

Marketplaces can help elevate your presence and boost your performance. But standing out from the crowd and attracting new customers with so much competition is a common challenge for retailers. Here are a few tweaks you can make to your campaigns to help your products stand out.

## 1 MAKE THE BEST OF YOUR TITLES

Keep titles short and relevant to captivate your audience within a few seconds. On Amazon, use your 200 character limit wisely by incorporating key search terms. Think like a buyer: what terms are they likely to use to find your products? Getting this right can help achieve a higher match score on Amazon. If in need, try Amazon's recommendations for inspiration. Aim to write titles with words in a logical order, preferably brand name, series, model, then product.

On eBay make smart use of your 80 character allowance by making your titles descriptive and relevant. Include all the item's key details (don't worry about repeating these in the product descriptions). Use subtitles to provide extra information – for example, if you offer free shipping, let your shoppers know.

## 2 GET ITEM SPECIFICS RIGHT

Keep on top of Amazon's category changes and use its browse structure to your advantage by sending appropriate information for each product. Select from the provided spreadsheet or Browse Tree Guide (BTG) to add in item types – list every product type so that items are catalogued correctly.

On eBay add in all the correct product identifiers (such as GTIN, MPN, Brand and more) to help your products match your customers' queries. Make sure you're in the right categories too, as buyers tend to use this information to select items. For example, if you sell mobile phone accessories but currently list your items under "Mobile and Smartphones", it can be harder for users to find your items.

## 3 KEEP UP WITH FULFILMENT OPTIONS

Fulfilment by Amazon (FBA) is a great option for retailers on marketplaces, with more than 2 billion items delivered by Amazon to customers worldwide just in 2016. Using FBA means your products can be seen by Amazon's millions of Prime customers too, who love the popular free one-day delivery option.

Click & Collect (C&C) on eBay is also worth considering, with more than half of UK shoppers picking up their orders from stores in 2016.<sup>1</sup> And eBay customers are fans too – last year the 10th Millionth eBay parcel was delivered via eBay Click & Collect.<sup>2</sup>

## 4 FOCUS ON CUSTOMER RATINGS

Build your feedback score following best practices and by giving customers the best buying experience you can. Get inappropriate feedback removed promptly (e.g. when a customer leaves feedback for your product rather than your service). Reply to customer queries quickly – high Contact Response Times (CRTs) can up your chances of winning the Buy Box. Don't overlook the weekends, as these count in your response time!

Keep on top of eBay seller standards to become a top-rated seller, helping your chances for better rankings. If you fall "Below Standard" you could see a decrease in visibility across your listings. To help maintain high ratings, dispatch items within the specified time, keep good stocks of inventory, list items accurately, be clear on returns and be a great communicator. You can elect to have negative feedback removed if it's inaccurate or a resolved issue.

<sup>1</sup> <http://digitalmarketingmagazine.co.uk/customer-experience/click-and-collect-or-get-left-behind/3486>

<sup>2</sup> <https://tamebay.com/2016/11/ebay-argos-celebrate-1000000th-click-collect-parcel.html>

## 5 CONSIDER ADVERTISING OPTIONS

Sponsored Products can be a great way to stand out in a crowded Amazon marketplace. This PPC keyword-based advertising solution appears to have been working well for sellers – with over \$1.5 billion in sales generated using Sponsored Products Listings in 2015.<sup>3</sup>

To use Sponsored Products either select your own keywords or use Amazon's suggestions, then set your budget. Your ads will then appear on Amazon product detail pages and in search results. Where you appear depends on your product's relevance and price auction. Sponsored Products can be a great way to advertise new offers, introduce product lines or models as well as clearance items and seasonal promotions.

There are easy ways to boost your visibility on marketplaces. Tweaking your listings and providing detailed data could make a big difference – as could keeping on trend with popular fulfilment options and advertising programmes.

ChannelAdvisor can help you keep on top of the latest marketplace updates and give you the lowdown on seller strategies that will work for you.

Want to learn more? Subscribe to our monthly newsletter for regular news delivered direct to your inbox. And to learn more about how to stand out in a crowded marketplace, please email us at [ausales@channeladvisor.com](mailto:ausales@channeladvisor.com).

<sup>3</sup> <http://phx.corporate-ir.net/phoenix.zhtml?c=176060&p=irol-newsArticle&ID=2126161>