention this in your bio to be extra clear.

Complete your profile

This will help to give buyers an idea of the style of your shop and show that you're serious about selling.

- **Start with a profile photo.** This can be a photo of you, your logo, or anything that reflects your brand.

- **Write your bio.** Let people know what you're selling, why you're selling and your shop policy (shipping, returns, etc).

- **Connect your social media to your store.** Go in-app and this is in Preferences. This makes you appear more trustworthy. Add your Depop to your social accounts too so your followers know where to find you.

Get Connected

Create your listings

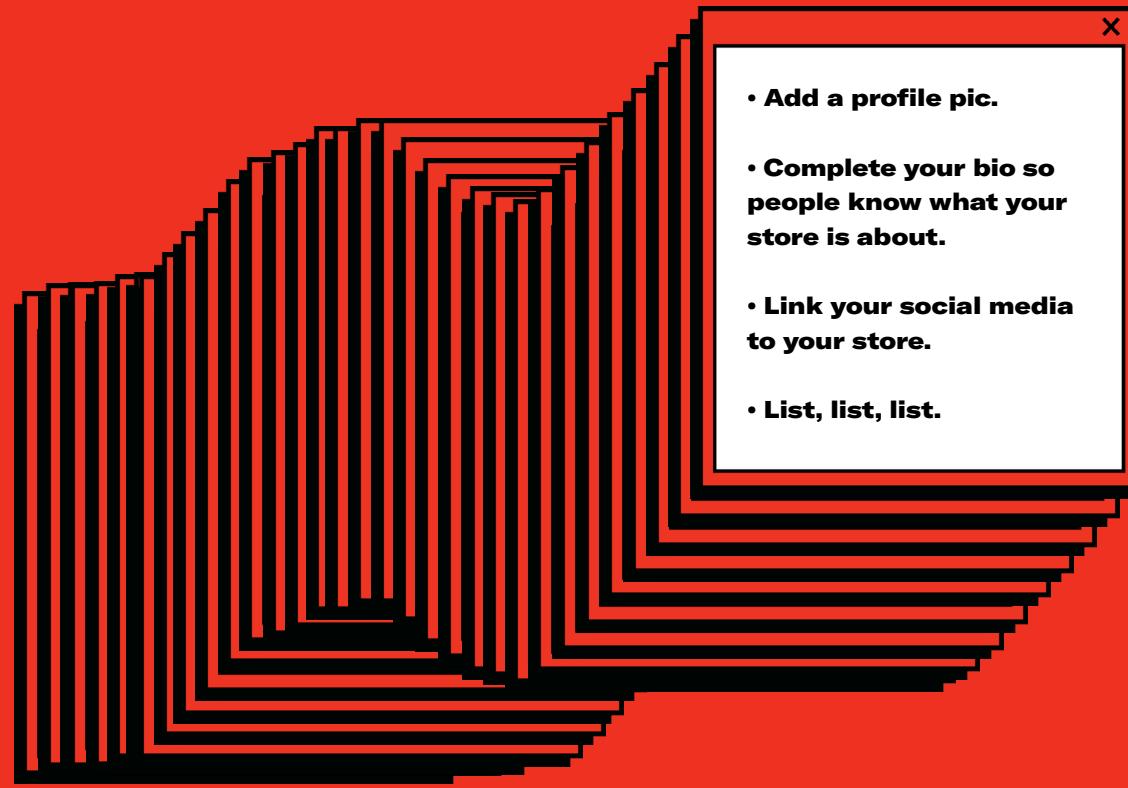
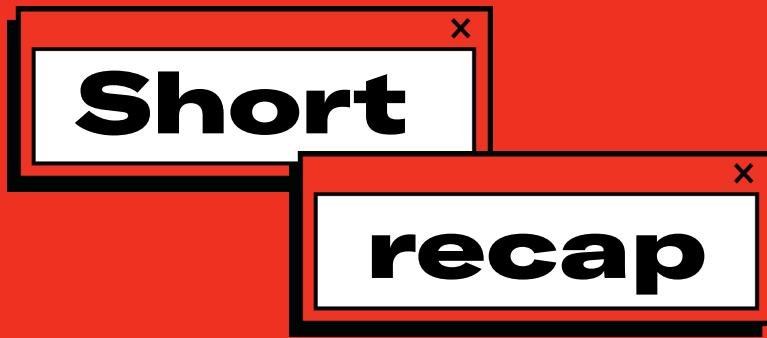
• Connect your PayPal. Make sure that it's verified so you can receive payments. See more on how to do this by checking our help centre.

• Prepare at least 4 items to list. But don't stop there. The more quality listings, the more people will buy. You wouldn't walk into a shop on the street with just one item on sale.

• Take the time to photograph your items. This is key to success on Depop. Use natural lighting and try to model the item when possible. See our guide to getting the right pics in the 'Taking great photos' chapter or get inspiration from our Explore page.

• Write accurate & detailed descriptions. In short — they improve sales. Clear and concise with relevant hashtags works best. Irrelevant tags or brand spamming reduces the relevancy of your listing which makes it harder for potential buyers to find you.





A close-up photograph of a woman's torso and head. She has long brown hair, a nose ring, and a tattooed arm. She is wearing a bright green t-shirt with the words "Stay weird" printed on it in a large, bubbly font. She is also wearing blue jeans.

You've done it.

You've sold
an item.

- **Message the buyer.** Let them know you've seen their order and you'll be shipping shortly. It's common courtesy and good for building relationships.
- **Ship, ship, ship.** Package your items securely and use a courier that offers proof of delivery. If you're in the UK and Europe, your local postal service should offer this.
- **Mark your item as shipped.** And add your tracking number after you do this so the buyer knows when to expect it and that you're not shady.
- **Leave a review.** Once the item arrives you should give your buyer a review and encourage them to leave one too. Positive reviews will help build your brand's trust which is always good for those sales.

How does Depop charge fees?

Depop charges a 10% flat rate fee on every item sold. We don't charge a listing fee or a subscription fee. And we never sell your data. We get paid when you get paid.

Transaction costs and PayPal

We partnered with PayPal to ensure that Depop is a safe and secure place for our community of buyers and sellers. PayPal charges vary depending on your country. In general it's 3.4% + £0.20 for UK and EU sellers. For US sellers it's 2.9% + \$0.30.

PayPal fees offer you protection from fraud and scamming. If you feel like you've been mistreated by PayPal and a dispute has been unfairly made against you, let us know. We'll take a second look.



**Let's talk about
money**



The reality is that a lot of hard work happens to keep everything running and improving. Here's what your fees goes towards:

Why

10%?

Marketing. We've started to spend more to get the right buyers on Depop for you. This is how some sellers have been able to grow from selling a few items a week to selling a few hundred.

Community. We have physical Spaces in LA and NYC and we'll soon have one in London too. These spaces allow us to host and meet the community of people who are the essence of Depop. We run regular community events and workshops to get people together and it allows us to get to know you all, and know how you use Depop.

People. We're currently 150 people working across 4 offices in London, Milan, New York and LA with talented teams that we want to keep inspired and motivated.

Rent. With those four offices, come four landlords, each of which needs to be paid rent.

Servers. We have to store all of the millions of likes, saves, DMs, purchases, edits and countless other actions that occur every day somewhere.

Just a quick note.
There's no advertising on Depop. We're all about privacy. To keep it this way we charge a 10% fee.



Taking great photos



Photos are the heartbeat of Depop. From flat lays, model shots and even close-ups, you can instantly attract customers and increase sales with 10% more effort. Take a good photo, become a global superstar.

Types of photos

We advise taking different types of photos to really show off how the item looks, fits, and to show any tags or flaws it may have. A mix of imagery is always the best recipe.

Model shots

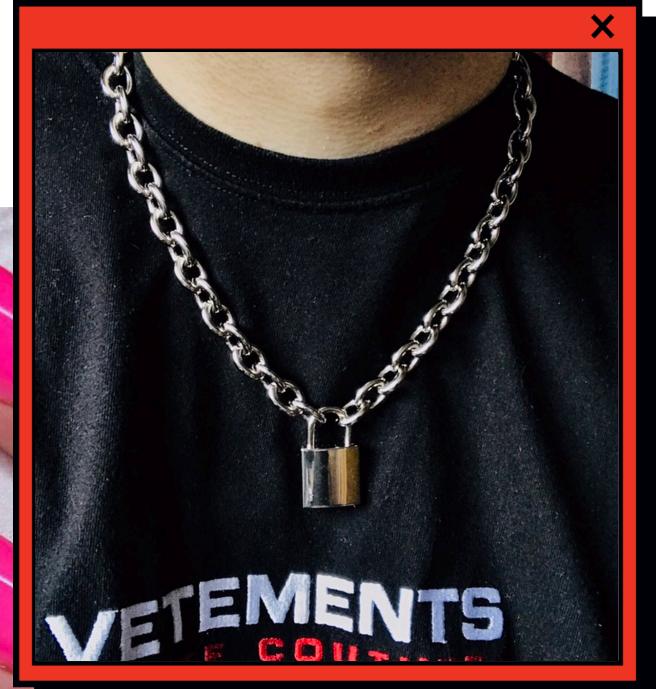
Nothing beats showing off your item with a model shot. It gives buyers a better idea of how it fits. Model shots create a higher chance of being featured on the Explore page and becoming a Featured Seller.



If you're not using a model, go for flat lays not hanger shots. This will make your item **up to 60%** more likely to sell.

Arrange and fold your item neatly on top of a plain coloured surface – it's easy to get a big piece of coloured card and it'll make a big difference to your flat lays.

Flat lays



Close-ups

The difference between good customer feedback and not-so-good feedback, photos are everything on Depop. Close-ups can highlight:

- materials.
- quality.
- tags.
- flaws (holes, rips, loose stitching, etc).



Stock
photos

A graphic element consisting of two overlapping red-bordered boxes. The top box contains the word "Stock" and the bottom box contains the word "photos". Both words are in a bold, black, sans-serif font. A small white arrow points from the word "Stock" towards the word "photos".

A stock photo is an image that has been taken from another website without their permission. Using stock photos is often a breach of copyright and as a result against our terms of use. Upload a listing with stock photos and it will probably be removed.

A text box with a red double-line border. The text inside explains what constitutes a stock photo and the consequences of using them. A small white arrow points from the bottom right corner of the text box towards the bottom right corner of the red skirt image.



Taking photos indoors

Set the scene

- Aim to take your photos near to a window.
- Natural lighting always gets our vote.
- Lighting that causes harsh shadows never looks good.
- Try and avoid direct sunlight, or flash on your camera.

If the lighting in your house isn't right, invest in a lighting box. You can pick one up relatively cheaply and you'll instantly look like a pro.

Taking photos outdoors

- Taking photos on cloudy days is best for lighting.
- Direct sunlight can wash out colors and create shadows.

Backdrops

Keep it simple. Try using a backdrop that doesn't divert the buyers attention from the product. A brick wall if you're outdoors, or even just a plain colour background that complements the colour of your product are great places to start.





Up your game: Taking up to 4 photos instead of just 1 can increase your chances of selling by up to 20%.

Always try to show how the item fits and get as much detail as possible.

Include photos of tags on branded items to help the buyer trust it's authentic.

How to take a great video using the video feature

What is video listing?

It's your chance to build your brand. We made the video listing feature to give you an opportunity to show off your creativity and personality.

Key techniques

- **Same rules apply as in photos** indirect sunlight is always the most flattering light.
- **Models always help** so people can see movement and the way it fits.
- **Be creative** and have fun with it, get outside and get those shots.





set the scene

· **Use the voice over feature** for music if you don't want to use your voice. It's a good way to make your video more personal.

· **The video will be the first thing a buyer sees** so make sure you pick a frame for your cover to make it pop.

Explore page

Follow this advice and your chances of being featured on the Explore page are highly increased.

game

your

up



Descriptions are important for two main reasons: they help users find your items and they can convert browsers into buyers. Having a misleading description, or not having one at all, isn't going to help you make sales. Here's how to write the best and right descriptions.

1. Write everything you can about the item. Turn browsers into buyers. The more we know about your item, the more search results and suggested items it will show up in. That means more people will see it and potentially buy it.

2. Make sure to mention any and all flaws. No matter how small they seem. Not mentioning them will probably end up with you having unhappy customers and negative feedback.

3. Use relevant hashtags. This will boost the chances of buyers finding your item. For example: #streetwear #skating #denim #distressed, etc.

4. Only mention/hashtag relevant brands. Brand names or tags that have nothing to do with your item can end up caught in our spam filter. If this happens, they won't show up in search results and they can't be featured on the Explore page.

Writing descriptions

A good description

Black Supreme x Fila collab jacket. Size M but fits more small. Tiny flaw on left sleeve, close-up in second photo. #supreme #fila

A not-so-good description

#supreme #fila
#bape #palace #unif
#midnightstudios #yeezy
#midnight #champion

Pricing your items

Pricing an item is key to sales. Here you'll learn how to achieve a smooth and fast sale so you can focus on the next one.



Start with Depop. If the item is already for sale you now have a ballpark figure. If not then you can shop around online. Just remember that condition, size and colour can alter value. So be realistic when it comes to pricing items. When in doubt, go with the market price.

Benchmarking

Pro-tip: Pricing takes time but the number of 'likes' your item is getting can be a good indicator of whether your item is overpriced. If your listing gets hundreds of likes but little actual attention from buyers, then you may have priced it too high.



If you're a maker, take into consideration the materials and running cost. How much is shipping and fees? Factor in time for a fair end price.

Handmade and custom items

When in doubt

- Pick a price you're happy with.
- Make an educated guess.
- Adjust it accordingly to find the right price for your buyer.
- Let people make offers, barter or drop the price until you find the sweet spot.
- If you don't think the price is good enough for the item, then don't sell it.

X



A word on trades

Trades are tricky. We allow trades on Depop but we tend to encourage that you avoid them. It's nearly impossible to do a safe trade unless both parties simply buy the other person's item in app. Don't forget – we can't offer protection on trades and neither can PayPal.



Tips to help you get your items delivered successfully for the right price.





In a nutshell: the seller is always responsible for shipping the item to the buyer.



1. When listing an item for sale, tap Delivery and swipe Shipping.
2. Tap Domestic and/or International to choose where you want to ship. International shipping is more expensive but offering it also increases your audience and improves your chances of selling.
3. To offer free shipping, leave the price field(s) at zero and tap the ✓ in the top right-hand corner of your screen. Offering free shipping will double your chances of selling.
4. If you'd like your buyer to cover shipping, enter your shipping price instead of leaving it blank. If you ship worldwide, don't forget to set one price for national shipping and another for worldwide.
5. Tap ✓ continue setting up your listing and then publish.

Shipping Guide

Shipping prices are based on the size and weight of the item as well as how far it has to travel. As you don't know where the item will end up going when you list it, we've made this guide to help:

dresses: £5 - 8

tops: £4

T-shirts/vest tops: £4

outerwear: £8 - 12

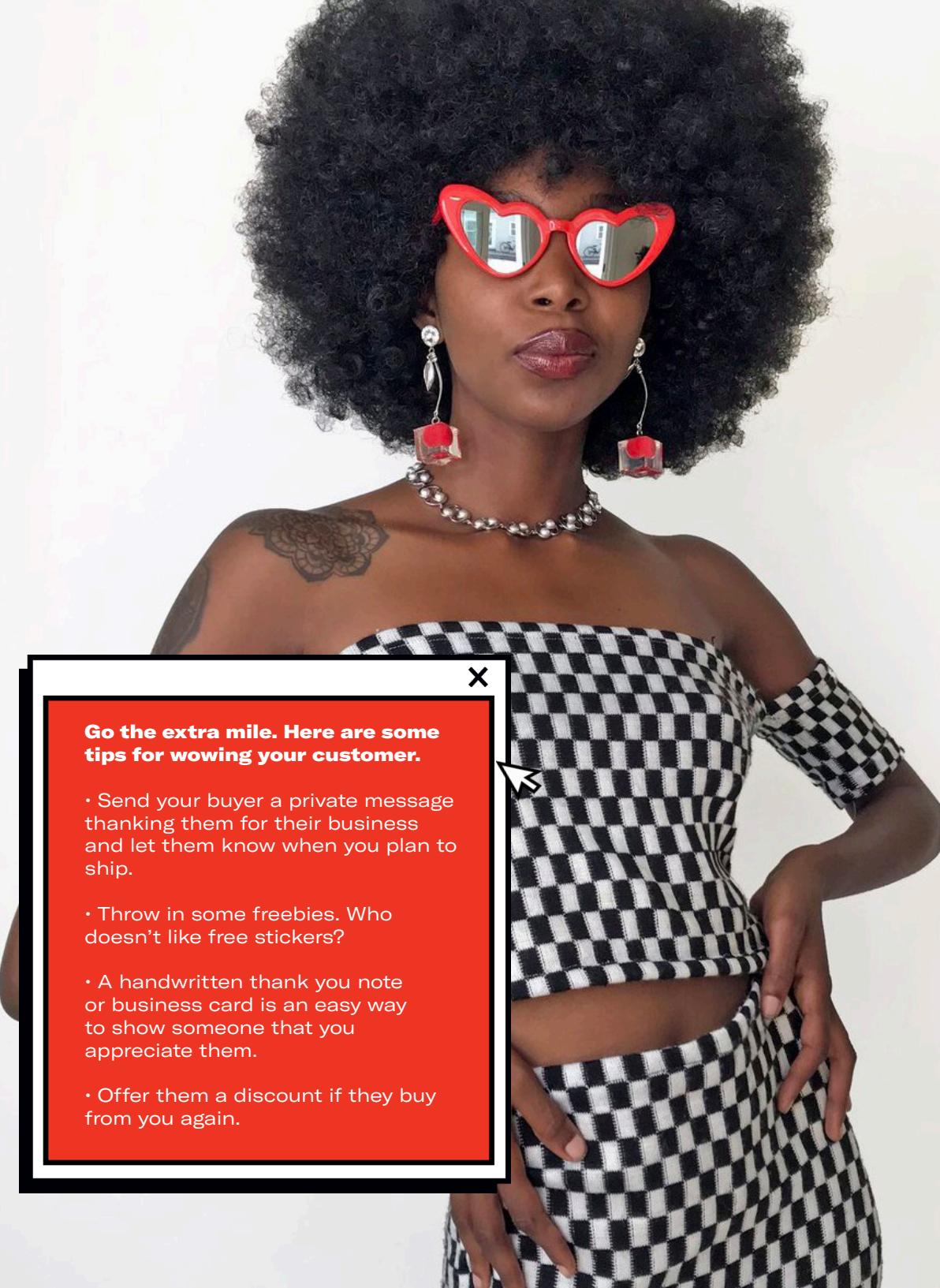
jeans: £6

shoes: £10

jewellery/makeup/pins/small items: £2



Remember: you may need to buy packaging, so take this into consideration when thinking about what you want to charge the buyer for shipping.



After you've sold an item

- 1. Package your item.** You know what to do. Just remember to pack your items well with padding and protection if necessary.
- 2. Ship ASAP using tracked delivery.** Always use tracked shipping whenever possible. Untracked parcels aren't covered under Depop's or PayPal's Seller Protection policy.
- 3. Message your buyer.** Tap "Mark as shipped" on your sales receipt for an updated status. Include the tracking number so they can keep tabs on where the item is and when it will arrive.

Go the extra mile. Here are some tips for wowing your customer.

- Send your buyer a private message thanking them for their business and let them know when you plan to ship.
- Throw in some freebies. Who doesn't like free stickers?
- A handwritten thank you note or business card is an easy way to show someone that you appreciate them.
- Offer them a discount if they buy from you again.



Now for the boring

but important part

Out of office

If you go on holiday, inform buyers when your next shipping date will be. The best place to do this is in your bio or/and add it to the description of your items. When someone does buy an item, it's still worth sending them a follow-up message letting them know that you're away and will ship as soon as possible.

Only send the item to the address shown on the in-app receipt to be protected by PayPal's Seller Protection policy.

If the buyer asks you to ship to another address, let them know you will have to refund their money and ask them to update their Depop address and buy the item again. Don't forget to get in touch with us so we can refund your Depop fee.

Keep your proof of postage



If something goes wrong with the sale, you'll need to prove you've sent the item. Remember that in order to be protected by PayPal your proof of postage needs to have the following:

- tracking number.
- first line of the buyer's address.
- buyer's postcode.
- date of shipping.

If you don't want to hang on to loads of receipts, take photos and save them in your phone to be safe.

Seasonality

Make the seasons work for you

Whether it's the Holidays, summer or festival season, it's smart to think ahead when running your shop and preparing to take on more stock.

Weather

Shopping habits change with the weather. A look outside can help you to think about what you should be selling. Here's how to plan during any season:

- **plan your stock intake** based on the time of year and you won't experience a sales drought for large chunks of the year
- **summer is usually slower** take advantage by running promotions and do extra to market your shop for a sales boost
- **launch giveaways** and draw attention to your shop.

Holiday season

The festive period waits for no-one. Use this time to maximize your sales using our pro-tips to help you close the deal:

- add your shipping time to your shop telling any potential buyers when you can ship so they know it will arrive on time for their occasion.
- consider gift wrapping, throwing in special festive extras and making it a stand-out purchase. Make someone's gift great and increase the chance of getting repeat purchases.

Pro tip: Just re-shooting your stock and re-listing it with a more seasonally relevant aesthetic and style will help.



ride the hype

Pencil-in major dates and events. The 2018 World Cup increased sport-related items that were being searched and bought in-app. The same goes for the MTV Awards, major music releases and collaborations between brands.

Black Friday and Cyber Monday are shopping phenomenons and the busiest days in the Depop year. Try to capture the mind and wallet of buyers looking for great items at great prices.



Pro tip: We've seen sellers who reduce prices by 10-20% during shopping seasons can increase their chance of selling by 30%.



4.

Promotion

Build your brand outside
of Depop and connect
your social media
account to your shop



How to promote your Depop shop on social media

Get social

Depopers have found success in promoting their shop using Youtube, Facebook, Pinterest and Twitter but the most effective tool for our community is Instagram.

Like Depop, it's a visual showcase of your brand. Sharing photos, videos of your products and moments from your lifestyle is a great way to catch the attention and trust of potential buyers outside of the Depop community.

Setting up an Instagram for your Depop is easy. If you've got good quality photos of your stock, your content is ready.

Shop share

We created this feature to give sellers the control to highlight their best items and latest drops on social media. It looks good, it's easy to use and it increases traffic to your shop.

How it works

1. Go to your shop and tap the blue 'Share shop' button.
2. Choose 4 items – these will be dropped into a grid with your Depop username at the top.
3. When you're ready to share, tap the tick and select 'Copy to Instagram'. This creates an image for your Instagram feed or story.
4. Make sure to use #Depop when you post and put a link to your shop in your Instagram bio. Sellers with a link in their bio drive even more traffic to their Depop shops.

We've tested this tool with Depop sellers and found regardless of how many followers, sharing your shop in an Instagram story (using the right hashtags) sees an 11% increase in searches for their shop in-app as a result.



steps

4 Simple

1. Share as you list. Maximise your impact by listing 4+ items at once and sharing your Depop shop to Instagram straight away.

2. Add your Depop shop handle to your bio and use relevant hashtags. Using the hashtag #Depop and other relevant keywords will get your post in front of people looking to browse on Depop.

4. Get creative. What we've provided is just a tool for you to run with. Play around and test different ways that help you stand out and engage with your following.

3. Consistency is key to growing your audience. This counts both on and off Depop. Share your shop regularly so that you can build your following on Depop and improve the success of your shop in the long-run.

Climbing to the top

Get on the Depop team's radar with these tips.

Top Sellers are our most serious players. Consistently sell and list on Depop, and you'll grab our attention.

What you do:

- Sell 50 or more items at an average price of £15+ (~\$20) per month in 6 consecutive months OR have sold £2000 (~\$2600) or more worth of items per month in each of the past 6 months.
- Create a great customer experience and maintain an average rating of at least 4.5 stars.
- Be a good seller with a good track record and don't have any recent infringements on your account.





What you get

- Paired up with a member of the Depop team and prioritized support when needed.
- Pushed to the front when selecting Featured Sellers and Explore content – if you meet the criteria. We review accounts at least once every 6 months.
- Blue tick status. This lets customers know you're a trusted seller and an integral member of the community.
- Exclusive access to our private forum. Chat and connect with the team and our Top Seller community.

And finally...

Enjoy the experience. Depop was created for people to make funds and have some fun while doing it.

If you have anymore questions, drop us a line at our help centre.



Images

@babyrobot
@boxxed
@chasty
@danmcgrath
@deadxsalem
@essiistore
@festivalphones
@freakyprincess
@harleydeville
@hellohappyplants
@humanwithattitude
@rancid
@rayscorruptedmind
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