

# THE ULTIMATE ONLINE BUSINESS BLUEPRINT

## PART 3: LISTING YOUR PRODUCTS

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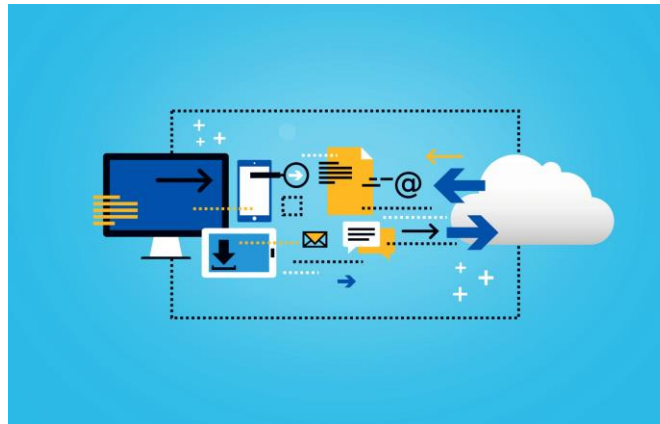
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**Introduction:**

**List Your Branded Products on Amazon, Ebay, Etsy and WalMart**



If you really want to expand your eCommerce business, online marketplaces are a must. But to reach this level of success, there’s one thing you’ll have to get right:

To be as profitable as possible on these platforms, you need to first identify the best online marketplaces for your brand.

Each online marketplace has its own unique requirements, product categories, listing fees, and audiences. So if you want to be sure you’re making the right decision, some upfront research is necessary. You’ll want to understand the different strategies for selling on marketplaces, which ones hold the most promise for your products, and what you need to do to ensure a smooth start.

Does that sound overwhelming? Not to worry. We’ll go over each of these areas in detail. In this deep dive, we’re covering all the need-to-know essentials.

Ready to get started? Let’s dive right in.

**Step 1: What is an Online Marketplace?**

At its core, an online marketplace is an eCommerce site that offers many different products from many different sellers. Some of the most well-known marketplaces include: *Amazon, eBay, Walmart, Etsy, Alibaba.com, and Google Express.*

However, these are far from your only options. In fact, there are now over 100 online marketplaces you could potentially leverage to reach customers doing their online shopping — both within the United States and overseas in areas like Japan and Europe, with trillions of dollars in revenue potential just waiting to be tapped.

Yes, it's a lot to consider. But remember: you don't need to go after them all at once. You just need to determine which channels are the best fit for your brand.

But first, let's back up and discuss why you should consider becoming a third-party seller in the first place.

### **The Biggest Benefits of Selling on Online Marketplaces**

With the ever-increasing popularity of eCommerce marketplaces and online sales, these channels are constantly coming up with new ways to keep customers happy.

*That's great news for third-party sellers.*

It means most marketplaces will go to great lengths to make it as easy as possible for brands and retailers to market, sell, and fulfill. Why? Because the easier it is for you to use the platform, the better the experience will be for shoppers — and the more likely they'll be to keep coming back for more.

This takes shape in three particularly attractive advantages:

#### **1. Fast Launch times.**

If you're new to selling online, marketplaces can be an excellent way to generate revenue and build your brand as you work to drive traffic to a new ecommerce website. Once approved as a third-party seller on marketplaces, you simply upload your product feed and start selling.

Do you already have an established online store? Here's another trick: Some brands use "where to buy" widgets to send visitors from their websites directly to marketplace product pages, where consumers can add items to shopping carts without being immediately exposed to competitors.

#### **2. Established Programs.**

All of the biggest and most established online marketplaces have programs in place to help you easily navigate the waters of marketing, selling and fulfillment.

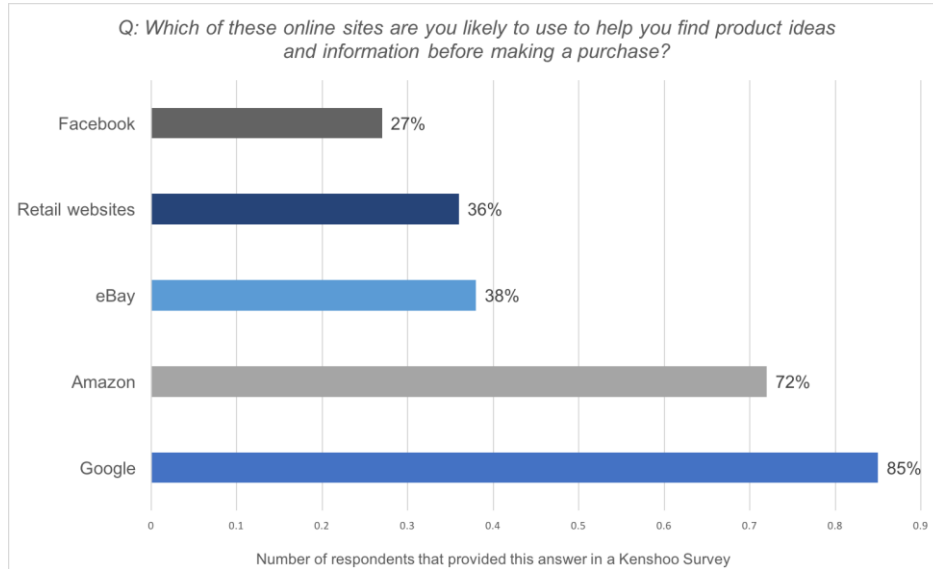
For example, sellers on Amazon, eBay, and Google have access to Amazon Advertising, eBay Promotions Manager, and Google Shopping Actions. Each of these digital marketing programs are packed with tools to help you get products in front of all the right customers, at just the right times.

Similar options are available to help sellers meet consumer expectations for fast, free deliveries. With programs such as Fulfillment by Amazon (FBA) and eBay Global Shipping, for instance, you can opt to have the marketplace warehouse, pick, pack and ship inventory on your behalf.

### 3. Large Customer Bases

As you may have guessed, many online marketplaces have enormous built-in audiences of consumers who regularly shop these sites. Just think: between Amazon, eBay, and Walmart alone, you're looking at close to 500 million active monthly visitors.

But did you know that many of those consumers start with marketplaces when they want to purchase products? They don't even bother with Google or retail websites. In fact, 56% of all product searches now begin (and often end) on Amazon.



### Marketplace Likelihood

If your products aren't showing up in those search results, there's a chance your competitors will land the marketplace sale before consumers ever think to visit your online store.

### Two Business Strategies for Selling on Marketplaces

Contrary to popular belief, selling on marketplaces doesn't have to be an all-or-nothing proposition.

Sure, there are ways to deeply embed your business within the world of marketplaces. But if you'd rather take your time and test out different options, there are equally effective ways to do that, too.

Here are two different approaches to consider:

#### 1. Starting a new business on marketplaces.

If your small business is looking for a fast, easy way to get products in front of shoppers, selling on ecommerce marketplaces is an excellent place to start.

While your choices may be slightly more limited compared to those of established brands and retailers, plenty of options are available to consider.

For example, invite-only marketplaces such as Walmart and Target + will want to see a history of on-time deliveries and positive feedback before accepting you as a third-party seller.

But others will let you set up a seller account right away, including Amazon and eBay. Once you begin to build up positive reviews and ratings on those platforms, you can apply to sell on additional marketplaces as well.

### **2. Expanding your online store to marketplaces.**

Even if you already have a thriving online store, uploading your products to select ecommerce marketplaces is an excellent way to expand your reach.

In fact, I'd go so far as to say you could be missing out on sales by not incorporating marketplaces into your strategy.

Why? Because consumers have come to expect multiple options for buying the same product.

This is especially notable with Amazon. An estimated 44% of Amazon shoppers say they always check prices on Amazon before making a purchase on another site. More than half go to the marketplace to read full product descriptions, and 60% visit it specifically to look at product reviews.

And that's just on Amazon. Many consumers will also consult with other marketplaces to compare prices and buying options. By expanding your online store to these platforms, you can help shoppers find the information and offers they need to buy where, when and how they want to.

### **7 Essential Steps for Online Marketplace Success**

While you could test dozens of different strategies on each marketplace, a handful have really stood the test of time. These seven steps will go a long way in getting your new marketplace account set up for long-term success.

#### ***Consider using foreign language words***

##### **1. Optimize product content.**

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

The difference?

Your product content. Product titles, descriptions and categories are often what compel consumers to make purchases. The more effort you put into these, the more likely you are to see your listings rise to the top of marketplace search results.

Take time to find the right keywords, create compelling product descriptions, identify the best categories and optimize your images.

### **2. Prepare to advertise.**

The vast majority of product pages are populated with ads. But these aren't like the popups and banners that people tend to block or ignore. These ads get clicked.

If you want to be truly successful on marketplaces, you'll need to invest in at least a little digital marketing to help put your products front and center. (Case in point: ChannelAdvisor sellers who advertise on Amazon grow 63% faster than those who don't.)

### **3. Calculate profits.**

Each online marketplace has its own set of seller transaction fees, commissions and requirements. Taking time to understand these differences today can ensure they're profitable channels for you tomorrow.

### **4. Automate your pricing.**

You may have solidified pricing on your online store, but that doesn't mean those exact prices will automatically carry over to each marketplace.

**Remember:** within marketplaces, shoppers often have an array of options for purchasing the same product at different prices.

To remain competitive in this area, you'll need to adjust the price of each product up or down based on your competitors' pricing. Even just a few cents can be enough to win the sale. Many sellers use algorithmic repricers to automate this process.

### **5. Diversify your shipping strategy.**

Marketplace shoppers don't just want fast, free shipping. They expect it. An astounding 96% of customers now expect free shipping, and 26% will abandon a shopping cart if shipping is too slow.

Without a cost-effective way to deliver on these demands, fulfillment costs could soon be eating up your profits. For this reason, having consistent access to the most competitive carrier pricing and delivery options is essential.

There are several ways to diversify your shipping strategy. Some sellers choose to leverage programs like Amazon FBA, while others rely on third-party logistics providers such as ShipBob or ShipStation.

Many use a mix of different methods to ensure the fastest, most affordable option for each order. In this scenario, you might use private carriers such as UPS and FedEx for some orders, and USPS for others.

### **6. Be ready to expand.**

If you're serious about growing an ecommerce business, you'll eventually want to start expanding to multiple online marketplaces.

When you do, the key is to streamline your growth. Many companies do this by relying on an ecommerce platform built to integrate with dozens of different marketplaces. That way, instead of uploading your product data every time you decide to expand, you simply add your data and list products once — and then tell the platform when it's time to share it with another marketplace.

### **7. Let your customers know.**

Last but not least, don't forget to spread the word! Send an email, do a push on social media or add call-to-action buttons on your website. Whatever you choose to do, make sure your customers know they can now buy from you on their favorite marketplaces.

### **Four Quick Start Online Marketplaces**

Based on ChannelAdvisor's experiences with more than 2,700 sellers and processing more than \$10 billion in gross merchandise volume, we know that the vast majority of sellers are able to launch quickly by starting with a handful of the most established marketplaces.

Each marketplace comes with its own set of seller fees, commissions and requirements, so it's important to weigh your options carefully. Here are four to consider:

#### **1. Amazon**

One of the biggest benefits to selling on Amazon is the access you can get to the marketplace giant's 100 million Prime members. These consumers spend an average of \$1,400 a year on Amazon, making it a goldmine for brands and retailers. Whether you choose to fulfill orders yourself or rely on FBA, making your products available to Prime members is key.

Once you start selling on Amazon, you'll have plenty of other factors to take into consideration, but for now your biggest decision will be which selling plan is the best fit for your business.

Amazon's individual selling plan is enough for most third-party sellers that want to get started immediately. But if you have products in niche categories like collectibles or fine art, you'll need to have a professional plan and apply for permission.

The professional selling plan is \$39.99 a month, plus:

Per-item selling fees, which vary by category, and  
Variable closing fees and referral fees.

With an individual selling plan, you'll pay \$0.99 per sale, as well as selling fees based on each category.

## 2. eBay

If you want to tap into the power of yet another channel with vast global market share, eBay is a great option. This expansive marketplace gives you access to 168 million active buyers worldwide who together generate \$95 billion in annual gross market value. With 190 markets around the world, you'll have plenty of opportunities to expand and grow.



*^ Global Opportunity with Ebay*

When selling on eBay, you'll be looking at two primary types of selling fees:

1. An insertion fee when you create a listing
2. A final value fee when your item sells

However, there are no setup, monthly or annual fees to worry about.

## 3. Walmart

There are many benefits of selling online with Walmart: You'll have access to 440 million+ customers who visit Walmart itself, and can also take advantage of affiliate websites including Jet.com. Better yet, there aren't any monthly, annual or initial setup fees. Walmart uses commission fees only.

However, Walmart is an invite-only marketplace, which means you'll have a little more lead time to launch.

If you feel your products will be a good complement to Walmart's existing online portfolio of products, the first step is to fill out Walmart's application.

## 4. Facebook Marketplace

Facebook Marketplace is another great option when you're just getting started — and not just because more than 800 million people use it monthly to browse, buy or sell items.

## Part 3: Listing your Products

With no set listing fees or commissions, Facebook Marketplace is a very attractive option for new and established sellers alike.

Selling on Facebook Marketplace is an easy process, but it's different for merchants than it is for individuals. You'll need to sync your up-to-date inventory and then wait a week or so for Facebook to review your products and deem them suitable to sell on Marketplace.

## How to List On eBay



### Choose Your Marketplace

Choose whether you'd like to go global and use international ebay.com with payments made in USD, or a localized version e.g. ebay.co.uk with payments made in UK pounds. Don't forget that you'll have to cover shipping fees as well, so it might be easier to start selling locally at first.

### Set Up Your Business Account

Another step to start selling on eBay is to brainstorm a catchy, easy-to-remember business name. Then include your address details, email and contact phone number. Afterward, add your Paypal account to receive payments.

### Get Verified

Complete eBay ID verification process (less than 5 min) to pass through numerous restrictions imposed on new sellers.

The competition is tough and you will need to stand out of the crowd if you want your goods to be found and purchased. eBay allows you to sell something as an individual seller or create a personalized store front. Opt for the latter if you have numerous goods to dispatch and plan to get a lot of business done at once.



### Optimize Product Titles

In 80 words you'll have to explain what exactly you are selling.

Include 1-3 relevant keywords to each product title to make it rank higher in search results. For example: You are trying to sell an old Minolta film camera.

**Bad title:** Working Minolta camera for sale

**Winning title:** Minolta XG-1 35MM SLR Film Camera with 45MM Lens.

Name and model of the camera + keyword 1 (film camera) + keyword 2 (45mm lens).

Writing in capitalized letters also helps to attract users' attention. You can play with keywords and change them later on in the title for better performance. For instance, if you are selling jewelry you can add season keywords e.g. Valentine Day Charms or Diamond Christmas Love Lock etc.

*Does your item have an unusual feature e.g. rare color? Make sure you mention that in the title too! It will help successfully sell on eBay.*

### Optimize Product Descriptions

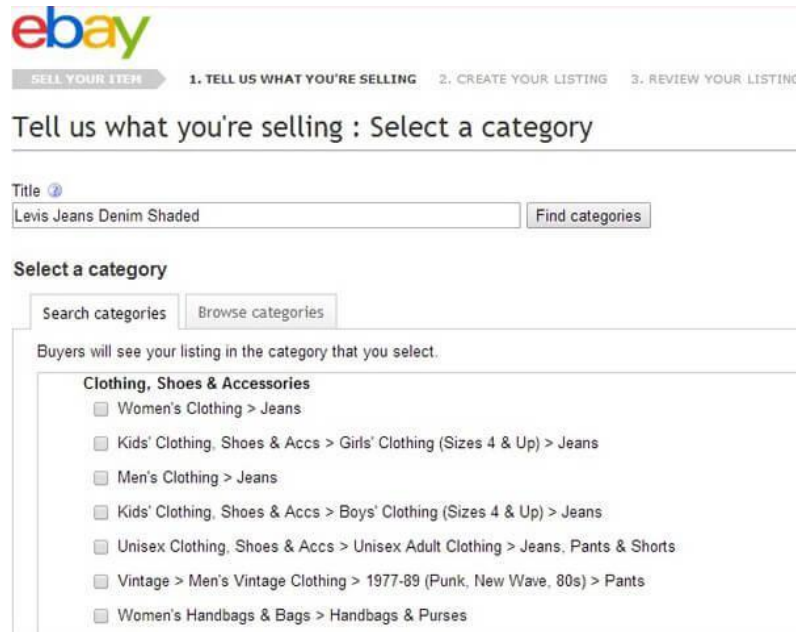
The best practice is to include at least 200 words description for each item on sale with the most important keywords listed at the beginning and in the end.

Fill out every field of your listing, and make sure your text description gives a LOT of information about the item. Again, imagine you are the buyer planning to spend \$200 for a vintage plate set. You would like to know each and every tiny detail about the product before giving away the money.

Style the text with headlines and bold fonts to attract more attention and make sure you list all product specifications e.g. size, material, colors etc.

### Choose the Right Category Listing

For an extra fee you can choose to list your product in more than one category.



### Add Crisp Photos

Images can make or break a sale. A blurry, dark photo won't help you win any sales. eBay allows you to upload up to 12 pictures for free. Include at least 2-4 where your product's visible from different angles. Edit your photos with free editors like Canva or PicMonkey to make them irresistibly attractive. Lifehacker offers more tips on how you can shoot better photos for things you sell online.

### Run a Quick Price Research

Type your product keyword to eBay's search and choose Completed Listings only. Sort the results by "Price + Shipping: Highest First." And analyze the prices for sold items (marked green) and unsold (red ones). Selling a branded product? Check out the prices on top 5 ecommerce sites selling the same product. You can also grab more information about the item from there to put it into your description and make it look more professional.

### Calculate the Total Price

Don't forget to include eBay seller's fees and shipping costs to the total price. Alternatively, you can offer free shipping to selected regions only and add extra shipping fees for sellers based outside your area.

### Choose Your Price Model

Here are the two main ways how you can sell something on eBay:

- **Fixed Price Model:** Set your price and wait till the buyer makes the purchase. First to come – first to get.
- **Product Auction:** Determine the minimal starting price for your product, set the action time, and invite buyers to bid. The last bidder offering the highest price gets the product.

### Develop a Listing Schedule

If you are running an auction, consider the best time for starting and ending it for each particular product. For instance, jewelry and hand-made items sell best before Valentines Day and holidays. In time, you'll notice the days and times when your products do best and start keeping a listing schedule. Your regular buyers will learn when you post them, and you will start getting better results selling items on eBay.



### Double-Check Everything and Press Publish Button

Re-read your descriptions once again to avoid any typos or spelling mistakes (editing when the auction already started would be more difficult). Make sure everything looks good and there's no odd formatting. Share your product on your social media once it's published as you never know if one of your friends is looking to buy the exact thing you sell.

### Start Marketing Your Products

eBay has a huge amount of traffic and a huge amount of listings added daily. Here's the deal: you can attract thousands of eyeballs to your listing with the next simple hacks most sellers ignore.



### **Add an About Me Page to Your Store**

Include information about yourself, links to your website and social media for extra credibility.

### **Ideas For Winning About Me Page on eBay**

- Mention your hobbies and interests. If you are selling vintage items, explain why you love them and how you use them. Potential buyers could emotionally relate to your passion.
- Include feedback from your previous customers to encourage the new ones. Soft sell your products. Mention why they stand up from the crowd. Mention if you run eBay business full-time or have another career as well. Let the world know more about you!

### **Feed the Frenzy**

David Early, a veteran eBay seller suggests: “You can feed a bidding frenzy on your item by using a low opening bid price and no Reserve, which should attract more bidders at the outset.

The more people bidding on your listing, the more likely that two or more of them will get drawn into a personal bidding war. At that point, winning the item becomes almost as important as the product they want to buy, and these bidders might eventually pay more than they intended to pay”

### **Develop a Specialty**

The most profitable eBay sellers usually specialize in a certain group of products. For instance, Jody Rogers and Asad Bangash discovered that ethnic products, Indian henna, bangles and traditional Indian shoes in particular, were not widely sold on eBay. They’ve tapped into the spare niche and now earn around \$20,000 per month. The duo had a huge interest in ethnic

products from the start and were particularly passionate about the subject, learning everything about it and gradually becoming experts in the niche.

In a nutshell: To Create a Massively Popular eBay Business You Need To a) Find the products you are particularly passionate about. b) Research the spare niche you can easily tap into c) Demonstrate your strong expertise to the buyers.

### **Monitor Your Competition**

If your item's not selling particularly great, don't be afraid to put it away till your competitor sells out. Follow top sellers in your niche, monitor their sales and strategies they use to sell things on eBay. If you both have similar items listed, attract buyers with unique feature e.g. free shipping.

### **Master the Shipping Process**

Yay! You've just sold your first item on Ebay! Wait no longer, it's time to pack it and ship it to the new happy owner. Remember, you should dispatch your item as early as possible esp if you are shipping abroad.

### **Have a Regular Shipping Days On and Off**

Clearly state those days in your listing, so the buyers knew when they can expect their parcel.

### **Use Built-In Postage Service From PayPal**

You can purchase postage and print labels from both UPS and the USPS directly from your PayPal account. It's a huge time-saver.

### **Be Reasonable with Shipping Costs**

Baiting buyers with low price and huge shipping fees will only make them choose other listings with more balanced pricing.

### **Include a Shipping Cost Calculator in Your Listing**

When listing a product, you can just choose the "calculated shipping" option. Just specify your Zip Code, the weight and dimensions of your item, and one or more shipping methods you prefer to use, and eBay will let the bidders determine shipping costs on their own. You can even add an extra shipping surcharge to cover your packaging costs.

### **Schedule Courier Pickups Through the USPS Website**

It's free. All you have to do is pay the postage, and your regular mail carrier will come to get your packages. That's essential when you order items for re-selling.

### **Run your business!**

Congrats, you've made it till the end of the copy. You are determined and ready to launch your eBay store. Make sure your buyers are happy and encourage them to leave positive feedback.

**Entrepreneur:** Elizabeth Bennett

**Store:** AfricaDirect

**What she sells:** African clothing, art and other collectibles

**Revenue:** \$1.2 million

Elizabeth started selling beads on eBay back in 1997 and was really surprised when she earned her first \$50 in a week. Today, her company employs 7 and involves buying and selling unique items from authentic African traders including textile, masks and other handcrafted goods. Biggest challenge? Shipping fragile and unusually shaped items, like a 7-foot tall wooden giraffe statue.

**Entrepreneur:** Sarah Davis

**Store:** Fashionphile

**What she sells:** Designer handbags

**Revenue:** \$4 million

Sarah discovered eBay when she was standing in line at the kid's store next to a woman who bought blankets and re-sold them on eBay for twice as much. She started out selling pre-owned vintage designer bags from her college dorm and now runs a multi-million store with 12 other employees (most are her relatives). Biggest challenge? Hunting for unique items on flea markets around the world and negotiating the best prices.

**Entrepreneur:** Jordan Insley

**Store:** QuickShipElectronics

**What he sells:** Electronics

**Revenue:** More than \$8 million

Jordan started with selling sports memorabilia on eBay and switched to phones and cameras in a few years as the niche had low competition back in those days. His 9-employee company today sells everything from iPods to plasma TVs and computers. Insley notes: "We have grown to the point where companies are coming to us to sell their products because they know we do a great job and make all of our customers happy." Biggest challenge? Making the transition from a hobby seller to a full-time entrepreneur living off the auction. Yet, there has never been a day when I have regretted the decision.

## How to List On Amazon



Welcome to this step-by-step tutorial on how to sell sports nutrition supplements on Amazon FBA (Fulfillment by Amazon).

Amazon's remarkable platform is set-up perfectly for launching a supplement business using a private labeling supplier, so if you're looking to build a profitable online supplement business that generates passive income, then Amazon provides many fantastic opportunities for the average person to get started.

The following guide is designed to walk you through the steps of how to sell supplements on Amazon FBA so that you get an overview and solid understanding of how the entire process works.



### STEP 1: SELECTING THE RIGHT PRODUCT FOR AMAZON SUCCESS

The first step is to select the supplement or range of supplements you're going to sell on Amazon. It can be easier initially to supply an existing market than try to create a desire for a new product, but better still is to capitalize on an emerging trend before the market becomes saturated. Find out what is already selling well on Amazon by visiting the Amazon Bestsellers

List. While Amazon don't reveal actual sales numbers of other products it will give you a good idea of what's currently popular.

It is also a good idea to think about how your product will appear next to the competition in a search result. Take the time to research the supplement market on Amazon (and more generally in the industry) and try multiple different searches, mixing and matching different terms to see what ranks for each result. Will your product sit at the premium end of the market or target bargain hunters? Will you offer unbeatable value or blow people away with the unrivaled benefits of your supplement? Who are your target audience?

Consider the popularity, profit margin and opportunity for repeat business for each of the product types. For example, a Meal Replacement Shake taken twice a day will need to be replaced more regularly than a Pre-Workout used three times a week but may give you lower margins.

**HOT TIP:** When calculating predicted margins make sure to factor in Amazon's cut of every sale. A normal ratio for a healthy online business would be approximately one third to your supplier, one third to Amazon and one third profit.

### **STEP 2: GETTING YOUR OWN BRANDED PRODUCTS**

Once you've decided on the supplements you'd like to sell it's time to start the private labeling process.

Consider carefully how the color and style of your branding will compare with the competition. Great design adds significant value to your product in customer's eyes, just as poor or amateurish design will make your product appear cheap and untrustworthy.

There are pros and cons to both generic designs (wide appeal with the risk of being 'lost in the noise') and targeted designs (narrower appeal but greater potential for brand differentiation). For example, an All-in-One Protein aimed specifically for CrossFitters will immediately grab the attention of that group but will likely alienate more casual gym-goers. Consider both the potential size and spending habits of your target group in your branding decisions.

You also want to think beyond a single product and look at the potential for building and growing a brand on Amazon that sells a wider range of supplements to people. A strong, versatile brand will translate well across a range of different packaging and product types.



### STEP 3: SETTING UP A LISTING AND SHIPPING YOUR INVENTORY TO AMAZON FULFILLMENT CENTERS

Now your sports supplements are packaged, labeled and ready to go – the next step is to ship everything to Amazon.

You can set up an Amazon Seller Central Account by visiting [this page](#).

You'll then want to create your Amazon product listing (you can do this earlier if you'd like), and then set up a shipping plan to send your products to Amazon.

At the time of writing Amazon is offering free transportation of your first shipment (up to 200 units) to a local Amazon warehouse. A great way to get started.

When creating your listing we recommend that you opt in for Fulfillment by Amazon, so that Amazon will handle all of the storage and shipping for you and deliver your product to your customers.

Amazon will give you the details and locations of where to send your inventory. You then need to just arrange for a carrier to collect your supplements from us and deliver them to an Amazon distribution center.

**Please Note:** Depending on the product that you chose to sell and the category the product is going to be listing in, Amazon may require you to provide them with further information in order to list your product in that category.



#### **STEP 4: START SELLING ON AMAZON!**

Once your listing is up, and Amazon has received your inventory, your product is now available for sale!

It's now time to market and promote your new product. There are many factors involved with generating sales on Amazon. Here are a couple of top tips to help improve your Amazon listing and start climbing higher up the Amazon search engine:

#### **TOP TIPS:**

**Customer Reviews Are Important.** It probably doesn't need to be said that the quantity and positivity of your customer reviews is one of the most important ranking factors in Amazon's A9 algorithm.

**Answer Questions.** Potential customers may ask questions on your listing about your product. Try and answer these as quickly and comprehensively as you can, as they can act as trust indicators and may help make the buying decision easier for future potential customers who have the same questions. You can also use this information to refine future marketing campaigns.

**Use the Right Images.** Amazon is continuously tightening their image size and quality policies for product listings. Right now, some categories won't even display results that don't have at least one image that is 1000x1000 pixels or larger. Make sure you upload high quality, informative images. Amazon may also request images of the sides of your product too.

**Create 'Parent/Child' Product Listings.** Many sellers create multiple listings for variations of the same product. For example, if you have lots of different flavored whey protein, don't list them as separate products, but use Amazon's built-in parent-child product functionality. The reason for this is it maximizes your customer reviews, since Amazon will combine your similar products into a single primary product page. It also helps from a user experience point of view; by keeping potential customers on the same page makes it more likely they'll buy your product.



## STEP 5: PRODUCT LISTING COMPLETENESS

Finally, the last thing we suggest you do is spend some time making sure your product listing is as complete as possible. The overall completeness of a product listing has an effect on conversion rates. As a general rule, the more complete you make your listing, the better.

**HOT TIP:** Try your best to fill in every single field in the listing setup page to maximize your chances of appearing higher in search results.

**Title:** With the product title, you'll want to optimize it around keywords. Don't use a single keyword, but fit as many keywords as you can into about 80 characters. Look at your competitors' product titles and see what keywords they're targeting.

**Features/Bullet Points:** You'll want to complete all five bullet points with keyword rich, informative features. Keep these easily readable, but as detailed as you can get them

**Product Description:** Expand on your product features / bullet points in your product description. If there's anywhere on your listing where you want to put a whole lot of effort into

engagement, it's the product description. Space the description out so that it's easy to read, and add bolded sub-headers to separate out the content.

**Important Information:** In this section you may wish to include safety information, for example how to store the product, a full list of the ingredients, or you may also want to talk about the directions for use.

**Product Information:** The specifications or product information section is different to the product features. This section is where you actually list the technical and physical details of your product, so you may wish to include ingredients, safety warnings, directions, country of origin, brand, shipping weight, delivery destinations etc.

### HOW TO OPTIMIZE YOUR LISTING

1. Make sure to write a keyword rich, informative title for your product. Perform keywords research to get an understanding of which keywords you'd like to target.
2. The more good reviews you have, the better! Consider emailing customers to kindly ask for feedback. We've provided an example of the type of email you could send just below in the 'Bonus Content' section.
3. Consider offering your product at a discounted rate to get sales flowing. Some sellers launching a new brand or product line will actually allocate a set number of units as loss leaders, where they offer an item for sale at a reduced price in order to either 'lead' to the subsequent sale of their other items, to increase awareness of the reduced item or to gain feedback and ratings.
4. Promotions. Customers love promotions because they offer ways to save them money. You can use promotional offers as an incentive for a customer to make a buying decision sooner rather than later. Think carefully about your promotions and make sure the promotion offers sufficient value to favorably influence the customers choice.
5. Amazon offers a built-in parent/child product function that directs all potential buyers to a single page. Helping customers find different versions of a product they're searching for on one page means fewer clicks and faster check-outs. Use this to your advantage, especially if you have multiple varieties of your product, e.g. different flavors or pack sizes.
6. There is a five bullet point limit so make sure you create all five features. Each bullet has a maximum character limit of 500 characters, so make sure you pack each one with your researched keywords. Be sure to describe and include the benefits of each feature.

7. With your main product image, make sure it's clear and looks professional. Keep the product on a pure white background and the product should fill as much of the image frame as possible. Image pixel dimensions need to be at least 1000 pixels in either height or width. For the full product image requirements – [click here](#).

8. For your second image we recommend uploading an image of the nutritional values. We can provide image renders for you.

9. Think of the product images as free advertising space. You can add your own graphics here to add value to the product/brand.

10. If you have a range of products, why not cross promote them here.

### EXAMPLE PRODUCT LISTING

Back to search results for "whey protein"

**1** Whey Protein Powder in extra large 2.25kg pouch. Get optimum nutrition from our whey protein isolate. Our gold standard, best tasting protein powder. Made in the UK. Use as a protein shake, before, during or after training.

**2** by Super Supplements  
 4.5 stars (247 customer reviews) | 16 answered questions

**3** Price: 649.99  
 Sale: **£22.99** prime  
 You Save: £27.00 (54%)

**4** **Promotion Message!** Buy 2, get 10% off 1 Promotion(s)

**In stock.**  
 Want it delivered by tomorrow, 17 Aug.? Order within 6 hrs and choose Express Delivery at checkout. [Details](#)  
 Sold by Super Supplements and Fulfilled by Amazon. Gift-wrap available.

2 new from £17.99  
 Flavour: **Cookies N' Cream** Strawberry Milkshake Cinnamon Swirl Molten Chocolate

**5** Size: **2.25KG**  
 2.25KG 5KG 907g

**6**

- 22g of high bioavailability protein per serving, low carbs, super-low fat.
- Super Ace Quality Whey. Premium quality, cold-process, cross flow micro-filtered whey ensures maximum absorption post-workout
- Muscle Enhancer: High protein content contributes to the growth and maintenance of muscle mass which may deteriorate when dieting.
- Fatigue Combats: 50% recommended daily allowance of folic acid and niacin help reduce tiredness and fatigue.

**8** Size: 60g (Approx. Two Scoop)  
 45 per container: 37

Typical Analysis*	
	Per Serving
Energy	974kJ
	230kcal
Fat	3.2g
of which saturates	1.4g
Carbohydrates	3.2g
of which sugars	1.4g
Protein	46g
Salt	0.20g

**9**

**10** **Combine with Ace Creatine to MAXIMISE MUSCLE GAINS**

**WHEY PRO**  
 "Whey Pro provides the combination of fast and slow release protein sources for a sustained release delivery of amino acids I need"  
 IBBF Pro Stefan Jokana

**CREATINE**  
 ACE CREATINE  
 ACE CREATINE

**Add BOTH items to your basket NOW!**

## BONUS CONTENT – RUN AMAZON SPONSORED PRODUCT ADS

Amazon has a robust advertising platform that allows you to market your supplements to targeted audiences/customers who are using the site. Amazon's Sponsored Product ads run on a Pay-Per-Click (PPC) model that allows you to promote your products alongside organic search results. Your adverts can appear above, alongside or below search results. Adverts can also be shown on product detail pages.

If you're not familiar with paid advertising and PPC, we suggest reading up and learning about this area of marketing before jumping in to Amazon Sponsored Product ads. If not monitored or set-up correctly, PPC campaigns can quickly add up to a hefty bill!

For further information you can watch this: 'Amazon Sponsored Products: Campaign Manager Overview' video:

[USE LINK]

<https://youtu.be/IfGwvBLm-Jc>

[OR EMBED]

```
<iframe width="709" height="399" src="https://www.youtube.com/embed/IfGwvBLm-Jc"
title="[US] Getting Started with Amazon Sponsored Products" frameborder="0"
allow="accelerometer; autoplay; clipboard-write; encrypted-media; gyroscope; picture-in-picture;
web-share" allowfullscreen></iframe>
```

If you are familiar with PPC, here are three simple steps to get up and running quickly:

**Step 1:** Start with Amazon's automatic targeting option. This allows Amazon to use its search algorithms to suggest an exhaustive list of potential keywords for you. This option requires you to pick a flat rate default bid across all keywords (not ideal), but the goal in step one is to get data on how various keywords perform for each of your products.

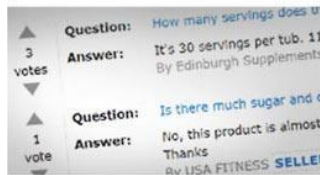
**Step 2:** Once you have at least a few weeks' worth of data (the more the better), start evaluating your automatic targeting campaign to determine which keywords are performing the best. You will then want to move those keywords that are performing well over to a manual campaign. With a manual campaign, you have the ability to adjust bids for each keyword.

**Step 3:** Continue to run through your manual campaigns for keywords and bids. Data is your best friend, but if you feel strongly that you should include additional keywords that haven't yet performed well, test various bid amounts. Different bid amounts can yield various placements and yield varying results, so continue to test until you find something that works well and provides a strong ROI.

**MORE HOT TIPS FOR AMAZON SUCCESS!**



*Create external links to your Amazon listing. Ex. Add a button to your brochure website.*



*Build trust with your customers: answer all questions on your product listing promptly and honestly.*



*Getting positive reviews is a vital part of increasing sales. Be sure to request feedback from your customers.*

**DRIVE EXTERNAL TRAFFIC TO YOUR LISTING**

Amazon has a robust advertising platform that allows you to market your supplements to targeted audiences/customers who are using the site. Amazon's Sponsored Product ads run on a Pay-Per-Click (PPC) model that allows you to promote your products alongside organic search results. Your adverts can appear above, alongside or below search results. Adverts can also be shown on product detail pages.

If you're not familiar with paid advertising and PPC, we suggest reading up and learning about this area of marketing before jumping in to Amazon Sponsored Product ads. If not monitored or set-up correctly, PPC campaigns can quickly add up to a hefty bill!



The Fulfillment by Amazon Revenue Calculator can give you an idea of your FBA fulfillment costs and allows you to see real-time cost comparisons between your own fulfillment and Amazon's offering for customer orders fulfilled on Amazon.

[https://sellercentral.amazon.com/hz/fba/profitabilitycalculator/index?lang=en\\_US](https://sellercentral.amazon.com/hz/fba/profitabilitycalculator/index?lang=en_US)



### EXAMPLE EMAIL TO SEND TO CUSTOMERS ASKING THEM TO LEAVE A REVIEW

Dear \*customer's name\*,

We really hope you are enjoying your \*product name\* from \*your brand\* and that you received it promptly.

If you have been impressed with our product and service, we hope you'll shop with us again and recommend us to the world by adding your feedback on Amazon.com.

Simply sign in to Amazon.com, visit the "Your Account" page, click on "Your Orders" and select the "Write a product review" link.

If you were not so happy with your order, please reply to this email and we'll do our best to quickly resolve the issue.

If you have already left feedback, thank you very much. I really appreciate it.

Thank you again for shopping with \*your brand\*.

\*your name\*

\*your brand\* Founder

## Part 3: Listing your Products

Amazon can be a very competitive and complex marketplace, but if you spend some time learning how the platform operates, optimize and promote your listings, you'll be in a much better position to compete.

Don't get distracted by trying to game the system. Instead, focus on what you would want to see if you were the customer: clear and descriptive pages, competitive pricing, reputable and high quality verified reviews, and a trustworthy and responsive seller.

If you can focus on the things that matter and do so with a professional and credible attitude, then you are already ahead of many competitors.

## How to List On Walmart



Walmart describes itself as the largest multi-channel retailer and provides sellers with an opportunity to get their products in front of millions of customers. And the landscape for what Walmart sells online has changed in recent years.

With Marc Lore convincing the Walmart board to shift their focus from books, electronics, and toys to product areas that are becoming popular now: apparel, fresh food and “everyday essentials” like drugstore items, the turn around for Walmart ecommerce marketplace began.

Currently, Walmart allows third-party sellers in 35+ product categories to offer their products on its Marketplace.

From apparel and accessories to gourmet food and from health and personal care products to jewelry and computers and sporting goods, almost everything can be found on the ecommerce Walmart Marketplace.

The change of guard at the top triggered several changes which have started to yield the desired results.

Walmart’s ecommerce sales grew at 43% in Q3, 2018 which is the sign of all things positive happening for Walmart.

Millennials are the drivers of legacy brand change (including Walmart)

There are 83.1 million millennials which forms a quarter of the U.S. population. 88% of millennials live in metropolitan areas.

Over 40% of them are parents, therefore, invariably they end up spending more on everyday essentials.

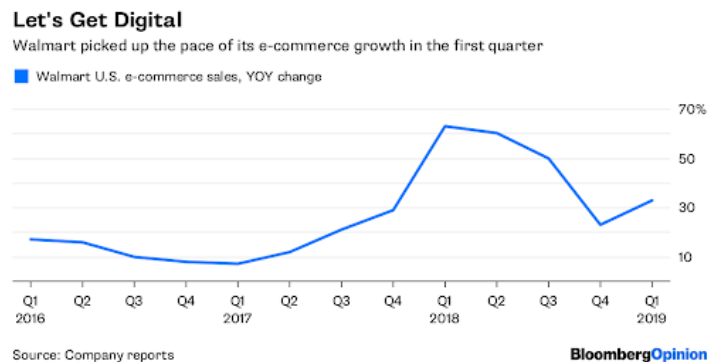
Together they spend \$600 billion each year and make 54% of their purchases online.

Combining all the aforementioned factors, Walmart adopted a new strategy by opening its doors to third-party sellers with excellent products, great customer service and a history of quick delivery. Walmart also started to acquire excellent brands within their product categories.



All the effort put in by the Walmart team has started to show positive results. Walmart's U.S. ecommerce sales grew 40% in the 2nd quarter of 2018, up from 33% growth in Q1.

At the end of 2018, Walmart overtook Apple.com as the third largest online retailer. Their total revenue stood at \$128.03 billion.



Given the brand's rise over the last couple of years, now is the best time to begin to invest in getting your products on the Walmart Marketplace. So let's get started with all you need to know to get started and succeed at Walmart in 2019.

### Pros of selling on the Walmart Marketplace

#### 1. No monthly or initial setup fees.

Different marketplaces charge several types of fees ranging from monthly account fees (by Sears and Amazon) to listing individual items (Etsy) in addition to the category wise commission fee, or the combination of all of the fees mentioned.

**2. A wider customer base.**

This State of the Inbound 2018 study found out that 61% of marketers consider attracting relevant audiences to their websites to still be the biggest challenge.

Therefore, getting access to the 440+ million customers who visit Walmart, gives your products an unprecedented exposure which otherwise is difficult to achieve.

**3. Lower competition.** The Walmart Marketplace, though burgeoning, still lags behind Amazon's marketplace which has well over 2 million sellers.

Therefore, competing at Walmart for a product space is still easier than Amazon or eBay.

**4. List on Walmart affiliate websites.** Not only does Walmart provide you with an opportunity to list your products on their ecommerce marketplace — you also gain access to their affiliate websites:

- Jet.com
- Shoes.com
- Moosejaw.com
- and others.

**5. Authoritative and credible.**

A combined study by USPS and comScore found that 97% of customers first browse products on a marketplace before making an end purchase.

New customers are more comfortable buying from an established name like Walmart, rather than visiting a new website.

**6. Effortless transactions.**

25% of US customers abandon their carts because their preferred payment option was not present.

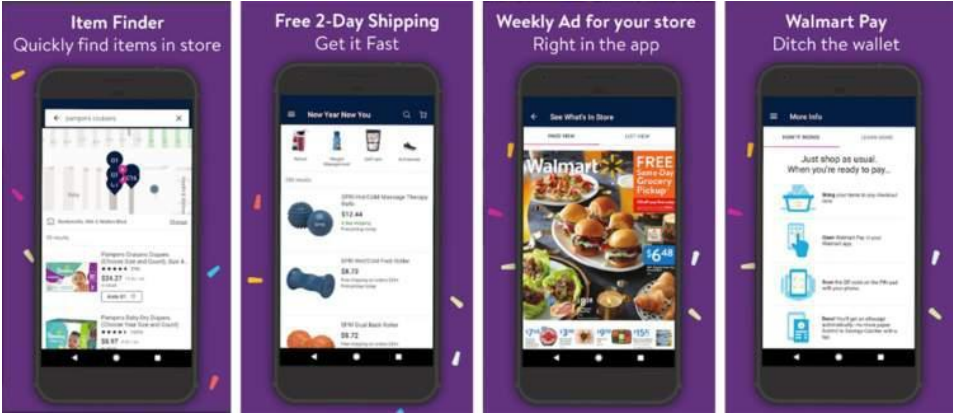
Walmart ensures visitors experience faster page checkouts and have all their preferred payment options such as credit cards, gift cards, Paypal, Visa Checkout, Cash, Chase Pay, Amex Pay and more.

Furthermore, Walmart extends the same comfort to online sellers as well.

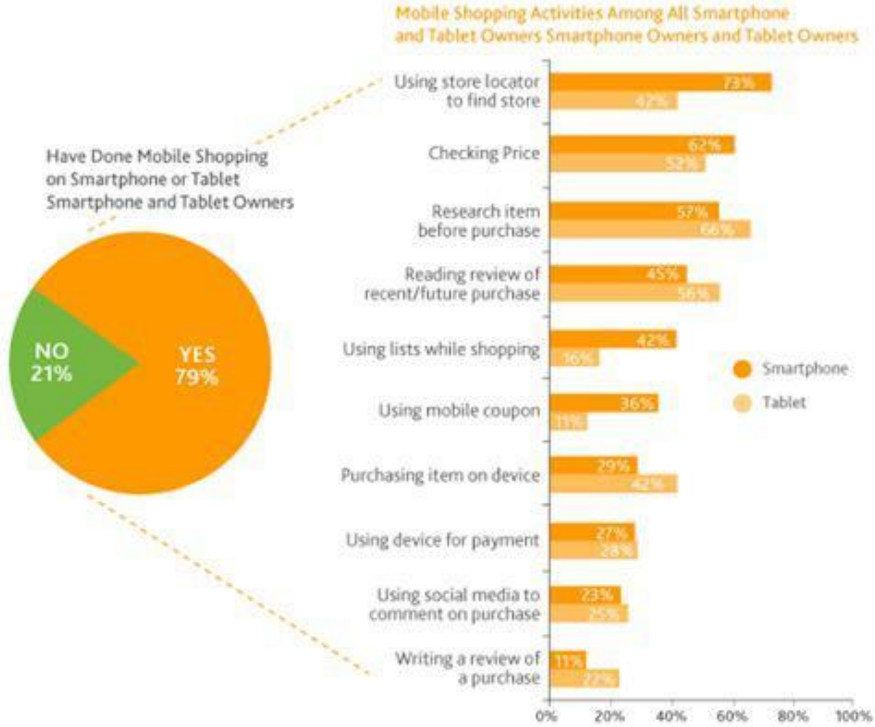
They've partnered with Payoneer to offer weekly paychecks to their Marketplace merchants.

7. Mobile presence.

Since Walmart has a great mobile app with an optimized buying journey, your potential customers can find your products when searching from their mobile/tablet.



Most US Smartphone and Tablet Owners Use Their Devices for Shopping-related Activities



Source: Nielsen



Apart from the aforementioned reasons, some of the sellers reported a hike in their website traffic by virtue of their brand name appearing along with their products.

## **Cons of selling on the Walmart Marketplace**

### **1. Lower profit margins.**

Walmart's entire philosophy revolves around customers saving more.

With several merchants competing for similar products as well as category wise commission fees, your margins may take a hit.

### **2. Shipment and support.**

Walmart.com expects sellers to provide all the post-sales operations, from shipping and handling to customer service, exchanges, and returns.

Tracking information, if available, can be accessed through your Walmart.com "Your Account".

Walmart explicitly denies its sellers from using FBA for fulfillment.

Additionally, it expects merchants to deliver the product in non-branded packaging and prevents them from putting any brand related promotional material in the package.

### **3. Potential listing issues.**

When more than one seller offers the same product at the same price, Walmart automatically promotes the item that was listed first.

Consider the example of Nike Air Huarache Men's Shoes Black/White shoes and assume that JMS listed the product first before anyone else, (for the time being forget about the product prices).

Now that this product will have the same UPC/GTIN, JMS will be given preference first on the first-come-first-serve basis and all the other sellers will be in the lower-visibility list below.

The only way to beat the first seller's item is by lowering the cost of your item.

Nike  
**Nike Air Huarache Men's Shoes Black/White 318429-003**  
★★★★★ [Write a review](#) [Nike](#)

**\$105.00**  
**Only 1 left!**  
**Free shipping**  
Arrives by Wednesday, Jan 16  
**Or get it by Sat, Jan 5** with faster shipping [Options](#)

Size: 9.5 [Size guide](#)

<del>6.5</del>	<del>7</del>	7.5	8	9
<b>9.5</b>	11	<del>12.5</del>	<del>14</del>	

Qty: **1** [Add to Cart](#)

Pickup not available

---

**Sold & shipped by JMS** [Return policy](#)

[Add to List](#) [Add to Registry](#)

---

**10 other sellers from \$109.95**

**\$109.95+** Free shipping  
Sold & shipped by [Magic Sneaker City](#)

**\$109.99+** Free shipping  
Sold & shipped by [SneakerSupply](#)

[Compare all 11 sellers](#)

#### 4. Strict pricing rules.

Walmart expects its sellers to offer the same products at the lowest point on its ecommerce marketplace.

If it finds out that a particular seller is offering the same product at a lower price point somewhere else, (even if another seller is doing it), it will de-list your item.

How to sell on Walmart Marketplace?

Once you're approved to sell on Walmart, you'll receive an email that contains the link to register your business.

Here, you need to register by following the link provided to you in this email.

From: <noreply@walmart.com>  
Date: Wed, Nov 2, 2016 at 1:50 AM  
Subject: Your Walmart Seller Center account has been created  
To: [sellername@gmail.com](mailto:sellername@gmail.com)



Dear Seller Name,

Your Walmart Seller Center account has been created with the legal name **Sample Seller Name**.

Click [here](#) to access and configure your account, or copy and paste the link below into your browser:

<https://seller.walmart.com/onboard/ob-signup?id=VFikUW5PYm1ndTZCd21RSgSXWVdxZnh4VTIiZUNKMngxdmNOUw2aXZ4SGkxbk9PMXU2TDRJaWgxVEdLemd1Yw%3D%3D>

Please ensure that you register in the Seller Center as quickly as possible.

Our expectation is that you will go live on the site within 2-4 weeks. If you have any questions, please reach out to our team at [mponboard@walmart.com](mailto:mponboard@walmart.com).

We recommend that you read our [Knowledge Base](#) articles to prepare for integration. A good article to begin with is [Getting Started With The Walmart Marketplace](#).

Thank you,  
Your Marketplace Team

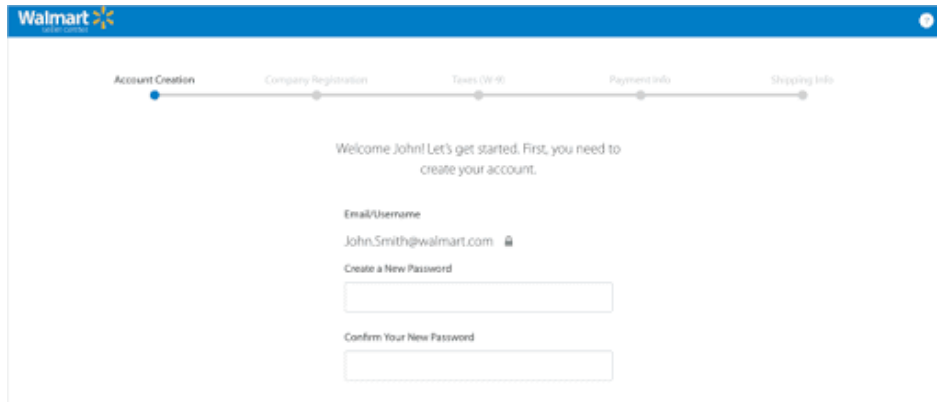
\*\*\* Please do not reply to this email; this mailbox is not monitored. \*\*\*

The entire process of registration is categorized in 5 steps:

- Account creation
- Company registration
- Taxes (W-9)
- Payment info
- Shipping info

**1. Account creation.** This step requires you to provide the username and password for your account.

The username profile is auto-filled (taken from your application).

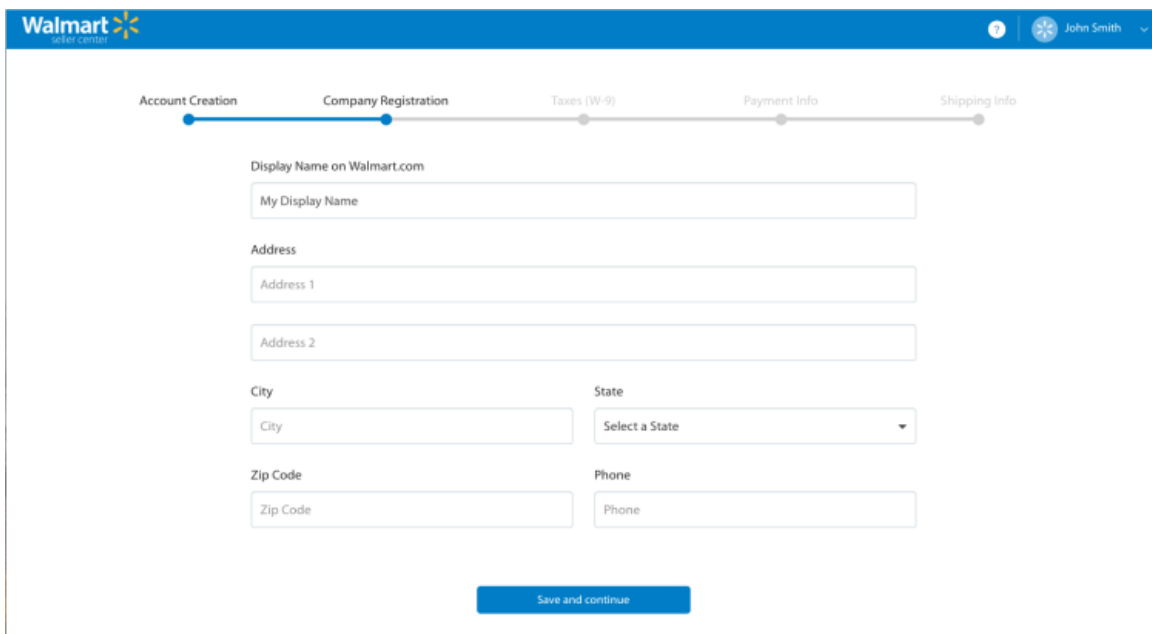


**2. Company registration.** This step requires filling out all of the information required regarding your business.

Walmart uses this information to create a partner account.

**Display Name:** The name you want customers to see on Walmart.com.

**Corporate Address:** The complete address of your company including the ZIP Code and phone number.



After filling out the details, click “Save and Continue.” With the completion of this step, your Partner Account is officially created.

### 3. Taxes (W-9).

This step consists of filling out a W-9 form for tax purposes.

The required fields include your name, address, and TIN (Taxpayer Identification Number).

The screenshot shows the 'Taxes (W-9)' step in the Walmart Seller Center registration process. At the top, a progress bar indicates the current step is 'Taxes (W-9)', with previous steps 'Account Creation' and 'Company Registration' completed, and 'Payment Info' and 'Shipping Info' yet to be completed. The user is identified as 'John Smith'. Below the progress bar, a message states: 'To add or update the Form W-9 information we have on file, please complete all required fields below. If fields are not editable, your changes are being reviewed. Learn about the review process. For help, view detailed instructions.' The form includes the following fields: 'Name \* (as shown on your income tax return)' with a text input containing 'My Display Name'; 'Business Name or Disregarded Entity Name (if different from above)' with a text input containing 'Business Name'; 'Address 1 \* (number, street name, apartment number)' with a text input containing '3507 Hiddenview Drive'; 'Address 2 (number, street name, apartment number)' with a text input containing 'Address2'; 'City \*' with a text input containing 'Cleveland'; 'State \*' with a dropdown menu showing 'OH'; and 'ZIP Code \*' with a text input containing '44115'. At the bottom, there is a section for 'Taxpayer Identification Number (TIN) \*' with a note: 'Enter your employer identification number (EIN) below. This TIN must match the name given above to avoid backup withholding. If you do not have an EIN, enter the social security number you use for reporting your business income.' and a text input field.

### 4. Payment Info.

Walmart has partnered with Payoneer.com to process the payments of Marketplace partners. To receive your payments from Walmart, you must register with Payoneer.

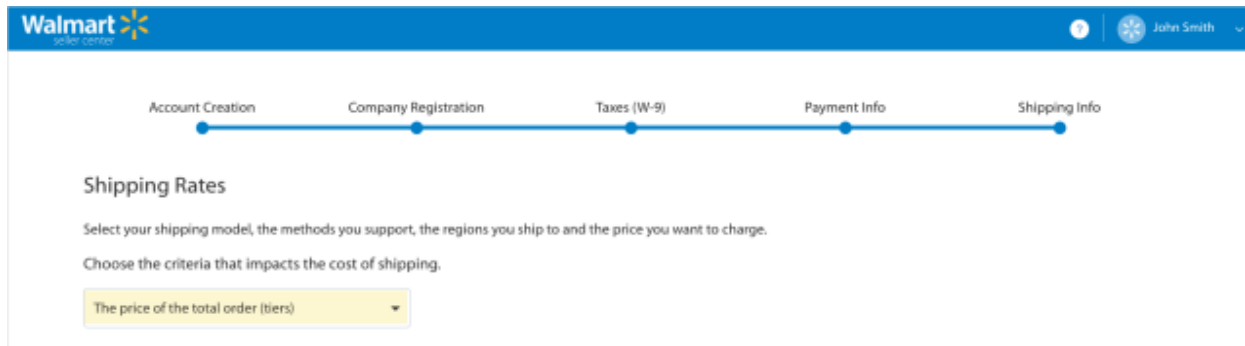
The screenshot shows the 'Payment Info' step in the Walmart Seller Center registration process. At the top, a progress bar indicates the current step is 'Payment Info', with previous steps 'Account Creation', 'Company Registration', and 'Taxes (W-9)' completed, and 'Shipping Info' yet to be completed. The user is identified as 'John Smith'. Below the progress bar, the text reads: 'Add your payment information. Walmart has partnered with Payoneer to provide you with an improved payment experience.' Below this text is a promotional banner for Payoneer. The banner features the Payoneer logo, the text 'Fast and Convenient', and a description: 'With Payoneer, your funds go straight to your bank account quickly, securely, and with added features like billing services and local currency accounts.' To the right of the banner are two buttons: 'Create an Account' and 'Already have an account? Log in'. At the bottom of the page, there is a 'Continue to Next Step' button.

**PRO TIP:** To avoid any additional withdrawal fees by Payoneer on every transaction, avoid registering on Payoneer directly. Instead set up your account from your Walmart Seller Center.

Upon finishing with this step, click “Continue to Next Step.”

## 5. Shipping info.

This section represents your default shipping price models for all of your items on Walmart.com.



Select Your Pricing Model

Select Your Shipping Methods and Regions

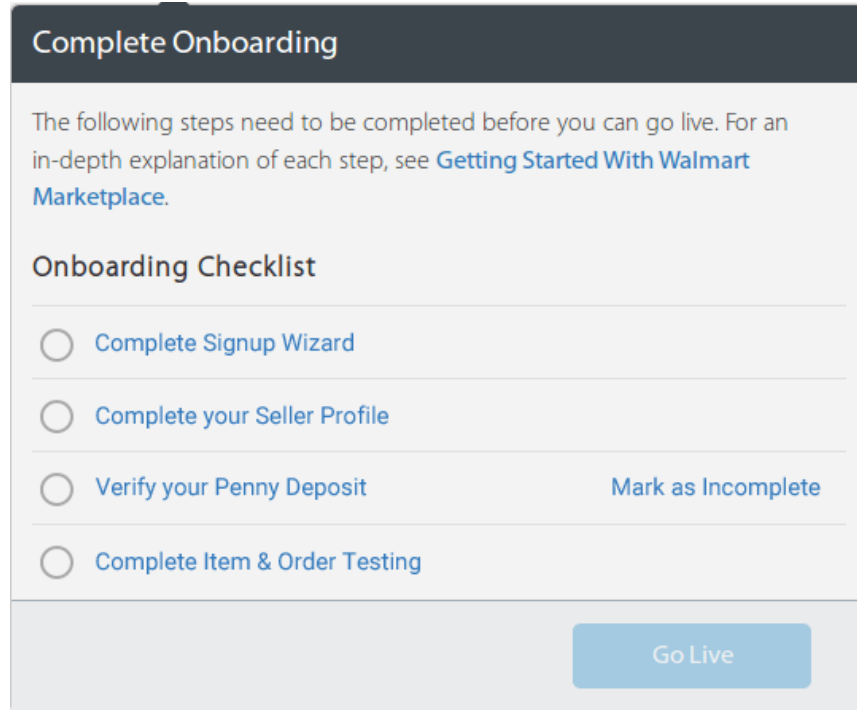
Once you have set up your shipping settings, review your selections and then click on “Submit.”

These settings can be changed later on if needed.

With this step, you’ll be logged in to your Seller Center, wherein you will need to complete the Launch Checklist items.

This completes your Registration for Partner panel on Walmart.

Now you’re done with the initial registration steps, and it’s time to launch your account using the “Launch Checklist.”



## Launch Checklist

These steps are necessary to complete in order to make your product appear on Walmart Marketplace. It is highly recommended to complete these steps early, so you can get started with a healthy revenue stream.

### 1. Complete your partner profile

This includes the Signup Wizard and Seller profile. The aim is to make consumers familiar with your business.

The main steps of this checklist are:

- Company Info
- Customer Service
- Shipping
- Return Policy
- Privacy Policy
- Tax Info

Once you complete all steps, the checklist items will be marked as complete.

## 2. Verify bank deposit

Log in to the bank account that you used during your Walmart registration. Check your transactions for a deposit of \$0.01 from Walmart.com with the description “WM Marketplace Penny Test.”

To confirm your Penny Testing as complete, click on “Mark as Done” in the Launch Checklist.

**Note:** The penny deposit typically takes 1-2 business days to appear in your account, but sometimes it may take up to 4 days. If you still don't see the deposit after 4 days, go back and double check that your account information, business name, etc. were entered correctly.

## 3. Complete item & order testing

This is the most important part of your Walmart account creation and onboarding process.

This is where you put in the item information such as images, title, long and short descriptions, attributes, etc.

**Steps to Complete Item Setup:**

1. Identify the right category and subcategory for your items.
2. Have your image URLs or files ready.
3. Prepare the Item Setup Feed with all of the item details.
4. Ingest/upload your Item Feed files.
5. Preview your items on Walmart.com and Complete Item & Order Testing.
6. Once you upload your Item Feed into the Walmart Seller Center, it will be moved to Staged Status.

You need to perform item and order testing before your products become live on Walmart Marketplace.

Here's how to do that.

In the Seller Center, select "Preview Item" to verify the item information and pricing in Staged Status.

The same info is shown to your customers once the account is live. This is the page that appears:

<input type="checkbox"/>	Status	Item Details	Price	Units	Actions	
<input type="checkbox"/>	Stage	Momenta Art-C Stencil and Clear Stamp, Butterfly and Birds SKU: NOT287439-801DC8MOTO	Preview Item	\$13.99	0	Publish Item
<input type="checkbox"/>	Stage	Spellbinders Shapeabilities Dies, Renaissance Tags 2 SKU: NOT285645-801ELL8R334	Preview Item	\$20.99	0	Publish Item

To perform a Test Order, update your item inventory status as 1.

Update Inventory
✕

Enter the new inventory quantity and lag time for the 1 selected item(s)

**Quantity**

**Lag Time (Days)**

You can also update inventory using the Inventory Spec

Download Spec

Cancel
Update inventory

## Part 3: Listing your Products

After updating your inventory, click on “Update Inventory.” Now, click on “Publish Item.”

<input type="checkbox"/>	Status	Item Details	Price	Units	Actions
<input type="checkbox"/>	Stage	Momenta Art-C Stencil and Clear Stamp, Butterfly and Birds SKU: NOT287439-801DC8M07D	\$13.99	1	<a href="#">Publish Item</a>
<input type="checkbox"/>	Stage	Spellbinders Shapeabilities Dies, Renaissance Tags 2 SKU: NOT285645-801ELL8RXM	\$20.99	0	<a href="#">Publish Item</a>

Once you click on Publish Item, that item becomes available to Walmart customers. After your item is published, click on “Purchase Item.”

<input type="checkbox"/>	Status	Item Details	Price	Units	Actions
<input type="checkbox"/>	Published	Momenta Art-C Stencil and Clear Stamp, Butterfly and Birds SKU: NOT287439-801DC8M07D	\$13.99	1	<a href="#">Purchase Item</a>
<input type="checkbox"/>	Stage	Spellbinders Shapeabilities Dies, Renaissance Tags 2 SKU: NOT285645-801ELL8RXM	\$20.99	0	<a href="#">Publish Item</a>

As soon as you click on Purchase Item, you’ll be redirected to the live item page where you can purchase your item on Walmart.com. But before that, you’ll have to create your customer account on Walmart.

**Note:** Avoid adding more than 3 orders to your cart with the same account within an hour. If you do so, Walmart’s fraud system will cancel the orders assuming they are fraudulent.

You also need to perform the following testing:

- Order Cancellation testing
- Order Shipping testing
- Order Refund testing

### 4. Launch your account.

When all the items in the Launch Checklist are marked as complete, a popup message appears to confirm if you’re ready to launch.

Once you select “confirm,” a launch request will be triggered. The Walmart Marketplace Integration team will review your profile, and if everything seems fine, your products will be live within 24 hours.

### **PRO TIP: UPLOAD 10% OF THE TOTAL CATALOG PRODUCTS:**

You’ve completed all the aforementioned steps, but you aren’t getting orders, or your products still show under review status.

The probable reason could be, once your application for selling is processed by Walmart.com, they determine that you haven't uploaded at least 10% of the total catalog products.

Walmart expects its sellers to upload 10% of the total catalog products (earlier submitted at Walmart.com) or, upload 1000 products – whichever is fewer.

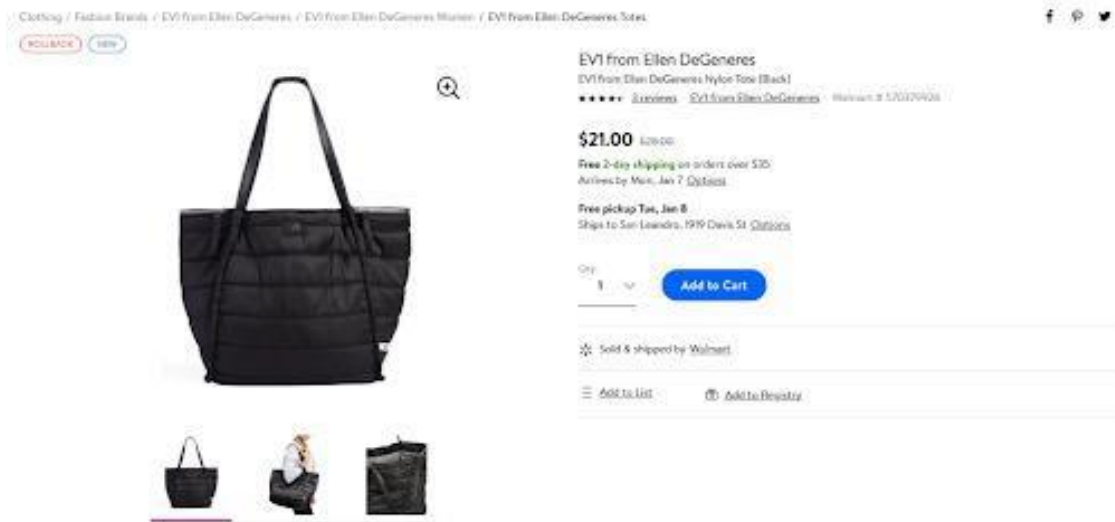
**[DOs] Practices that make your listing stand out**

Great product listings have the power to convert casual browsers into buyers.

This includes organic and paid methods.

Organic methods consist of writing appropriate product titles, descriptions, images and pricing. Also, make sure to update your listings periodically.

Paid methods include using Walmart's advertising mechanism to boost your product's visibility.



**1. Category & attribute mapping**

This action is imperative. Category mapping decides where your product appears.

Failing to do this the right way will lead to your products appearing in the wrong places.

Attributes help to define the make of a product. Walmart has defined categories and corresponding attributes. Correct mapping helps when visitors use a combination of Walmart's filters to directly arrive at their result.

**Shipping & Pickup**

- Show all
- 2-day shipping
- Ship to Home
- Free Pickup + **Discount**
- FREE Pickup
- FREE Pickup Today

**Color**

[See More Colors](#)

**Brand**

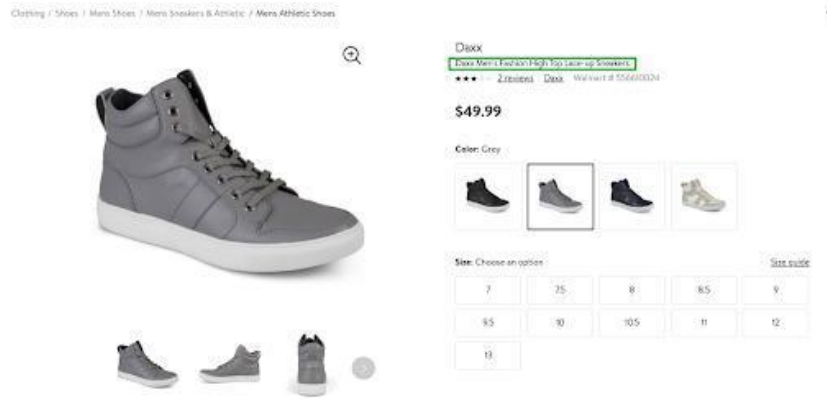
- SWISSGEAR
- JWorld
- LeSportsac
- No Boundaries
- Solo
- Ozark Trail
- American Tourister

**Special Offers**

- Reduced Price
- Rollback
- Clearance
- New
- Price Shown at Cart

## 2. Title

The product title reflects the product’s type. It must be unique (not used by you anywhere else), user-friendly (include keywords, generic terms, or any specific attribute) that customers can easily search and find your product.



Note that the seller has included the BRAND NAME, ITS USER, and THE MAKE of the product. Therefore, they have included all of the important factors into one optimized title.

## 3. Description

The product description (or, “About this item”) section is where you put complete information about the item.

From its user base to occasions, from its makers to materials and everything else (also, Walmart Attributes), you should include every piece of information necessary for a potential buyer.

As a result, the listing's conversion rate increases.

#### 4. Images

An image can be a make-or-break point when it comes to getting sales. There are certain guidelines laid out by Walmart that need to be followed.

The images should be in focus, well lit and centrally-placed with a white background.

The images should not include accessories that are not part of the product.

The images should follow Trust and Safety standards; they should not be obscene.

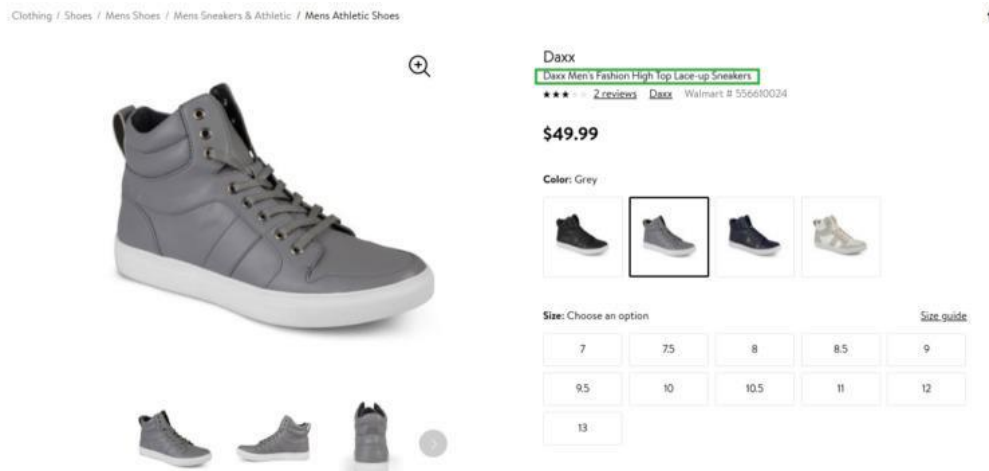
Do not include watermarks, logos, graphics, illustrations or text on the images.

#### 5. Meta keywords

Meta keywords are additional information a potential customer may put in search to arrive at the results.

Meta keywords help increase your item's visibility and help any customer to reach your store's products.

Consider the following image for example: Its title contains information – “High Top Lace-Up” – keywords which a user may enter to look for their desired product. Therefore, use meta keywords strategically in the item's Title and Description.

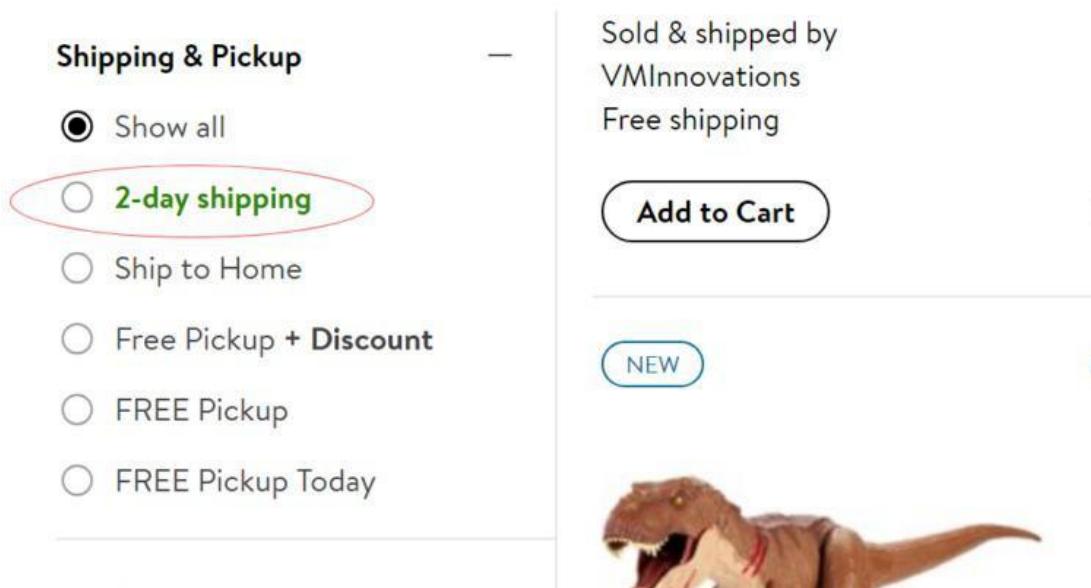


Meta keywords are keywords or combinations of keywords which are associated with the product and which a buyer may enter to directly arrive at desired results.

## 6. Join the Walmart Free 2-Day Shipping program

The faster delivery promise is responsible for the massive success of Amazon Prime.

In addition to millennial shoppers, 2-Day shipping appeals to procrastinators who always shop at the last minute and buyers who have sudden or surprise needs.



The importance of 2-day shipping can be gauged by the fact that items available with 2-Day Shipping are the first filter to sort products.

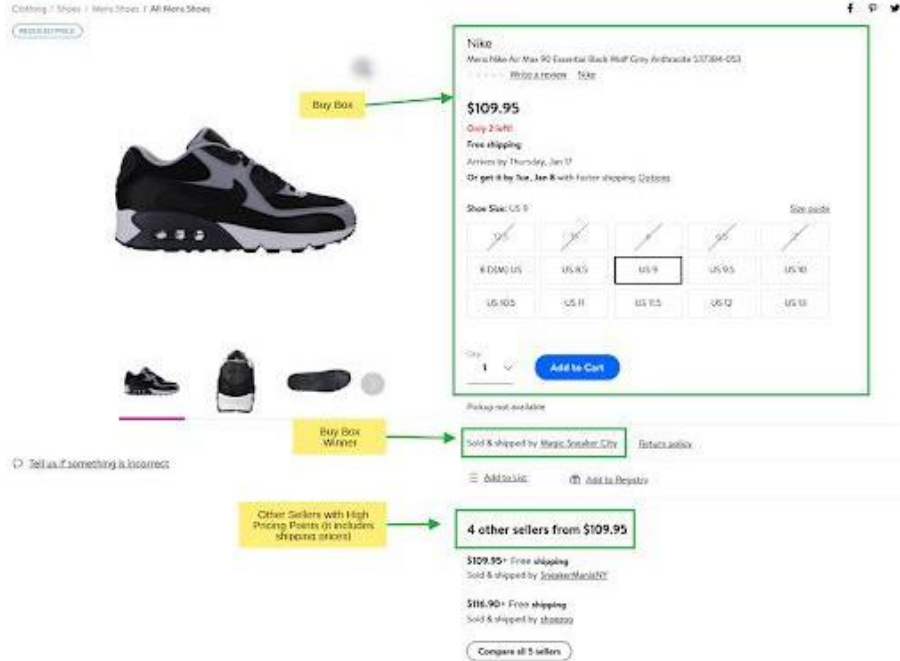
Therefore, joining Walmart's 2-Day Shipping program boosts the visibility of your listings.

## 7. Win the buy box

Winning the Buy Box implies that your listing will be the first choice for a customer.

Walmart uses this concept to encourage competition between sellers when many of them offer the same item.

Winning a buy box increases the conversion of a listing exponentially.



To win the Buy Box, a seller should offer the same product at the lowest price. This includes the shipping price as well.

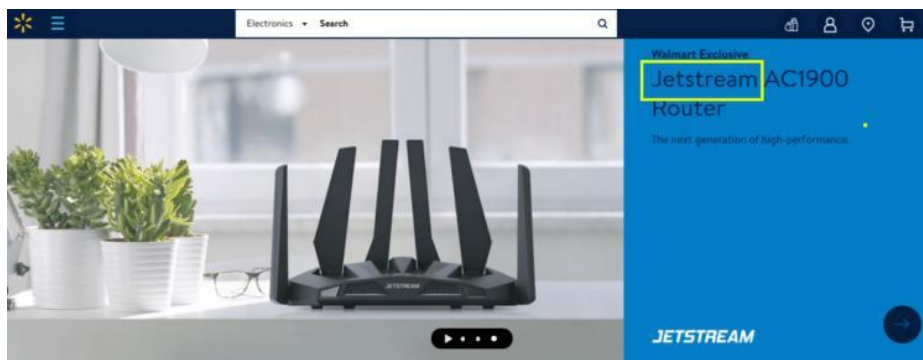
### 8. Paid options

Walmart offers its customers various ad options as well.

They're basically CPC (Cost Per Click) ads which can be used for different purposes – Brand Lift, Product View Lift, Percent of Exposed Shoppers, Add to Cart, Search Lift, and ROAS.

Since they're performance (CPC) ads, sellers are charged only when a customer clicks on the ad to arrive at the desired page. The ads appear at several locations – among product search grids, banner ads and native banners.

#### A) Native banner ads on category home page:



Here is an example of a native banner ad from Jetstream promoting its routers on the electronic category home page. The purpose of this ad could be Brand Lift, Product View Lift, and Percent of Exposed Shoppers.

**B) Landing page ads under a particular product category:**



Brinley Co. is promoting its shoes in a product category landing page ad. The purpose of these ads again is to increase Brand Lift, Product View Lift, and Percent of Exposed Shoppers.

**C) Sponsored ads in product grid:**

Product	Price	Shipping	Label
L.O.L. Surprise Under Wraps Doll Series Eye Spy 2A	\$13.88	2-day shipping, Free pickup	
L.O.L. Surprise! Eye Spy Pets Series 4-1 with 7 Surp ...	\$9.88 (from \$10.00)	2-day shipping, Free pickup	
Barbie Rainbow Lights Mermaid Doll	\$12.17 (from \$10.00)	2-day shipping, Free pickup	Sponsored product
L.O.L. Surprise! Eye Spy Lil Sisters Doll Series 4-1	\$6.99	Free shipping on orders over \$35	
My Little Pony the Movie Pirate Ponies	\$19.88 (from \$27.00)	2-day shipping, Free pickup today	Sponsored product

^This is an example of sponsored ads (performance ads). The purpose of this ad could be to increase Add to Cart, Search Lift, and ROAS (return on ad spend).

## **[Don'ts] Practices that can get your Walmart Seller Account suspended**

Walmart offers great assistance to sellers through executives, content, advertising, and analytics of products.

Therefore, it expects its sellers to adhere to guidelines and any infringement of its guidelines will result in suspension of your Walmart Seller Account.

### **Reasons for account suspension:**

Seller Performance Standard Infringement  
Marketplace Retailer Agreement Violation  
Operational Standard Infringement  
Trust and Safety Guidelines Infringement

#### **1. Seller Performance Standard Infringement**

This metric is based on ODR (Order Defect Rate) which is calculated over a period of 90 days by dividing the number of orders with at least one defect by the total number of orders within that duration.

It is counted for a 90-day period from 120 days ago to 30 days ago. The 30 days ago starting point is to account for the items that are under the return date.

Order defects include cancellations, returns, delivery defects, and customer complaints.

**Note:** Multiple defects on one order are considered as one. When the ODR is between 2%-6%, you need to proactively work to get issues addressed. An ODR higher than 6% is cause for Walmart Seller Account suspension.

#### **2. Marketplace Retailer Agreement Violation**

Sellers on Walmart are required to sign a contract agreeing to several measures and policies.

Violation of any of these policies may get your Walmart Seller Account suspended.

Some of them are as follows:

- The sellers should abide by the law of the land.
- The products offered should be available for sale only on U.S. soil.
- You should possess legal rights to sell the products.
- You should not sell counterfeit, illegal or misbranded products.
- You should not sell prohibited products.

- Don't provide unlicensed content to Walmart.

For more information, refer to the Marketplace Seller Agreement.

### 3. Operational Standard Infringement

Sellers on Walmart are expected to maintain excellent operational standards, which includes on-time shipping, on-time delivery, and exceptional customer service.

The on-time shipping and on-time delivery standards have already been explained above.

Accurate tracking information > 95%.

Top Sellers on Walmart ship products within 5 business days.

On-Time Shipment Rate >99%.

### 4. Trust and Safety Guidelines Infringement

Your Walmart Seller Account can also be terminated/suspended due to failing to adhere to the Trust and Safety guidelines in the Walmart Marketplace Seller Program.

Besides suspending the seller account, Walmart reserves the right to remove a particular listing that violates these guidelines.

The primary reason for this is the higher pricing point of an item whose equivalent is available at lower pricing. There are two pricing rules:

**Price Parity Rule:** This rule automatically unpublishes items from Walmart Marketplace if a customer saves more by purchasing the same item from the same seller on a competitor's website (i.e. other marketplace websites). The pricing also includes shipping cost.

**Price Leadership Rule / Reasonable Price Not Satisfied:** This rule also automatically unpublishes items from Walmart Marketplace if a customer saves drastically by purchasing the same item on a competing website, regardless of the seller. This calculation also considers the cost of shipping.

Therefore, sellers need to be mindful of all these factors in order to continue selling on Walmart Marketplace.

However, there are some other factors at the product level which can be responsible for products failing to appear on Walmart Marketplace.

## **[Don'ts] Practices that push your products off of the Walmart Marketplace**

Sometimes sellers have followed all the guidelines; their pricing points are perfect and still, their product isn't available at Walmart for sale.

Several minor issues or missing information could be the reason.

Double check that the following information is all correct as it could be the reason the product is failing to appear.

### **1. Missing SKU**

This is the most common mistake made by online sellers. If you haven't defined the SKU for the product at your online store, the particular product won't be available for sale on Walmart Marketplace.

SKUs are the unique identifiers which help Walmart to award you orders.

### **2. Missing product type**

Another common mistake is missing the Product Type.

Always make sure to define the Product Type for each item.

### **3. Missing category mapping**

Mapping the product category of items helps Walmart understand where to display the products.

Not only is it essential to do category mapping, but it is also essential to do it the right way.

Imagine a shoe showing up in the appliance category. Is anyone going to purchase it?

### **4. Invalid product name/title**

Walmart has a set of standards and restrictions for the product name which you need to keep in mind.

Don't include any special characters (e.g. <sup>™</sup>, ½, @, ^, \*, hearts or shapes) or marketing phrases: New, Original, Authentic, 100% cashback.

You can refer to the Walmart Product Content Policy for more information.

**5. Avoid using watermarked images**

Walmart.com discourages sellers from using watermarked images for their products.

Thus, if your images have a watermark on them, it could be the reason your product is not appearing for sale.

You can refer to the Walmart Product Content Policy for more information on Image Quality Standards.

**6. Missing/invalid/duplicate barcode**

A barcode is another important aspect of a product and serves as a unique identifier for that product.

If the barcode is missing, invalid, or a duplicate, the product will not be accepted by Walmart.

The table below indicates the four types of Product IDs accepted by Walmart.

Accepted Type	Name	Purpose	Acceptable Digits
GTIN	Global Trade Item Number	General purpose, used worldwide	14 digits
UPC	Universal Product Code	General purpose, used primarily in United States, Canada, United Kingdom, Australia, New Zealand	12 digits
ISBN	International Standard Book Number	Paperback, Hardcover and Electronic Books	10 or 13 digits
ISSN	International Standard Serial Number	Newspapers, Journals, Magazines and Periodicals	8 digits

**[BONUS] Walmart U.S. third-party sellers can list on Walmart Canada: Everything you need to know:**

Walmart Canada ranks among the top 10 influential brands in Canada and oversees the influx of 600,000 customers daily, and 1 out of 3 Canadians is a visitor to their website.

These conditions make it beneficial to sell on Walmart Canada.

Third party sellers on Walmart (U.S.) have an additional advantage as well as they can extend their listings to Walmart Canada too.

Walmart Canada gives no preference to sellers of Canada over US.

However, the sellers should be Custom Self-Assessment program (CSA), pre-approved importer.

For more information refer to Canada Border Services Agency.

**All Walmart Sellers (U.S.) need to know:**

Every product shipped in Canada must comply with DPP which means their custom duty must be paid before shipment.

There is equal preference to Canadian and U.S.-based businesses.

All the sellers require a Canadian Business Number from the Revenue Canada Agency.

**Eligibility for CSA:**

Online sellers wanting to list their products on Walmart Canada must meet the following criteria to be able to apply to the CSA program.

They must have a history of actively importing for at least 90 days prior to their application.

They are residents of Canada or the United States.

They do not have a history of contraband or major commercial infractions.

They are prepared to make an investment in business systems.

Authorize senior management to audit their records, commercial business processes, customs interfaces and internal control procedures.

**Returns:**

Customers can return the products in-store at 400 locations at Walmart Canada, or they can return directly to sellers.

In-store return updates required at Seller Level:

Return address.

Contact information.

Return permissions.

Preferred carrier accounts.

Customs broker (for international sellers only).

Return authorization number.  
 At-item Level:  
 Country of origin.  
 HS codes.  
 Hazardous product alert.

**Perks and Cost Savings:**

Walmart covers customer transaction fees at checkout and cost of fraud verification.

Walmart MasterCard cardholders purchasing Marketplace products through Walmart.ca will earn 1.25% rewards just like our core business.

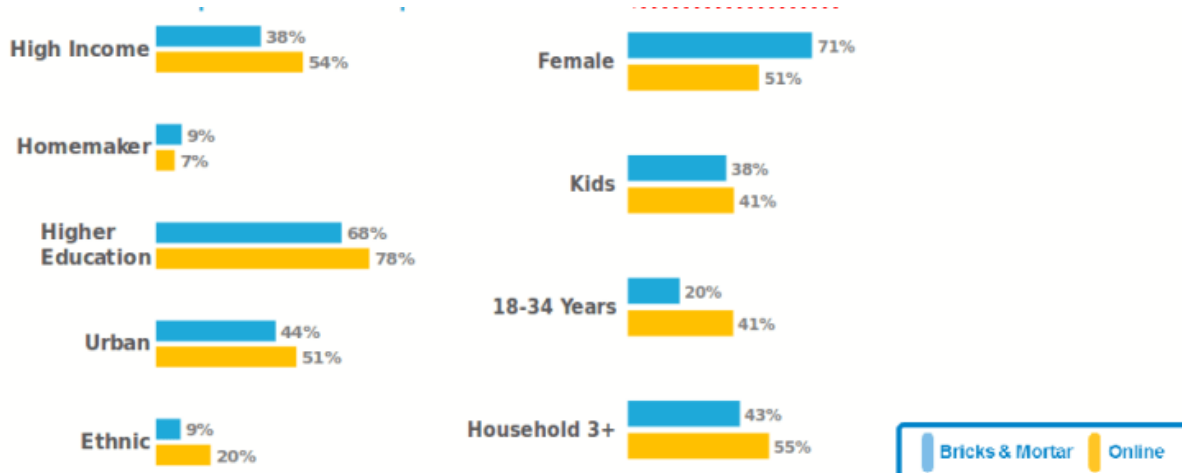
**Targeted Buyer Persona:**

Online sellers wishing to list on Walmart Canada should consider this to better target their listings: 56% of all the customers are new parents or those purchasing products when they expand their houses.

Recent graduates and soon-to-be-married Canadians are the fastest growing customer segments. (Statistics from Walmart Canada.)

**Major eShopper Profiles:**

The following illustration is the demographic representation of people purchasing from Walmart Canada:



Information Source: Walmart Canada

With high average income households, high familiarity and popularity of the platform and the ease of cross-border trade between the U.S. and Canada, sellers have a great opportunity to gain additional visibility for their products with Canadian audiences.

### **Executive Summary**

It remains to be seen whether Walmart will make their online marketplace universal.

Until then, only a chosen few can sell on Walmart Marketplace.

While Walmart will still need a long time to catch up with Amazon, it has presented itself as a great alternative for independent brand labels to connect with their potential customers through adopting a multichannel strategy.

## How to List On Etsy



This guide helps you through the first steps of opening your shop, shares tips on how to get a strong start, and provides resources for further guidance along the way.

Etsy is a unique marketplace for handmade items, vintage goods, and craft supplies. On Etsy.com, you'll find a community of makers, small-business owners, and shoppers who all share a passion for uncommon and rare goods.

If you're new to Etsy, take some time to review their seller policies and learn about fees for selling on Etsy to make sure that selling on Etsy is right for you and your business.

### Open your shop

Before you create your shop, sign in or create an Etsy account. You'll use this account to run your shop and to buy from other makers on Etsy. After creating your account, add your profile picture and bio to let other people in the Etsy community know who you are.

To open your Etsy shop:

1. Click **Sell on Etsy** at the top right of Etsy.com.
2. Click **Open your Etsy shop**.
3. Select your shop language, country, and currency, then click **Save and continue**.
4. Choose your shop name, then click **Save and continue**.

You need to complete the first step of opening your shop on a desktop web browser. Once your shop is open, you can manage your shop on the [Sell on Etsy app](#).

[Learn more about opening a shop.](#)

Do I need a business license to sell on Etsy?

Etsy doesn't require sellers to have a business license to sell on Etsy.

However, when selling on Etsy you're required to follow any laws that apply to you as a small business selling online. If you have any questions regarding which laws apply to you, please contact a qualified professional.

### Finish your shop setup

Once you've signed up to sell on Etsy, there are a few steps you need to take to complete your shop setup and prepare to start selling items. Like any online business, you should think through key factors in your selling workflow. Consider things like production time, policies, and your plan for shipping.

Key shop elements to address:

- **Banner and shop logo:** Upload clear photos that represent the style of your brand and make a strong first impression on shoppers.
  - **Shop announcement:** Share a brief welcome message with shoppers.
  - **About section:** Upload videos or photos and share the story behind your products, how your business came to be, and what your vision is for your brand. [Learn how to craft a great About section.](#)
  - **Shop members:** Introduce any other members of your team or people you collaborate with.
  - **Shop policies:** Outline all your [policies](#) for shipping, returns, exchanges, payments, custom items, or any other guidelines that are important for shoppers to know before they make a purchase.
- For US sellers, as you finish your shop setup, consider purchasing USPS Shipping Labels on Etsy. You can save up to 30% than the USPS retail rates you would pay at the post office or elsewhere online. [Read more about purchasing USPS Shipping Labels on Etsy.](#)

### Add listings to your shop

Once you've completed all your shop sections, you are ready to start adding products to your Etsy shop. When you add a product to your Etsy shop, we call this a listing. [Learn how to list an item.](#)

## Marketing, branding, and promotion

A [marketing strategy](#) is key to the success of your Etsy shop. Marketing will help new customers find your products, lets you existing customers up to date with the latest with your shop, and can lead to an overall rise in sales.

Tips for getting started with marketing:

- Make sure you're [optimizing your shop for Etsy search](#). Make sure to add your location so that your shop can be found in local searches.
- Link your shop to your [social media](#) accounts so you can easily craft posts about your business.
- Consider [marketing your shop](#) through paid advertising.
- Consider offering discounts to incentivize shoppers to buy with [sales and coupons](#).
- Find a local craft fair or market where you can sell your goods.
- Join the [Etsy community and teams](#) where you can network with sellers and shoppers.

Manage your shop

After you've listed your items in your shop, there are other factors to manage as your business develops and grows.

### ***Tips for managing your shop:***

- Make sure you follow customer service best practices so you're qualified for [Etsy's Seller Protection Policy](#).
- Learn what to do when you make your [first sale](#).
- Read about [Etsy's Review system](#).
- Manage your shop on the go using the [Sell on Etsy app](#).
- [Take a break from your shop](#) when needed.

### **Questions about setting up your shop?**

Explore the [Beginner's Guides](#) and the [Seller Handbook](#) to help you get started on Etsy.

There's a ton of great tips in the [Seller Handbook](#), and the [Ultimate Guide to Starting an Etsy Shop](#) is a great place to begin.

[You can also connect with other sellers in the Etsy Community.](#)