

How to reach new customers online and in marketplaces

A checklist straight from the experts



Audience



Understanding your audience and where they already are can help you identify the right online marketplace or social media channel for your business.

Use this checklist to evaluate different online marketplaces and social media channels against your business needs. Fill in the five online marketplaces or social media channels you're working with or considering. Not sure which market to consider? See page 7 for more online marketplaces by region.

	Marketplace 1	Marketplace 2	Marketplace 3	Marketplace 4	Marketplace 5
What is the online marketplace or social media channel's audience breakdown? (Consider geography, demographics and interests)					
Does that audience match your target?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Is your audience likely to begin their search on this social media channel or online marketplace?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Are similar products being sold on the platform?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Are your competitors on the platform?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No

Online marketplaces and social media channel features



Knowing the features and tools provided by an online marketplace or social media channel can help you find the right ones to meet your goals.

FEATURES	Marketplace 1	Marketplace 2	Marketplace 3	Marketplace 4	Marketplace 5
Does it have features your customers want?	<input type="checkbox"/> Free shipping <input type="checkbox"/> Quality guarantee on purchase <input type="checkbox"/> Discounts and/or coupons <input type="checkbox"/> Popular payment options <input type="checkbox"/> Price matching	<input type="checkbox"/> Free shipping <input type="checkbox"/> Quality guarantee on purchase <input type="checkbox"/> Discounts and/or coupons <input type="checkbox"/> Popular payment options <input type="checkbox"/> Price matching	<input type="checkbox"/> Free shipping <input type="checkbox"/> Quality guarantee on purchase <input type="checkbox"/> Discounts and/or coupons <input type="checkbox"/> Popular payment options <input type="checkbox"/> Price matching	<input type="checkbox"/> Free shipping <input type="checkbox"/> Quality guarantee on purchase <input type="checkbox"/> Discounts and/or coupons <input type="checkbox"/> Popular payment options <input type="checkbox"/> Price matching	<input type="checkbox"/> Free shipping <input type="checkbox"/> Quality guarantee on purchase <input type="checkbox"/> Discounts and/or coupons <input type="checkbox"/> Popular payment options <input type="checkbox"/> Price matching
Does it have features you need?	<input type="checkbox"/> Easy to set up <input type="checkbox"/> Good pricing <input type="checkbox"/> Flexible <input type="checkbox"/> Drives traffic to my website <input type="checkbox"/> Superior functionality	<input type="checkbox"/> Easy to set up <input type="checkbox"/> Good pricing <input type="checkbox"/> Flexible <input type="checkbox"/> Drives traffic to my website <input type="checkbox"/> Superior functionality	<input type="checkbox"/> Easy to set up <input type="checkbox"/> Good pricing <input type="checkbox"/> Flexible <input type="checkbox"/> Drives traffic to my website <input type="checkbox"/> Superior functionality	<input type="checkbox"/> Easy to set up <input type="checkbox"/> Good pricing <input type="checkbox"/> Flexible <input type="checkbox"/> Drives traffic to my website <input type="checkbox"/> Superior functionality	<input type="checkbox"/> Easy to set up <input type="checkbox"/> Good pricing <input type="checkbox"/> Flexible <input type="checkbox"/> Drives traffic to my website <input type="checkbox"/> Superior functionality
What are the online marketplace's best practices?					

Online marketplaces and social media channel features (cont.)



INTEGRATION	Marketplace 1	Marketplace 2	Marketplace 3	Marketplace 4	Marketplace 5
Can it sync inventory across multiple channels?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
How does it integrate with other platforms?					
What payment methods does it accept?	<input type="checkbox"/> PayPal <input type="checkbox"/> PayPal Buy Now Pay Later <input type="checkbox"/> Credit card <input type="checkbox"/> Debit card <input type="checkbox"/> Other	<input type="checkbox"/> PayPal <input type="checkbox"/> PayPal Buy Now Pay Later <input type="checkbox"/> Credit card <input type="checkbox"/> Debit card <input type="checkbox"/> Other	<input type="checkbox"/> PayPal <input type="checkbox"/> PayPal Buy Now Pay Later <input type="checkbox"/> Credit card <input type="checkbox"/> Debit card <input type="checkbox"/> Other	<input type="checkbox"/> PayPal <input type="checkbox"/> PayPal Buy Now Pay Later <input type="checkbox"/> Credit card <input type="checkbox"/> Debit card <input type="checkbox"/> Other	<input type="checkbox"/> PayPal <input type="checkbox"/> PayPal Buy Now Pay Later <input type="checkbox"/> Credit card <input type="checkbox"/> Debit card <input type="checkbox"/> Other

Online marketplaces and social media channel features (cont.)



ADVERTISING	Marketplace 1	Marketplace 2	Marketplace 3	Marketplace 4	Marketplace 5
<p>What advertising opportunities does it provide?</p>					
<p>Can you advertise through different social media channels?</p>	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No

Avoiding common mistakes



Consider the benefit and cost involved for selling on an online marketplace or through a social media channel to determine if it aligns with your goals and helps you reach your audience.

	Marketplace 1	Marketplace 2	Marketplace 3	Marketplace 4	Marketplace 5
Does the setup process look cumbersome/appear to be too time intensive?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
What are your three, six and twelve month goals for the platform?	Three months: Six months: Twelve months:	Three months: Six months: Twelve months:	Three months: Six months: Twelve months:	Three months: Six months: Twelve months:	Three months: Six months: Twelve months:
Do you have the resources (time and money) available to make this a success?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No

Market consideration



If you aren't sure where to start, here are some online marketplaces to consider in your region.

- | US | CA | FR | DE |
|---|---|---|---|
| <ul style="list-style-type: none">• Amazon• eBay• Facebook Marketplace• Instagram• Craigslist• Wish• Mecari• Goat• Vivino• Etsy• Grailed• Swappa• Bonanza | <ul style="list-style-type: none">• Amazon• Kijiji• eBay• Walmart Marketplace• Best Buy• Etsy• Newegg | <ul style="list-style-type: none">• Leboncoin• Rakuten• eBay• Cdiscount• La Redoute• FNAC Darty• Vinted | <ul style="list-style-type: none">• OTTO• Check24• Idealo• Amazon• eBay• Zalando• Shprock |

- UK**
- Etsy
 - Not On The High Street
 - Amazon Handmade
 - Yumbles
 - eBay
 - Instagram
 - Gumtree
 - Facebook Marketplace
 - Depop



The content of this checklist is provided for informational purposes only. You should always obtain independent business, tax, financial, and legal advice before making any business decision.