

# Seller Spotlight: Crazy Lamp Lady

Learn how this eBay seller leverages social channels to reach and engage with new audiences.

18k

eBay  
followers

150k

YouTube  
subscribers



**‘It only takes one good YouTube video to take off - if you can keep up the momentum, that’s what usually launches a channel.’**

Crazy Lamp Lady is a top-rated seller in Pennsylvania who specializes in vintage and antique items. Always on the lookout for hidden treasures, the Crazy Lamp Lady captures her adventures on YouTube for her quickly growing following.



## The ‘aha moment’

Her video ‘Turning Goodwill Junk Into Profit’ went viral in March 2019. ‘That’s when I decided to do daily videos. I haven’t stopped since.’



## Tips for success

- Direct the audience to your affiliate link so they don’t have to dig for it.
- Don’t underestimate social media marketing, and tie all of your channels together so they grow as one.
- Stick with it, be determined, and don’t give up.



## Content strategy

‘I film my sourcing. I take my camera with me to thrift stores, flea markets, antique shops. Not only are the videos for people who can’t get out and do the shopping on their own, but it’s also for other resellers to see, “She got that for \$7 and she’s going to sell it on eBay for \$50.”’

## Joining the eBay Partner Network

Crazy Lamp Lady expanded her reach and earnings by joining the eBay Partner Network in December 2019. She shares affiliate links in the description of her YouTube videos for easy access to her eBay store.

‘When I discovered [EPN] I thought, I could do well with this...and I have done well with it! It covers my fees, so it’s a no-brainer.’