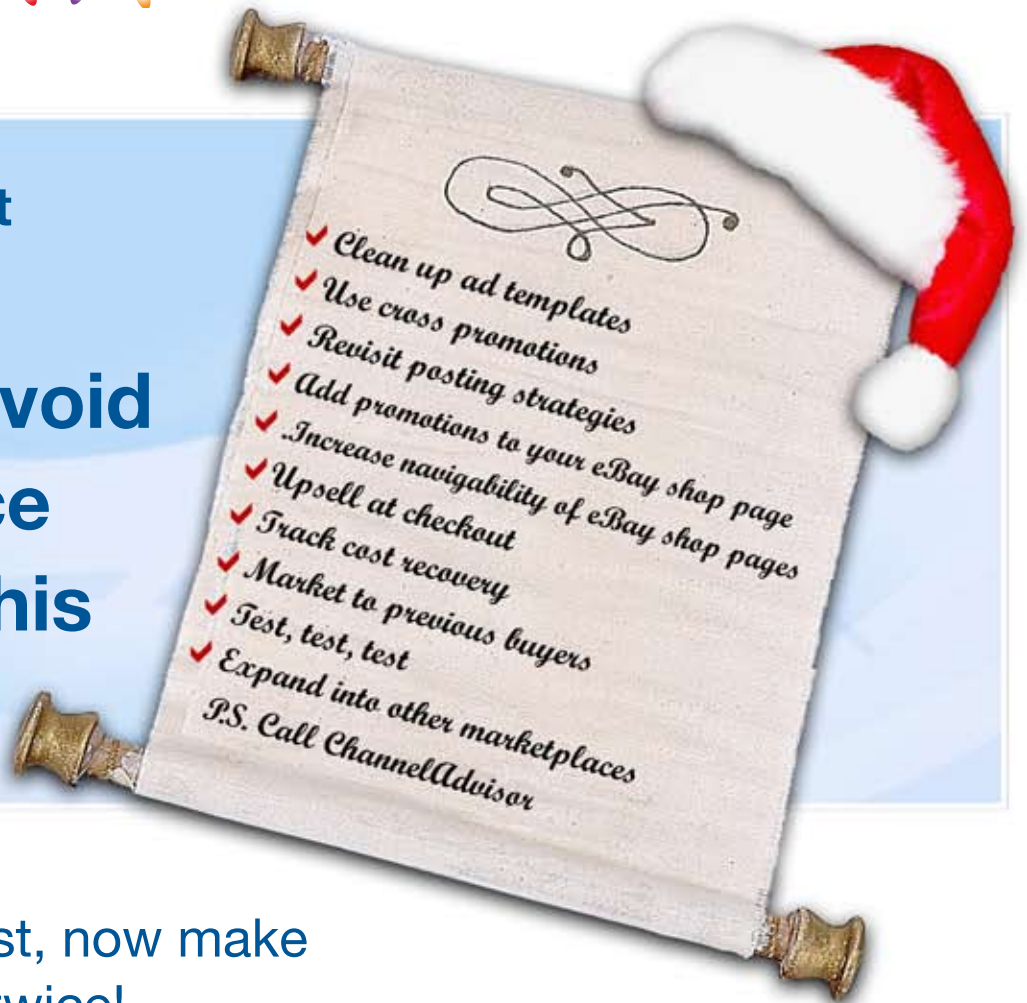




Holiday Checklist Top 10 Tactics to Avoid e-Commerce Disasters This Christmas



We've made the list, now make
sure you check it twice!

A checklist brought to you by the ChannelAdvisor Elves.

1 >>> Clean up ad templates

Simplify ads by formatting text in a way that draws attention to the most compelling parts including Recommended Retail Price, warranty, guarantee and other attention grabbers. Place important information at the top of ads where it's clearly visible. Highlight what makes your business special and why customers should buy your products to differentiate your offerings from the rest of competition.

2 >>> Use cross promotions

Cross promote similar items, store listings and complementary items. Once you have buyers on your site, do everything in your power to keep them there and enhance their shopping experience. Filter these additional buyers to other offerings and guide them through the purchasing process. Managing the traffic you get from cross promotions will be the key to your success.

3 >>> Revisit posting strategies

Revisit previous year's successful posting strategies and maximise them for effectiveness this Christmas. If you offer fixed-priced items that sell at or near a 100% success rate, consider moving them to an auction format to save on eBay fees and increase overall average selling price. Save even more fees by moving low-success, rate-fixed priced items to 30-day store listings and promoting them in auction ads and store promotions.

4 >>> Add promotions to your eBay shop page

If you are selling items on eBay, promote your eBay shop in your auction listings. Take advantage of custom shop pages to promote your offerings and circulate traffic throughout your live listings. Add creative promotions and other branding items. The ultimate goal is to funnel all qualified traffic back to your eBay shop where you have a captive audience for your products.

5 >>> Increase navigability of eBay shop pages

Provide buyers an easier, more informative shopping experience by using more category-focused custom store pages. Offer multiple paths for potential buyers to find items they want to purchase. These pages can be easily updated and will drive more traffic than the typical "About Us" page.

6 >>> Upsell at checkout

Checkout is the perfect opportunity to offer buyers accessories, complementary items or impulse items and pay no listing fees on the additional upsell purchases. You will be surprised at the extra sales gained by taking advantage of these prospects.

7 >>> Track cost recovery

If you haven't established this already, find out which products are profitable and which products are losers. Be aggressive on pricing of items that have high cost recovery. Liquidate slow moving inventory when necessary. The longer inventory is on your shelves, the more it costs.

8 >>> Market to previous buyers

Use automated winning bidder emails and completed checkout emails to promote your eBay shop and ChannelAdvisor Store. Keep records of previous eBay buyers. Send marketing emails with promotional codes to drive them to your store. Experiment with new marketing ideas, including discounts, free shipping, and free items with purchase to keep things fresh and build repeat business.

9 >>> Test, test, test

Developing the best strategy for your eBay business requires continually investigating new ideas. Don't be afraid to step out of your comfort zone and reinvigorate your tactics. Test new approaches on a small scale and then expand them when they prove successful.

10 >>> Expand into other marketplaces

If your business is eBay-only, look to other marketplaces to grow your business and diversify your income stream. You can't ignore Amazon, a huge opportunity that exposes your products to more than 50 million customers.

Call ChannelAdvisor! 0800 345 7504

ChannelAdvisor is the market leader in online multi-channel management. We have software and services to help you achieve all of your sales goals and we have great relationships with online marketplaces. Give us a call and we can help you see success on eBay and Amazon this Christmas.