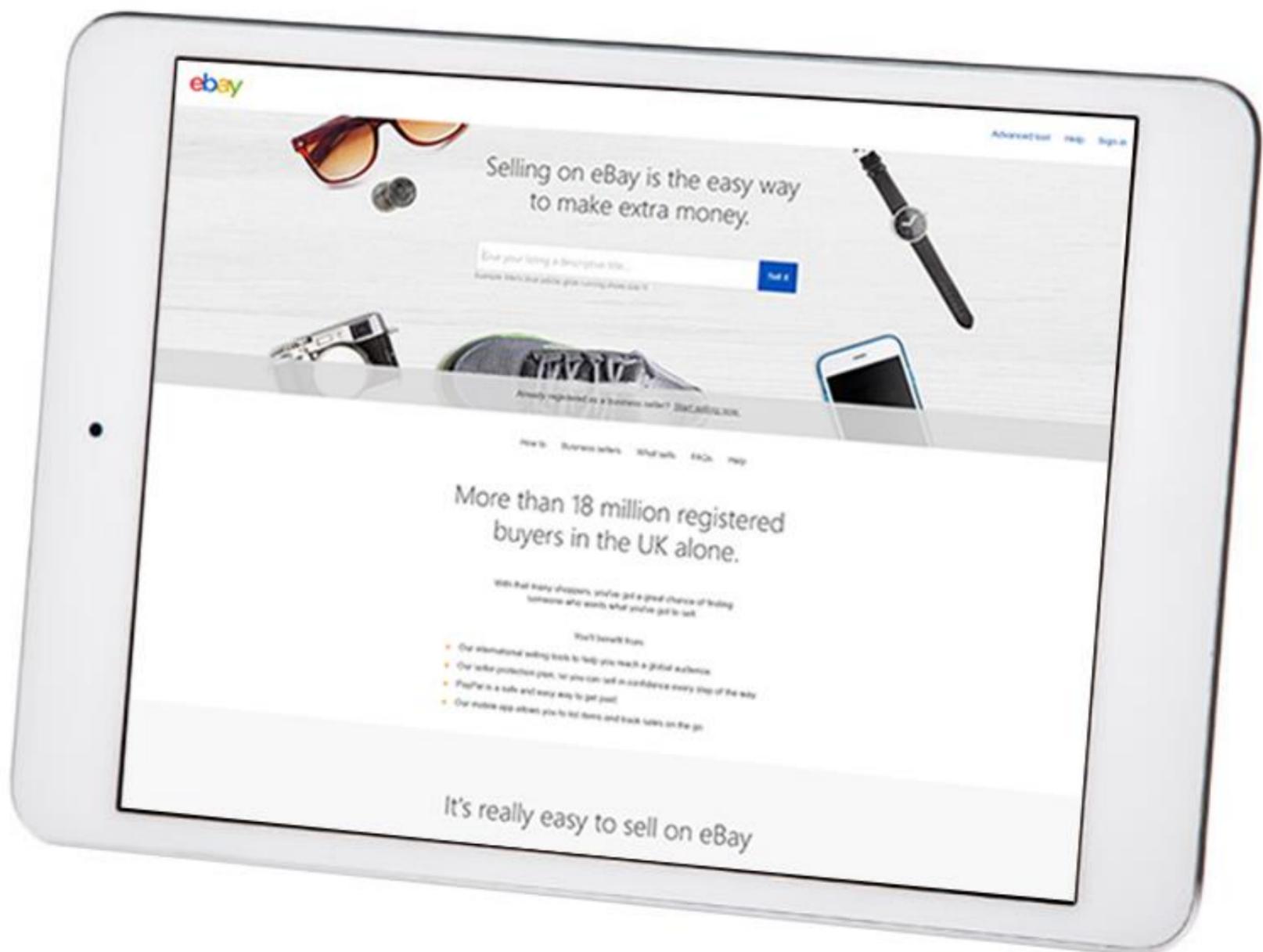




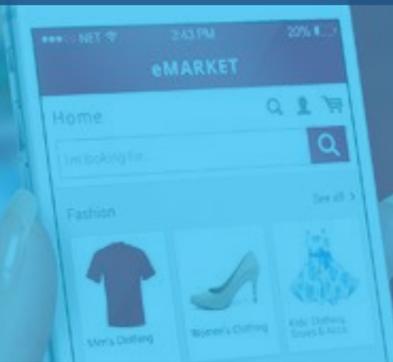
# 30 Ways To Grow Your eBay Business



As an eBay seller, there are predominantly two things that will help you maximise the growth of your eBay business – increased visibility and higher conversions.

There are of course a number of other factors that can also help to determine your success when selling on eBay, which is why we've compiled 30 growth ideas that you can action to ultimately maximise the growth of your business on the eBay marketplace.

# #1 Assess the quality of your images



High-quality images are crucial for driving sales on eBay, so take the time to assess your existing images and ensure that they not only look professional, but that they also **accurately convey the products details**, for example the colour.

This is often the case for clothing purchases, where the actual colour of the item is in fact a different shade to that shown in the image. If this is the case for your products, fix it now as it's only a matter of time before a customer calls you out on it and leaves negative feedback.

Some other best practices to consider include:

- Using a plain, uncluttered backdrop
- Ensuring all images are of a high-resolution
- Capturing all of the item's angles, details and blemishes
- Enabling the zoom/enlarge feature

## #2 Test product visibility



One of the best ways to assess how visible your eBay listings are, is by simply **searching for the relevant keywords and applying the appropriate filters**. Are you dropping off the search results page? If so, at what point?

Use this insight to improve your listings, whether that be optimising for certain keywords or applying relevant item specifics, so that you show up in as many searches related to your product as possible.

Keep in mind that when a user refines their search, for example they select a specific colour, size or material, **eBay will only display the relevant results that have specified the item specifics for that listing**. Including these details solely in the product description isn't enough and you won't appear in an advanced search.

## #3 Price competitively

Price is still the most important differentiator when it comes to eBay listings, so ensuring that your prices are competitive is often crucial for success. While it's important to understand your product margins, you should also get an idea of what people are paying for similar items (use the **Advanced Search option > Sold Listings**).

Once you've got an idea of what is roughly a competitive pricing point, we would also recommend that you consider consumer psychology. As an example, think about the **left-digit-effect theory**, which suggests that many people will look at the digits to the left of the decimal point, for example £19.99 seems more attractive than £20.00.

Try using a service such as the [eBay Pricing Comparison Application](#) through Linnworks, to assess whether your pricing is competitive with your competition.

## #4 Strive for top-rated seller status



Achieving eBay Top-rated seller status should be a key focus for your business as it can help you get maximum visibility and increase your credibility, all the while reducing your fees. Ultimately, you'll need to meet requirements such as having a low defect rate and delivery rate, at least £1,000 in sales transactions and at least 98% positive feedback.

While more details about the specific requirements can be found on eBay's website, below we have listed several things you can do to **improve your chances of becoming a Top-rated seller**:

- Provide exceptional customer service
- Dispatch orders the same day or the next day at the latest
- Offer free shipping
- Deliver quality products
- Manage customer expectations

## #5 Identify areas for improvement

The eBay Seller Dashboard is the key to not only understanding your sales performance, but also **identifying areas for improvement** and opportunities for growth. Take advantage of eBay's recommendations for revising your underperforming listings and directly compare your listing with those with the same product identifier.

Specifically, you will be able to look at information such as the median price for both sold listings and active listings with the same product identifier, as well as the number of listings currently active. You will also be able to **directly compare the price of each listing**, shipping costs, the listing's leaf category and shopper behaviour such as listing impressions, click-through rate and sales conversions rate.

## #6 Improve your titles & description

The keywords used in your title can influence your ranking on eBay's search results page. For this reason, you should be **taking full advantage of the 80 characters available to you** and doing keyword research to help optimise your listings for the best results.

We would recommend using a tool such as **Google Keyword Planner**, which provides the monthly search volume for specific keywords. The eBay search bar is another great resource, as it will deliver the most popular search queries based on your keywords.

When writing your listing's title and description, we would recommend that you use descriptive keywords, include key details such as the brand name, include item specifics and avoid the use of all caps.

## #7 Open an eBay store

Take your eBay business to the next level by setting up an eBay shop. Not only does this give you access to marketing tools such as promotions manager and markdown manager, but you will also benefit from further benefits including discounted listing fees, custom categories and sales reports.

If this is a route you wish to go down, there are three different eBay shop subscriptions available to you; Basic Shop, Featured Shop and Anchor Shop. The image below will give you some insight into the fees associated with each.

Your approx. listings per month	Shop level	Monthly subscription	Insertion fees			
			Free fixed price listings	Price per additional fixed price listing	Price per auction starting under £1	Price per auction starting at £1 or more
Up to 65	None	Free	0	£0.26	£0.09	£0.26
65-600	Basic	£17.38	200	£0.09	£0.04	£0.13
600-5,000	Featured	£52.17	1200	£0.04	£0.04	£0.13
Over 5,000	Anchor	£217.38	Unlimited	Free	£0.04	£0.13

## #8 Always strive for great feedback



In order to achieve great feedback, you will need to provide excellent customer service, be open and honest about your products and make your terms of sale as easy to locate and understand as possible. With regards to the latter, this specifically relates to your payment terms, shipping details and returns policy.

Ultimately, good feedback helps you to become a more successful seller, by not only improving your seller status but also instilling confidence in other potential customers who are then more likely to buy from you.

Do keep in mind though that negative feedback can be inevitable, which is why we've outlined [how to deal with both justified and unjustified negative feedback](#).

## #9 Conduct competitor analysis



Research your competitors to get a sense of what works and what doesn't. Don't always assume that those ranking highest are the best and remember to look at the number of watchers, viewers and ultimately sales a listing is generating. From here, look at what exactly those listings offer and how you can use this insight to improve your own.

We would recommend setting aside an hour of research, looking at the competition for at least ten of your listings. Look at live listings, completed listings and sold listings, monitoring how your listings compare with those from other sellers.

You may also want to consider the use of a tool such as [Terapeak](#), which can help you identify average selling prices, the best performing keywords and categories for your listings, as well as market demand.

## #10 Complete all item specifics



Item specifics are crucial to the success of your listing's visibility for the simple reason that without them, you will be **excluded from eBay's search recall**. What this specifically means is, as soon as a user starts refining their search, eBay will only return the listings that have the relevant item specifics completed.

There are in fact **five different types of item specifics – Essential, Desirable, Optional, Invisible and Custom**. Specifically, Essential Item Specifics are the ones that will be seen first and include some of the more common filters – size, colour, category etc. Desirable Item Specifics will be seen on a desktop view and include more options such as material and brand. Optional Item Specifics are less important to complete, but can still be beneficial for increased exposure and Invisible Item Specifics are less important and can include things like Garment Care. Finally, Custom Item Specifics are just that – custom.

## #11 Expand your product lines

One of the best ways to grow your business is by simply **selling more items**. Start by mining existing product data for insight into what users are searching for and ultimately buying. eBay's suggested products (based on your search), the eBay Top Products Page and the sold items page within advanced search all hold incredibly valuable information, helping you to find profitable products to sell.

While you can read more about [identifying profitable products to sell on eBay here](#), a few things to keep in mind include:

- Your mark-up on the product (do the costs outweigh the price you can realistically sell it for?)
- How likely is it to be refunded and how expensive will it be to ship?
- Is it entirely different to your core product offering?

## #12 Expand internationally



If you're looking to expand overseas, eBay's international marketplaces are great places to start. Regardless of whether you simply want to make your domestic listings available to international customers, or would like to list directly onto one of their other marketplaces, eBay offer a range of [cross-border trade opportunities](#) to consider. Specifically, eBay's international selling options include:

**Offering international postage on your domestic listings.** It's also worth keeping in mind that you have the option to opt in for international listing visibility, to help increase exposure. This is only available in the US, UK, Canada & Australia.

**Listing directly on international eBay sites.** You can do this with your existing eBay account, however you will need to optimise your listings for the specific market.

**eBay's Global Shipping Programme:** eBay's international fulfilment service is a great option if you want to reach overseas customers, but without the hassle and risk of dealing with the cross-border trade processes.

## #13 Offer free shipping



While it won't always be viable to offer free shipping on your listings, it is certainly a worthwhile effort if you can, for the simple reason that it attracts more buyers. In addition to this, it also helps you rank better in Best Match searches, giving your listings **more visibility than those with higher postage costs.**

Regardless of whether you offer free shipping or not, there are a few best practices you can follow to enhance customer experience:

- Know your shipping charges.
- Package your items carefully and securely.
- Aim to ship the same day, or at the very latest the next business day. You should also inform your customer's when it has been dispatched.
- Provide tracking information.
- Generate repeat business by including a business card or thank you note.

## #14 Use product identifiers

You will soon be required to include at least **1 product identifier in your newly created listings**, although we would recommend that you also revise your existing listings to include this information. By doing so, you will benefit from increased visibility and inclusion in new eBay product pages and product reviews.

We have recently teamed up with GS1, the only issuer of Global Trade Item Numbers (GTINs) that are recognised by the global marketplaces, to develop a [complete guide to using unique product identifiers](#).

In this guide, we have outlined the different types of product identifiers available and more importantly how you can obtain them.

## #15 Identify complimentary products

Once you have conducted competitor analysis and identified some of the top-performing sellers within your category, it can be beneficial to look at the other types of products they list. This can be a great way to get **ideas on what else to add to your inventory**.

Some alternative ways to research new products include:

- Looking at lifestyle, tech, hobby or how-to magazines for product ideas. The ads shown in these magazines may also give you an idea of what is currently trending.
- Simply look around your environment for ideas – think about associated products and start building out a list of ideas.
- Look at other marketplace's best-seller lists, such as Amazon, Ali Express and Etsy. It's also worth looking at Alibaba's product category list, which has almost any type of product you can think of.

## #16 Instil a sense of urgency

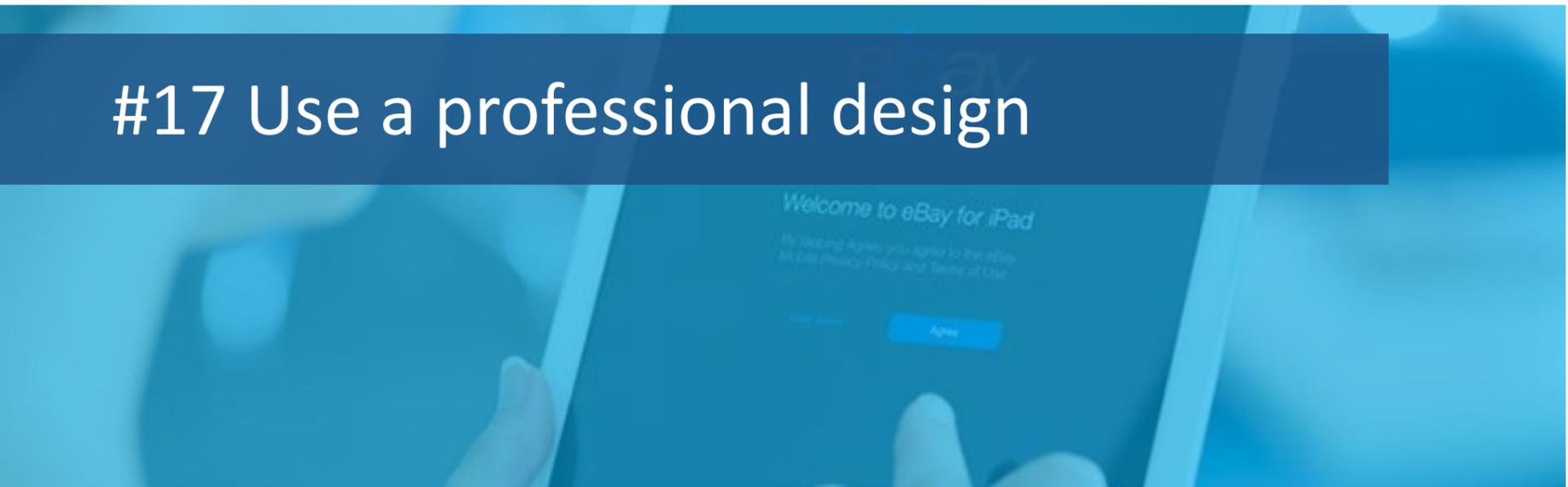


One of the most effective ways to encourage a sale is by instilling a sense of urgency. When selling on eBay, this can be achieved by using the Markdown Manager tool to **create a limited-time sale** or free packaging and postage.

What's also great is that you can use this either on your eBay store inventory, or your fixed price listings.

Ultimately, Markdown Manager is a great tool for not only driving traffic and boosting sales, but also to help you rank higher on eBay's search, attract repeat customers and get rid of unwanted stock.

## #17 Use a professional design



The overall look of your eBay listings can make a huge difference to how **credible and trustworthy your brand appears to be**, ultimately impacting your conversions. For this reason, it is imperative that your listings appear professional and represent your brand values.

The bottom line is, regardless of how much visibility your listings get, a poorly designed listing template is going to limit your success as an eBay seller. While it can be worth investing in a professional design, we have created a basic [eBay listing template](#) for you to use, **free of charge**.

The template we have created is also compliant to eBay's new active content rules, which you can [find out more about here](#).

## #18 Use variation listings

By using variation listings, you not only enhance customer experience by making it easier for potential buyers to find an item, but you can also **improve your eBay seller status**. This is due to the fact that the sales history of each variation are combined, meaning more sales, more feedback etc.

When you set up your variation listings, make sure the main image clearly shows that it's a variation listing, as you can otherwise limit the number of views it gets. You should also try and have an image for each variation, for example colour.

Another important thing to keep in mind is your inventory levels. This is particularly important when selling these same products in-store, on another marketplace and/or on your eCommerce site. Fortunately, the use of an inventory management system can help **avoid human error such as overselling**.



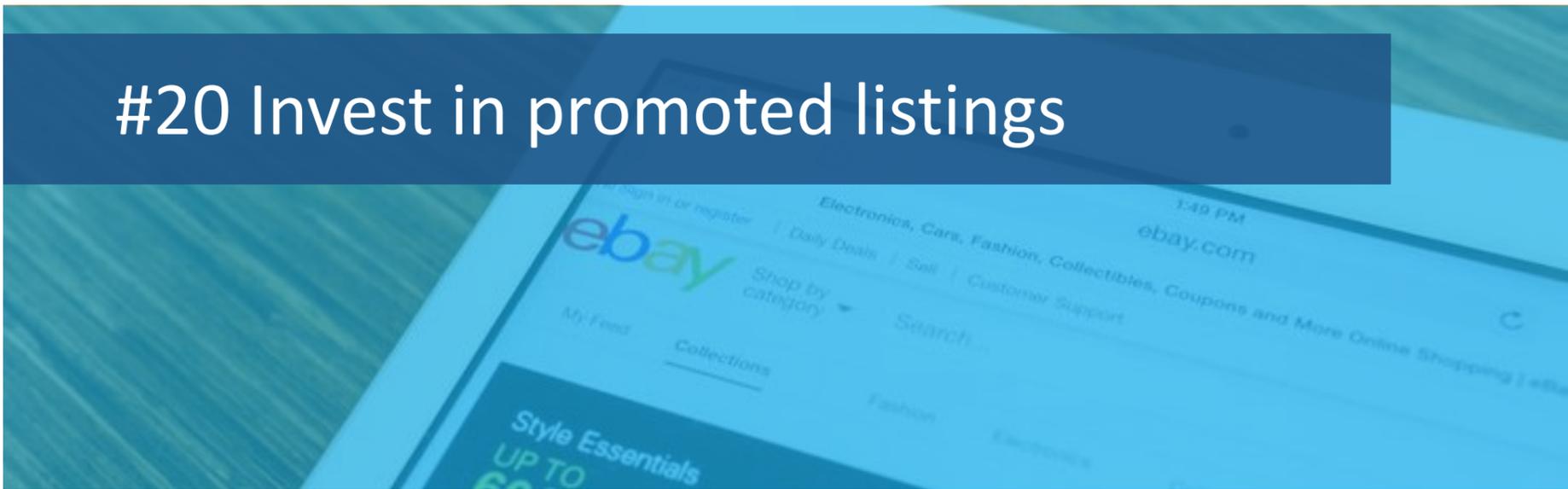
## #19 Respond to questions promptly

As a seller, it is in your best interest to respond to buyer's questions promptly and politely, as your response can ultimately influence a sale. We would recommend, however, that you **include as much information as possible within your listings**, as this can reduce the need for potential buyers to ask certain questions, for example those regarding sizing and postage.

As a seller, effective communication is crucial and prompt responses can also help you to establish trust with individuals who may well become your customers. In this instance, you are helping to increase the chances of positive feedback and repeat custom.

Unfortunately, negative feedback can be inevitable and if you're not sure how to best handle it, we would recommend that you take a read of these [best practices](#).

## #20 Invest in promoted listings

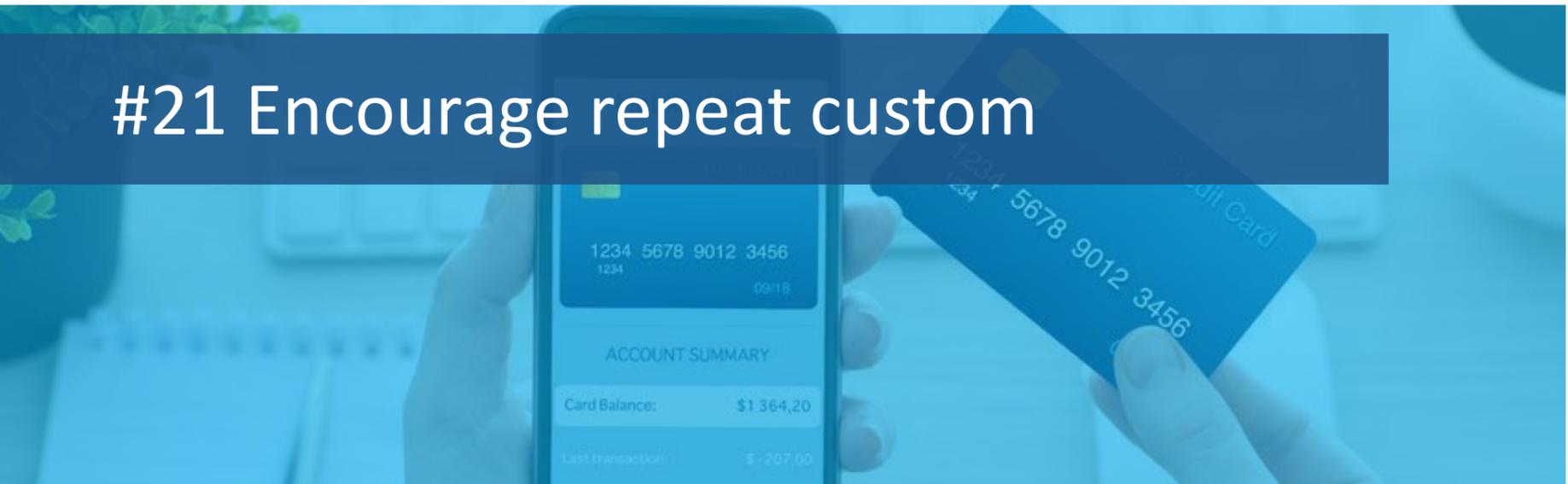


One way to increase exposure of your products is by investing in eBay's promoted listings option. With this, your ads will **appear in prominent locations across the eBay platform**, which will be dependent on factors such as relevancy and your chosen ad rate.

If you're new to promoted listings, we would recommend that you **start with your top selling products**. It can also be beneficial to use eBay promoted listings as part of a campaign, for example around a season or holiday period. Ultimately, it's important to keep in mind that promoted listings do come at a cost, and as such you should ensure that the products can absorb this extra cost (the fee can be anywhere from 1% to 20%).

Find out more about using [eBay's Promoted Listings](#) and how they can help to maximise your growth on the marketplace.

## #21 Encourage repeat custom



Simple gestures such as updating the customer as soon as their order has been shipped, can go a long way in **building trust and instilling confidence**. Ultimately, you want them to know they are being taken care of and have assurance that their order is on its way.

For this reason, you should aim to update them when the order is being processed, when it's about to be dispatched and when it's due to be delivered (for example between date A and B). You should also provide a tracking number with a link for them to track it online and if there's a delay, update them straight away. There are many tools available to you to help achieve this, including [Linnworks](#) and other order management systems.

In addition to reaching out to your customer, ensure that you **also mark the item as dispatched** in My eBay and add the tracking number there as well, as this can help in the event of a dispute.

## #22 Analyse competitor performance



Once you have identified a listing that appears to get good visibility and generates plenty of sales, conduct further analysis on the seller, particularly their ratings. If they are generating negative feedback, look at why this is and **learn from their mistakes**. It may also offer an opportunity to compete by providing a better customer experience.

To help eBay sellers price their items competitively against the competition, the **eBay Price and Competition Analysis Application** has been launched in the Linnworks Application Store. Specifically, this app is available to all Linnworks users and is designed to help you improve the performance of your listings, making them more competitive and successful.

You can learn more about the [eBay Price and Competition Analysis Application](#) here.

## #23 Increase average order size

One of the best ways to sell more on eBay is by increasing your average order size through product bundling. Specifically, if you sell related items you can actually **combine them as a single product offering**, encouraging customers to purchase multiple products.

Do also keep in mind that this can automatically give a customer the impression that they are getting value for their money, even if you're still charging full price for the items.

Another way you can increase average order size is by combining postage for multiple items, or alternatively offering an order size discount, for example 'Save £10 when you spend £100' or 'Buy one, get one half price'. You may also wish to offer an **accessory discount**, which encourages the purchase of related items. Both of these can be achieved by using [eBay's Promotions Manager tool](#).

## #24 Leverage marketing opportunities

If you run an eBay store, you will also have the option to **create and send email newsletters** to your mailing list. Customers will, however, have to opt-in, either by adding you to their Saved Sellers list or by clicking on the “Sign up for Store newsletter” link on your store’s homepage. Ultimately, this can be a great way to promote your latest listings.

Again, eBay’s Promoted Listings option may be an option worth considering, should you wish to increase exposure of your products and drive more sales.

While the above two suggestions require either a monetary investment or an eBay store, something that all sellers can do is invest in **after-sales branding**. By using packaging that reflects your brand, or alternatively providing a personalised message and/or a flyer promoting your other items with every order, you can go a long way in enhancing customer experience and encouraging repeat custom.

## #25 Promote on social media

Social media channels such as Twitter, Facebook, Instagram and even Pinterest, can be great platforms for promoting your eBay business and ultimately driving traffic to your listings. It is, however, recommended that you **set up a business account** rather than using your personal accounts.

Regardless of which channels you are leveraging, make sure you are using high quality images that are optimised for the correct size. You should also include a link through to your eBay store, as well as a short bio. As your main goal is to ultimately increase exposure and drive traffic, it is definitely worth using **relevant hashtags** as well, particularly on Instagram and Twitter.

Pinterest can also be particularly useful for the simple reason that it gives you the ability to engage with other eBayers. By being part of a community, you serve to get more from the channel including more visibility, more traffic and more conversions.

## #26 Leave positive buyer feedback



A simple way to encourage your customers to leave positive feedback, is by simply **leaving them positive buyer feedback**. While feedback will build up naturally over time, this can be a good way to encourage customers who may not otherwise bother.

While you should of course be aiming for positive feedback from your customers, don't forget that any feedback you receive from other sellers will also help boost your overall rating. For this reason, you may want to consider buying your business supplies on eBay through your seller account, or even your personal items.

Other ways you can encourage feedback is by being **open and transparent** about your business, offering fair postage prices, shipping your items promptly and effectively communicating with the buyer. While this doesn't guarantee positive feedback, it does reduce the likeliness of receiving negative feedback.

## #27 Comply with eBay standards

eBay's regulations cover everything from image quality, to payment terms, right through to customer returns. Failing to comply with any of their standards can have severe implications for your business, so it really is integral that you are aware of each one.

In the event of a customer dispute, eBay may well side with the buyer, therefore it is in your interest to ensure you are **protecting yourself as a seller**.

With regards to payments, we would strongly advise that you only accept PayPal payments, as it is not only the preferred platform amongst sellers and buyers alike, but it also offers seller protection on all items sold on eBay. Should you wish to use a different payment platform, you should make sure they also **offer seller protection**. If you sell multiple items but have taken individual payments, it is worthwhile sending them separately. This is because it will only provide one tracking number, giving sellers the option to claim the second item was not delivered.

## #28 Run a sale event

If you have an eBay shop, an effective way to drive sales is by putting your items on sale. While you will need to use the Markdown Manager tool to discount your listings, you will then be able to use the Promotions Manager tool to group them together on a **Sales Event page**.

When it comes to discounting your items, you can use either a percentage or a specific monetary amount. Do keep in mind that all items with price discounts can be discounted by 5% to 75%

It's also worth remembering to **promote your sales** by sending a customised email to your mailing list, announcing your discounted listings.

## #29 Cross-promote your listings

Within every item description, make sure you are including text that encourages users to **check out your other items**. If someone is interested in one of your items, chances are they will be interested in viewing your other items. By cross-promoting your listings, you increase the chances of generating more sales.

If you have an eBay store subscription, you will also have the option to set up cross-promotions. This will specifically show complementary items or accessory items to buyers looking at a listing.

Learn more about [eBay's Promotional Tools here](#).

## #30 Save time with a bulk-listing tool



As an eBay seller time is money, so why not **save countless hours** creating and revising your eBay listings with a bulk-listing tool. Whether you need to list thousands of SKUs, or simply need to update prices, modify returns policies, you can do so in a matter of minutes.

With a solution such as Linnworks, you will not only have access to a **powerful eBay listing tool**, but you will also have the ability to seamlessly link your eBay account with over 45 other marketplaces and eCommerce platforms. Each time you make a sale, your inventory levels will be automatically adjusted, drastically reducing the chances of overselling.

To learn more about how Linnworks can help you to **grow your eBay business**, visit our website or arrange a demo with one of our eCommerce product experts today.



If you would like to learn more about how an order and inventory management system such as Linnworks, can help you get even more from your eBay business, follow the link below to schedule a free demo with one of our team today.

[TRY LINNWORKS FOR FREE](#)

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