

Growing your sales

eBay offers sellers several opportunities to promote their listings on the platform.

- Promoted listings
- International sales
- eBay shops
- Promotions

Promoted listings

Unlike Amazon PPC ads or Google Ads, eBay Promoted Listings are not auction-based or keyword-targeted. Instead, it is a much simpler tool. To promote listings, sellers specify the additional commission they are willing to pay to get a sale.

Promoted listings appear at the top and bottom of the listings. Promoted listings are configured from seller dashboard > marketing > advertising dashboard

Selecting listings

To advertise listings, sellers create campaigns that contain multiple seller selected listings. Listings can be chosen in the following ways.

- **Individually.** Specific listings are added to a campaign
- **Bulk.** Listing are added to a campaign by category or via a CSV upload
- **Rule-based.** Listings will be automatically added to a campaign based on a rule.

Rules define the category and price range of products automatically added to a campaign.

Specifying commission

After specifying listings, the seller sets the additional commission they are willing to pay to get a sale. eBay will suggest a commission level (the 'suggested rate'). Seller can then

- Amend the commission at the listing level
- Adjust the suggested ad rate (e.g. +5% across all listings)
- Apply a single ad rate

Once the listings are selected and the commission set, the campaign can be launched. Campaigns can either run continuously or have a set end date.

Monitoring performance

From the advertising dashboard, sellers can see the following metrics about their ads

- **Impressions.** Number of impressions which sponsored ads received
- **Click-through rate.** The percentage of times ads are clicked
- **Sold.** Number of sales generated by ads
- **Sales.** Sales volume in local currency
- **Sales conversion rate.** The % of listings purchased after being viewed
- **Sold ad rate.** The additional commission paid

When to use promoted listings

Promoted listing can boost sales under all circumstances where the margin is available. They are handy under the following circumstances

- Promote listings with a good sell-through rate but low traffic.

- Promote new items to provide traffic and establish a sales history.
- Consider promoting your bestsellers if it makes sense to sacrifice some profit margin for higher sales volume.
- Consider promoting seasonal products to kick off the season with good sales or address any risk of overstocking.
- Consider promoting products you need to liquidate quickly.

Note: Sellers should optimise weak listings to improve the sell-through rate before promoting them.

Selling internationally

With 187m customers in 190 countries, eBay is a great way to find new customers worldwide.

There are two ways to sell internationally on eBay:

- Standard. Listing on your domestic site but making the product available for international purchase.
- Advanced international listing. Listing directly on international eBay sites. These listing will have the same

Standard international selling

A domestic listing with international shipping specified will appear on overseas eBay sites. In addition, eBay will automatically translate the listings and automatically convert the currency.

International listings will get a lower ranking than domestic listings, showing as 'available from international sellers'.

Advanced international selling

'Advanced' international selling is where eBay sellers list directly on international eBay sites. This has the benefit of tailoring listings to each international site. However, it is more challenging to manage as there will be a separate listing for each marketplace. The advantages of advanced international selling are:

- You can create individual listings for each eBay site.
- Tailor your pricing to suit each market.
- Your listings will have higher visibility as they will appear in the search results on those local sites.
- You can translate item descriptions into the local language and appeal to more buyers.
- You only pay the applicable selling fees for that country (and not the UK).

Shipping Programmes

eBay runs two programmes to make international shipping easier for sellers

Global Shipping programme

If the Global Shipping programme is selected at the Shipping Business Policy level, international customers can buy your item, but the international delivery, including shipping pricing, will be managed by eBay. This programme is excellent for destinations such as South America, where shipping is problematic

European Booster Programme

This service is run by a third party company called Webinterpret and automatically localises and locally publishes your UK on 13 international eBay sites. This makes eBay international listings much easier to manage.

An additional fee is required for this service

eBay shops

You do not need to have a Shop subscription to sell as a business on eBay. However, an eBay Shop can help you reach the right customers, manage orders and build your brand. In addition, your buyers can learn about you and your business and browse your items through a customisable shopfront and you can benefit from reduced fees.

Shop benefits

eBay Shops have the following benefits:

- A free monthly allowance of fixed price and auction-style listings.
- Capping of final value fees in specific categories
- A customisable shopfront and a unique URL that you can use in your marketing
- Use eBay promotions manager

If you subscribe to a Featured or Anchor Shop, you will also get:

- Monthly credit to spend on listing upgrades
- A voucher each month to spend on eBay-branded packaging supplies
- An allowance of free Good 'Til Cancelled listings in 13 countries for sellers whose registered address is in the UK or Ireland. Find out more about selling internationally

Shop Design

eBay shops give the seller only limited options to customise their store. They are, however, mobile-friendly and easy to navigate. Customerisation options:

- **Shop name.** This is the name for your shop, which can be different from your eBay user ID. This also determines the shop URL.
- **Billboard.** This banner image should express your brand, show your products, or announce a promotion.
- **Logo.** Your brand logo.
- **Featured items.** Up to 4 items can be selected to appear at the top of the shop
- **Shop categories.** Products can be organised into shop specific categories or using eBay categories
- **Product order.** Sellers can choose between ordering products by best match or newly listed.

Promotions

Promotions Manager provides eBay Shop subscribers with an easy way to set up special offers on eBay. Promotions can help you attract more buyers, clear old stock, increase average order size and even lower postage costs by bundling more items per order.

You can set up four different types of special offers using Promotions Manager:

- **Order discounts** – Offer discounts based on order size or the amount spent by a buyer. You can also create promotions such as a percentage off an additional item or buy one get one free
- **Multi-buy** – Offer tiered discounts to your buyers when they purchase multiple quantities of your items
- **Coupons** – Offer exclusive deals to buyers by using a coded coupon
- **Sales event + markdown** – Reduce prices for selected items or categories

Promotions are managed from Seller Hub > Promotions

When to use promotion types

Increase order size

- Order Discounts
- Multi-buy

Boost sales volume

- Coupons
- Markdown sales and events