

E-Commerce and Marketplace Guide

- Online Sales Strategy – Who are you selling to and where are they buying?
- Consider Marketplaces – These platforms already have millions of buyers
- eCommerce Platforms – Loads to choose from – From WIX to Shopify
- Your Website – If you have a website, can you add an eCommerce module?

You can sell on a marketplace for products or services – these marketplaces can have millions of monthly customers already visiting their website. Create a profile on the right platform for your business and create a complete list for all of your products or services. Add great photos, a keyword rich title and description and reviews.

Consider the charges each marketplace has carefully when deciding to focus – there can be some hidden costs in the payment options. Fees can range from monthly membership, sales commission and then payment charge. So you need to do your sums right to ensure that you price correctly. Some marketplaces such as Amazon give you an option to send them your products and they will store it and then ship to customers when they order. There is a charge for this – but it maybe worth it due to the time it saves you.

Marketplaces to consider for products:

<https://www.ebay.co.uk/>

<https://www.amazon.co.uk/>

<https://www.etsy.com/>

<https://folksy.com/>

<https://www.notonthehighstreet.com/>

<https://www.onbuy.com/gb/>

<https://www.fruugo.co.uk/>

<https://www.facebook.com/marketplace>

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There are marketplaces for services as well – you can offer your services online across the UK and world. These tend to charge a commission for work earned from their platform – so you do not pay unless you earn money from them.

Marketplaces to consider for services:

<https://www.peopleperhour.com/>

<https://www.upwork.com/>

You can add an eCommerce module to your own website or sign up for a website with eCommerce features for a monthly cost. These can be easy to set up and give you templates to select from. They do not have the advanced SEO features of custom websites – but are perfect to start selling online and, if you own your own website address, you can transfer this to a custom website in the future once you have started to generate sales online.

eCommerce Platforms to consider:

<https://www.shopify.co.uk/>

<https://www.bigcommerce.co.uk/>

<https://www.wix.com/>

<https://www.squarespace.com/>

<https://magento.com/>

The best strategy for selling online is to have a mix of –

- Your own website or a web platform that you control
- A marketplace you focus on as it has lots of traffic
- Your key social media to drive customers to your own website

This way you do not have all your eggs in one basket – but you are also not over stretched in time trying to manage loads. If one place generates more sales for you – you can focus on it more moving forward. This is a great strategy as it protects your business in case the rules on any platform you use change. No

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matter what 3rd party platform you use – you also want to have your own website – so people can find you in search engines.

Once you have created a profile on a Marketplace, when adding something to sell – make sure you add:

- Photo you have taken – not generic stock photos
- Keywords and key phrases in the title
- Write a comprehensive description
- Detail shipping details, any guarantees and return policy
- Highlight testimonials or reviews – as these give people confidence to buy
- Share your product page or service page on social media to send people there to view and possibly purchase. You would be surprised how many of your connections forget or do not know what you sell or all the services you may offer.

Check out the council website for updates and follow them on social media. There will be updates on grants, support and advice to businesses available at all times.

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