

Printful Experts Reveal Proven Strategies for Launching a Successful Print-on-Demand Business

Expert insights on niche selection, branding, marketing, and operations to help entrepreneurs build, grow, and sustain thriving eCommerce businesses.

CHARLOTTE, NC, UNITED STATES, October 21, 2025 /EINPresswire.com/ -- Printful, one of the world's leading print-on-demand (POD) and eCommerce fulfillment companies, has unveiled a comprehensive new expert guide to help aspiring entrepreneurs confidently start and scale their online stores. Titled "Tips for Launching a POD Store: Insider Knowledge from Printful Experts," the feature compiles practical insights from across Printful's marketing, design, operations, and merchant success teams—offering a behind-the-scenes look at what it really takes to build a thriving print-on-demand brand.



Printful, print-on-demand expert tips

“

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Chris Victory, Head of Partnerships at Printful

[Launching a POD business](#) can be both exciting and overwhelming, the goal with this guide is to demystify the process. These lessons come directly from the people who help thousands of merchants succeed every day.

Finding Your Niche: Serve Passionate Communities

Choosing the right niche remains one of the biggest decisions for new sellers. Printful's experts agree that

specificity—and authenticity—win over mass appeal.

“The real money is in becoming the go-to brand for highly specific groups,” explained Agnese Bite, Head of Product Design. “Instead of chasing trends, focus on micro-communities: groups

with strong shared identities who value products that reflect who they are.”

Emīls Potāpovs, Senior Merchant Success Manager, added that timing also matters. “Operate on a seasonal cadence, plan drops around holidays or cultural moments so your brand stays relevant all year long.”

Meanwhile, Sanija Smidberga, Product Marketing Manager, emphasized research and empathy: “If you deeply understand your buyers’ passions and problems, your designs will resonate naturally. That connection turns shoppers into loyal customers.”

Design and Brand: Lead with Emotion

Once a niche is defined, design and branding become the emotional core of the business. “The biggest difference between designs that sell and those that don’t is emotional connection,” Bite said. “Your products should make someone stop scrolling and think, ‘That’s so me.’”

For David Hooker, Printful’s Brand Director, this emotional link extends beyond visuals. “A brand isn’t just a logo—it’s the message that moves people to give you their trust and money,” he said.

Printful’s leadership also encourages persistence and experimentation. “True success comes from refining your ideas until one hits,” said Saltonstall. “In this business, every winning design is born from many attempts.”

The right production methods complete the creative process. Zane Levsas, COO, noted that “no one printing technique works for everything—choose methods that best showcase your design’s detail and fabric.” Ilze Andersone, R&D Project Manager, added, “Pro tip: intricate [embroidery](#) works best on heavier garments like hoodies or jackets.”

Building and Running Your Store

Platform choice can shape a store’s future. “Start from your strengths and goals,” advised Valts Feldbergs, Platforms & Integrations Lead. “If you want control and long-term brand equity, go with your own store. If you’re testing products and audiences, marketplaces can teach you fast.”

Katie Fitzsimmons, Ecosystem Partner Manager, reminded sellers to stay consistent: “POD isn’t ‘set it and forget it.’ The best stores evolve daily—new products, adjusted prices, fresh ads.”

Pricing and perception also go hand in hand. “Price from your economics up, not your emotions,” Feldbergs said. “Leave room for promotions without cheapening your brand.”

Marketing, SEO, and Social Growth

Visibility is the next challenge. “Pick one high-leverage channel and master it,” said Dāvis

Sārmiņš, Growth Marketing Director. “Too many sellers spread themselves thin. Focus builds traction.”

Organic discovery remains powerful. Rihards Grunte, SEO Manager, explained: “SEO keeps bringing customers month after month without extra spend. It’s the difference between chasing buyers and having them find you.”

Laura Želvytė, Head of Content, added: “Every major platform is a search engine now—Google, Etsy, TikTok, Pinterest. Optimize across them for more doors into your store.”

Social media, especially TikTok, is transforming how customers discover brands. “Short video is the fastest way to get in front of new audiences,” said Rocío Anselmo, Social Media Lead. “A single viral clip can do what weeks of ads can’t.”

Valeria Cealic, Head of Influencers and Community, echoed the importance of persistence: “Many sellers quit after ten posts. It often takes eighty before real traction. Consistency wins.”

Retention and Operations: Building Long-Term Trust

Once customers arrive, retention drives profitability. “Winning a new customer is expensive—retaining them is what builds real business value,” said Elina Siksnane, Head of Commercial Operations.

Email marketing remains one of the highest ROI tools. Arturs Malnieks, Performance Marketing Lead, suggested creative lead magnets like “free sticker” campaigns to grow lists and encourage engagement. Ana Isabel Rincon, Lifecycle Manager, added: “Post-purchase emails seal loyalty—pair social proof with time-limited offers to keep customers coming back.”

Behind the scenes, strong operations make everything work. “Anticipate problems, don’t react,” said Valeria Kast, Head of Customer Support. “Transparency during delays earns loyalty. Customers forgive issues when they feel informed.”

The Future of POD: Faster, Smarter, and Premium

Printful’s experts see technology driving the next evolution of print-on-demand. “AI will help merchants detect trends, automate design workflows, and launch faster than ever,” predicted Chris Victory, Head of Partnerships.

Potāpovs expects zero-inventory retail to become standard: “In five years, POD will power core and premium lines for most brands. The winners will blend speed with quality.”

Final Takeaways

To stand out in a competitive space, Printful experts recommend focusing on three key tactics: launch limited collections, invest in high-quality mockups, and collaborate with micro-influencers.

“Limited-time drops tap into customer FOMO and drive real engagement,” said Nikita Skorodihins, Merchant Success Team Lead.

“Better visuals elevate your brand instantly,” added Edgars Peics, Chief Technical Officer. “Don’t rely on default mockups—presentation is part of your product.”

About Printful

Printful is one of the world’s leading print-on-demand companies, empowering entrepreneurs and global brands to create and [sell custom products](#) online without inventory. With fulfillment centers across North America, Europe, and beyond, Printful offers premium quality, fast global shipping, and seamless integrations with top platforms like Shopify, Etsy, and WooCommerce. Since its founding, Printful has fulfilled more than 60 million items and continues to empower creators worldwide to build sustainable, scalable businesses.

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