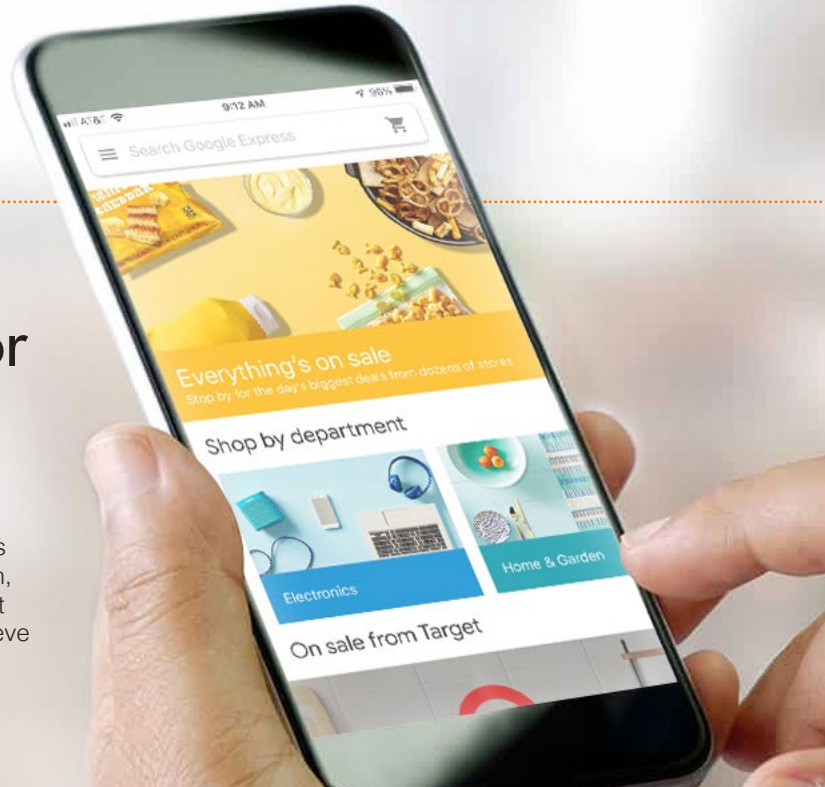




# Your Essential Checklist for Selling on Marketplaces

To be competitive on e-commerce marketplaces, there's a lot more to do than simply list products. With thousands of brands and retailers competing on millions of products across Amazon, eBay and other channels, it's critical to stay up-to-date on best practices. These key pointers will help you stay ahead and achieve your marketplace goals.



## Master Your Marketing



### WITH TARGETED MARKETPLACE ADVERTISING

It's not at all uncommon for the entire first page of product search results to be populated by advertising. With hundreds of sellers often competing on a single ASIN or SKU, targeted marketplace ads are a must.

- Leverage Amazon Sponsored Products** to promote individual listings
- Use Amazon Sponsored Brands** to make more people aware of the items you sell
- Create Amazon Coupons** to create compelling promotions. Speak to us to find out more about how this fits your requirements and might work for you.
- Use eBay Promotions Manager** to capture attention and encourage bigger basket sizes
- Lean on eBay Promoted Listings** to get listings in front of consumers seeking specific products

### WITH OPTIMISED PRODUCT CONTENT

The way listings are structured can make or break an e-commerce business. Titles, categories and descriptions are there to reveal your wares to the world — they're your online storefront. So use your window display wisely to invite buyers in for a closer look, with a focus on:

- Titles** that are relevant, accurate, detailed and succinct
- Descriptions** customised for each marketplace
- Bullets** designed to help answer questions and offer additional information
- Categories** constructed to ensure your products show up after consumers apply filters
- Images** that offer a variety of angles and details to supplement product descriptions

LOOKING FOR MORE TIPS AND RESOURCES ON EACH OF THESE BEST PRACTICES?  
DOWNLOAD OUR COMPLIMENTARY EBOOK:



Best Practices for Selling on Marketplaces



## WITH CONSUMER ENGAGEMENT

About **72% of consumers** will stop doing business with a seller if they have a bad customer experience. But provide exceptional service, and repeat purchases are likely. On marketplaces, that means monitoring your:

- ✓ Amazon order defect rate (ODR)
- ✓ eBay detailed seller rating (DSR)
- ✓ Contact response times (CTR)
- ✓ Seller feedback
- ✓ Product reviews

## WITH A STRUCTURED PRICING STRATEGY

As more shoppers get used to comparing product prices across sellers, getting competitive on price is one of the most effective ways to achieve more Buy Box wins and sales. Successful sellers learn to maximise tools and techniques including:

- ✓ **Automated Repricers** to drive more sales at higher margins while remaining compliant with each marketplace's requirements
- ✓ **Performance-Based Pricing** to have costs automatically adjusted up (or down) based on real-time consumer demand

## Fine-Tune Fulfilment



## WITH FULFILMENT AUTOMATION

The more you automate, the better equipped you'll be to speed up delivery times and cut down on delivery costs. Essentials include:

- ✓ **Intelligent order routing** to have each order sent to the most effective fulfilment partner based on delivery times, delivery costs, warehouse locations and other factors.
- ✓ **Automated inventory management** to ensure levels are always up-to-date across multiple marketplaces.
- ✓ **Automated shipment tracking** to automatically mark orders as "despatched" as soon as delivery is initiated, and to ensure buyers have the most accurate, up-to-date information on package locations.

## FIVE STAR FULFILMENT

Fulfilment by Amazon (FBA) offers you a great opportunity to scale. Amazon handles your delivery and offers a '5 star' customer service on your behalf, so opting in is a great way to ensure superior buyer ratings.

### Consider all of your options

- ✓ Fulfillment by Amazon (FBA)
- ✓ Third-party logistics (3PL)
- ✓ Drop shipping



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