

Ecommerce User Guide

How to clone a Marketplace Listing for Auction

Please note that the screenshots in this User Guide mostly show the colour blue, but in our live system these colours have now changed to green.

Version 3.0



How to clone a marketplace listing

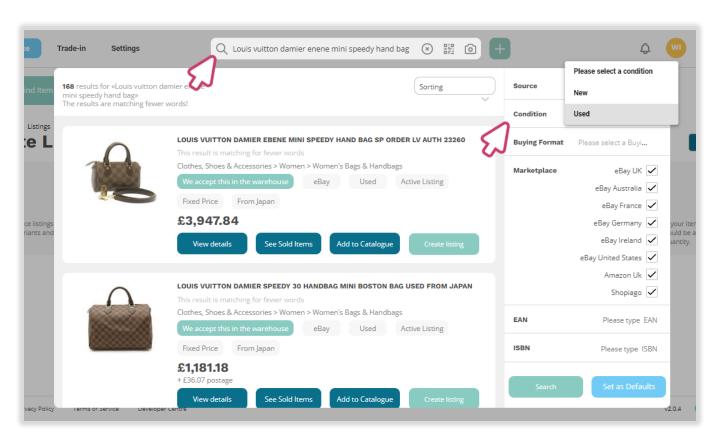
Cloning an existing marketplace listing will help speed up your listing process. By cloning, the system will fetch all information relating to the item from selected marketplace(s) catalogue, which includes the item title, brand, dimensions, photos, category etc, to drop into the listing form. You can modify, add additional photos, and then, list the item to eBay marketplace. For information about eBay's cloning policy, click <u>here</u>.

Please note: this guide is primarily for 'Auction style' listings.

To match-up an existing marketplace listing; Login to your account.

In the dashboard, click on the "search bar" at the top-center to match up an existing listing by name, photo, or barcode.

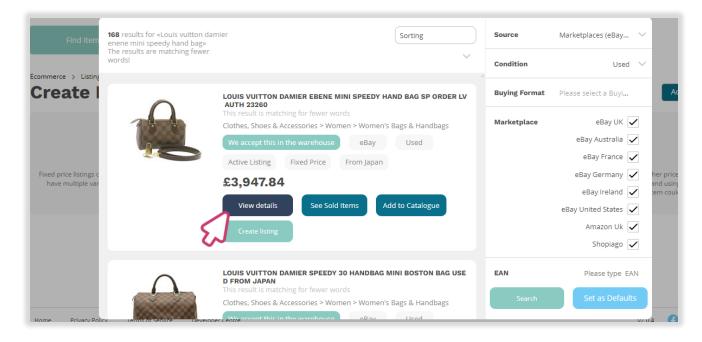
You can also use the 'Search setting' at the top-right of the screen, to enhance your search.



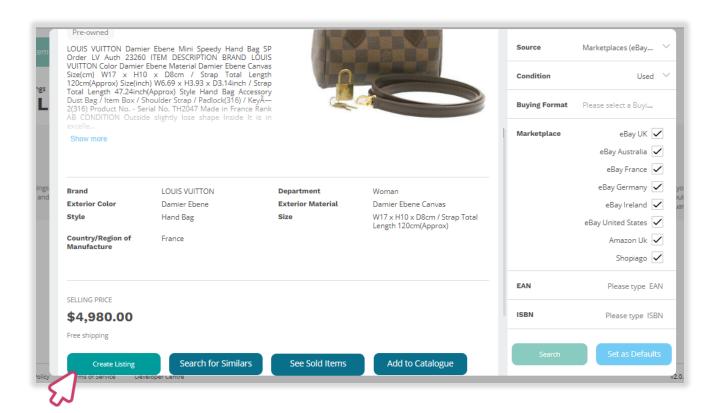


How to clone a marketplace listing

To view the listing information, click on the 'View details' button.



Click on the 'Create listing' button once you are ready!

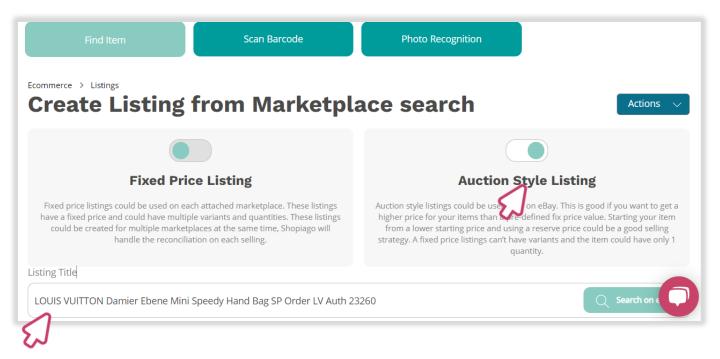




How to clone a marketplace listing

From the next page, select 'Auction Style Listing' as the buying format.

Check that the item title is correct and modify if necessary.





You can update the item description if necessary.

Confirm that the item description matches your item.

Add any additional details to the listing description if needed.

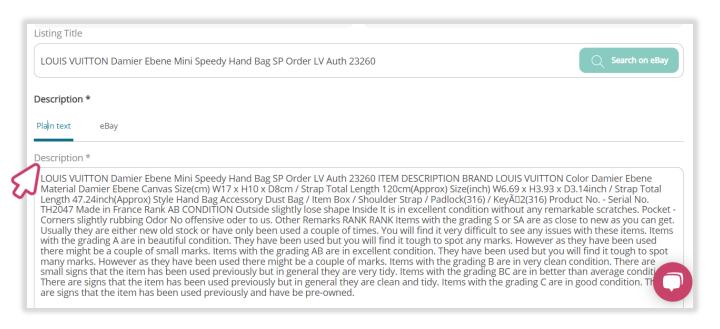
Tips:

The more information you provide, the easier it will be for customers to make a purchasing decision.

Item description should be comprehensive and accurate.

Don't forget to mention any defects if necessary, to avoid complaints.

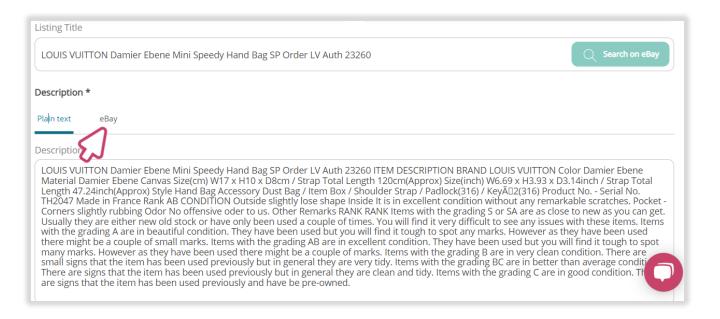
You can update the item description at any time.



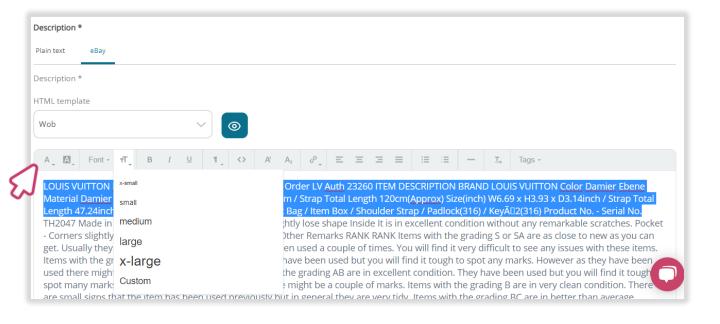


You can add an HTML template or edit the listing description.

To format the listing description, click on the 'eBay' description tab.

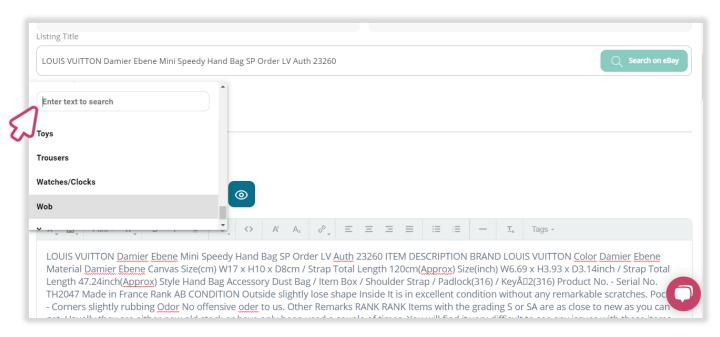


And then, use the formatting tools to adjust the item description to how you want it.



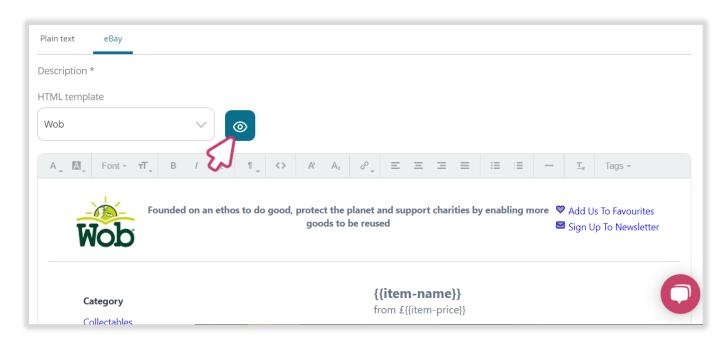


To add an HTML template to the listing description, click on the 'HTML field' and select a template from the drop down list.



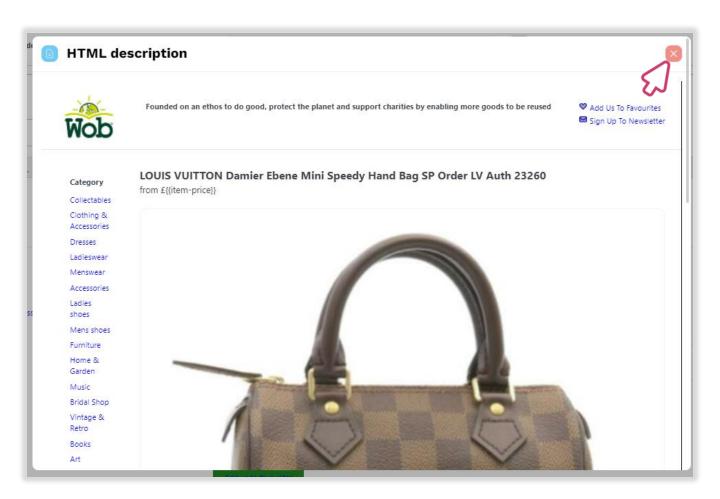
Once the HTML is selected, the template will then drop into the listing description field.

To preview the selected HTML template, click on the 'Quick view' icon.





Once you are done previewing, press the 'ESC' on your keyboard or click the 'Close' icon to go back to the listing form.





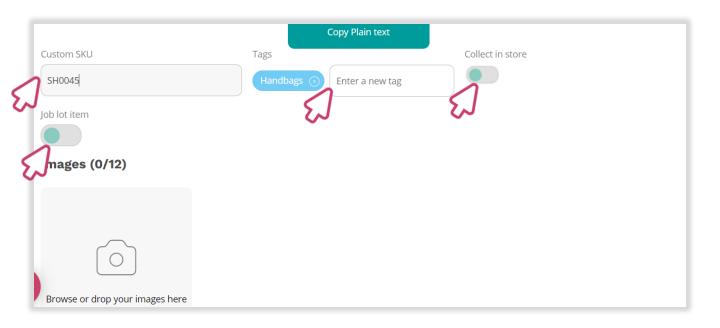
Custom SKU, tags, collect in store & job lot

Add a custom SKU if necessary. Otherwise, leave blank as the system will automatically assign a SKU to the item once it is listed.

You can also add tag(s) to the item if needed. This is for internal use for categorising listings.

Enable 'Collect in Store', if you want buyers to collect the item in store. (To use this feature, the account owner or administrator must add these to the shipping methods).

Turn on "Job Lot Item" if you are selling the item as a group. If not, leave off.





As you can imagine, having high quality photos is one of the best ways to attract customers.

Tips:

Take photos from as many angles as possible.

The photo uploader makes it very easy to add, edit and move photos of your item.

You can add up to 12 photos.

If possible, your main image should be on a white background (this will improve visibility on Google search) and show the item photo in full.





The minimum photo size should be 500 x 500 pixels or 800-1600 pixels on the longest side.

Photo must be a PNG, JPEG, BMP or GIF.

Don't use a filter as natural colours are better at showing the buyer what to expect.

Don't add thumbnails as these can affect the clarity of the photo when submitted to marketplaces.

The photo should depict the item being described.

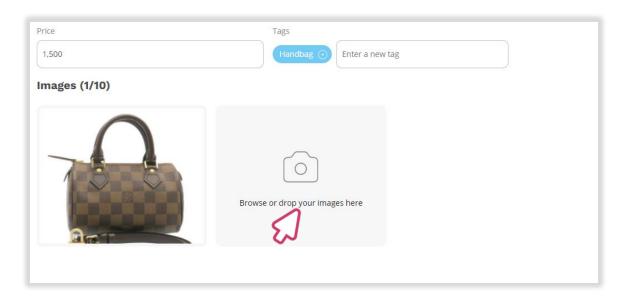
The photo should not contain any watermarks or digital signature.





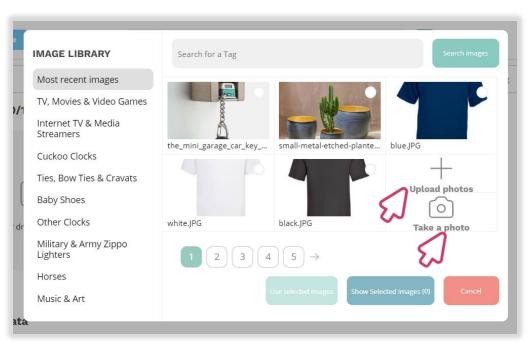
To add additional photo (s);

Click on the 'Photo icon' to select item photo(s) from your image library, Pc or mobile device. You can also drag and drop the item images into the centre of the upload photo icon area.



From the pop-up screen, click on the 'Upload photos' icon to upload photo(s) already stored on your PC or mobile devices.

You can also take photo(s) directly from your mobile device or pc camera by clicking on the 'Take a photo' icon.

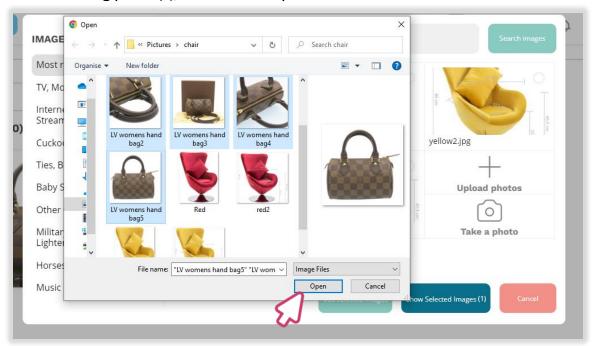




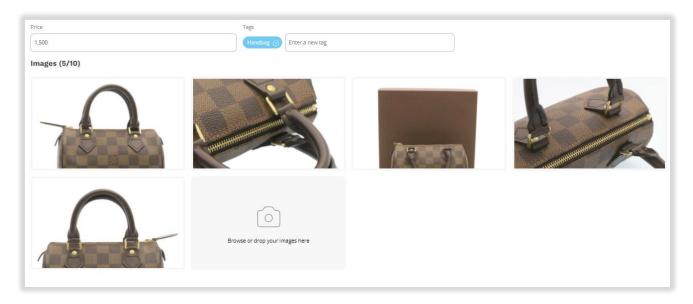
Once you've clicked on 'upload photos', you will be prompted to select the item photo(s).

To select multiple photos, hold down the Ctrl key and select photos (windows) or Command key for (Mac) then click on the open button.

After selecting photo(s), click on the 'Open' button.

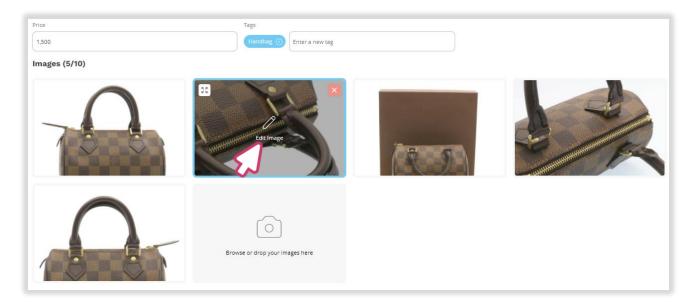


Uploaded photos should then appear on the listing form.





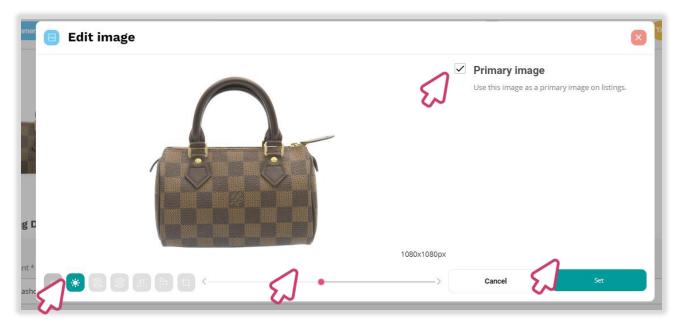
To edit the item image, hover your mouse around the centre of the image and click on the appearing 'Edit Image' icon.



From the photo editor screen, use the editing tools to adjust, rotate, crop, flip and change the photo brightness.

To use image as primary listing photo, tick the 'Primary image' box at the top right hand side of the screen.

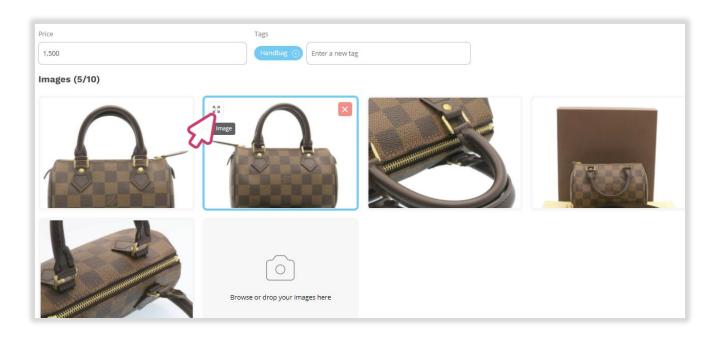
To crop the image, click on the 'Crop' icon, highlight preferred image area, click on the 'Set' icon, and then, click 'Save' button.





To rearrange photo(s), move your mouse to upper-left of the image, click on 'Move image' icon, and drag the image to a suitable position.

To change the primary listing image, move your mouse to upper-left of the image and click on the appearing 'Move' icon then, drag the image to the main position.



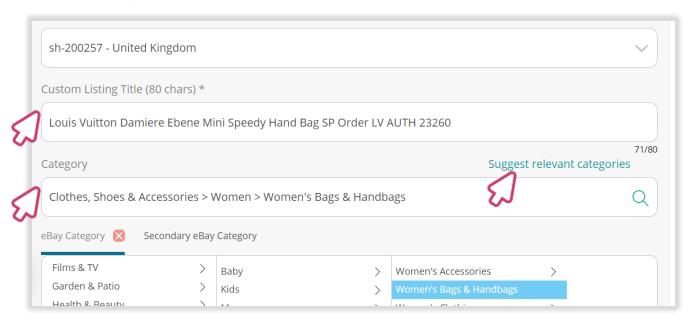


Adding listing information

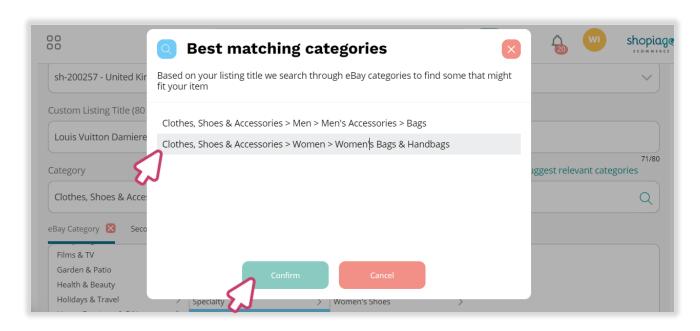
Next, select the right eBay account.

Click on the 'Custom Listing Title' field to modify the title if necessary. The title shouldn't be more than 80 characters.

The right item category will automatically be selected. If not, click on 'Suggest relevant categories'.



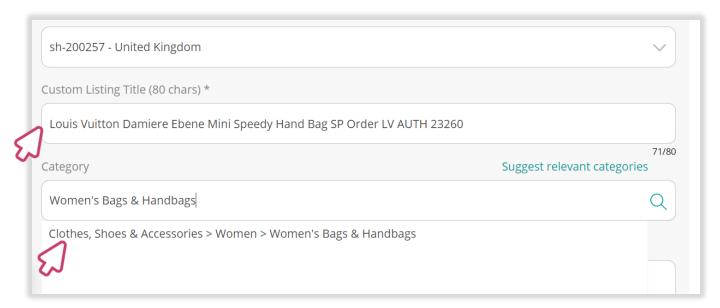
And, select the best matching item categories from the pop-up screen, then click on the 'Confirm' button.



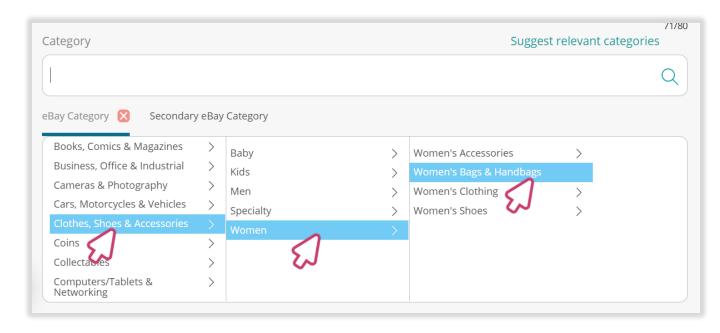


Adding listing information

You also can manually type in the item category in the search field and select the closest match. Make sure you find the best fitting category.



If you can't find the right item category, use the 'category selector' and work through the different categories to find the best fit.



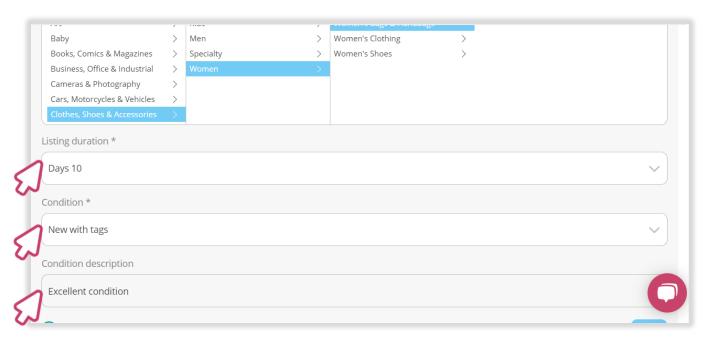


Updating the listing duration and item condition

Next, select a 'Listing duration' from 3 – 10 days.

Select the item condition from the drop-down menu.

And manually type in the item condition description into the description field.





Item specifics

Item specifics are required when listing to eBay and once you get it right, it can boost sales. Below are 3 categories for item specifics:

Required

eBay requires mandatory attributes for this category. It will help customers to find items when they perform a search.

On the marketplace, buyers usually filter their search by using item specifics. Making it easier for them to find what they are looking for.

If you haven't entered one of these specifics, the item will drop off the search and therefore it won't be visible to customers.

Recommended

Your listing will perform better if you fill in these recommended attributes.

It could reach a higher search position and will show up in more search results.

This is not mandatory but if you have these details, please enter them.

<u>Optional</u>

You can add additional attributes to your listing but this is not mandatory.

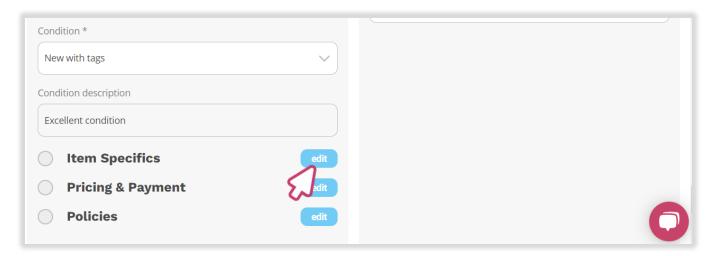
These attributes will be shown on the listing but may not be used during eBay search.

This doesn't affect buyer's search but could improve customers experience.



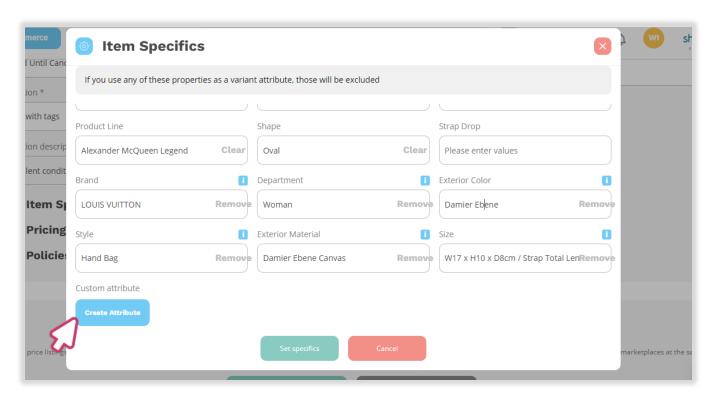
Updating the item specifics

To modify item 'Specifics', click on the 'edit' button.



From the pop-up screen, update or add new attributes if necessary.

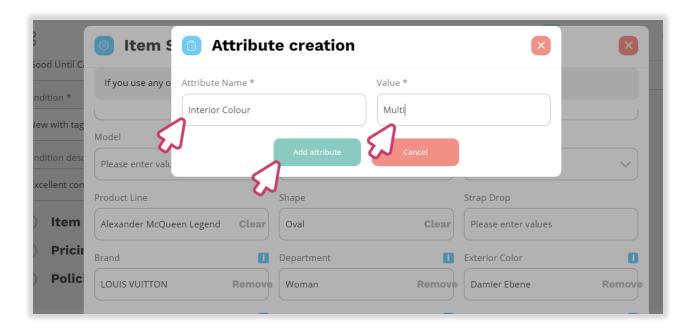
To add custom attribute(s), click on the 'Create Attribute' button at the bottom of the screen



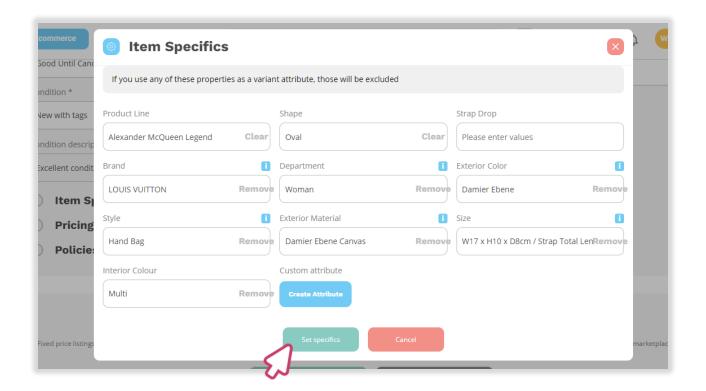


Updating the item specifics

From the pop-up screen, key-in the attribute name and value. Then, click on the 'Add attribute' button.



Click on the 'Set specifics' button, once you are ready!





Pricing is one of the top influencing factors. You should think carefully when setting up your price. Most customers will take the item's price into consideration when deciding whether to buy your item.

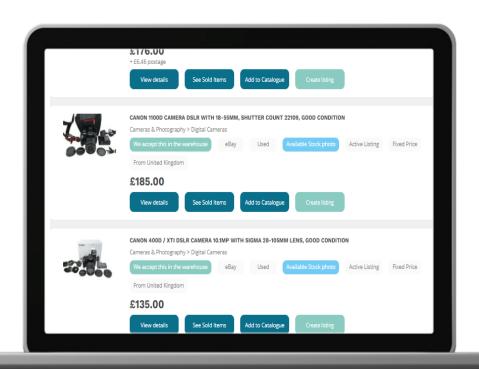
Customers will bid on your item during a set period of 3 to 10 days and the highest bidder at the close of the auction buys your item.

Tips:

Avoid setting up your price based on what you want to achieve.

Don't presume what a customer might pay for your item.

Do your research!





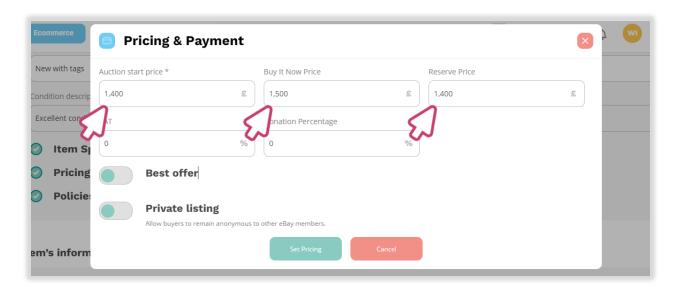
To add new or update auction start price, 'Vat %', 'listing donation percentage' etc, click on the 'Pricing & Payment' edit button.



From the pop-up screen, enter a reasonable amount as auction start price. If you set your price too low, the buyer may not think that the item is genuine.

You may want to set a 'Buy it Now' price as a backup, to give customers the option to buy the item immediately rather than bidding. Please research the market if you are not sure how much to price your item. (Buy it now price should not be less than start price).

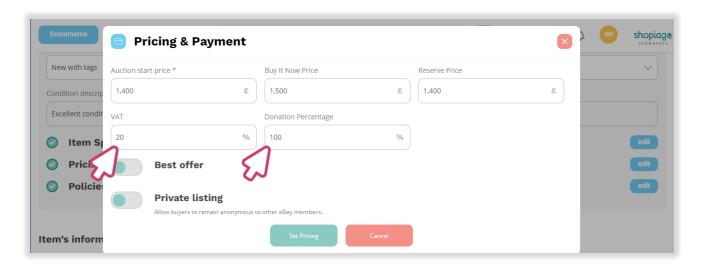
Set a 'Reserve Price' - a minimum amount that you would want the item to sell for. Leave it blank if you do not want a reserve price.





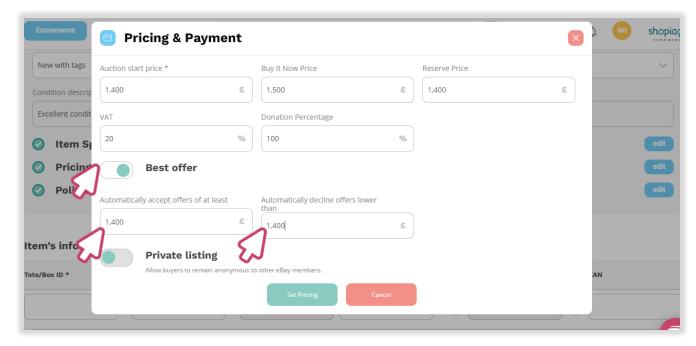
Key-in item VAT %. (This applies only to 'new' items. Leave it blank if it does not apply).

Select your 'Listing Donation Percentage' (this is the amount you are donating for the item). If you are a charity, this should automatically be 100% in your settings.



Switch - On 'Best Offer' if necessary. This allows buyers to submit an offer for what they are willing to pay (you can decide whether to accept or make a counter-offer).

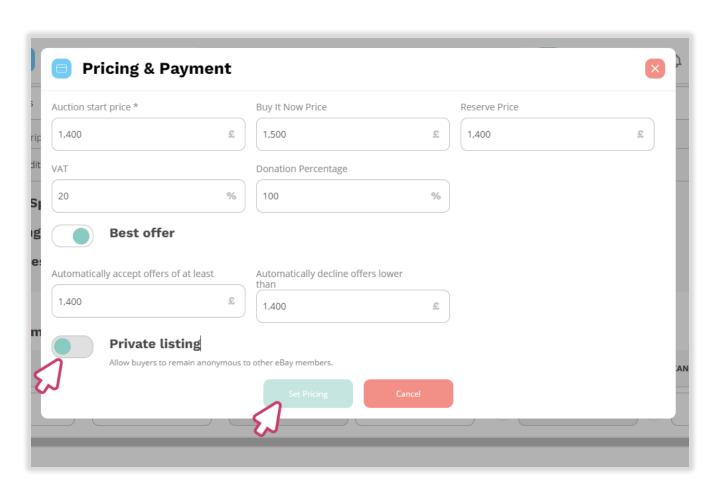
Enter the amounts that you are willing to accept and the lowest amounts to automatically decline.





Switch on 'Private Listing' if necessary, to keep bidder and buyer identities hidden from other eBay members.

Click on the 'Set pricing' button once all information are correctly entered.





eBay policies

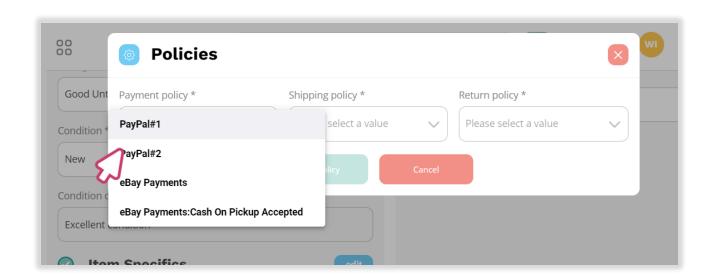
When selling on eBay, you have to let the buyers know how they can pay, how long it will take to ship out the item, and whether you accept returns or not. If these policies are already set on your eBay account, you can sync them into your account, making it easier to select when listing.

To set policies:

Click on the 'edit' button.



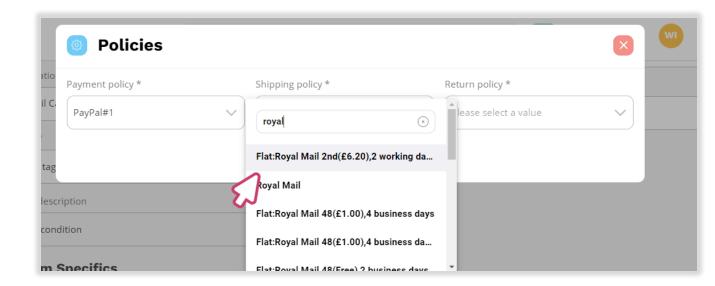
From the pop-up screen, click on the 'Payment policy' field and select a preferred payment policy.





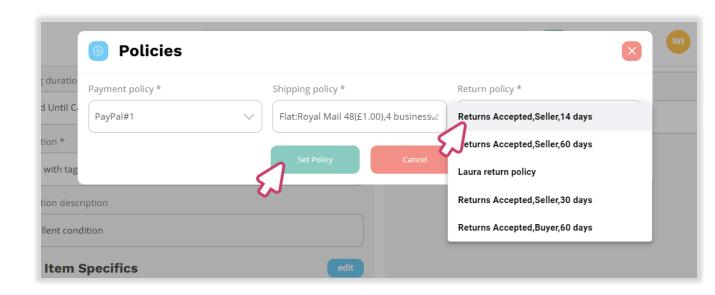
eBay policies

Click on the 'Shipping policy' field and select the relevant postage service provider.



Click on 'Return policy' field and select a return policy.

And then click on the 'Set Policy' button.





Updating the Item Information

Next, enter the 'The Tote/Box ID' where the item is stored. This can be a box or shelf number. Or select 'Does not apply'.

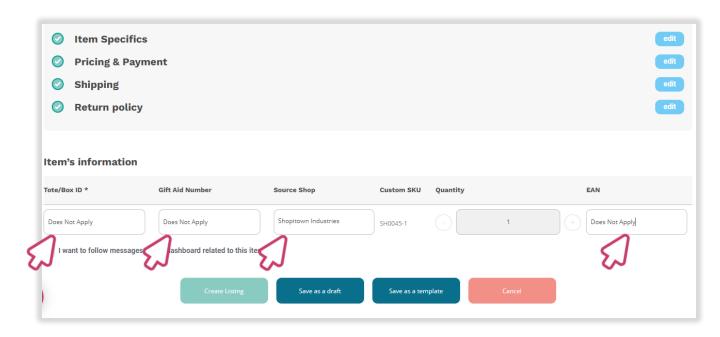
Enter the item Gift Aid number or select 'Does Not Apply' from the drop-down if you don't have it.

The "Source Shop" will be pre-populated. If not, click on the "Source Shop" field and select where the item is coming from.

If you have initially enter a custom SKU (Stock Keeping Unit) to the item, this will automatically be populated.

Item 'Quantity' will automatically be set to 1 for auction style listing.

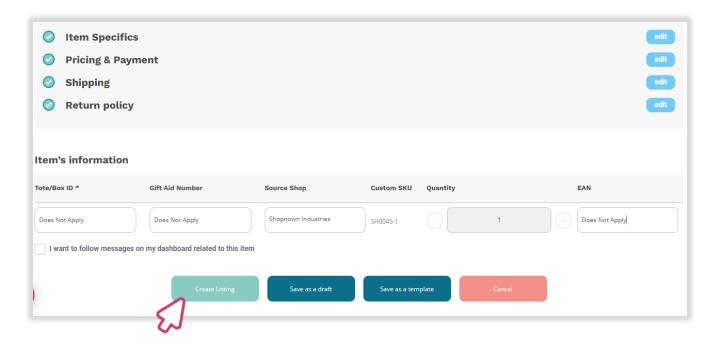
Enter item identifier number (EAN). Identification number makes it easer for customers to find your item, so please be sure to fill in this field). If your item doesn't have an EAN, click the text field and select Does Not Apply.





Submit your listing

Once all the item information are entered, click on the 'Create listing' button.





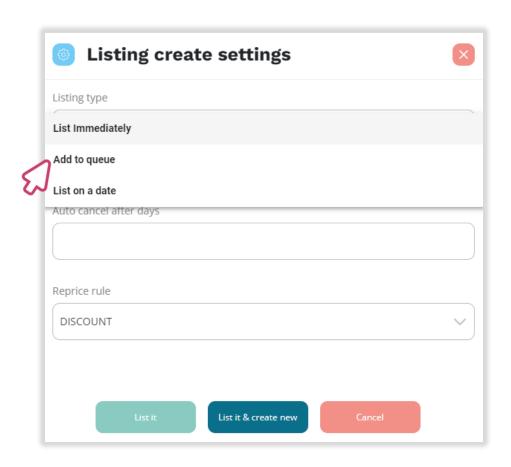
Listing options

Once you've clicked on 'Create listing' button, you will be prompted to select one listing type:

List immediately - when you want the item to go live instantly.

Add to queue - means the item will be sent to eBay at a scheduled time that you have determined within your settings.

List on date – a set date that you want the item to go live on eBay.





Listing options

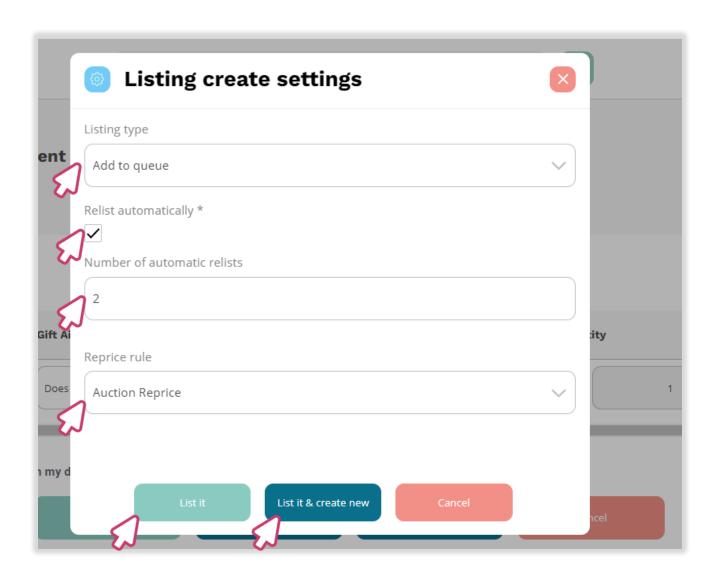
If you've selected 'Add to queue' as your listing option,

Tick the 'Relist automatically' box, so if the item doesn't sell after the listing period, the platform will automatically relist the item for another chance of a sale.

Enter value(s) for auto-relists.

Click on the 'Reprice rule' field to select a rule is necessary, or leave as default.

Finally, click 'List it' or 'list it & create new' button.





Happy Selling

If you need further help or support, please speak to your Customer Success Manager or access Live Chat when logged in.