

Printify Shares A Guide on How to Sell Canva Templates on Etsy

Digital downloads allow new entrepreneurs to create passive income streams while reaching Etsy's 95 million active buyers

WILMINGTON, DE, UNITED STATES, March 11, 2026 /EINPresswire.com/ -- Selling digital products online has become one of the most accessible ways for beginners to launch an eCommerce business. With Etsy attracting more than 95 million active buyers searching for creative products, digital downloads such as Canva templates have emerged as a popular entry point for new entrepreneurs.



How to Sell Canva Templates on Etsy

Printify, a leading print-on-demand platform, has released a beginner-focused guide explaining [how to sell Canva templates on Etsy](#) and build a scalable online storefront. The guide walks new sellers through everything from niche research and template design to pricing and marketing strategies.

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Beyond digital products, Printify also enables Etsy sellers to expand their stores into physical merchandise using print-on-demand fulfillment.

How to sell Canva on Etsy and tap into a growing digital market

Digital downloads have become a rapidly growing segment on Etsy because they require no inventory and can be sold repeatedly. Once a creator designs a template, it can be downloaded by thousands of buyers without additional production costs.

This model allows new entrepreneurs to build passive income streams while focusing on creating valuable designs.

One US-based seller launched a shop offering Instagram templates for small businesses and began generating consistent monthly revenue within the first year by targeting niche keywords and creating bundled template packs.

Designing Canva templates that attract Etsy buyers

Canva has become the preferred tool for many digital creators because of its simple drag-and-drop design interface. Even beginners without graphic design experience can create professional-looking templates.

Popular Canva templates on Etsy include social media content kits, branding packages for entrepreneurs, digital planners, resumes, and wedding invitation designs.

Many successful sellers choose to build templates using free Canva elements to ensure their customers can edit the designs without requiring a Canva Pro subscription.

Pricing templates and estimating profits with an Etsy calculator

Pricing plays a crucial role in building a profitable Etsy store. Individual Canva templates typically sell for between \$5 and \$15, while large bundles containing dozens of templates may sell for \$25 to \$40 or more.

However, Etsy sellers must also account for platform fees when calculating profit margins. Etsy charges a \$0.20 listing fee per product, a 6.5% transaction fee, and payment processing fees that average about 3% plus \$0.25 per order in the United States.

Many sellers use a [Printify's Etsy calculator](#) to estimate their potential earnings before publishing listings. By entering production costs, selling price, and Etsy fees, the tool provides a clear breakdown of profit margins.

Marketing strategies that help template shops grow

While Etsy provides built-in traffic, successful sellers actively optimize their listings and promote their designs outside the platform.

Search engine optimization plays a major role in visibility. Using keyword-rich titles, detailed

product descriptions, and all available tags helps listings appear in Etsy search results.

Many template sellers also use Pinterest, TikTok, and Instagram to demonstrate how their templates work and attract potential buyers.

Short-form videos showing how to edit a template in Canva have become a popular marketing tactic among digital creators.

Expanding your Etsy business: connect Etsy to Printify

While digital templates can generate significant passive income, many sellers eventually expand their stores to include physical products.

With print-on-demand, Canva designs can be transformed into printed merchandise such as planners, notebooks, greeting cards, or wall art.

By [connecting their Etsy store to Printify](#), sellers can automatically publish products, while Printify's global network of Print Providers handles production, packaging, and shipping.

One US seller who initially sold digital planner templates later expanded into printed planners and stationery using print-on-demand, allowing the store to reach a broader audience while maintaining automated fulfillment.

Turning design skills into scalable online income

For beginners exploring online business opportunities, Canva templates offer a low-risk way to enter eCommerce. With no inventory requirements and minimal upfront investment, creators can test ideas, refine their designs, and gradually grow their storefront.

As sellers build experience, they can expand their catalog, experiment with bundles, and introduce physical products using print-on-demand technology.

About Printify

Printify is a leading print-on-demand platform that connects ecommerce merchants with a global network of Print Partners. With the industry's largest Catalog, free design tools, and seamless integrations with major ecommerce platforms, Printify enables sellers to create and scale custom product businesses without upfront costs or inventory.

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