

It's Time To Build YOUR OWN BRAND!

Import Your Products Easily From
Marketplaces to Shopify store!



Preface:

As they say, never put your eggs in a single basket, relying on a single channel for your sales can backfire in ways you can't even imagine. You can be banned, the competitor can purchase the entire stock & then return it, the channel might not suit your products and more. Therefore, the majority of the sellers take multichannel route and list their products on the leading marketplaces. However, here marketplaces charge a listing fee, account fee, a commission of individual products, storage fee or the combination of these which minimizes the profit margins.

Thus the question arises what should be the ideal strategy. To answer this, there is no one-size-fits-all policy. Each seller has their own products which require a unique marketing strategy. This guide explains the same - **whether you should take multichannel route or build your own brand and the signs that explain**, "it's time to get started with your own store".



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Reasons to Sell on online store:

There are more than 5 million sellers on marketplace and among them 140,000 earned revenue in excess of \$100,000. This year 1,029,528 new sellers joined marketplace which is equivalent to 2,975 new sellers every day. Still, there is a large pool of merchants that want to sell their marketplace products on Shopify as well.

All of the aforementioned information paints a rosy picture inclined toward marketplaces and it is indeed a popular destination for sellers. However, going all-in on marketplaces is also not viable.



According to one study by Feedvisor, the sellers wanted to offer their products on marketplaces as well and among them, **Walmart is the first choice followed by eBay.** Other marketplaces where they wanted to list their products were **Jet, Rakuten, Aliexpress, Newegg, and Sears.**



It is understandable as well. The sellers don't want to limit their options, therefore, other marketplaces become a natural choice for them.

However, it is Shopify and own websites followed by the BigCommerce and Magento is an interesting phenomenon.

"It indicates towards a popular trend among the 3rd party sellers. First, they use marketplaces to test their products and once they're convinced with the potential of their products they want to build their brand independent of other brand's identity."



Here are other reasons for sellers to sell marketplace products on their website:

- They can build their brand.
- They can build their loyal customer base as they don't get customers details from marketplace.
- It gives them the flexibility to expand beyond marketplace.
- Merchants can leverage their website for B2B sales too.
- Merchants can personalize their listings such as use video to educate their clients which is not possible at marketplace.



Evil strategies of competitors on marketplaces:

Not only that sellers face some malpractices by their competitors which sometimes results in marketplace banning their products which are beyond their control. Some of the most common malpractices used by other sellers against your products can be:

1. "The competitor buys a large portion of some particular items in large numbers, making the product out of stock for that particular item and then return the items later which causes double damage. First is you're out of BuyBox for the item and second is your account can be suspended."



2. "A lot of new sellers avoid registering their brands which needs a trademark, competitors can change the images of your items. They can put a wrong image in front of another product which can result in a customer complaining against your products."

3. "Leaving negative feedback on your listing is the most common strategy by the competitors to impart a bad name for your business. Also, what they can do is order your items multiple times and then return it, so that you miss the marketplace's criterion of minimum Order Defect, Negative Feedback, and return rate."



Though marketplaces are taking all the care to avoid all these malpractices such as employing bots to look out for fake reviews since they mostly use the same set of keywords and don't share their experience.

However, opening your own websites saves you from getting your account suspended for the reasons beyond your control and you own your destiny.



Benefits of Selling on Marketplaces:

A lot of new sellers choose marketplaces to first offer their products to the customers and it makes a lot of sense too. As per USPS and comScore combined study found out that 97% of customers first browse products on marketplaces before making an end-purchase. Selling on marketplaces has its advantages which as follows:



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* **Easy to get Started:**

As these marketplaces understand the needs and requirements associated with online selling operations, they have built dedicated dashboards that offer all the features and mechanism to track the performance of their products.

One doesn't require purchasing a domain name, hosting name and other intricacies involved with setting up a website and then running a targeted marketing campaign which can be daunting for a beginner.



*In-Built Audience:

Attracting a customer to your website requires expertise. A State of the Inbound 2018 studies found out that 61% of marketers attracting their relevant audiences and leads their biggest challenge.



However, the marketplaces have their loyal customer base. A large portion of it revisits frequently to make repeated purchases. Some of the marketplaces are universal i.e. they get to witness the congregation of all types of buyer personas which mean people of all kinds, interests and, walks of life come to purchase at these marketplaces, whereas some of them cater to specific buyer personas thus termed as niche marketplaces.



*M-Commerce presence:

Though desktop holds a bigger share of eCommerce sales, the majority of the product searches takes place on mobile. As these marketplaces are rich with resources, they built their mobile apps that adhere to latest customer preferences and ever-evolving technological changes.

As a result, when you list products on these marketplaces, products appear in their mobile apps as well. This helps you to get impressions for your products on mobile as well which invariably increase the revenue.



Actions That Most Commonly Preceded a Purchase

Used a search engine:

30%

Visited a store or other location:

30%

Visited a retailer website or app:

24%

Visited another website or app:

14%

Used a map:

13%

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*Wide Payments Options:

Also, the marketplaces have a wide variety of payments methods integrated with their e-commerce marketplace. This also reduces the rate of cart abandonment.

“In a recent study, 42% of online shoppers said that the types of payment options offered are a factor that influences them when deciding where to shop digitally” quotes [Paypal](#).

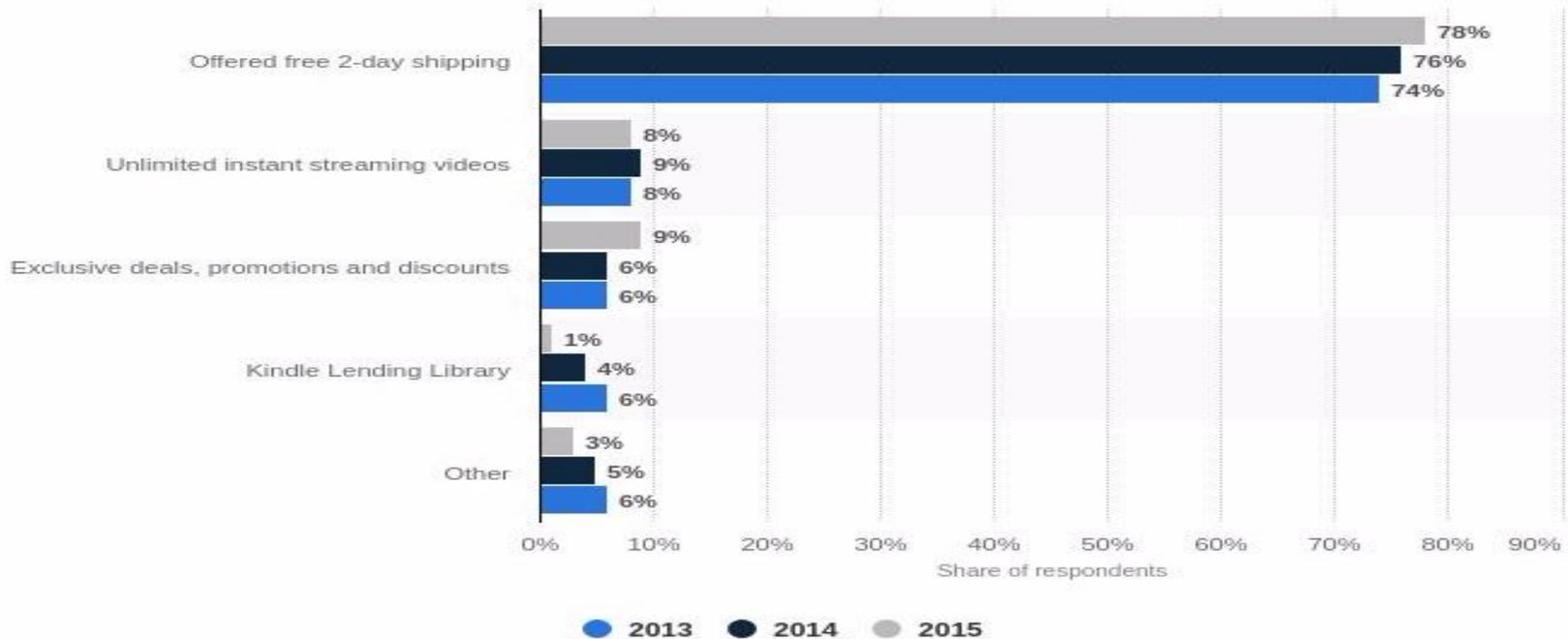
Looking at the aforementioned choices, it gets tempting for sellers to list their products on the marketplaces and get connected with their ideal audiences.



*Faster Shipments:

Almost all of the marketplaces either have or in progress to offer a service similar to FBA (Fulfillment by marketplace) and marketplace Prime. If you stock your products in the FBA facility it gets qualifies for their Prime program. The success of the marketplace prime has been attributed to the faster shipments.





Pitfalls of selling on e-commerce marketplace:

However, there is a caveat to it. Although you can get new customers you can't sell to them again? So let's understand the benefits of having a website.

***No touch with customers:**

As repeated purchase from customers is true hallmark of success for any business, marketplace sellers often are deprived of this opportunity. The majority of the marketplaces don't share customer related data with sellers which makes them empty-handed and as a result gets devoid of any opportunity of building an email list.



***No Personalization:**

The other factor is personalization. As marketplaces have set the guidelines which everyone else has to follow, they're devoid of any opportunity to stand out from the rest. For example, a product may require a Video to be put at the product page, but marketplace restricts them. This reduces conversions.

***Affordability Peer Pressure:**

Majority marketplaces operate on the principle of Buy Box if your product isn't the most affordable (including the shipping prices), it's not the first one to be shown to potential customers. This can be frustrating. Howsoever, your product is superior in quality but if a product with a similar feature beats your pricing, you'll experience the drastic decline in revenue.



***The Competitor, just by the neck:**

Also, your competitor is always by your side. Never for once, it leaves you, therefore it brings additional pressure of creating a great listing. You don't get the benefit of the doubt as there is always an option available for them.

These are some of the drawbacks of listing on the marketplaces. However, there are also some evil practices by competitors which can cause you great harm.

The competitor buys a large portion of some particular items in large numbers, making the product out of stock for that particular item and then return the items later which causes double damage. First is you're out of BuyBox for the item and second is your account can be suspended.



Conclusion:

When it comes to diversifying the revenue sources less is not more. The domination factor here is to have a personal connect with your customers. A Bain company found out that it's 5-6 times more costly to acquire a new customer than to sell to an existing one.

Therefore, to build a business, you **must have a database of dedicated customers to ensure healthy revenue stream** or, **the business will more likely fail**. Therefore, **you must build your own store to maximize your profit and establish a personal connect with your customers.**



*Click **HERE** to Import your
Marketplace Products to Shopify
Store!*



For More Details Visit: <https://apps.shopify.com/omni-importer>



[Support.cedcommerce.com](https://support.cedcommerce.com)



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Thank
you

