

5 tips to succeed as a Marketplace seller.



Your path to Marketplace success.

A Seller's Guide.

Becoming a standout seller goes beyond just listing products; it's about creating a thriving business. Whether you're just starting, or looking to boost your sales, we help you build strong customer relationships and grow your business with ease.

In this guide, we'll share practical tips to help you set up your store with confidence. Let's get started!



Content.

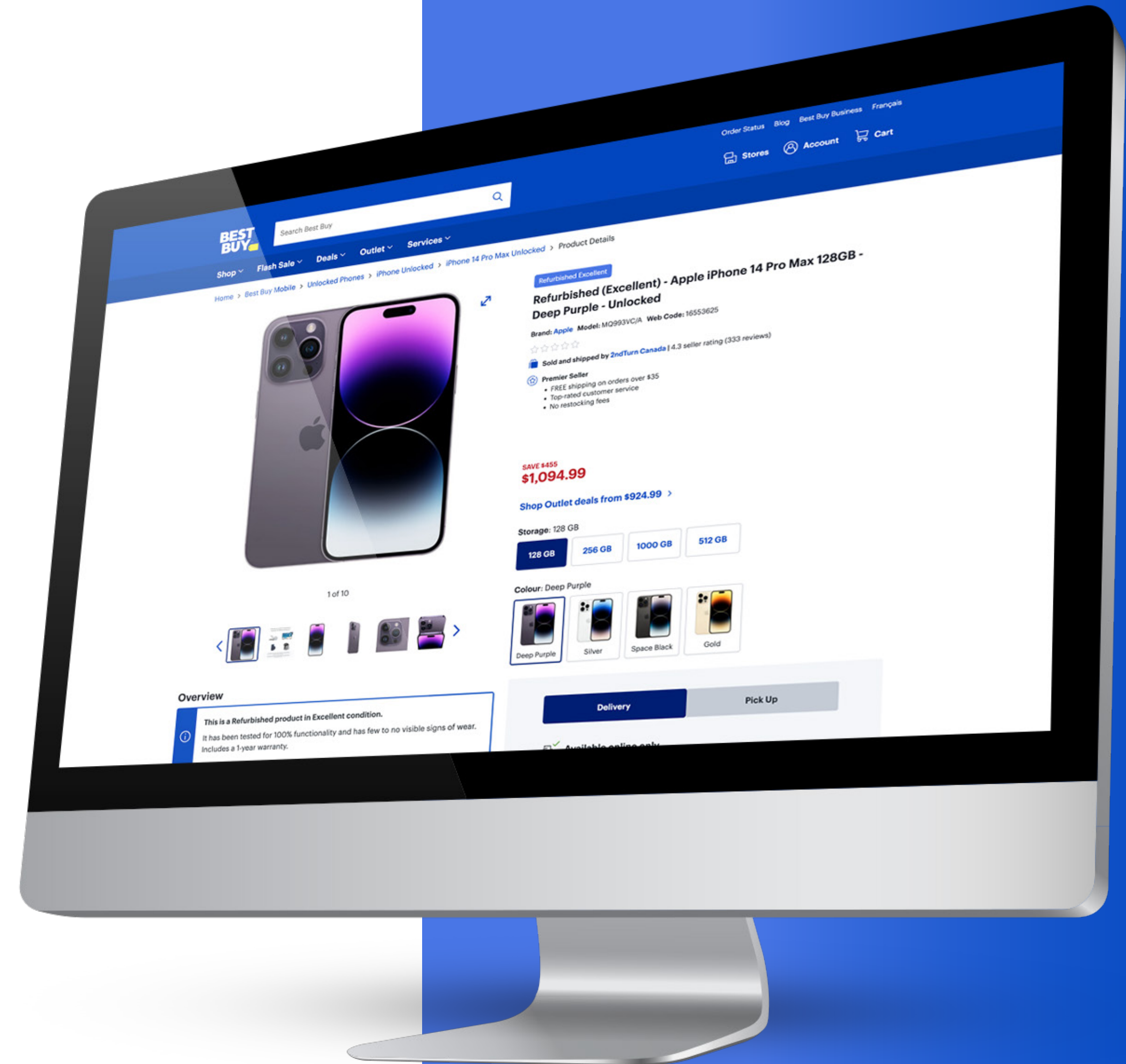
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Tip 01 - First impressions matter.

Create a winning product page.

Think of your product page as your virtual storefront. A compelling product page helps capture your customer's attention and win their trust.

- **Add high quality images and videos:**
Use high-resolution images [1500x1500 pixels] and clear videos to help customers visualize your products.
- **Write compelling product titles:**
Prioritize keywords and defining features in your product title.
 - ✗ Castlerock Cast Iron Casserole
 - ✓ Castlerock 3.5 Litre Cast Iron Casserole Dish - Moss Green



- **Give detailed product descriptions:** Ensure your product details are accurate and concise. Make sure to add detailed product descriptions such as benefits, dimensions, materials, weight, colour, and more.
- **Show customer reviews:** Customer reviews have the power to make or break a purchasing decision. Encourage your customers to leave their ratings, and respond to their reviews promptly. Whether positive or negative, demonstrate your commitment to customer satisfaction.



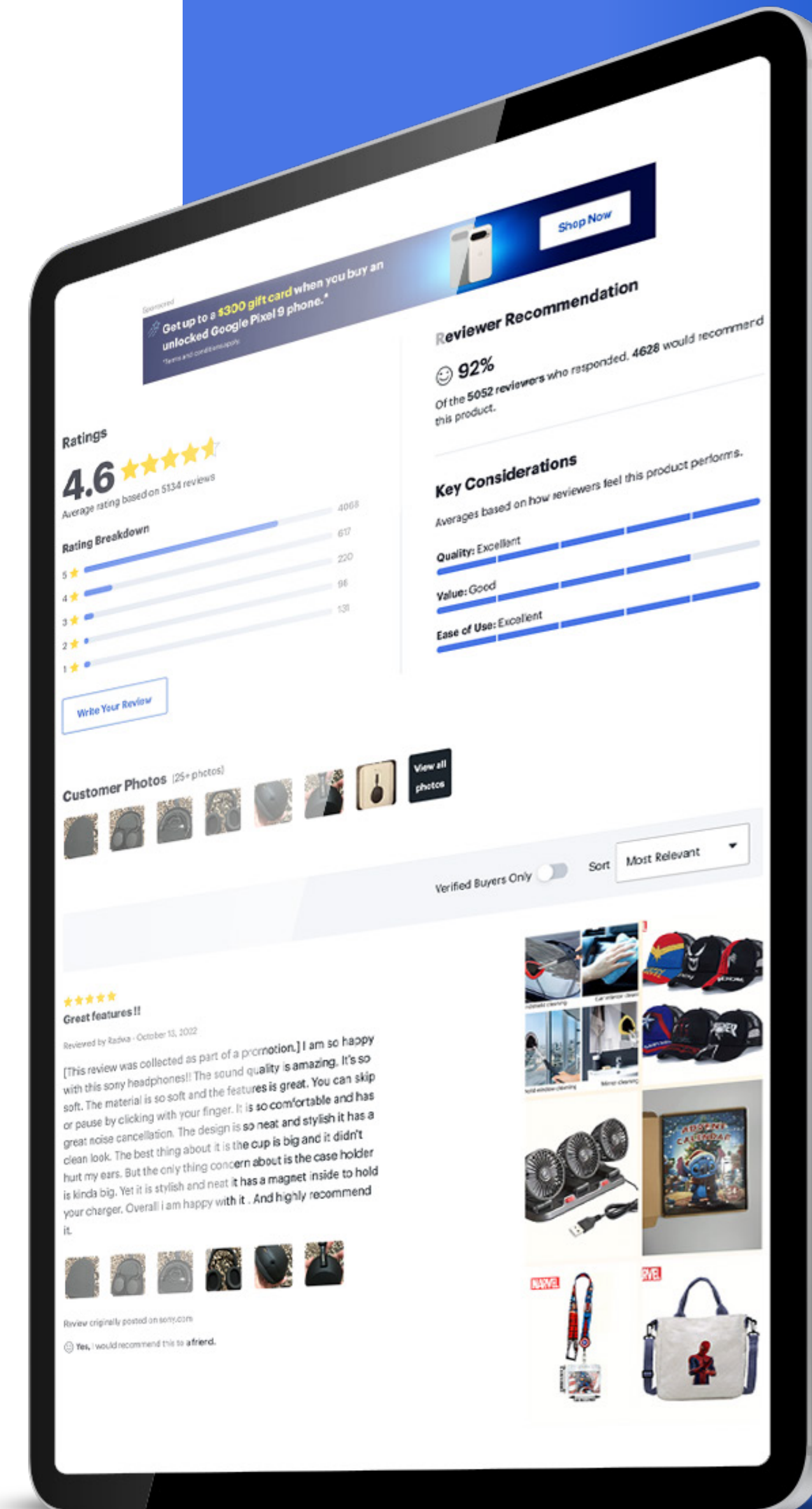
95%

of consumers read online reviews before making a purchase decision.



270%

increase in conversion rate observed in products displaying reviews.



Tip 02 - Hassle-free transactions.

Secure reliable shipping and payment partners.

The key to a smooth buying experience is through trustworthy payment and shipping partners. Here's a few ways to meet your customer's expectations and strengthen your market reputation:

- **Choose trusted payment partners:** Work with established payment gateways that support multiple payment methods.
- **Prioritize security and compliance:** Protecting your customer's sensitive data should be a top priority. Best Buy offers sellers smooth, easy, and secure integration with our partners through verified protocols, fraud prevention, and data encryption to safeguard transactions.



02

- **Manage disputes and refunds:**

Having a simple and robust return policy, or a try-and-buy service in place not only reassures your customer, but also encourages brand loyalty.



81%

customers are inclined to make a purchase when offered free returns.

- **Offer reliable, fast, and (if possible) free shipping:**

Free shipping sees a marked increase in conversion rates, and greatly impacts your customer's purchasing decision. Provide accurate and expedited shipping options, and easy returns.



30%

increase in conversion rates when free shipping is offered.



Tip 03 - Plan for all seasons.

Offer discounts to build loyalty and attract new customers.

Over **50%** of Best Buy customers filter for “On Sale” products! Promotional season is your opportunity to make a compelling first impression and convert first-time buyers. Here’s how you can strategize your discounts:

- **Plan clearance and inventory reduction sales:** Offer discounts strategically to clear inventory and generate revenue. Plan ahead, set clear goals and budget, and monitor your clearance sale.
- **Study your competitors:** Conduct a quick market research to analyze what your competitors are charging for similar products. This will help you set a competitive price.



03

- **Offer promotions during key shopping seasons:** Align your discounts with Best Buy's seasonal events, holidays or shopping seasons and take advantage of the incoming traffic that could land at your storefront. Make sure your inventory is enough to satisfy any sudden increased demands.



60%

of online shoppers consider price to be the most important factor when choosing where to buy.



80%

of consumers feel more encouraged to buy from a brand that is new to them if there is a discount or offer.



Tip 04 - Get in the spotlight.

Grow your business with effective advertising.

Timely and well-placed advertising can help you grow your business faster. Explore opportunities with Best Buy to boost your product's visibility and reach highly engaged customers:

- **Promote with sponsored ads:** Give your promotions a little extra boost and improve your visibility and sales with Sponsored Products advertising and get prime ad placement.
- **Google's product listing ads:** Google PLA highlights your products to interested consumers, captures external traffic, and brings them to your store page.
- **Track ad performance:** Always monitor the performance of your advertising campaigns to help plan and optimize your next strategy and make smarter budgeting decisions.
- **Monitor SEO metrics:** A strong SEO strategy helps improve conversion and increase visibility. SEO can be improved with top keywords, ads, product pages performance, spend, and click-through rates.

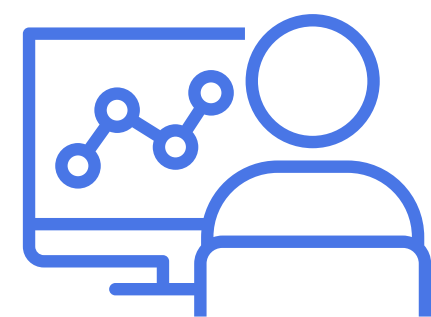


Tip 05 - Do a pulse check.

Track and analyze how your store is doing.

Monitoring your store's performance helps you maintain a competitive edge in the market. Data-driven decision making ensures you stay agile to the market dynamics and even helps boost your retention rate. Best Buy's comprehensive platform helps sellers identify top performing products throughout the year and study customer behaviour patterns.

- **Sale Trends:** Use sales analytics to track monthly, quarterly and annual sale trends. Identify seasonal spikes or dips in sales to adjust inventory levels and plan targeted promotions. This way you can tailor your marketing efforts and promotions more effectively.
- **Competitive Analysis:** Monitor your competitor's pricing strategies to make sure you're staying competitive in the market. Data-driven decision making can also help increase your own retention rate by **6x** more.



25%

higher sales growth rate is observed in sellers who track metrics such as conversion rates and inventory turnover.



Take the next step to amplify your sales.

Become a seller with Best Buy Marketplace.

Ready to expand your reach? A reliable partner like Best Buy can help you go the distance. Get dedicated support from our trusted platform and enjoy continued access to data-driven insights that help you grow your business.

Take advantage of our Seller Success team that helps you tap into millions of high-intent shoppers.

[Apply Today](#)

Not ready yet? No problem.

[Learn more >](#)