



EMAKINA



Marketplaces - Part 3

How to sell on

marketplaces in five steps

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Welcome to Emakina's solution for selling on marketplaces: a three-part playbook series for your first steps. You'll find out: what are the most important reasons to start selling on marketplaces right now, what are the common struggles and **how to start?**

Here in part 3: a five-step plan on how to sell.

Introduction

Forming an action plan

Starting to sell on marketplaces is exciting. It can also seem overwhelming so it's important to have a clear overview (or roadmap) of the whole project right from the start.



* Source: Marketplace Pulse

Where and how to start? Which questions do you have to consider to make sure your project will be a long-term success?

While in the first two parts of the series, we focused on the opportunities and challenges of selling on marketplaces, this part is a **hands-on playbook** that gives you a step-by-step plan on how to **approach your marketplace project**.

Selling on marketplaces in 5 steps



STEP 01

Develop strategy

Why, where and what?



STEP 02

Organise

How: prepare your organisation and define project scope



STEP 03

Integrate

Set up accounts, integrate & onboard products



STEP 04

Optimise & operate

Optimise performance and manage daily operation



STEP 05

Expand

Use learnings and expand to more channels and countries

Step 01

Develop strategy

Why, where and what

WHY

What is the goal you want to reach by selling on marketplaces?

We've mentioned some good reasons to start selling on marketplaces. Do you want to expand internationally, raise your brand awareness or sell overstock?

Whatever your reason, it will be the basis for your marketplace business and help you with the next important decisions.

WHERE

Which countries and channels have most potential?

Finding the right marketplace to start with is crucial for success. Picking the wrong channel can mean a lot of effort and no value. That's why it's important to evaluate which countries and channels will work best for your brand and reap the greatest rewards.

Look at the match of the marketplace with your brand and product range. Is the marketplace successful in the countries that you would like to sell? How big is the competition? What are the costs and which fulfillment options does the marketplace offer?

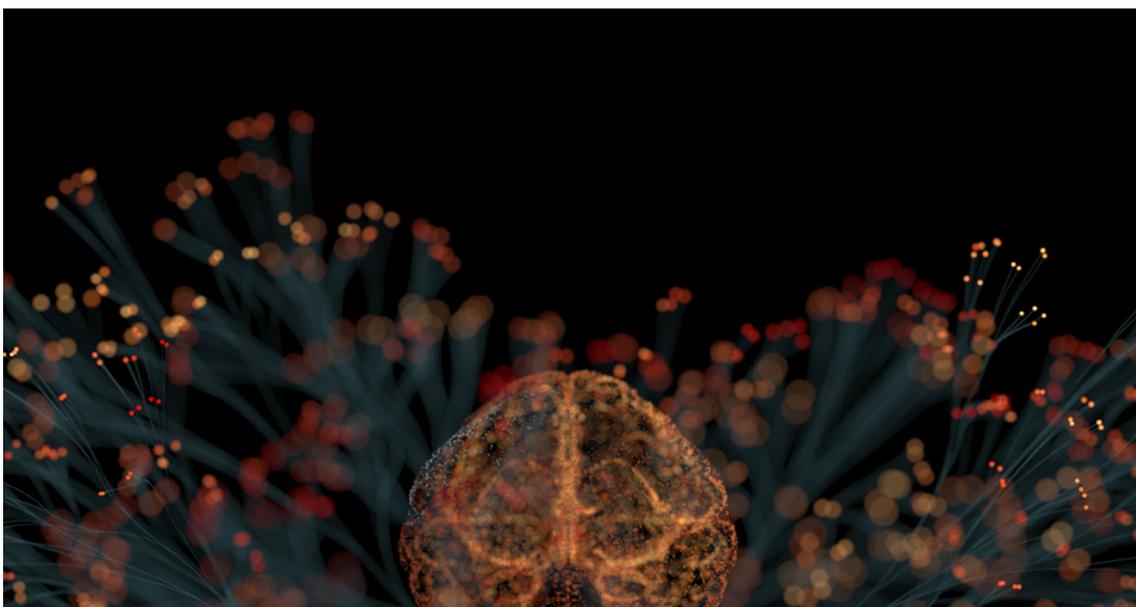
WHAT

Which assortment do you want to sell?

How you handle the assortment depends on the reason you want to sell.

E.g. if you want to use marketplace to promote a new product line, you can choose to only offer that part of your range. If you want to use it as an outlet to get rid of excess or old stock, then offer only long tail products or products that have too much stock.

Maybe you don't have a B2C webshop yet and want to start offering all your products directly to the consumer in a quick way. Whichever products you offer, make sure they are profitable and calculate your minimum price to guarantee a good margin.



Step 02

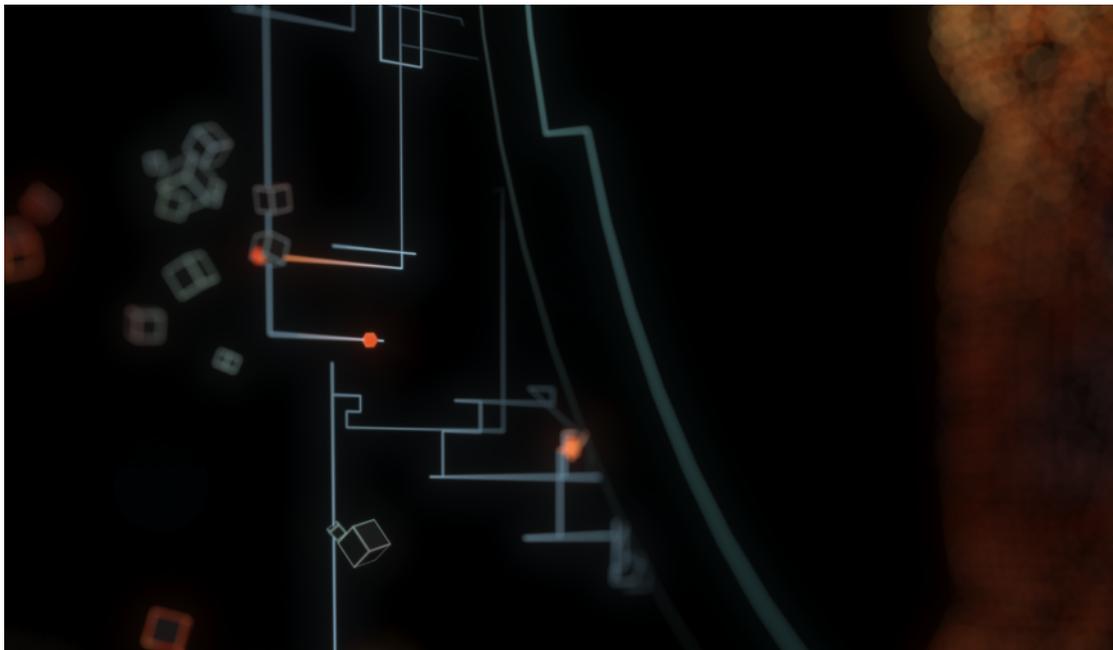
Organisation

How & who

The goal when starting with marketplaces **is to have a good overview of the project scope** and all the people and departments that will be affected by the project.

In the long term, you'll want to keep your **operation scalable** and the **workload efficient**.

So, if you have serious plans to grow and expand, it's recommended to use a **marketplace integrator** to automate your processes.



Integrators have standard connections with multiple marketplaces, which makes the integration easier for you and helps you to automate and scale your operation.

When selecting an integrator, make sure that it has standard connections with all the marketplaces that you're interested in and that the integrator offers the right functionalities for your plans (content, pricing, fulfillment).

HOW

How to approach the project efficiently

- Manual or automated?
- If automated: choose the right integrator
- Choose the right fulfillment model: do you want to do it yourself or do you want to use marketplace fulfillment services?
- Define technical connections and flows
- Define and match marketplace requirements (content, logistics)

WHO

Who do you need to make this project a success?

- Do you want to do the integration **inhouse** or do you want to work with an **external** party to help you?
- Which **departments of your organisation** need to be involved and prepared? (for example IT, customer service, finance, logistics).

Step 03

Integration

Get your products onboarded

As of now you should have developed a strategy and defined the project scope, which leads to the next steps of integration to the selected marketplaces.

It's time to get started!



The integration consists of the following steps:

- Marketplace Account set-up and configuration
- Integrator set-up (if applicable)
- Technical integration (offer & order data)
- Category mapping, product onboarding & feed mapping

The duration of the integration depends on the project scope, but as a guideline, you can **expect a duration of 4-16 weeks** depending on the complexity of the project.

Step 04

Optimisation

Running a successful marketplace operation

Once you have finished the integration successfully, how do you make sure that your products stand out from the competition and actually sell?

Understand the marketplace algorithm and optimise your product listings

- Content: adapt your product descriptions, bullet points and key-words to the specific marketplace
- Optimise your product attributes for perfect filtering
- Set up and manage your performance campaigns (e.g. sponsored products)
- Invest time in collecting product & seller reviews

Optimise your operation

- Offer competitive pricing
- Ensure good availability by forecasting and/or replenishment
- Offer the shortest delivery time you can guarantee to make true
- Manage daily marketplaces KPIs (reviews, delivery time, returns)
- Use available data to analyse, report and improve

Step 05

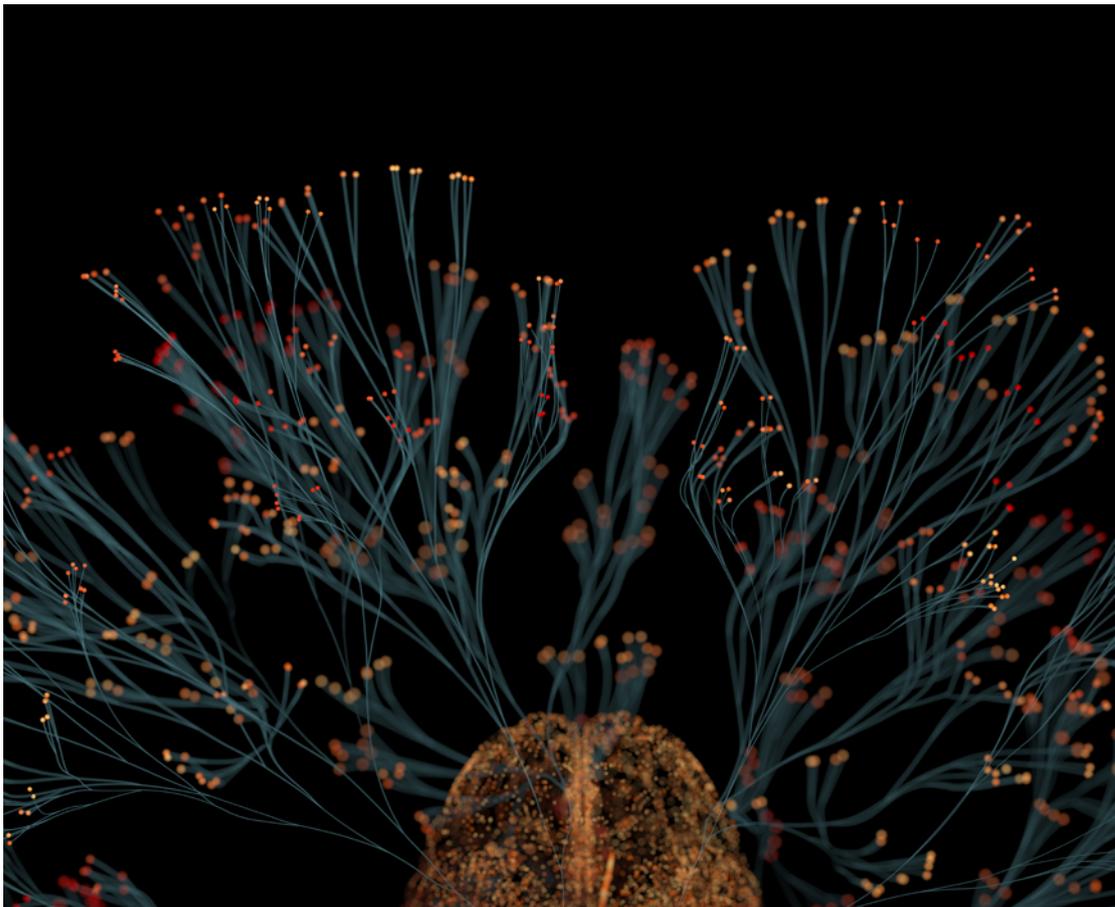
Expansion

Go, go, grow!

After you've optimised the performance and the operation of your first marketplace, the moment has come to **take all your learnings and expand to new channels and/or countries**.

The **integrators** that we've mentioned in step 2 (organisation) will **help you to expand in an easy way**, as they have standard connections with multiple marketplaces.

Consider once again, which channel should be the next step for you and where the **biggest potential and opportunities** are for your brand or products. Move onwards and upwards.



Do you need help?

You've just seen an overall roadmap for how to start selling on marketplaces.

We at Emakina understand all the challenges when it comes to marketplaces, from strategic decisions to technical questions and performance-related topics. We are there to support you throughout the whole process.

Whether you need help with your first steps, or you are already selling and need support with optimising your performance or operation, we can act as an extension to your own team.

[Check our marketplace page](#)

Who is Emakina?

Emakina is one of the leading ecommerce strategy, design and development companies in Europe. We employ the latest rapid agile methods to deliver e-shops for lots of client including Unilever, FrieslandCampina, Bugaboo, Wolford, Rituals, Clarks, Arzum and Hema. Our specialist ecommerce teams are able to consistently deliver high-grade e-shops in timescales measured in weeks, not months.

We can help you in your digital transformation journey – wherever you are right now.



EMAKINA

The User Agency

Your personal marketplace partner

Team up with our Marketplace-specialists who will work as an extension of your team and offer solutions that fit your ambitions.

Start a great journey with us. We'll get you started in the marketplace world, from forming a strategy to setting up accounts and SEO.

We'll help you further, by monitoring results, optimizing and analysing potential markets.

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