

# How to access the multi-billion pound export market using Amazon, eBay & other global marketplaces

2nd March 2017



Department for  
International Trade

 **E-EXPORTING  
IS  
GREAT**  
BRITAIN



# Webinar - Introductions

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**Presenter 2**  
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**Director**  
**Seller Dynamics**

# The E-Exporting Programme

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UK brands and retailers can benefit from the E-Exporting programme in the following ways:

## Opportunities

Improved Commercial Terms: e-marketplaces

Selling Online Overseas

Exporting is GREAT

## Advice & Events

Ecommerce Advisers

Thought leadership at industry events

Embassy staff in-country

## Relationships

Trade Missions to priority markets

Industry partners

Social Commerce for export growth

Visit: [www.gov.uk/e-exporting](http://www.gov.uk/e-exporting) or [www.exportingisgreat.gov.uk](http://www.exportingisgreat.gov.uk)



# ExportingIsGreat.gov.uk

Exporting is GREAT – The ...

https://www.exportingisgreat.gov.uk

Connect Admin E-Exporting Programme Resources Tools E-Exporting Advisory ... UKTI Connect DutyCalculator Countr... Training

Our services: [Exporting opportunities](#) [Find a buyer](#) [Selling online overseas](#) [Events](#)

HM Government  
**EXPORTING IS GREAT**  
BRITAIN & NORTHERN IRELAND

[NEW TO EXPORTING](#) [OCCASIONAL EXPORTER](#) [REGULAR EXPORTER](#)

## The demand is out there. You should be too.

The UK market for your products and services might seem big enough. But think bigger. The payoff could be considerable, and diversifying your sales across more than one market gives you security. Borders needn't be blockers - let us help you grow beyond them.

**85%** of companies say exporting has led to a level of growth not otherwise possible

Find out how to [finance your exports](#)

Access all our trade services from [GREAT.gov.uk](#)



# Selling Online Overseas

Our services: [Export opportunities](#) [Find a buyer](#) [Selling online overseas](#) [Events](#)

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## Selling online overseas

Online marketplaces:

**37**

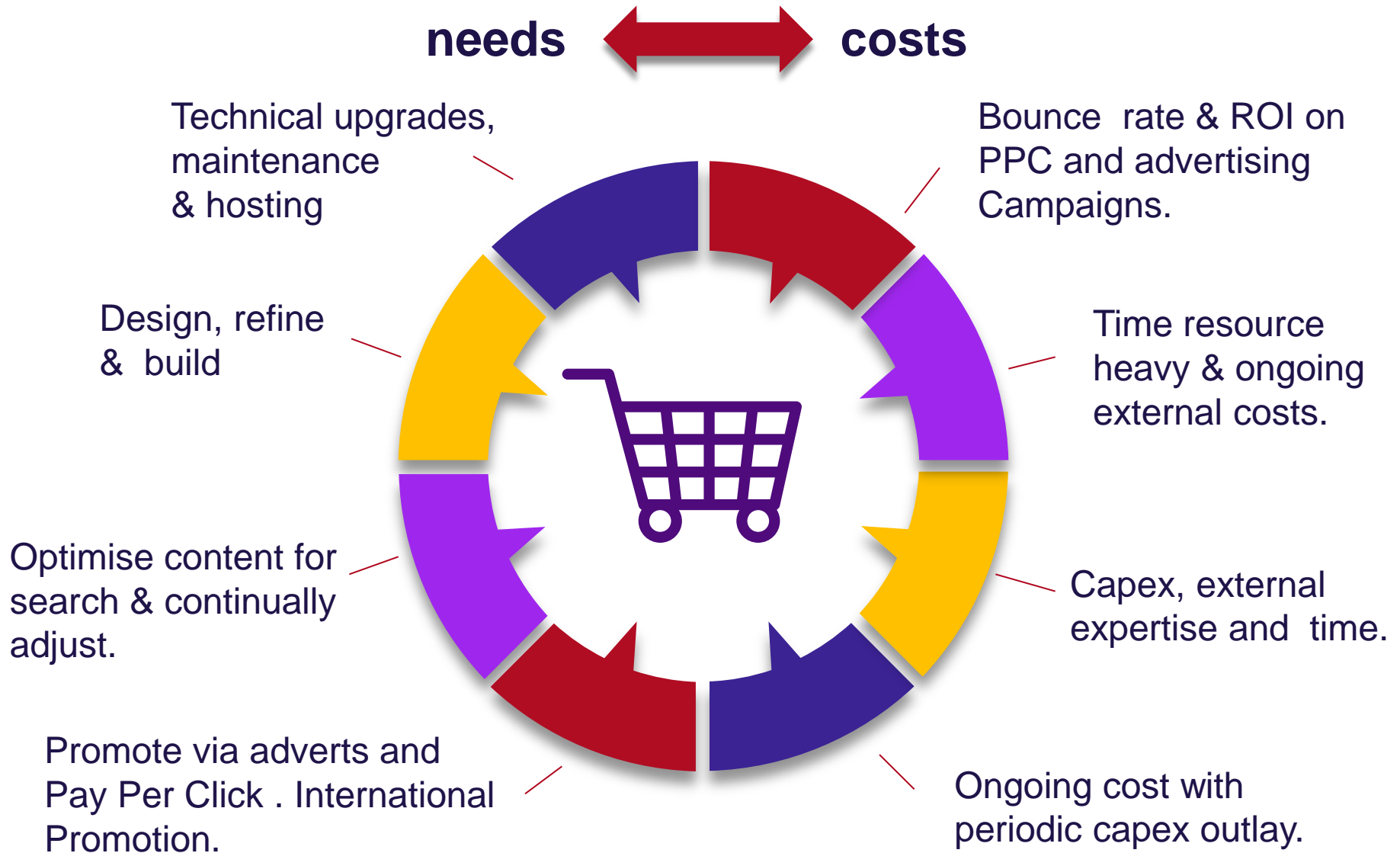
**What kind of products do you sell?**  
Product name (optional)

**Where do you want to sell them?**  
Country name (optional)

[See results](#)

[Help us improve this service](#)

# The needs and ongoing costs of websites





# Marketplaces a ready customer base



\$84Bn Per annum with over 1Bn listings, 21 sites and 167mn active buyers.

Expect around 80% of your marketplace sales to come from Amazon & eBay



304mn active buyers with 11 country sites. 43% of all USA online sales in 2016



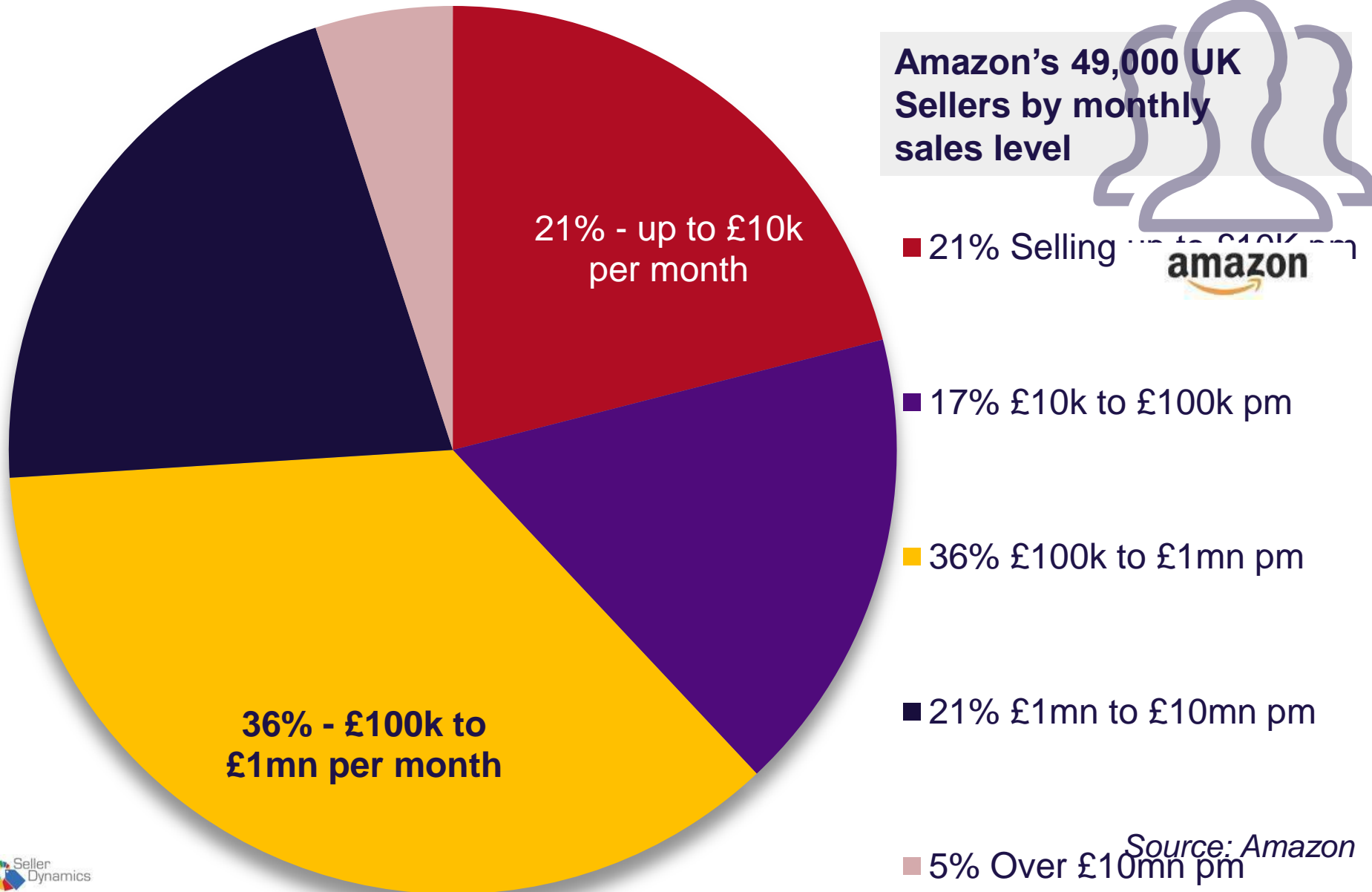
52% member level in USA with annual spend of \$1200 rather than \$500.



Around 400 marketplaces Worldwide Rakuten, Fnac, Flubut, Hitmeister, Cdiscount and more.

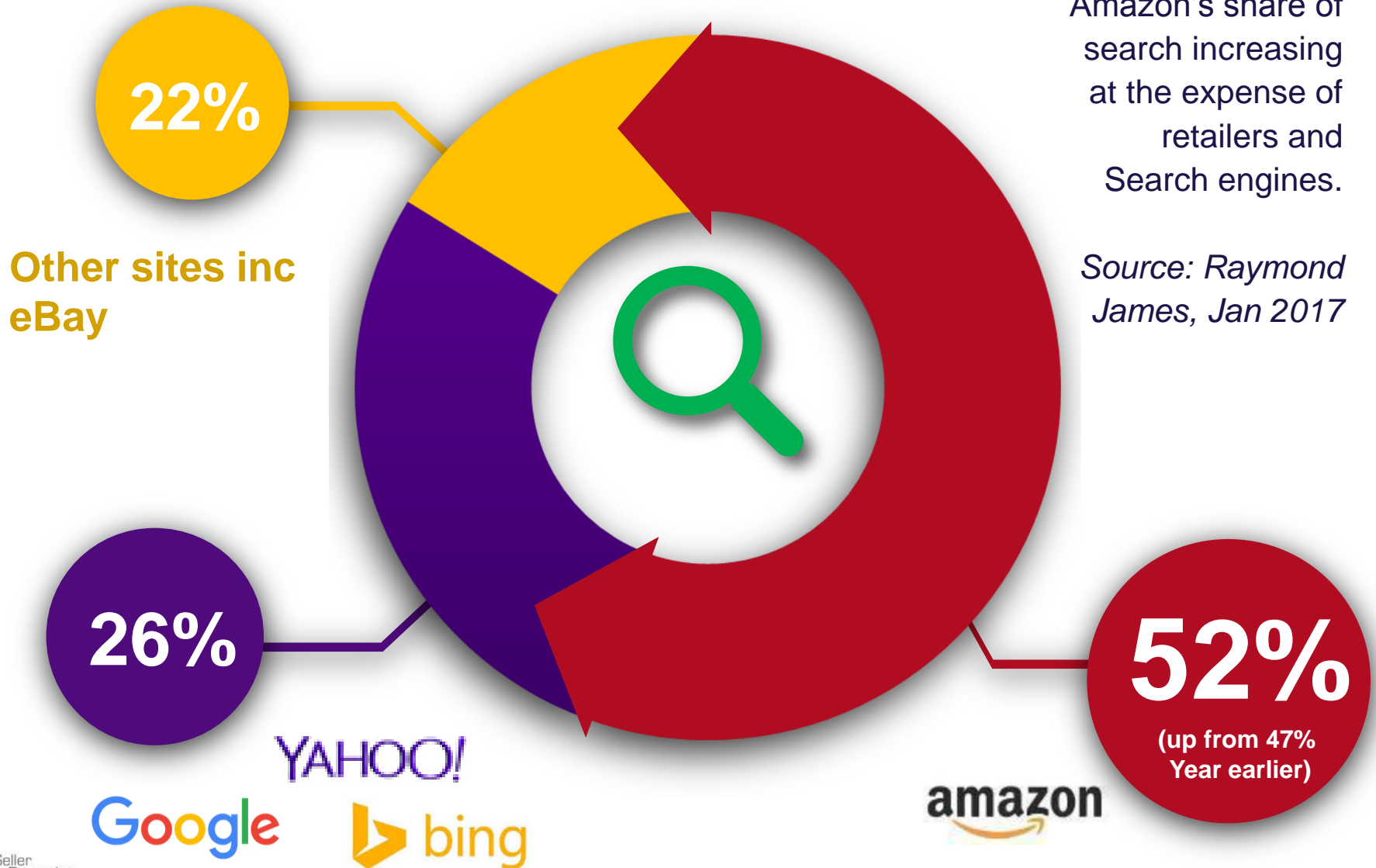
# Amazon for large and small sellers

SD-3

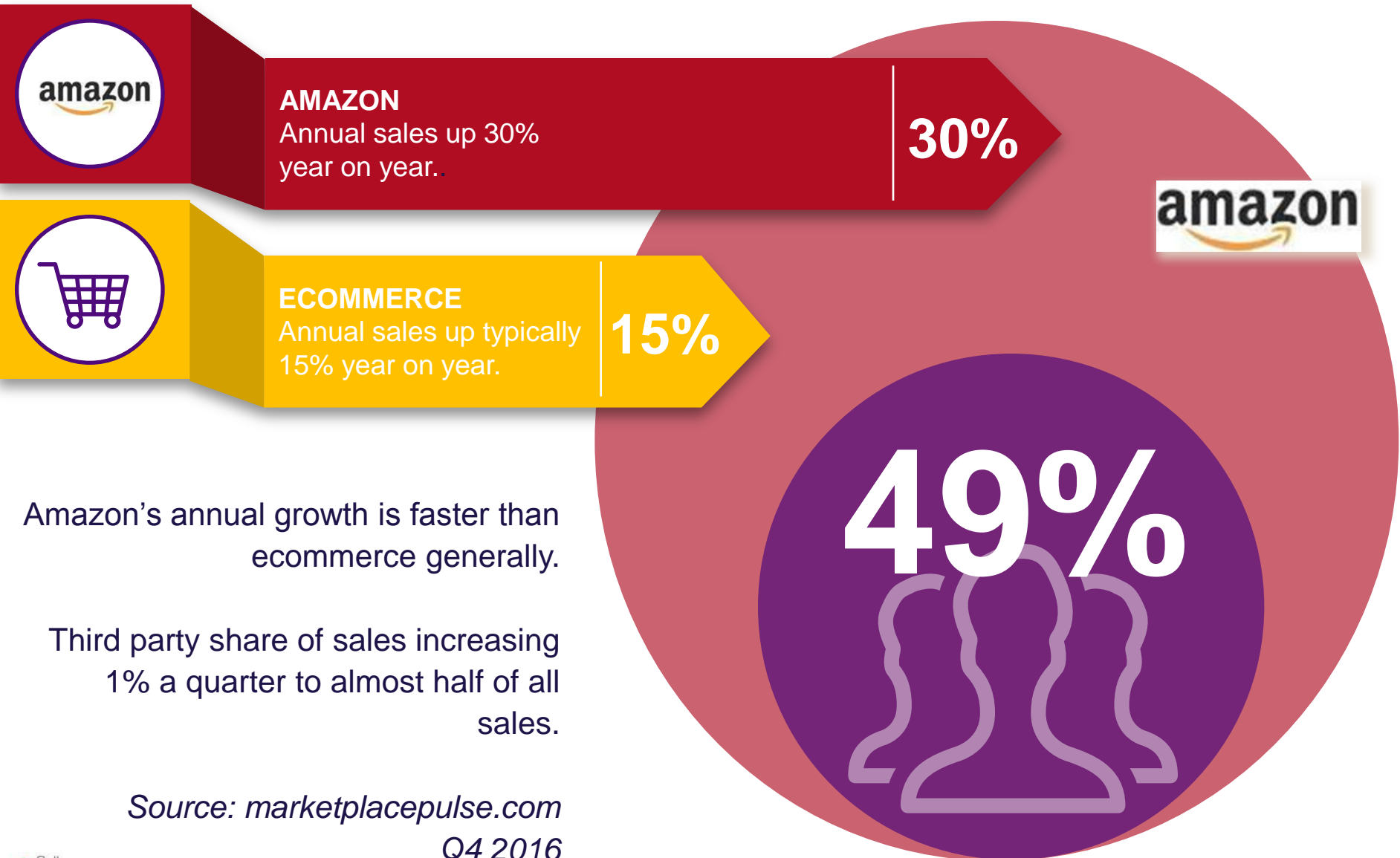




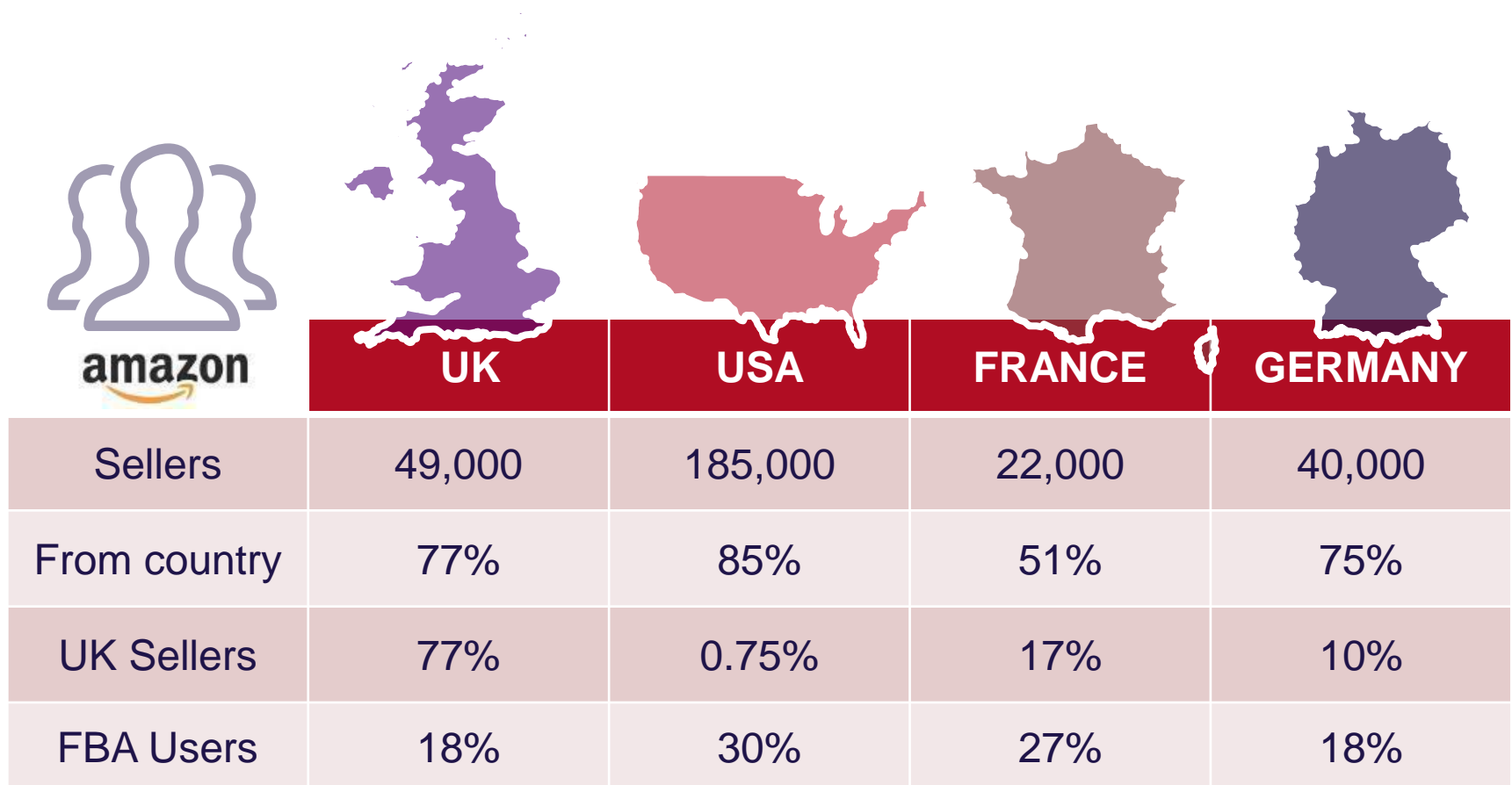
# Where product searches start



# Ecommerce growth for marketplace sellers



# Sellers on Amazon by origin



Source: *marketplacepulse.com* 2016



# Take advantage of unified accts & shipping

SD-7

**5**

**Amazon European Unified Accounts**  
UK, Germany, Italy, France, Spain

**3**

**Amazon Americas Accounts**  
USA, Canada, Mexico

**3**

**Amazons in**  
Japan, India, China

**21**

**eBays everywhere from**  
Canada to Australia



**Use Amazon “Build International Listings” to start, but localise ASAP on Amazon & eBay to maximise sales.**

**Use eBays Global Shipping Program & Amazon’s FBA to simplify Fulfilment.**



# Take advantage of unified accts & shipping

SD-8

And if you fully manage  
And expand your non UK  
accounts a 2x or 3x gain  
is possible

Expect 50% to 75% extra  
if you localise your listings

Expect 5% to 15% extra export  
sales if your account is UK only



# Customs, tax & returns

Your courier will provide Custom declaration templates when needed – CN22 (recipient pays duty)



Each EU country has its own VAT level. Go above it and you must register to pay VAT in that country.

Specialist advice required:  
Accountants, Simply VAT & Meridian



Make your returns policy clear. Costs are on you for wrong or damaged items. 66% of eBay buyers will check your returns policy.



Keep a close eye on Forex. Amazon can be expensive.

Specialists: WorldFirst, Currencies Direct

# Getting found



## TITLE

Use name, colour, size, material, brand, part no.  
Seldom needs punctuation.



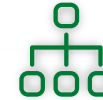
## DESCRIPTION

Compelling copy to sell the item.  
Sizes, dimensions, specification.



## IMAGES

At least 500px wide. White background.  
Use several, 1000px plus to allow zoom.



## CATEGORY

Pick correct category, check with similar items.  
Drill down to sub categories.



## PRICE

Marketplaces are VERY competitive.  
You will need automatic repricing.



**Use all 250 Amazon search term characters. Don't repeat words.**

**eBay item specifics are essential. Research fully to exploit.**



# Buying visibility – paying for the clicks

**amazon**

Bids operate like  
Search Engine  
PPC adwords  
min/max bid.



**ebay**

Bids operate on %  
of the Final selling  
fee, ex shipping &  
sales tax.

**Promoted listings on Amazon and eBay are a good way to get visibility.**

**They typically appear at the bottom of the page.  
You pay each time someone clicks on them.**

**Produce a better ROI than Search Engine PPC but will eat into margins.**

# The real secret to visibility - metrics



## Time to despatch

Don't mess up!  
Avoid cancelling orders  
Overnight it if you're late  
4% late and risk a ban  
Prime = same day before 1



## Solicit +ve feedback

Manage your reputation  
Get wrong –ve comment off  
Ask customer to remove it  
Or appeal to Amazon/eBay  
Ask for 5 star feedback



## Use preferred fulfilment

FBA can be essential to win the Buy Box  
eBay favours Fast & Free sellers  
eBay's Click and Collect is hugely popular  
Amazon's FBA & eBay's fulfilment network  
both ease Cross Border Trade



## Keep Order Defect Rate down

Handle disputes fast – don't hide!  
Refund quickly when required  
Communicate well  
Keep ODR to less than 1% or risk suspension  
Handle returns well – be pragmatic

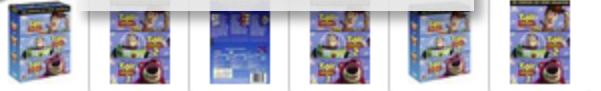
# Case study 1: eBay



Seller A & B both use same image

**B**

But only Seller B has additional images



TOY STORY 1-3 Collection DISNEY Pixar DVD Set NEW Region 2

**B**

Seller B has a full title, Seller A doesn't

Toy Story 1-3 DVD NEW

**A**

**B**

Item specifics

Condition:	New: An item that is still in its original shrink wrap from the manufacturer and the original ... <a href="#">Read more</a>	Director:	John Lasseter, Lee Unkrich
Duration:	252 minutes approx	Release Year:	2010
Edition:	Boxset	Rating:	PG
Leading Role:	Tom Hanks, Tim Allen	Genre:	Family
Movie/TV Title:	Toy Story	Format:	DVD
Publisher:	Walt Disney Home Entertainment	Signal Standard:	PAL
Region Code:	DVD: 2	Brand:	Disney Pixar
Release Decade:	2010-onwards	Certificate:	PG
Sub-Genre:	Disney Pixar Animation	UPC:	Does not apply
ISBN:	Does not apply	EAN:	8717418288440

Item specifics

Condition:	New: An item that is still in its original shrink wrap from the manufacturer and the original ... <a href="#">Read more</a>	Director:	John Lasseter, Lee Unkrich
Genre:	Family	Release Year:	2010
Format:	DVD	Rating:	PG
Signal Standard:	PAL	EAN:	8717418288440

**A**

£12.21

Buy it now

Add to basket

Add to Watch list  
18 watching

Add to collection  
£12.99  
Trending at: £13.89

**A**

Buy it now

Add to basket

Add to Watch list  
62 watching

**B**

**THE RESULT:**  
Seller B has more people watching at a higher price!

Seller B uses a wide range of Item specifics, Seller A doesn't

# Case study 2: eBay

Shop by category ▾

jumper

Related: mens jumper w

**Item Specifics Matter!**

All listings Auction

1,786,662 results for

Shop by category ▾

jumper

Related: jumper large hoodie

Categories

All

◀ Clothes, Shoes &amp; Accessories

Men's Clothing

All listings Auction Bu

767,407 results for jumper

All listings Auction Buy it now

2,212 results for jumper + Follow th

L X Blue X Clear All

All listings Auction Buy it now

336 results for jumper + Follow this

L X V Neck X Blue X Clear

All listings Auction Buy it now

17 results for jumper + Follow this

Wool X L X V Neck X Blue X

From  
**1.7 million**  
jumpers  
to just  
**17**  
in 4 clicks

# Pitfalls to avoid

## STOCK

Don't oversell.  
It will result in  
a poor defect rate  
and you will  
get suspended  
or banned.



## FULFILMENT

Dispatch on time  
& deliver on time.  
Expedite if  
you are late or  
your defect rate  
will get hit.



## FBA

Unsold items  
held by Amazon  
can be expensive  
to have  
returned  
or disposed off.



## RESTRICTIONS

Check you can  
sell branded items  
in the target  
country.  
And make sure  
the local  
marketplace  
allows it.



## TAX

If you sell above  
the local VAT  
threshold you  
must register for  
VAT in that  
country.



# Shortcuts to success

Amazon's FBA can be cost effective and speed delivery

Reprice automatically to maximise sales and margin

Use all 250 Characters of the Amazon Search Terms

Research catalogue items, use barcode & check price and competitors

Use Item Specifics fully on eBay and make good use of the Title

Selling expensive & light items is preferable to cheap & heavy

Localise your Ts & Cs and the Title at least



# Find out more



**Slides and additional supporting material at:  
[www.sellerdynamics.com/webinars](http://www.sellerdynamics.com/webinars)**



**Or email:  
[info@sellerdynamics.com](mailto:info@sellerdynamics.com)**



**And for an informal chat:  
call the Seller Dynamics  
team on 01786 430076**

*Thanks for your time*



# Questions

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If you have questions after the webinar ends, please contact:

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