

# Supercharging Your Marketplace Strategy

**7 BEST PRACTICES FOR SELLING ON  
E-COMMERCE MARKETPLACES**

# Marketplaces sure have changed.

And not just a little. The entire landscape has undergone a massive transformation in recent years. There are now well over 100 marketplace options for brands and retailers, each with its own set of rules, requirements and built-in audiences. With billions of product listings competing for the attention of millions of consumers, the stakes are higher than ever.

That means it's no longer enough to simply list products. Any marketplace merchant that wants to maximise opportunities on these channels must first master a mountain of mission-critical steps. From competitive advertising to automated pricing to fast fulfilment, there is a lot to consider.

In this eBook, we'll walk you through proven best practices for supercharging your marketplace strategy.

## BEST PRACTICE #1:

# Comprehensive Advertising

If there's one big challenge every experienced e-commerce business has faced, it's this: Until you develop a solid digital marketing strategy, standing out on marketplaces will remain an uphill battle. Without the right ads, your listings may never rise to the top of search results or reach the right customers. Marketplace success starts when your listings land in front of the right, ready-to-buy customers — at just the right time.

**Best way to achieve that?** Make the most of the advertising opportunities offered by each marketplace.



### FOR EXAMPLE, ON AMAZON:

Sellers that use the full suite of advertising options tend to grow **two to three times faster** than those that don't. These brands and retailers are likely to use:

#### AMAZON SPONSORED PRODUCTS

to promote individual listings.

Because they're shown to shoppers who are actively searching for terms associated with a particular product, these ads tend to generate high-quality clicks and can yield a much higher ROI than many other pay-per-click programs.

#### AMAZON SPONSORED BRANDS

to reach consumers who are browsing but don't yet know what they want to buy. These keyword-based, banner-style ads appear above Amazon search results to help build brand recognition and drive shoppers to a complete product portfolio.

#### SPONSORED DISPLAY ADS

to ensure products will show up in different areas — on websites, apps and devices, both on and off Amazon — and drive traffic to a product's detail page. These ads are an excellent way to deliver highly relevant ads to shoppers who are actively viewing specific products or researching particular interests.

#### AMAZON COUPONS

to create compelling promotions in the form of digital coupons that show up in marketplace search results. Coupons can be used to offer discounts as either a percentage or set dollar amount, and can be targeted to select customer segments.

In leveraging the full range of marketing options on Amazon and other marketplaces, successful sellers understand it's not a one-and-done process. They continually monitor campaigns and make adjustments using a wide array of advanced strategies: targeting competitor ASINS, mining keywords, setting up budget notifications during peak sales days and more.

**FOR ADVANCED ADVERTISING TIPS YOU CAN USE TO GET EVEN FURTHER AHEAD OF COMPETITORS, DOWNLOAD THE EBOOK:**



Your Ultimate Guide to  
Advanced Amazon Advertising

## BEST PRACTICE #2:

# Optimised Product Content

There are product listings people see, and product listings people buy.

The difference? Optimised product content.

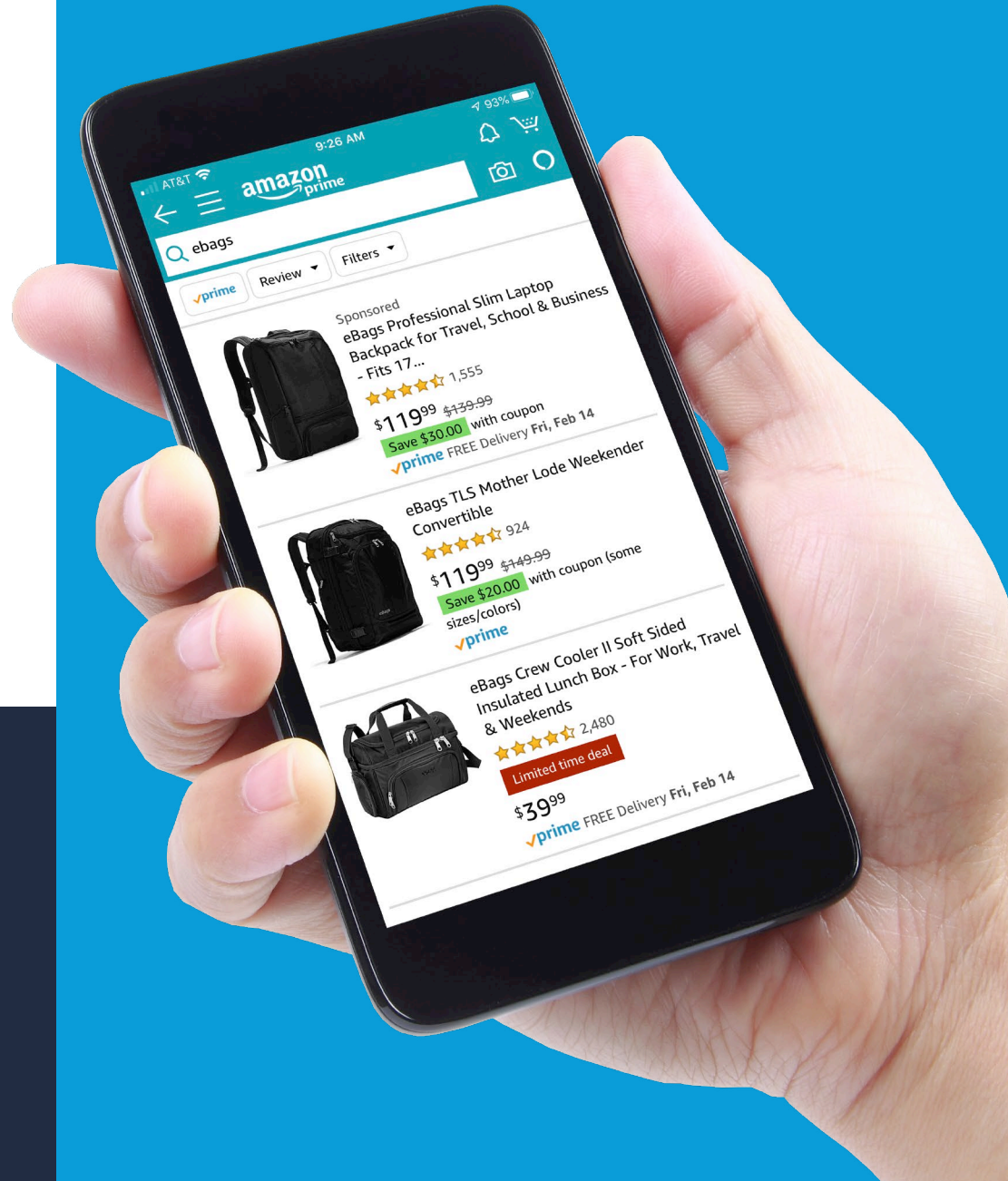
It's not just what you list that matters, but how your listings are structured. Product titles, images, descriptions, keywords and categories are often what compel consumers to make purchases. The more convincing the content you use to reveal your wares to the world, the more likely a listing will be to rise to the top of search results and drive more purchases.

As your product data is fed to marketplaces and transformed into listings, high quality content can be the difference between a product that stands out and one that gets buried — which is why a growing number of retailers and brands are relying on robust data feeds to ensure product information not only meets the unique standards of each marketplace, but gets noticed as well.

**SEE HOW ONE SELLER SCALED THEIR BUSINESS TO 14,000 SKUS  
ACROSS 44 MARKETPLACES WITH EASE BY USING USING A  
CENTRALISED MARKETPLACES SOLUTION TO MANAGE THEIR  
PRODUCT CONTENT:**



Watch The Video



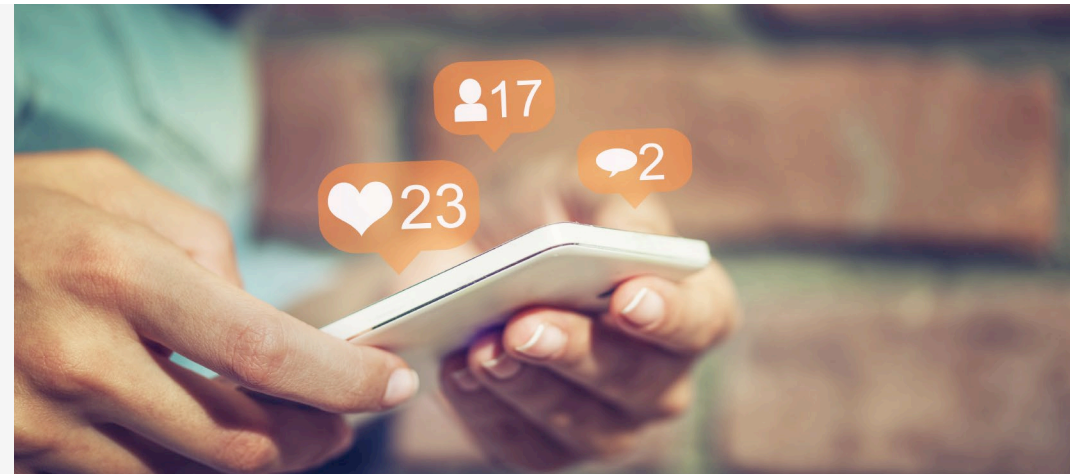
## BEST PRACTICE #3:

# Engage With Consumers

What should you do to connect with customers on Amazon? How will you compel people to come back and purchase directly from your brand the next time they turn to eBay or Google? Taking measures to create more meaningful interactions with consumers on e-commerce marketplaces can have a direct impact on sales and revenue. Just think: An estimated **54%** of consumers make decisions based not on product price or features, but on customer service. And 19% say it's the most important factor when deciding which brands and retailers to buy from.

Taking steps to provide exceptional consumer experiences isn't just good for your brand's reputation. It's also a way to capture repeat purchases. On marketplaces, this will take many different forms, including:

**PROACTIVELY MONITORING REVIEWS:** Recent research reveals that 80% of consumers **trust companies with a lot of customer reviews**. And it's not just the positive reviews that matter. Responding quickly and satisfactorily to negative customer comments will increase trust for 80% of consumers. In other words: How you address one consumer's needs can influence the buying decisions of thousands of others. While this best practice is often lower on the priority list, being proactive about soliciting, monitoring and responding to reviews can lead to tremendous results.



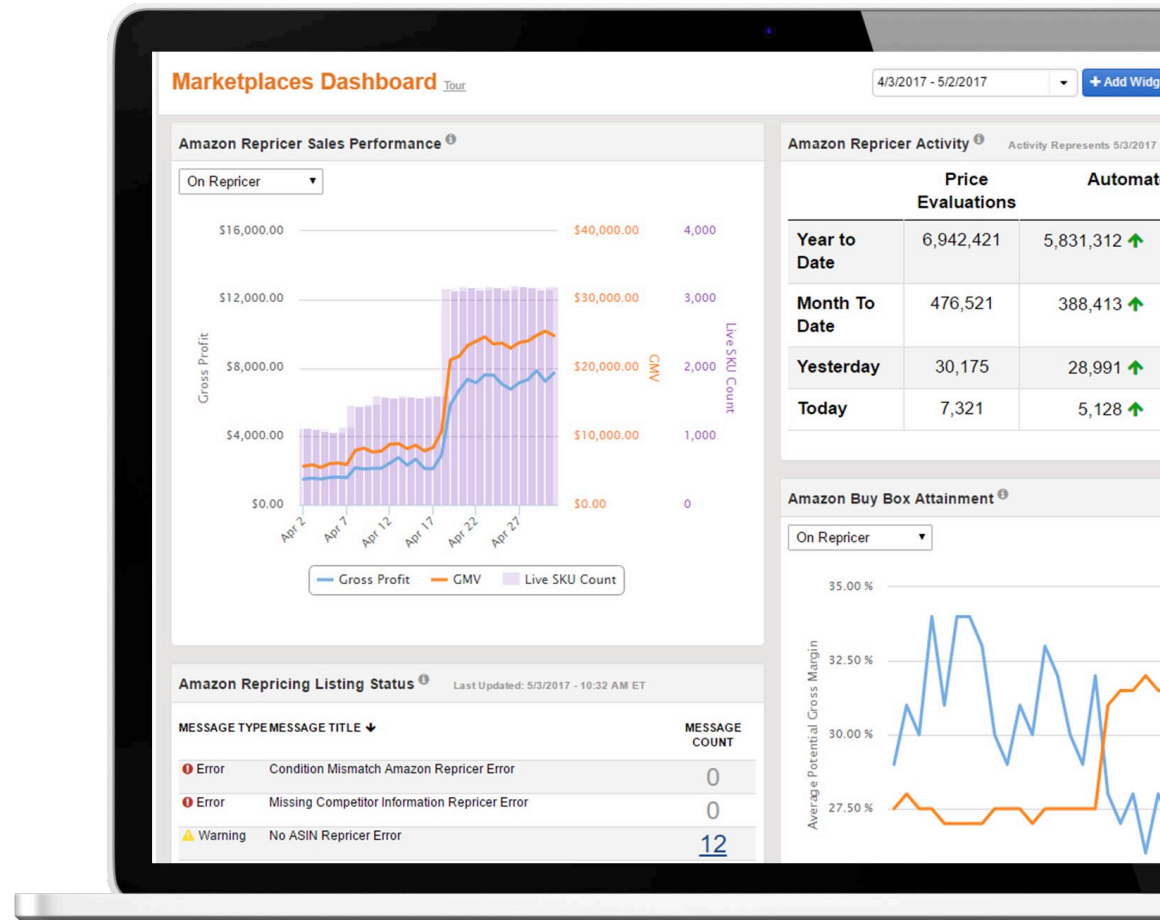
**STRENGTHENING RETURN POLICIES:** How you handle the returns process will go a long way in securing customer loyalty and favoritism. While many consumers avoid sellers with strict return policies, the opposite is true of the more generous ones: 96% will continue to buy products from a brand after having a **positive return experience** defined by hassle-free policies, free return delivery and automatic refunds. Better yet, more than 60% will purchase new products to **replace the items they're returning**.

## BEST PRACTICE #4:

# Structured Pricing Strategies

Now that shoppers are acutely aware of the wide range of options for purchasing the same product at different prices, it's no longer your item details and imagery alone that capture attention. Having a structured pricing strategy is essential to marketplace success. This includes several key areas:

- **AUTOMATED REPRICING** is a must for competing on any major marketplace. Whether you want to adjust pricing based on the competition or guarantee more Buy Box wins without sacrificing revenue, repricing tools will ensure those changes are made in real time. The key is to use a system or tool that aligns your competitive prices across channels — think Amazon and eBay as well as Walmart and Google — so you can keep your pricing consistent across marketplaces.
- **VELOCITY PRICING** is another key strategy that permits you to automatically adjust product prices according to sales trends. You simply set your criteria and then watch as prices are automatically adjusted up or down based on the latest sales data. If sales dip, so will the price. When orders occur with more frequency, the cost of that item rises once again. Whether you want to extract more margin on fast-selling products or lower prices when sales start to slow, velocity pricing is a strong strategy to have in your arsenal of marketplace best practices.



## BEST PRACTICE #5:

# Automate Fulfilment

To truly excel on marketplaces and increase e-commerce sales, fast and affordable fulfilment is critical. But in the era of same-day deliveries, it can also be incredibly costly and time-consuming to provide. That's where automation comes in.

If your fulfilment operations still involve a lot of spreadsheets and manual tasks, it's time to put things on autopilot. The more you automate, the better equipped you'll be to speed up delivery times and cut down on shipping costs. For example, successful sellers often use:

- **INTELLIGENT ORDER ROUTING** to have each order sent to the most effective fulfilment partner based on shipping speeds, delivery fees, warehouse locations and other factors.
- **AUTOMATED INVENTORY MANAGEMENT** to ensure inventory levels are always up-to-date across multiple marketplaces.
- **AUTOMATED SHIPMENT TRACKING** to automatically mark packages as "shipped" as soon as delivery is initiated, and to ensure buyers have the most accurate, up-to-date information on package locations.



## BEST PRACTICE #6:

# Diversify Your Carrier Strategy

Having consistent access to the most competitive carrier pricing and delivery options is imperative if you want to stay ahead of consumer demands for lightning-fast deliveries. It's important to have a full range of options at your fingertips so you can go with the quickest, most affordable delivery method for each and every order. For many shipping scenarios, it's best to use private carriers like DPD or Hermes. For others, a lower-cost option like Royal Mail may be ideal. Diversifying your carrier strategy, rather than relying on one single option, is now a necessity when selling on marketplaces.

There's no one right way to deliver orders, but as a general rule you should test out different options until you land on a mix that consistently gets the job done efficiently and cost-effectively. Consider all of your options, including:



Still deciding which fulfilment options work best for your business model? When in doubt, focus on the customer claims and feedback you receive through marketplaces. Is there a common complaint related to delivery? Are certain shipments routinely late or failing to meet expectations? Use this information to make adjustments or decide when it's time to consider new options.



## BEST PRACTICE #7:

# Ongoing Growth

Amazon may be the go-to marketplace for many e-commerce consumers, but these are far from your only avenues for growth. For example, did you know that Zalando has over **29.5m customers** or that Catch receives over 15 million monthly visits? Or that Breeze customers **spend an average of \$500 per order**? These and other marketplaces can open the floodgates to millions more purchase-ready shoppers around the world.

That's why, if you're serious about growing an e-commerce business, marketplace expansion is a must. Different consumer needs are met on different marketplaces, and having a presence across channels keeps your flow of inventory strong. Successful brands and retailers have been known to increase sales as much as 1,250% after listing on niche channels such as ManoMano, Newegg or Otto.

The key is to determine which marketplaces are the best fits for your product catalogue. Getting your products in front of the right consumers might mean moving beyond the marketplace giants. Or it may be time to start selling to international consumers through options such as Amazon Global Selling and eBay Global Shipping.

The key to success is streamlined growth. Before expanding to new marketplaces, have a process in place to keep marketplace management from becoming overwhelming. For most e-commerce companies, the easiest solution is relying on one centralised platform that's built to integrate with dozens of different marketplaces for optimised listings, fast fulfilment and more.



**NOT SURE WHERE TO START? READ THESE STORIES TO SEE HOW BRANDS AND RETAILERS DEvised MARKETPLACE EXPANSION STRATEGIES TO GROW SALES BY MORE THAN 1,000%:**



Scarpetta Shoes Steps Out on International Marketplaces



Seismic Audio Increases Product Visibility on Marketplaces

# The Future of E-Commerce Marketplaces

Marketplaces are amazing channels that can elevate your online presence and boost your performance. But standing out from the crowd with so much competition is a common challenge for brands and retailers. Following these seven proven practices will allow you to connect with more customers, optimise operations and, ultimately, grow sales like never before.

## READY TO LEARN MORE?

Subscribe to our [newsletter](#) for monthly marketplace tips, trends and resources.

## Master Your Marketplace Presence with ChannelAdvisor

With more than 2,600 customers selling on more than 140 e-commerce marketplaces worldwide, ChannelAdvisor can keep you ahead of the latest marketplace trends and ensure you're maximising every opportunity. We make it easy to connect with customers, optimise operations and grow sales channels.



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Manage all marketing, selling and fulfilment activities in one central platform



### PRICING STRATEGIES:

Automatically reprice and adjust based on the latest competitor data sales trends



### AMAZON AND EBAY ADVERTISING:

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### PRODUCT FEED MANAGEMENT:

Get the most out of every product listing and ad

### PLUS MANY MORE FEATURES AND TOOLS TO HELP YOU STAY AHEAD.

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## Connect and optimise the world's commerce

ChannelAdvisor is a leading provider of cloud-based e-commerce solutions that enable retailers and branded manufacturers to integrate, manage and optimize their merchandise sales across hundreds of online channels including Facebook, Google, Amazon, eBay, Zalando and more.



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