

Welcome to Kick-starter training, from Charity Connect

ukcharity@ebay.com

**Charity
Connect**

ebay
FOR CHARITY 

eBay Advanced Topics for Charity Sellers



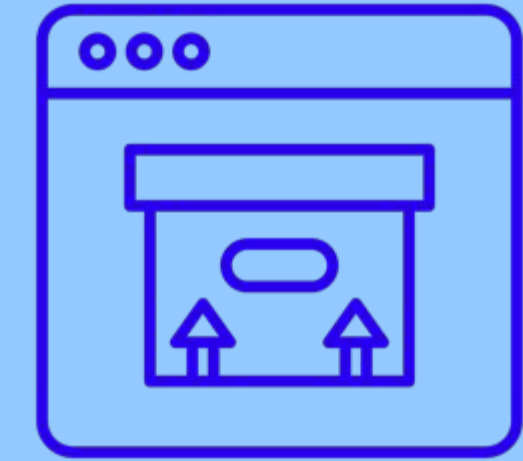
Charity Connect

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Today's Topics



Search Engine Optimisation



Next Steps in Logistics



Marketing and Promotional Strategy



Using Supporters to Promote Items and Events



Advanced Pricing Strategies



Search Engine Optimisation



Three principles of Search on eBay (Best Match)



Identification



Conversion

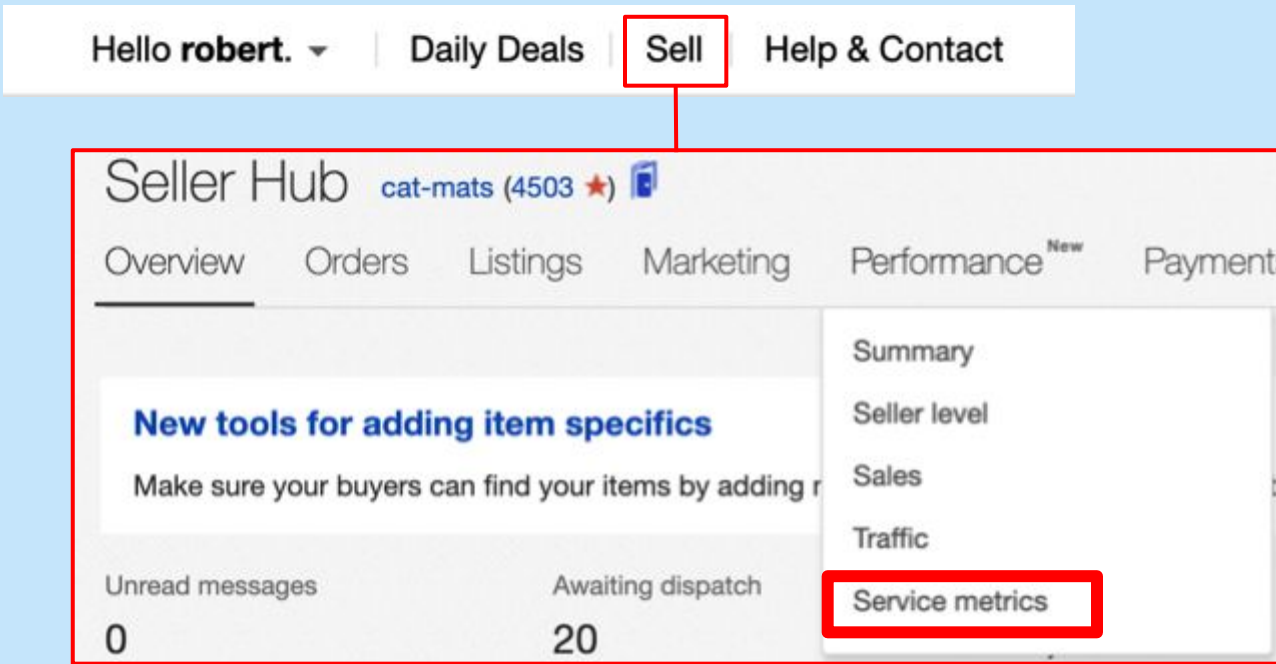


Standards

Standards

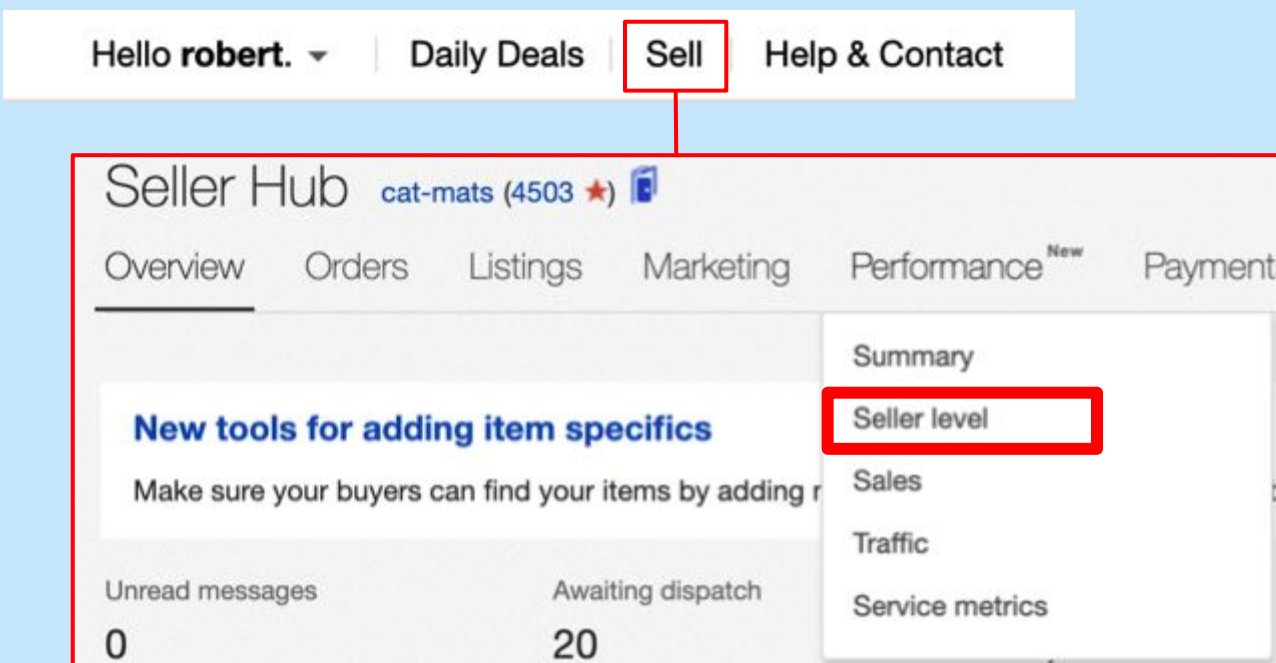
Service Metrics

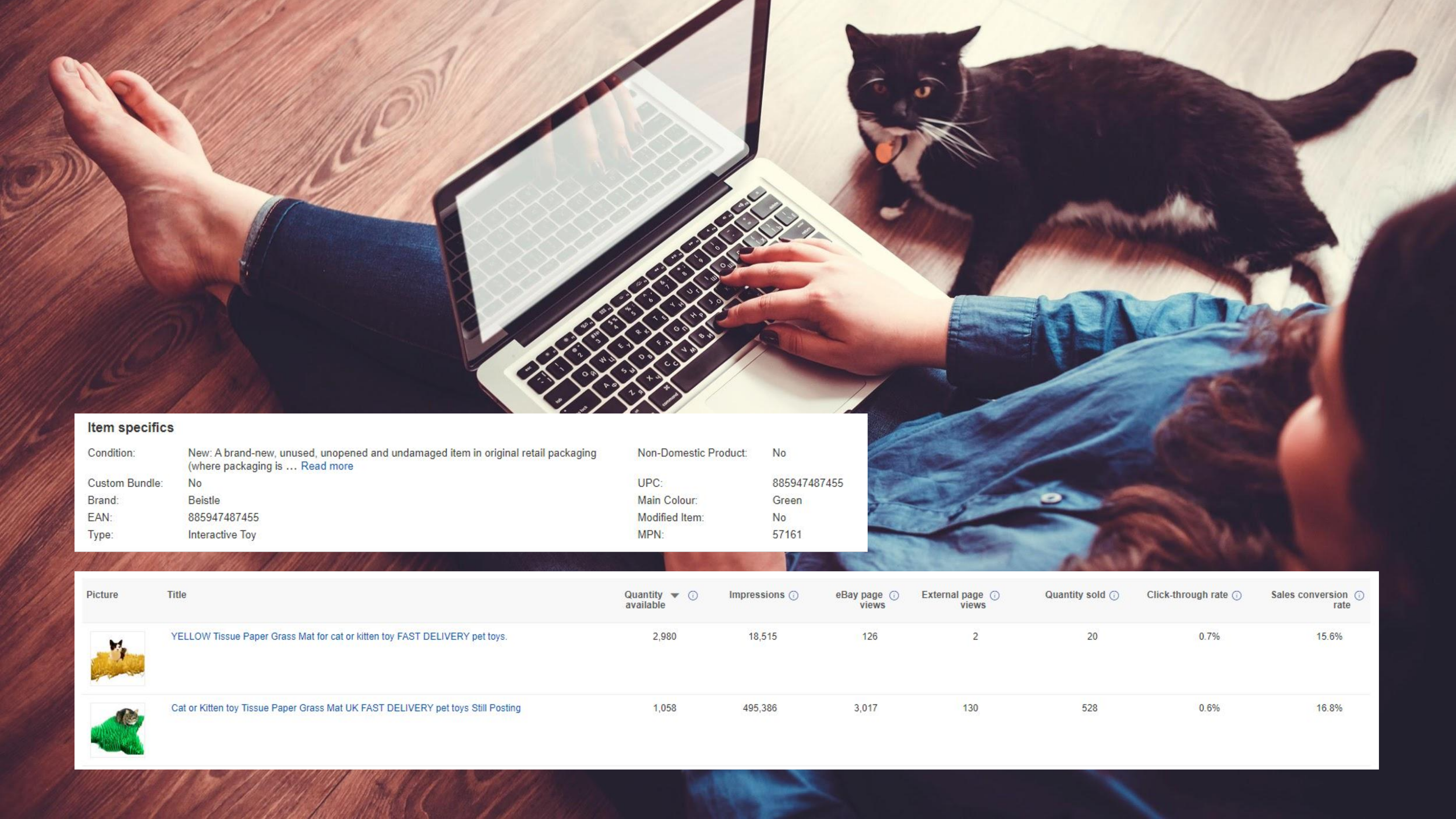
ebay.co.uk/sh/prf/service-metrics








Seller Standards

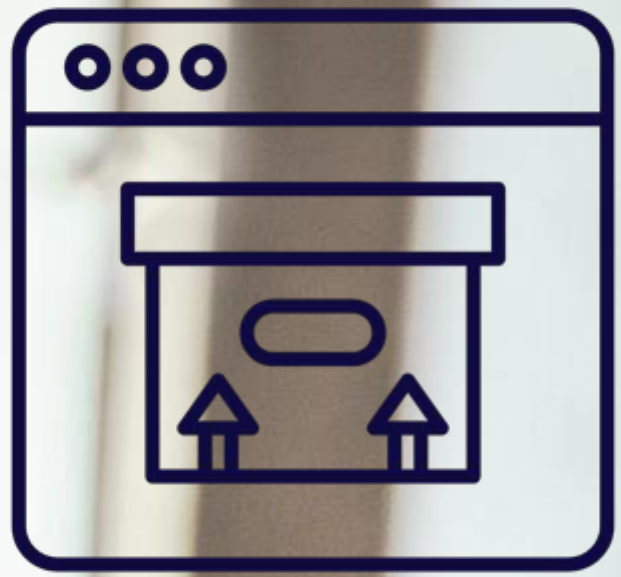
sellerstandards.ebay.co.uk/dashboard?





Item specifics			
Condition:	New: A brand-new, unused, unopened and undamaged item in original retail packaging (where packaging is ... Read more	Non-Domestic Product:	No
Custom Bundle:	No	UPC:	885947487455
Brand:	Beistle	Main Colour:	Green
EAN:	885947487455	Modified Item:	No
Type:	Interactive Toy	MPN:	57161

Picture	Title	Quantity available 	Impressions 	eBay page views 	External page views 	Quantity sold 	Click-through rate 	Sales conversion rate 
	YELLOW Tissue Paper Grass Mat for cat or kitten toy FAST DELIVERY pet toys.	2,980	18,515	126	2	20	0.7%	15.6%
	Cat or Kitten toy Tissue Paper Grass Mat UK FAST DELIVERY pet toys Still Posting	1,058	495,386	3,017	130	528	0.6%	16.8%



Next Steps in Logistics





Royal Mail Online Business Account

- **Discounted Postage**
- **Collections**
- **Tracked 24 and 48**

Postage Aggregators

- **Selection of all couriers/parcel companies including collections**

3rd Party Software

- **Technology to help you deal with high volumes of picking/packing and posting**



Marketing and Promotional Strategy



**Promoted Listings,
Seller Initiated offers,
Other promotional tools**

**Order
Discount**

Multi-buy

**Codeless
Voucher**

**Sales Event
and
Markdown**



1

Seller Hub

cat-mats (4505)

Overview

Orders

Listings

Marketing

Performance

LISTINGS

Active

Unsold

Drafts

Scheduled

Create listing

(15)

2

<input type="checkbox"/>	Actions	Picture	Title	Custom label	Format	Current price	Available quantity	Views	Promote your listings	Watchers
<input type="checkbox"/>	Respond to questions		Cat Kitten Spring Toy 5-pack Bouncy recycled plastic toys UK Stock Fast Delivery		Buy it now	£2.99	0	1,984	Eligible to promote Trending ad rate 6% Promote	22
<input type="checkbox"/>	Respond to questions		PINK Tissue Paper Grass Mat for cat kitten toy FAST DELIVERY pet toys UK STOCK	pink experiment	Buy it now	£2.99	1,000	6,009	Eligible to promote Trending ad rate 6% Promote	83

3

Promote listing

Tell us what you think

Boost your item's visibility with premium placements on eBay and pay only if your item sells. [Learn more](#)

Set ad rate

6

%

£0.18
(£0.22 inclusive of VAT, if applicable)
Your ad fee if this item sells through Promote your listings

Trending ad rate: 6%

Select campaign

United Kingdom

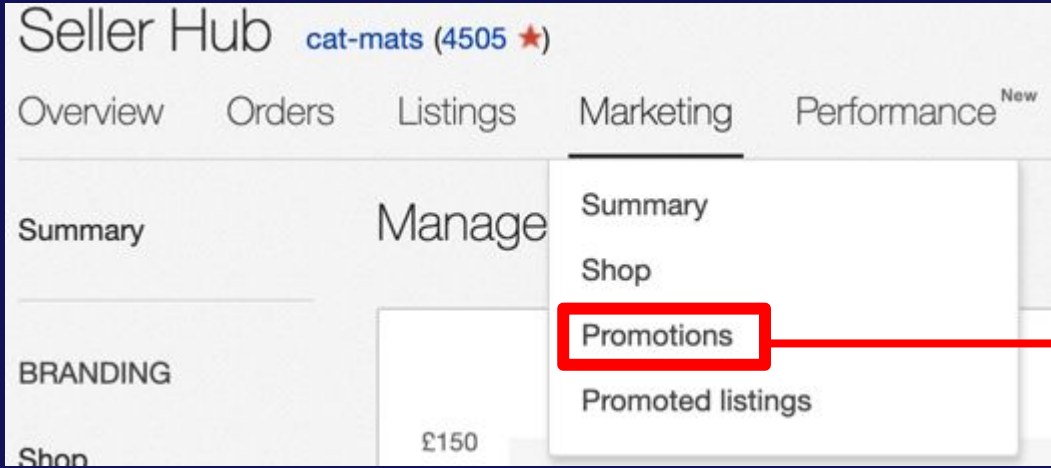
GB Campaign 08 Jul 2019 20:11:29

By promoting this listing, you agree to the [Terms of Service](#).

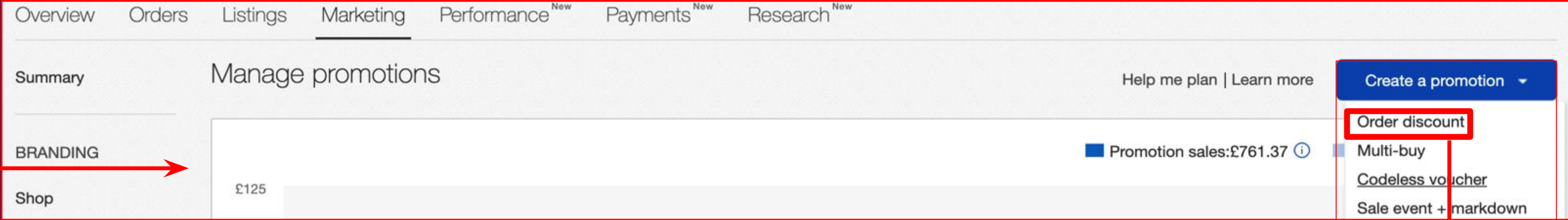
Promote

Cancel

1



2



3

Create an order discount

1

2

3

Set offer type

Select items

Review & launch

Select offer type

Choose a category so we can recommend the best option

Shopwide

What do you want to do?

Attract buyers at peak shopping times

Reset to see all offer types

Minimum quantity

☒ Buy 3 , Get 20 % off

Buy one, get one

☐ Buy 1 , get 1 at 20 % off

No minimum purchase

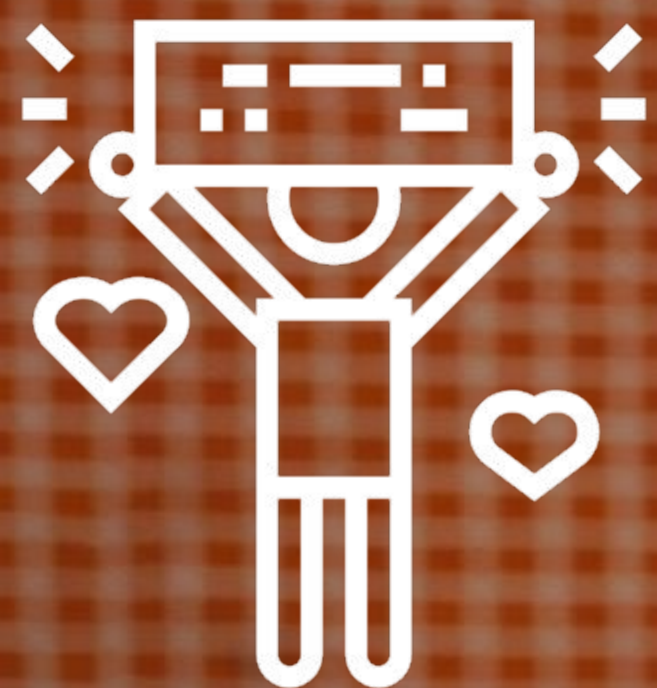
☐ 20 % off

Why are we recommending these?

Shopwide events work best when your inventory is aimed at a specific type of buyer. If your inventory is more diverse, create multiple discount events for each of your product groups.

See all offer types

Select items



Using your Supporters to Promote your Items and Events



Shop by category

Search for anything

All Categories

Search


Advanced

Back to search results






Listed in category: Clothes, Shoes & Accessories > Men > Men's Clothing > Activewear > Activewear Jackets

Watch this item

Free postage



Mouse over image to zoom



LEWIS CAPALDI Signed Fred Perry Vintage Size L Sportswear Jacket In Aid of CALM

As Worn In His New Lockdown Remix Video - Before You Go

Condition: Used

Time left: 5d 02h (13 Jul, 2020 19:59:57 BST)

£5,650.00 99 bids

Enter your max. bid

Submit bid

Watch this item

All proceeds go to charity

Posts from United Kingdom

Free postage

Collect 300 Nectar points

Redeem your points | Conditions

Shop with confidence

eBay Money Back Guarantee

Get the item you ordered or your money back. [Learn more](#)

Seller information

campaignagainstlivingmiserably (1)

Save this seller

Contact seller

See other items

Have one to sell? Sell it yourself

0% interest for 4 months. [See payment](#)

news, sport a...

Welcome to Facebo...

Facebook

Comet- partner.eba...

Learn to code | Cod...

How to build the p...

Activate X-Ray Gog...

Webmaster Tools g...

Enterprise SEO & C...

X-Ray Goggles

My eBay

Helo robert

Daily Deals

Sell

Help & Contact

Watch List

My eBay

22

Shop by category

LEWIS CAPALDI Signed Fred Perry Vintage

All Categories

Search

Advanced

Categories

All

Clothes, Shoes & Accessories

Men's Activewear Jackets

Condition

Used (1)

See all

Price

All listings

Accepts Offers

Auction


Buy it now

Best Match

Postage to: sw183pg

1 result for LEWIS CAPALDI SI...

Save this search



LEWIS CAPALDI Signed Fred Perry Vintage Size L Sportswear Jacket In Aid of CALM

As Worn In His New Lockdown Remix Video - Before You Go

Pre-owned

£3,800.00

86 bids

5d 6h left (Mon, 19:59)

Free postage

ebay

Soo Much More, for Less

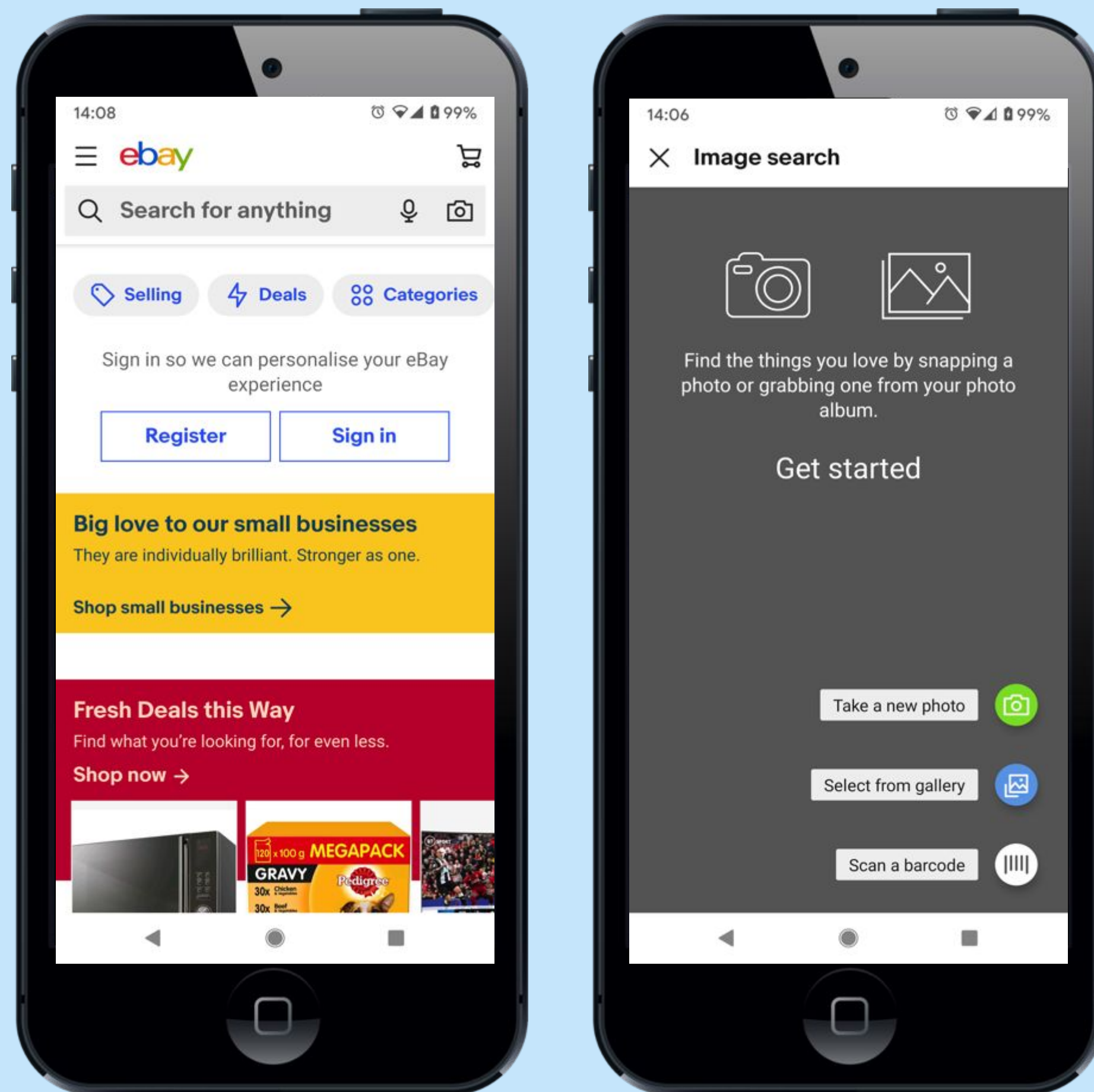
Buy Now

Under £10



Advanced Pricing Strategies

Pricing Strategies



Balance time and knowledge with pricing

- Terapeak (and other third party)
- Silly Auction then BIN
- Encourage Watchers
- Enable Offers/Make offers
- Start high and promote/discount
- Reduce fixed price over time

Questions?



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