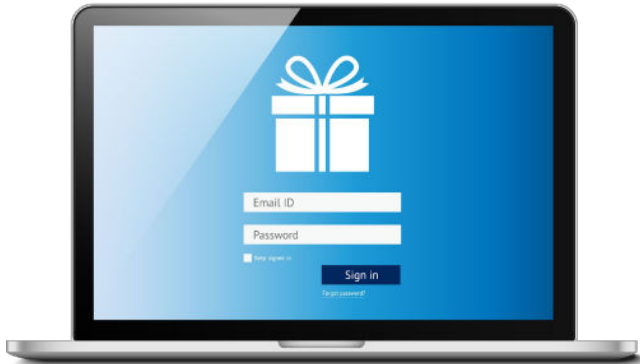


How You Can Double Your Online Sales in 12 months by Selling on Multiple eMarketplaces in Australia

eMARKETPLACE
ACCELERATOR >>>>

Sell
Global 

Your Website, Email List and Socials Are NOT Enough



✗ A lot of friction in the sale leading to low conversion rates.

✗ Shoppers are skeptical.



✗ You lose people who bounce around looking for comparisons.



✗ Labour intensive and often expensive.

✗ Traffic sources inconsistent.



✗ Paid traffic is getting more expensive and harder to attribute a positive ROI.



✗ When entering a new market, you get drowned out in the competitive noise.

✗ Ranking on Google is hard.

How You Can Double Your Online Sales in 12 Months By Selling on Multiple eMarketplaces in Australia

- ✓ Expand your reach and amplify your brand online in Australia
- ✓ Build your brand awareness
- ✓ Attract new-to-brand customers
- ✓ Grow your website sales and your audience
- ✓ Access the best and fastest PPC advertising platform for product sales
- ✓ Build your digital assets and the value of your brand

What is an eMarketplace?

An online retail shopping site that attracts shoppers and often retains them through memberships.

You list your products and pay a commission when they sell.

There are bigger known eMarketplaces, but also niche category specific to get listed on.



Why Consumers Love Using eMarketplaces



TRUST



PAYMENT OPTIONS



PRICE COMPARISON



REVIEWS



SHIPPING OPTIONS



EASY SHOPPING
EXPERIENCE

Trust – If anything goes wrong, they know the eMarketplace will take care of them.

Price Comparison – Comparing their options and the ‘value equation’ is easy.

Shipping Options – Fast and sometimes free shipping.

Payment Options – Buy Now Pay Later, Marketplace Credit Cards.

Reviews – More trusted as not curated by the brand.

Easy Shopping Experience – Details already loaded, mobile apps, familiar with the interface.

Shoppers Bounce Around in Their Customer Journey



Sell Where Shoppers Are Buying

Because shoppers are bouncing around, you need your brand where they are buying.

When people are proactively looking for products, the majority start their search on an eMarketplace.

With your brand and products on these eMarketplaces, combined with utilising platform advertising options, you attract new customers.

These customers or potential customers then engage with your brand off the eMarketplace platform.

You create a multiplier effect with your own online ecosystem and eMarketplaces working coherently together.



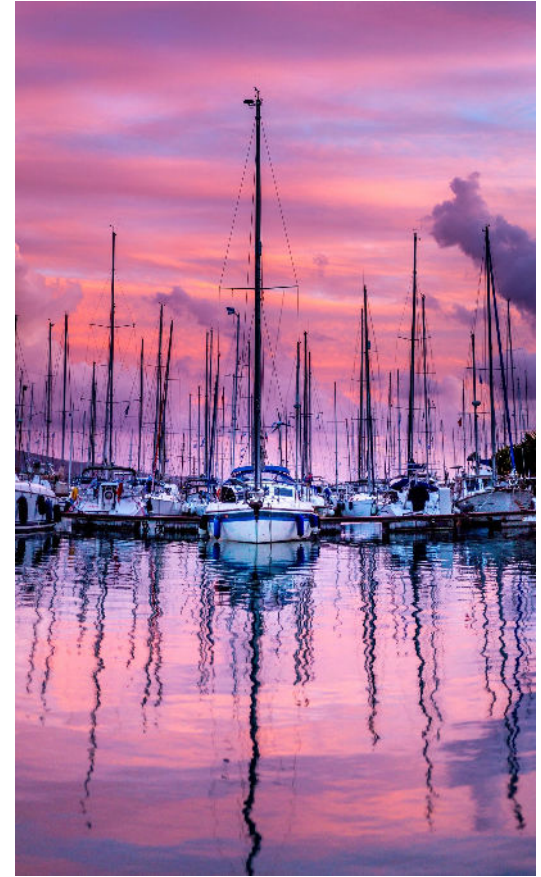
Why an eMarketplace Omnichannel Method?



Your presence on eMarketplaces feeds new customers and prospects into your Online Eco System

A Rising Tide Lifts All Boats

- ✓ Cross Channel Uplift – Complement each other
- ✓ Increased Brand Awareness
- ✓ Lead Generation via Platform Advertising Options
- ✓ Grow Your Audience – email list & socials
- ✓ New Customers
- ✓ Sales Growth
- ✓ Increased Searchability
- ✓ More Trust in the Brand
- ✓ Increased Discoverability



Why Focus on Australia for this Method?

5.4mil

households purchased online monthly in 2021
UP **7.3%** year-on-year

9.2mil

households purchased online in 2021
UP **2.4%** year-on-year
Which is **81%** of Australian households

19.3%

Online share of retail spend in 2021

\$62.3bn

Online goods spend

UP **23.4%** year-on-year



There's significant sales opportunity to tap into, as the last 2 years have accelerated online purchasing behaviour, that is now habitual.

Most Australians are Shopping on eMarketplaces



59 m visits per month
11.8 m unique visitors



4 m visits per month
1.86 m unique visitors



59 m visits per month
12.35 m unique visitors



24 m visits per month
8.45 m unique visitors



8.2 m visits per month
3.5 m unique visitors



8 m visits per month
3.6m unique visitors



12.75 m visits per month
4.7 m unique visitors



765K visits per month
450K unique visitors

Why Focus on Australia for this Method?

- ✓ Because it is close, you can enter the market more **cost effectively** and **faster** than other countries
- ✓ Often NZ brands have an **existing AU audience** who you can leverage off at launch time.
- ✓ Consumers are similar and a **'known quantity'** and many regulations are the same.
- ✓ It is 5 X the NZ market size, but not so competitive compared to bigger countries like the USA.
- ✓ Freight is easier in difficult supply chain times. You can get inventory into market far faster and less issues with Out of Stocks.
- ✓ You have more fulfillment options from NZ - You can send inventory to AU, or send individual parcels from NZ.
- ✓ Start earning and learning eMarketplaces in AU before taking on bigger markets.
- ✓ Get noticed for establishing Wholesale or 'Brick & Mortar' retail opportunities in Australia.

A Key Problem Brands Face With Selling to Australia

- Product availability and delivery options are top of the list for AU consumers when buying online.
- If shipping individual products from New Zealand, the perception in AU is it will be slow and expensive – and the only limited option.
- While sending from NZ can be a way to dip your toe in the water, you suppress sales.
- Conclusion: You need to have inventory in Australia.

What AU Shoppers Value Most



53%

Product availability



42%

Delivery options



38%

Eco-friendly packaging



31%

Informative product description



25%

Product reviews



25%

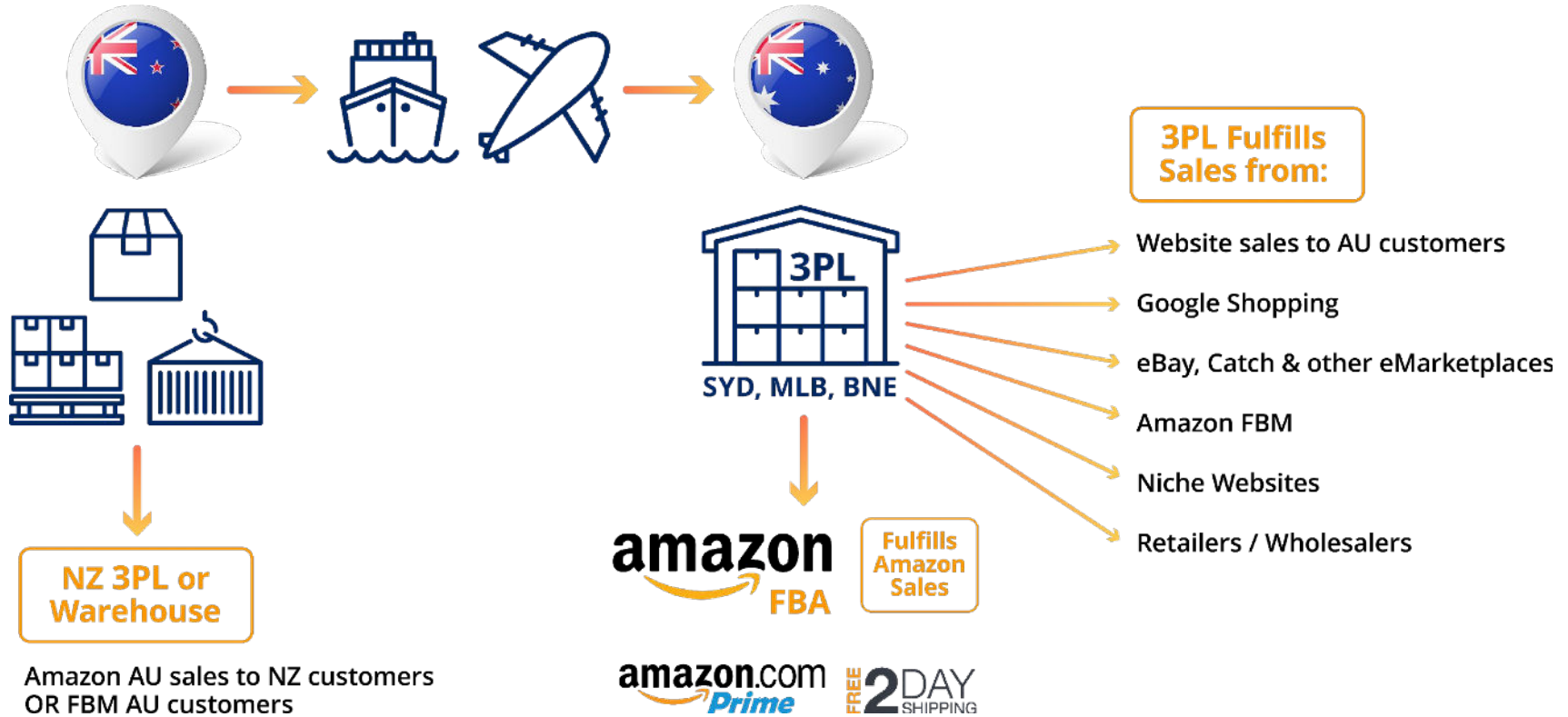
Regular order updates



23%

Payment options

The Optimal Inventory Flow – Commit Inventory to AU



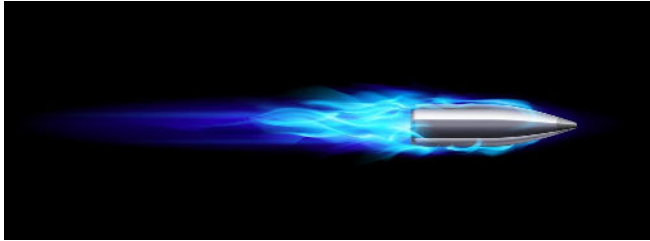
Costly Mistakes Brands Make with an eMarketplace Method

- ✓ The wrong fulfillment solution
- ✓ Wrong products for the marketplace/country
- ✓ Starting out with too many products and no focus
- ✓ Not having optimised listings
- ✓ Inconsistent pricing
- ✓ Inconsistent brand presence across eMarketplaces
- ✓ None or the wrong tools for operations
- ✓ Account set ups taken lightly
- ✓ Set and Forget - not driving traffic
- ✓ Overselling through poor inventory management
- ✓ Poor customer service
- ✓ No profitability analysis
- ✓ Dabbling versus committing

What an eMarketplace Strategy Gives You

- ✓ You build a full online presence.
- ✓ Shoppers see you everywhere.
- ✓ You open the possibility for retailers and distributors seeing your brand.
- ✓ You prove the market before committing more investment.
- ✓ You build brand awareness and brand equity through establishing digital assets.
- ✓ Make sales consistently that will build over time.
- ✓ You lift your sales on all platforms including your own webstore as you acquire new to brand customers.

A Silver Bullet v's Stability



While the dream of a brand is to have a video 'go viral', either directly or via the perfect influencer, this is not very common. It can happen, but it's a low probability and often has a limited halo.



eMarketplaces are the stable approach to growth. Because of the consistently growing numbers of shoppers searching on eMarketplaces, you get found everywhere and your sales grow steadily.

How to Implement This Strategy

Go it alone and figure it out over time.

OR

Get a guide to show you the way and smooth out the process and speed it up so you are selling optimally and far faster than doing this yourself.



eMARKETPLACE ACCELERATOR >>>>

What is eMarketplace Accelerator?

eMarketplace Accelerator helps established or start up brands quickly and easily get set up on multiple eMarketplaces in Australia, so they can double their online sales in 12 months.

Over 4 months the programme focuses on these 6 stages:



Stage 1
Strategy & Selection



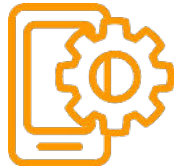
Stage 4
Shipping & Fulfillment



Stage 2
Set Up



Stage 5
Selling



Stage 3
Systems



Stage 6
SOP's & Support

Stage 1 – Strategy & Selection



- ✓ Understanding how you can make the eMarketplace strategy work best for your brand based on your ideal customer, existing channels and marketing methods.
- ✓ Which marketplaces make sense for your brand and products.
- ✓ What are the best products from your range to start with based on the competition, compliance and the commercials.
- ✓ Establish the right pricing strategy based on all fees and the competitive landscape for each channel.
- ✓ Get clear on the commercials for each channel and the overall strategy.
- ✓ How the interplay between channels of the customer journey can be optimised.
- ✓ What will the best fulfillment strategy be for each marketplace and your own website.

Stage 2 - Set Up



- ✓ How to effectively open seller accounts and get approval to sell on each eMarketplace.
- ✓ Getting your products listed in the right categories and ensuring complete product vitals data.
- ✓ How to create your product listings to optimise for relevant keywords.
- ✓ Creating product and brand images that convert on eMarketplaces.
- ✓ How to protect your brand on eMarketplaces (especially if you sell through wholesale channels already).
- ✓ Product preparation for marketplaces so your products arrive in good condition to the end consumer.

Stage 3 - Systems



- ✓ There are great software integration tools to help you effectively and efficiently manage content, pricing and most importantly inventory when you are selling across multiple platforms and your own ecommerce store.
- ✓ What software systems are right for your ecommerce system to integrate with eMarketplaces.
- ✓ How you can get consistency of brand content and pricing across platforms.
- ✓ What fulfilment software can help streamline and make your inventory management far easier.

Stage 4 – Shipping & Fulfillment



- ✓ We will help you navigate a critical piece of the puzzle for this strategy utilising our trusted partners in logistics and fulfilment.
- ✓ Where required, how to effectively export to Australia and handle the market entry requirements.
- ✓ Calculating the right quantities to ship.
- ✓ Setting up your Australia 3PL solution that will be tailored and negotiated for your situation.
- ✓ If selling on Amazon how to manage FBA (Fulfilled by Amazon).
- ✓ If sending from NZ, how to set up FBM (Fulfilled by Merchant) for Amazon sales.
- ✓ Ensuring all fulfillment connections are working across all marketplaces and your own websites.

Stage 5 – Selling



- ✓ Being set up in the right way is a massive win and then the focus shifts to driving sales.
- ✓ How to drive traffic from advertising options on each platform. Especially Amazon and eBay.
- ✓ Launch strategies to driving rankings.
- ✓ Optimising average order value strategies for each platform.
- ✓ Drive traffic to eMarketplaces from organic content to paid and more.
- ✓ How to communicate with your audiences about being on eMarketplaces
- ✓ Promotion cycles to prepare for during the year..
- ✓ Adding wholesale niche websites.

Stage 6 – SOP's and Support



SOP's

- ✓ How to run the 'day to day' of each marketplace and ensure you are staying compliant, meeting customer service requirements and driving sales.
- ✓ What type of skills are needed to run the channels and who you can have help you do this successfully inhouse or outsourced.

Support

- ✓ How to get support from marketplaces when things go wrong.
- ✓ Access our trusted Supplier 'Black Book' from logistics and all in between.
- ✓ Staying connected with Sell Global and the community to expand and grow.

Why Sell Global to Help You With This Strategy?

- ✓ You'll work with a team of eMarketplace experts with diverse skills, who own brands and sell on eMarketplaces too.
- ✓ Proven track record with leading NZ & AU brands over 7 years.
- ✓ Amazon Advertising experts
- ✓ Key connections in the eCommerce industry – Access our 'Black Book'.
- ✓ Commercial experience – we understand finances and make sure this is profitable for you.
- ✓ Thinking Beyond the Obvious
- ✓ Results Focused - we care about your success.



Will this Programme Work For You?

If you can answer YES to most of these questions, thenthere's a high probability this method will work for you.

- ✓ Are your products a match for the market in terms of consumer needs, tastes and trends?
- ✓ Do you meet the regulatory requirements to sell in AU – i.e., TGA for health supplements?
- ✓ Do you already have Australian consumers in your social and email audiences? [Not essential but helps]
- ✓ Do you already have sales to the Australian market from your own webstore? [Not essential but helps]
- ✓ Are you committed to taking action to double your online sales by executing on this strategy?

Double Your Online Sales By Selling on Multiple eMarketplaces in Australia

Selling on multiple eMarketplaces in Australia will open your brand up to millions of new shoppers. You'll feed your existing eCommerce Eco-system with new customers, followers and prospects as you make more sales on all platforms.

If you would like to find out if your brand and products are a suitable fit for this method, then **book a Strategy call with Sell Global** and we can find out more about your business, brand and products and give you clarity either way.

Go to <https://gosellglobal.com/emarketplace-accelerator/>

Or email hello@gosellglobal.com