

lesson 3: scaling your business

Topics

- How to increase success rates and sales prices
- How listing tools can save you time

Key highlights

- Implement 'best practice' listing guidelines to give yourself the best chance of success
- Upgrades can be used to increase the prominence of your items. Trial and see which ones work best for you
- Using a proper listing tool is the key to developing an efficient eBay business
- Use PayPal to receive payments quickly & efficiently

Next steps

- Implement 'best practice' listing practices to give yourself the best chance of success
- Upgrades can be used to increase the prominence of your items. Trial and see which ones work best for you
- Trial using a listing tool
- Use PayPal to receive payments quickly & efficiently

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What does a 'best practice' listing look like?

The screenshot shows an eBay listing for a magazine. Callouts A through I point to specific features:

- A:** Navigation links at the top.
- B:** Item title: "NEW Australian Filmink Magazine Sep 2004 Theron".
- C:** "Bidding has ended for this item." status.
- D:** Item image and "Larger Picture" link.
- E:** Auction details: "Winnning bid: AU", "Ended: 25-Jan-05 16:15:40 AEDST", "Start time: 18-Jan-05 16:15:40 AEDST", "History: (AU) \$0.99 (starting bid)", "Winnning bidder: (3051 ★)".
- F:** "Description (used)" section.
- G:** "MyStore" header.
- H:** "You are bidding on a NEW (Unread) Filmink Movie Magazine printed in Australia in September 2004. Featuring:" section with a list of contents.
- I:** "Film reviews include:" section with a list of reviews.

Other visible details include: Seller information (black_ankh), Item location (Sydney, New South Wales, Australia), Postage costs (AU \$1.50), and Payment methods (Direct deposit, PayPal, etc.).

A Consider listing in a 2nd category – though it will double your insertion & upgrade fees, it also potentially doubles your audience

Get the maximum benefit out of your title:

- B**
 - Include type of product, brand, colour & condition
 - If the product is new, state this
 - Use all the available 55 characters if possible
 - Avoid non-standard abbreviations
 - Highlight the value

Subtitles are a great way of getting the attention of buyers.

C Recent research shows that they can increase bids by up to 74% & the final price by up to 113%*

Many buyers won't bid on an item without pictures, so make sure you include the right number of photos to show the item in great detail. For items over \$5, we always recommend you use Gallery (may increase bids by up to 72% & final price by up to 51%*) If you have multiple photos, you may like to use eBay's Picture Show (as shown here) or Picture Pack.

Experiment with the format, duration & start price

- E**
 - Making your item available for immediate purchase (through Buy It Now) can increase demand.
 - Shortening the duration is a way to increase turnover of high volume product
 - Lower start prices can generate higher demand by stimulating interest. List at \$0.99c or under & you can take advantage of the lower listing fee (only \$0.30c)

F If Item Specifics are available in the category you are listing in, make sure you include these as they help inform the buyer with more details about the item.

G If you have a Store, using a Stores Header within your listing is a great way to cross promote your listings and help attract more buyers.

H Listing Designer can be used to improve the look & feel of your listing. You have many templates to choose from & it is available for free if you list using SM Pro or Turbo Lister (usually \$0.10)

I A good description will include:

- The title
- A complete product description (include features & benefits)
- The value will be highlighted again
- All information provided via bullet points
- Cross-promote other items you have for sale by:
 - including a simple HTML link to other listings (this can be added within the SYI)
 - Providing a HTML link to remember you as a favourite seller
- Policies (warranty information, return policy)
- Postage Terms & Conditions.
 - Make sure you provide a cost for postage & estimated time of delivery.
 - Try to encourage repeat purchases by offering postage discounts for multiple purchases
 - Making your items available worldwide will help attract even more buyers

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How can I increase the visibility of the items I have for sale?

- eBay offers many upgrades which can increase the exposure & performance of your listing
- Upgrade efficacy varies by category and product, so we recommend you do your own research and test your options
- If you have a large number of items listed for sale at any one time, you may like to use more expensive upgrades to drive traffic to your other auctions (eg 'Featured Plus' and 'Home Page Featured')

upgrade	what is it?	cost	increase in success rate*
Gallery	Thumbnail picture in search results	AU\$0.59	23%
Listing Designer	Specially designed listing template	AU\$0.10	
Subtitle	An additional line of text below the title	AU\$0.49	27%
Bold	Bold face font for your title in the listings search band	AU\$2.00	16%
Highlight	Coloured band emphasises your title in the listings search	AU\$3.00	1%
Picture Service	Picture Show, Picture Pack & Supersize Pictures	AU\$0.50 – AU\$1.50	17%
Featured Plus	Places your item at the top of its listing page in search results	AU\$19.95	
Home Page Featured	Places your item in a special location on the home page (on rotation)	AU\$49.95	

* This represents an average based on data from June 2004 transactions on eBay.com.au. No representation is made that a seller's final price, number of bids or conversion rate of a specific item will increase by the average percentages noted above