



8

tips for growing  
eCommerce sales  
through online  
marketplaces





**Selling online using multiple marketplaces is a low-cost, low-risk way to boost sales – and there are hundreds of channels beyond Amazon and eBay.**

Here are our top tips to help you diversify and lay the right foundations to build and sustain business growth.



# TIP 1.

## Identify your sales opportunities

Look at where your biggest opportunities are in different global regions. Then look at the positioning of the marketplaces in those regions that suit your product verticals.

Make sure you choose the right platform - research as much as possible and spend time analysing global trends. Read eCommerce news and articles, visit websites such as Googletrends and Similarweb, get networking and use the expertise of others.



Google Trends

SimilarWeb





**Make a  
shortlist**

**TIP**

**2.**

**When choosing a marketplace, ask yourself the following questions to focus your attention:**

- Does this marketplace suit my products and/or brand?
- How much consumer exposure will I have?
- What does the competition look like?
- What level of support will I receive?
- How much is the marketplace growing?
- How easy will it be to integrate with my existing processes and systems?
- What will it cost / how much commission will I pay?
- What are the rules for selling on the platform and will it be easy to comply?

# TIP 3.

## Establish an organisational mindset

When you're ready to get started on a new marketplace, be methodical and plan prudently in terms of staffing, workspace, technology, shipping – and be strict with timeframes.

Use all the help available to you from the marketplace itself, plus your software/service providers and industry peers.



# TIP 4.

## Keep an eye on the competition



### What are your competitors doing on each marketplace?

Stay on top of pricing. Regular and strategic promotions can be a good way to attract new customers and tailor your pricing to each marketplace – helping you to stay competitive. Keep your customers happy with stress-free delivery, excellent customer service, rapid responsiveness and easy returns.

With the help of innovative shipping technology such as GFS Connector, this can easily be managed no matter the marketplaces you are using.



# TIP 5.

## Don't stand still – always look out for new product opportunities

Attract customers by continuously developing your product lines to offer something new and different, and optimise content with high quality photos, accurate descriptive text and competitive pricing.

Social  
media



Drive  
traffic



### **Branding is everything –**

look professional and make sure your storefronts reflect your brand personality. Use social media to promote your products and drive traffic to your store.

# TIP 6.

## Sell, sell, sell – win new and repeat business



**Consumers shop online for convenience which makes delivery very important. Offer multiple delivery options so the customer can choose the method that suits them best. Provide regular updates on the status on their order and maintain consistent communication to manage expectations and enhance satisfaction.**

Having the correct software and technology such as GFS Connector, will allow you to manage this efficiently, integrating all marketplaces into one centralised system.

A great delivery experience will not only persuade your customers to buy, but also keep them coming back for more!





# TIP 7.

## Leverage the support, resources and data insights available to you through the marketplace

Take advantage of the knowledge of your Business Development Manager and Category Manager to determine best practice for developing content, launching promotions and driving sales.

Stay in constant communication with them and get as much data insight as possible to understand the style of the marketplace and what makes customers tick.

# TIP 8.

## Build a long and successful relationship with the marketplace



**A seller/marketplace relationship is a two-way street.  
They want you to do well just as much as you do!**



Build a strong working relationship and they will offer you all the help and support you need to succeed. In return, you need to add value to the marketplace by supplying high quality products and excellent customer service.



Consider whether you will need to implement any new processes. By building solid foundations from the outset, you'll find marketplace selling an accessible, rewarding and profitable way to grow sales and expand your business.



**Managing multiple marketplaces, especially internationally can be challenging but GFS can support you with your shipping concerns, enhancing your capabilities and creating efficiencies.**

If you would like to find out more about GFS and the different ways that we can assist you with your shipping and international growth, feel free to contact us:



**[www.gfsdeliver.com](http://www.gfsdeliver.com)**

**CONTACT US**

