

WINNING
CREATIVE
MARKET
STRATEGIES
FOR 2021
E-BOOK

AN EXTENDED STARTER GUIDE
FOR THE CREATIVES

Brought to you by the team behind Pixelbuddha
and The Designest projects.

Winning Creative Market Strategies For 2021

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Meet the Staff

Hey guys! We're Pixelbuddha Team, the crew of like-minded people, obsessed with graphic design and the idea of sharing the creativity tools with others. Having a great experience of selling goods on Creative Market, we thought of sharing our knowledge, because it's always better to explore new fields, armed with the info insights of those who've been there for years.

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Intro

Our journey began back in 2013 when we came to Creative Market with a set of icons in our portfolio and having no vague idea of how things operated there. The only thing we could rely on was the selection of best-selling authors as an example of successful shops, and our patience for trials and errors. Over time, the team has grown to a cool squad of people with unique views skills and mindset, which helped a lot to try ourselves in various categories of products and figure out what we do better, what's more in demand, what products take more time to create, etc.

100+

PRODUCTS

12k

SALES

200k

IN REVENUE

It was hard to suppose back then that we'll release 100+ products, have over 12 000 sales and gain about \$200 000 revenue (the bulk of it was made over the course of last 3 years). Our products were becoming best-sellers, keeping the top position on Creative Market for weeks. And we're not ashamed of boasting about it because these achievements are the result of time-tested strategies we've been building for years. And now we feel like being ready to share this wealth of experience and considerable knowledge with you!

Who would that guide be helpful for?

- Graphic design newbies, wanting to try themselves in one of the hugest design marketplaces but having no idea where to start;
- Artists, who have their main job and want to receive passive income in their niche;
- Creative Market shop owners, having a thing for accumulating experience and applying it in their professional sphere.

You might as well have your own reasons, we would be happy if this handbook comes as an inspiration for everyone, somehow related to marketplaces or graphic design. There won't be tips on designing a product itself because it's a matter of uniqueness and your skills. This guide will teach you how to create the shop profile and manage its destiny, taking care of the vital aspects. We also share some of the tricks we practice to generate sales and build a confident brand presence on Creative Market.

It, actually, doesn't matter whether you're a big team of specialists or an enthusiastic creator, working alone — your passion is what matters most. You'll acquire new experience and knowledge, attract a new audience, make useful connections, and will always be updated about the latest trends from the design community. Joining Creative Market will change your life for the better, so why not take this chance?



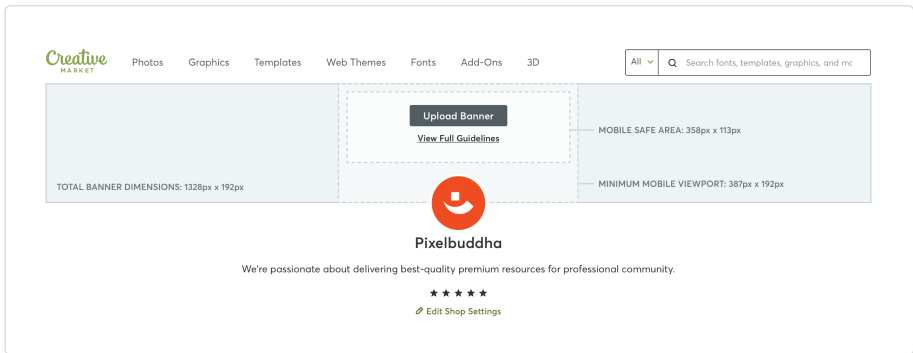
CHAPTER 1

Working on Your Marketplace Presence

by Greg Lapin

Profile Info

Now the first visuals knock-in and you need to upload the avatar. If you're a self-made master of design, working alone, don't be shy to upload your personal photo. People would feel more comfortable knowing the person behind the brand, sold goods, and comments. Having a logo is great too — just make sure it's recognizable, without many teeny tiny details, because the interface on Creative Market displays avatars as small images. It's just a matter of convenience.



Pixelbuddha's shop owner profile on Creative Market

Do you see the empty space above the profile picture? That's the place where you can put your customized banner! It may perform the function of decoration or as the advertising place for letting people know about sales, best-sellers from your shop or special deals. Just make sure you pick the right file format and correct dimensions — this space on the website is not Retina-ready, unfortunately.

Leave a couple of words about yourself in bio. It can start with “hey” or “my name is”, depending on the tone you opt for. Tell something about who you are, your history, style, the products you mostly release.

Consider having there your email address too, it’s a “must-have” for any online presence, ‘cause people will mostly drop you emails about tech support, licensing hesitations, and, of course, cooperation offers! It’s better to give any newcomer as many communication channels as possible, so you can always stay in touch. Driven by the same reasons put all the pages you have in the “social network” section, bring everything you have!



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Watch for the human approach — your motto for this part. Spill it out to your community, show everyone that you care about what you’re doing. Surely, such morality tales sound transparent but our experience shows that sometimes people forget about it. Especially, when they try to look more “professional and serious”. So drop that self-righteous mask and just... be you.

Products Panel

The screenshot shows a digital marketplace interface. At the top, there is a sorting dropdown menu labeled "Arrange my products by" with "Recently Added" selected. To the right, there are toggle switches for "Hide Drafts" (which is turned on) and "Show Drafts". Below this, a grid of six product cards is displayed. Each card features a thumbnail image, a title, the creator's name, and a price tag. The products are: 1. "Solus Shadow Stationery Mock..." by Pixelbuddha in Mockups for \$14. 2. "Risograph Grain Effect for Phot..." by Pixelbuddha in Add-Ons for \$11. 3. "Pencil Affinity Designer Brushes" by Pixelbuddha in Add-Ons for \$14. 4. "Shadow Play Photo Overlays V..." by Pixelbuddha in Graphics for \$9. 5. "Stipple Brushes for Procreate" by Pixelbuddha in Add-Ons for \$14. 6. "Pencil Photoshop Brushes" by Pixelbuddha in Add-Ons for \$14. Each product card also includes a set of four circular icons (crosshair, down arrow, up arrow, and another crosshair) for reordering items.

Pixelbuddha's store front on Creative Market

It should take a single glance at the layout of your products to make a person think "I want that!". Don't rely on the way your products are shown in chronological release order: move the items around, saving a spot in the top rows for the best-sellers and top products from your store to make sure people see your best works.

Sometimes it's cool to place the products in a pattern for aesthetics. It can be a puzzle of contrasting preview images or the way they form a gradient.



Our Memento shader brushes trilogy

If you have three similar products in one thematic or style, you can place them in one line, implying that there's a whole collection of such awesome products! Rely on your sense of composition and stay customer-oriented.

Shop Info

Here you are, uploaded the products, decorated everything on your profile, and now it's about time you compose a message your customers will get after their purchase. Add there a special message on the account settings page. What should be put in there?

Shop Info

Shop Name:

Message:

We want to thank you for picking our design products over hundreds of others on Creative Market ? It means the world to us because we put all our passion and expertise in creating Pixelbuddha premium goods!

Please, feel free to get in touch if you have any questions to ask or any thoughts to share. We're here to help you get every bit of value from this product.

And if you feel like sharing your experience with the community, please, don't pass by the Reviews section! It helps us stand out with our products, and we're grateful for every honest review from the community ?

Enjoy creating cool stuff and have a great day!

All the best,
Pixelbuddha team.

Write a personal message to be sent to each customer after purchasing from your shop.

[Update Settings](#)

Huge thanks for the purchase, promises to provide the technical support and answer any product-related questions — two obligatory things, the Holy Duet if you please. The customer needs to know that you're always right there, your involvement doesn't selfishly seize after the purchase.