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

We want to help set up your own bedroom empire.

Got it? Cool.
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.

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 add this in "Preferences". This makes you appear more trustworthy. Make sure you add your Depop to your social accounts too so your followers know where to find you.

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

Get Connected

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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 center.

- **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.

**Pro tip:** Using all 4 photos on your listing increases the chance of your item selling by 20%. You have to love those odds.
Short recap

- Add a profile pic.
- Complete your bio so people know what your store is about.
- Link your social media to your store.
- List, list, list.
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 with a courier that offers a proof of delivery. For US sellers you can ship in-app with Depop. If you live outside of the US your local postal service should offer proof of delivery.

• **Mark your item as shipped.** Message your tracking number to the buyer so they know 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 may vary based on which country you are in. On the whole it is: 2.9% + $0.20 for US sellers. For UK and EU sellers it’s 3.4% + $0.25.

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.
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.

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 soon we’ll 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 events and workshops to get people together and it allows us to get to know you all, and know how you use Depop.

Why 10%?

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

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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.

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Servers. We have to store all of the millions of likes, saves, DMs, purchases, edits and countless other actions that occur every day somewhere.
How to take great photos, write sharp product descriptions and price your items accurately so your shop can reach its maximum potential.
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 also to show any tags or flaws it may have. A mixture 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 colored surface – it’s easy to get a big piece of colored card and it’ll make a big difference to your flat lays.
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)
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.
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 indoors
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 color background that complements the color of your product are great places to start.
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.

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.
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.
• **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.
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** to 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
Supreme x Fila tracksuit jacket. Size M, but fits small. Tiny flaw on left sleeve, close-up in second photo. #supreme #fila #streetwear #collab
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.

**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.

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 color can alter value. So be realistic when it comes to pricing items. When in doubt, go with the market price.
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.
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 you’re listing an item: tap “Delivery” turn on the Shipping toggle, and select “Ship With Depop”.

2. Tap “Ship With Depop” and confirm or enter your shipping address.

3. Tap “Package Size” and choose the approximate size of the item you’re selling. This will set the shipping price for your item automatically.

4. Tap “Who Pays?” and choose from these options:
   • **Buyer pays for shipping.** When a buyer purchases your item, we immediately deposit the money (item price and additional shipping cost) into your PayPal account, then take out the shipping cost and our usual 10% selling fee in one transaction. Click “Save”, continue setting up your listing and publish.
   • **I will pay for shipping.** When you make a sale, we’ll deposit the item price into your PayPal account, then take out the shipping cost and our usual 10% selling fee in one transaction.
Generate the shipping label

After you’ve made a sale, open the sales receipt (Profile > sold items > tap item) and tap “Activate Shipping label” or tap the floating icon on Android. This will generate a PDF of the shipping label, which you can print from your phone or email to yourself to print.

Stick the shipping label to your package using clear packing tape (USPS doesn’t accept masking tape, electrical tape, etc.) and drop it off at the nearest post office or blue USPS collection box. Both you and your buyer will then be able to track the package in-app.

Here’s a helpful list of couriers that offer tracked shipping:

- USPS
- UPS
- DHL
- Fedex
- DPD

How much does it cost?

Small: $4.50
Medium: $8
Large: $10
Extra large: $15

Ship the item yourself

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.

Shipping prices are based on size, weight of the item and how far it has to travel. Since you don’t know where the item will end up going when you list it, we’ve made this list of how much it will approximately cost to ship nationally:

- dresses: $7
- tops: $5
- t-shirts/vest tops: $5
- outerwear: $10 - 15
- jeans: $8
- shoes: $15
- jewelry/makeup/pins/small items: $5.

5. Tap ✓ continue setting up your listing and then publish.
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.

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.
Now for the boring but important part

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.

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.
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:

- the tracking number
- the first line of the buyer's address
- the buyer's postcode
- and the 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 for 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.
Pencil-in major dates and events. The 2018 Soccer 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%.
Build your brand outside of Depop and connect your social media account to your shop.
Get social

Depop users 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.
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.

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.

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.
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 $20 per month in 6 consecutive months OR have sold $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 let’s 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 center.