

# 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?	Yes No				
Is your audience likely to begin their search on this social media channel or online marketplace?	Yes No				
Are similar products being sold on the platform?	Yes No				
Are your competitors on the platform?	Yes 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?	Price matching  Free shipping  Quality guarantee on purchase  Discounts and/or coupons  Popular payment options  Price matching	Price matching  Free shipping  Quality guarantee on purchase  Discounts and/or coupons  Popular payment options  Price matching	Price matching  Free shipping  Quality guarantee on purchase  Discounts and/or coupons  Popular payment options  Price matching	Price matching  Free shipping  Quality guarantee on purchase  Discounts and/or coupons  Popular payment options  Price matching	Price matching  Free shipping  Quality guarantee on purchase  Discounts and/or coupons  Popular payment options  Price matching
Does it have features you need?	Easy to set up Good pricing Flexible Drives traffic to my website Superior functionality	Easy to set up Good pricing Flexible Drives traffic to my website Superior functionality	Easy to set up Good pricing Flexible Drives traffic to my website Superior functionality	Easy to set up Good pricing Flexible Drives traffic to my website Superior functionality	Easy to set up Good pricing Flexible Drives traffic to my website 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?	Yes No				
How does it integrate with other platforms?					
What payment methods does it accept?	PayPal PayPal Buy Now Pay Later Credit card Debit card Venmo Other	PayPal PayPal Buy Now Pay Later Credit card Debit card Venmo Other	PayPal PayPal Buy Now Pay Later Credit card Debit card Venmo Other	PayPal PayPal Buy Now Pay Later Credit card Debit card Venmo Other	PayPal PayPal Buy Now Pay Later Credit card Debit card Venmo Other



# Online marketplaces and social media channel features (cont.)



ADVERTISING	Marketplace 1	Marketplace 2	Marketplace 3	Marketplace 4	Marketplace 5
What advertising opportunities does it provide?					
Can you advertise through different social media channels?	Yes 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?	Yes No				
What are your three, six and twelve month goals for the platform?	Three months:				
	Six months:				
	Twelve months:				
Do you have the resources (time and money) available to make this a success?	Yes No				

## **Market consideration**



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

## US

- Amazon
- eBay
- Facebook Marketplace
- Instagram
- Craigslist
- Wish
- Mecari
- Goat
- Vivino
- Etsy
- Grailed
- Swappa
- Bonanza

### CA

- Amazon
- Kijiiji
- eBay
- Walmart Marketplace
- Best Buy
- Etsy
- Newegg

### FR

- Leboncoin
- Rakuten
- eBay
- Cdiscount
- La Redoute
- FNAC Darty
- Vinted

#### DE

- OTTO
- Check24
- Idealo
- Amazon
- eBay
- Zalando
- Shprock

### UK

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



