

Ecommerce User Guide

How to duplicate a multivariant listing

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



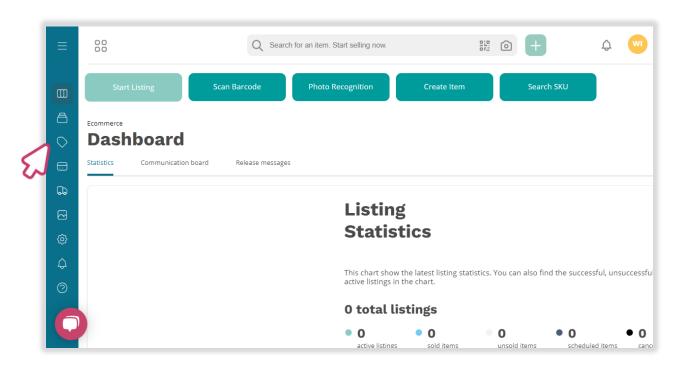
Within your World of Books Ecommerce account, you can duplicate a multivariant active listing using information from the existing listing. For example, if you received two or more similar items, you could easily duplicate these items using one of your active listings and list them on multiple marketplaces.

To be able to duplicate a current listing, your account role must include this privilege.

To duplicate an existing listing;

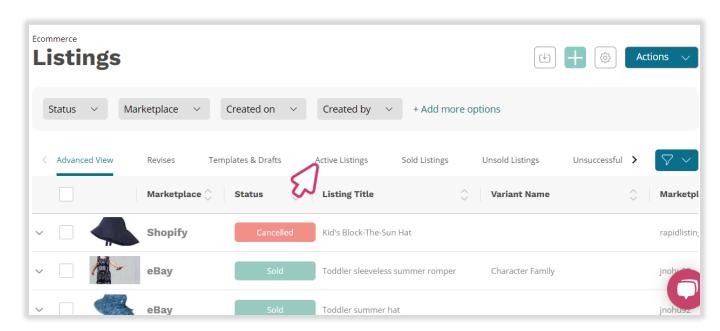
Login to your account.

From the dashboard left-hand menu, click the 'Listings' icon.



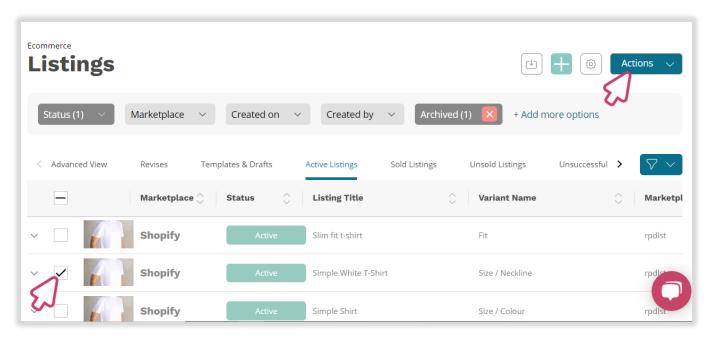


From the 'listings' menu, click on the 'Active listings' tab.



In the listing table, select an item.

And click on the 'Actions' button (top-right corner).

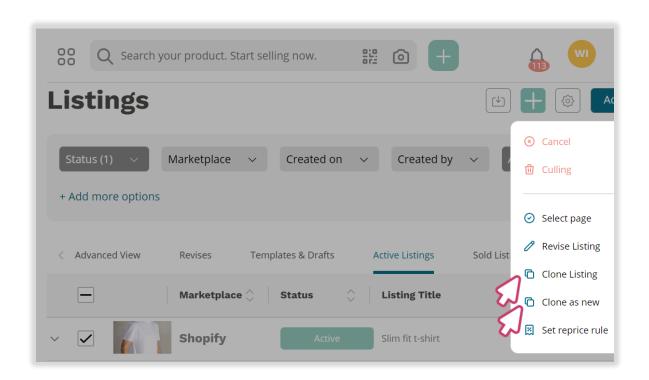




From the pop-up screen, you will be presented with two cloning options:

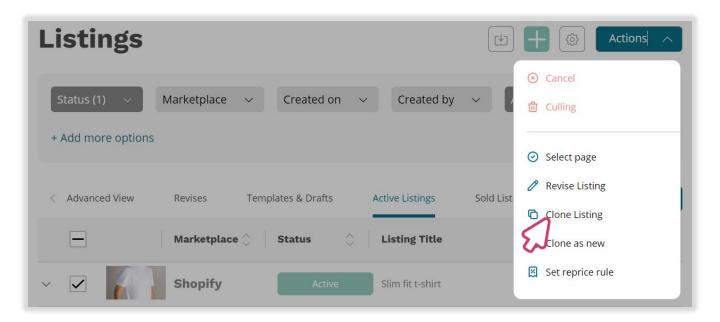
'Clone Listing' - This involves creating a listing based on the same item. All information relating to the existing listing, e.g., item description, variants, images, pricing, policies, etc., will be incorporated into the listing form. Once the listing is submitted, the item will not be added to your inventory, as it already exists. However, if changes are made to inventory data while cloning, the system will automatically adjust the inventory.

'Clone as new' - As the name implies, all information relating to the existing listing, e.g., item description, variants, images, pricing, policies, etc., will be incorporated into the listing form. By selecting this option, the system will create the listing and also add the item as new to your inventory. You can select this option if you want to add the item to inventory "as new" once the listing is submitted.

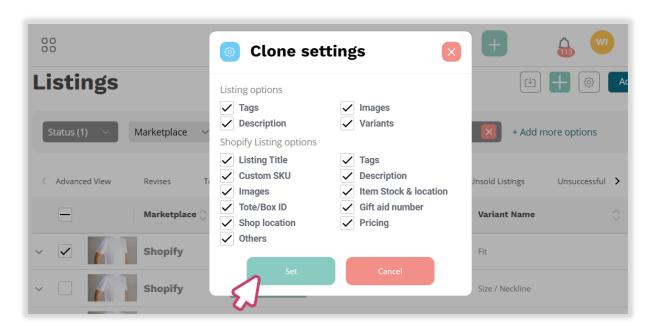




For this example, we will be selecting "Clone Listing" from the pop-up screen.

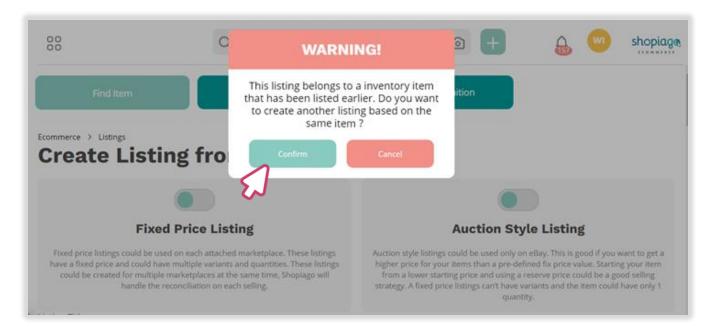


From the pop-up screen, add or remove the clone characteristics that you want to include or exclude in the listing form, and click on the 'Set' button once you are ready. (This is basically to add or remove certain information associated with the existing listing).



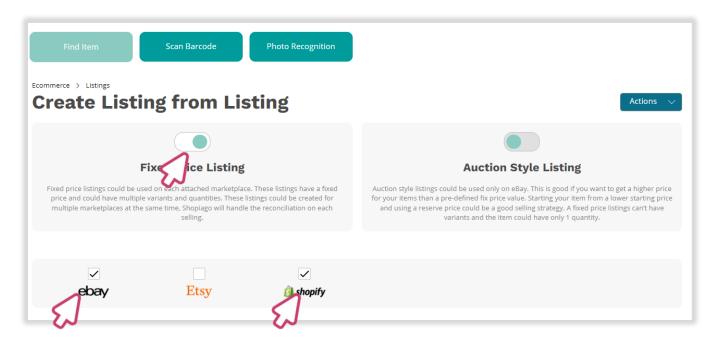


Then click on the 'confirm' button, to create a listing based on the same item.



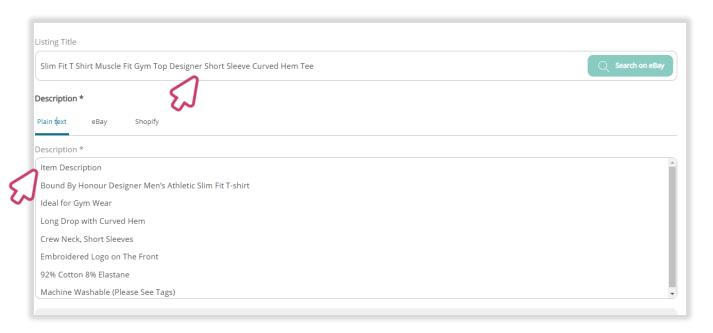
From the listing information page, select a buying format. As an example, 'fixed price listing'.

Update or add additional marketplaces for the listing.

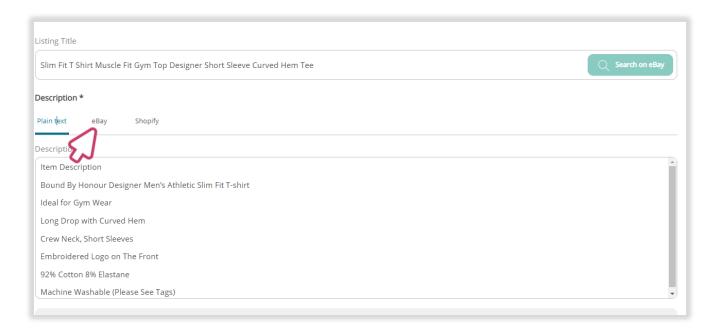




Go through the listing title and description to make sure all the information is correct, and make changes if necessary.

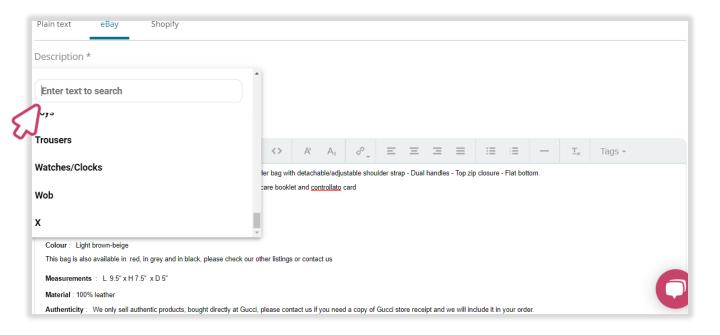


To add an HTML template to eBay description, click on the 'eBay' description tab.

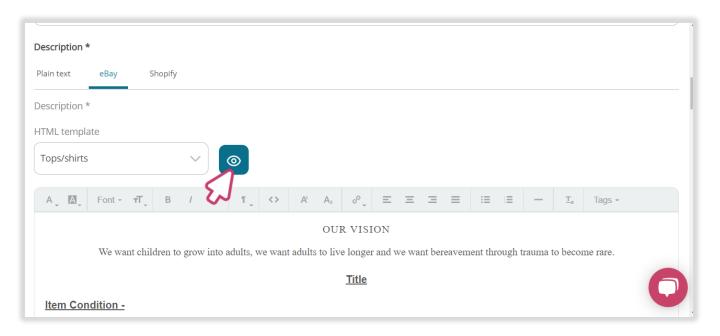




Then click on the 'HTML field' and select a template from the drop down.



To preview the selected HTML template, click on the "quick view" icon, and then click on the "close" icon on the top right hand side of the next screen to return back to the listing form.





Once you've decided on the item price, click on the 'Price' field and enter the item price.

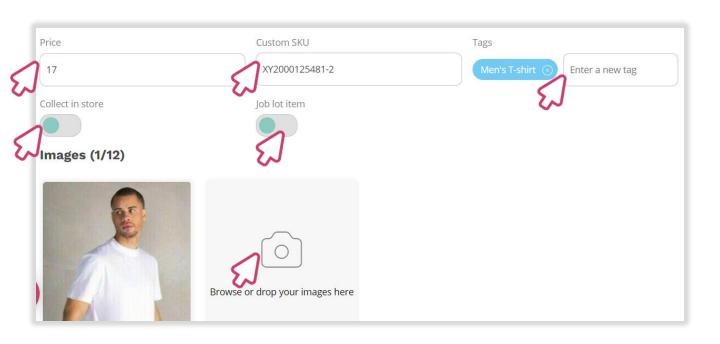
Custom SKU' (Stock Keeping Unit) will automatically populated for each variants.

You can add a tag (s) to the item. This is for internal use for categorising listings—as for example, 'Men's T-shirt'.

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' switch, if you are selling the item as a group. If not, leave Off.

Update or add additional item photo(s) if necessary.



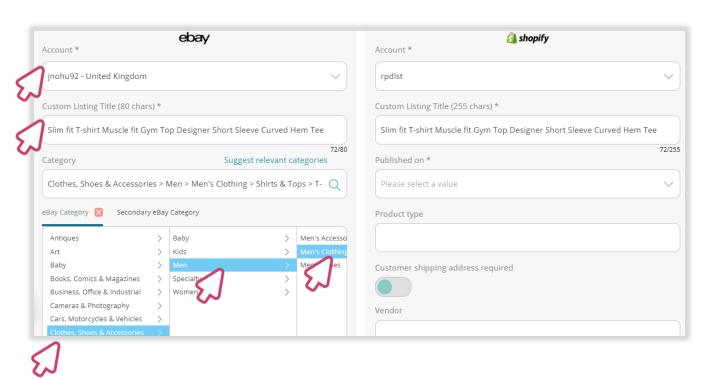


Modifying listing information for eBay

Select an eBay account for the listing.

Click on the 'Custom Listing Title' field to modify the title if necessary.

Check that the item is in the right category. If not, you can update it.



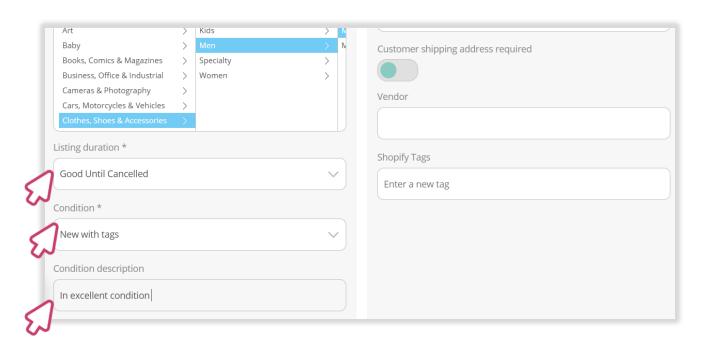


Modifying listing information for eBay

If you select 'Fixed price' as the listing style (buying format), the listing duration will automatically be selected.

Click on 'Condition' field and select the item condition from the drop-down.

And manually enter the item 'condition description' if there is any.





eBay Item specifics

Item specifics are required when listing to eBay marketplace and once you get it right, it can boost sales. Below are three categories for item specifies;

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.

Optional

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

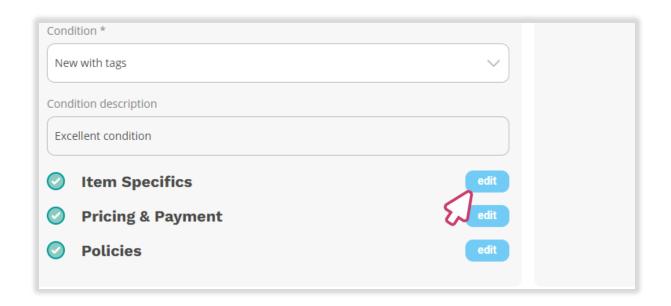
These attributes will be shown on the listing but may not be used during eBay search.

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

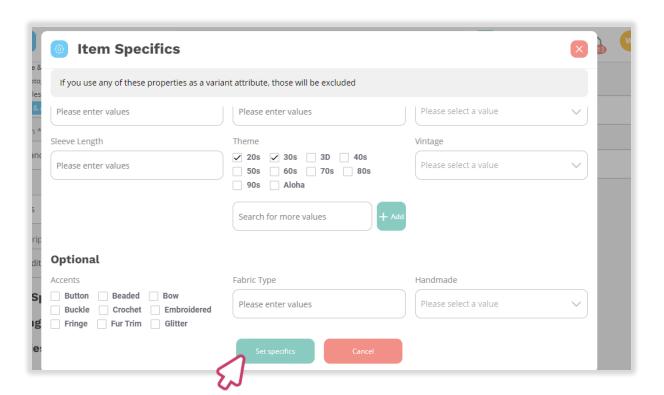


Modifying the item specifics

Click on the 'Edit' item specifics button, to confirm that all specifics are similar.



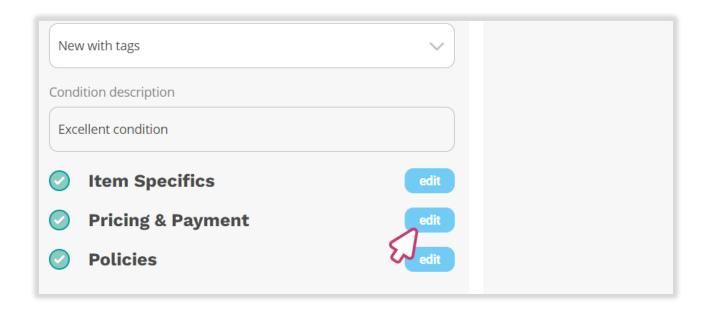
If necessary, you can amend or add additional item specifics. Click on the 'Set Specifics' button after making any changes.





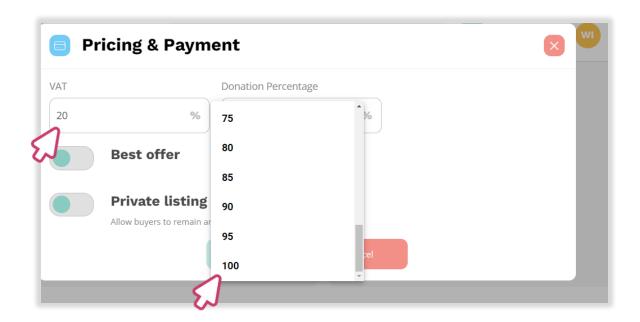
Updating eBay pricing and payment

Confirm that 'Vat %' and listing donation percentage' are correctly entered. To do this, click on the 'Pricing & payment' 'edit' button to modify.



From the pop-up screen, modify or key-in the item VAT %. This only applies to new goods. Leave it blank if the item is not new.

Click on the 'Donation percentage' field to select a 'Listing Donation Percentage' for the item. This is the amount you are donating for the item. If you are a charity then this should automatically be set to 100% in your settings.





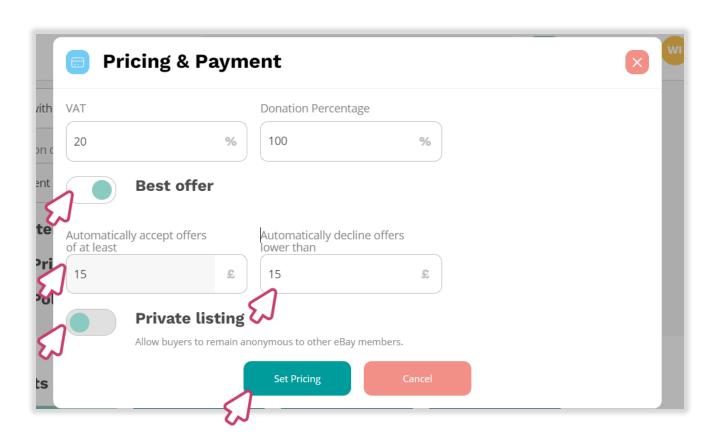
Updating eBay pricing and payment

You can, Switch - On the 'Best Offer' toggle switch 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 amount you are willing to automatically accept as well as the lowest amount to automatically decline.

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

And then, click on the 'Set pricing' button to save changes.

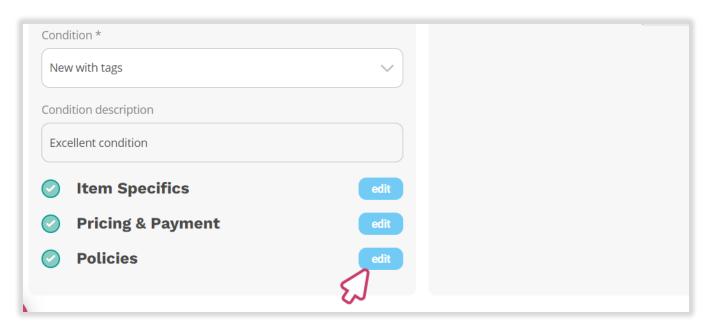




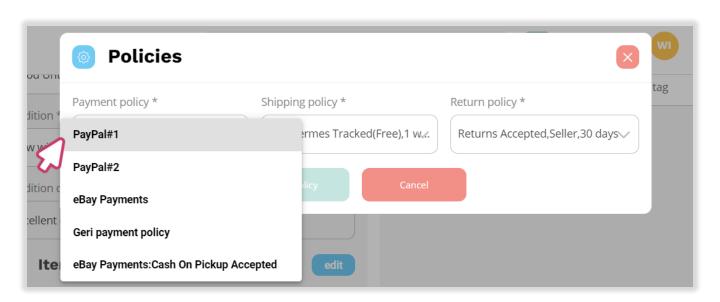
Modifying eBay item policies

When selling on eBay, you have to let the buyers know how they can pay, how long it will take to ship out an item, and whether you accept returns or not. If these policies are already synced to your account -

click on the 'Edit' button, to update the listing policies.



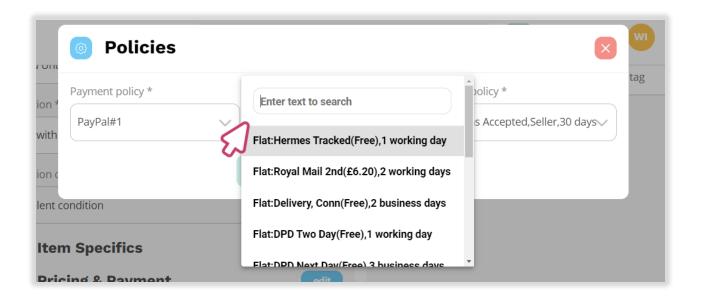
From the pop-up screen, click on the 'Payment policy' field to update the payment policy if necessary.





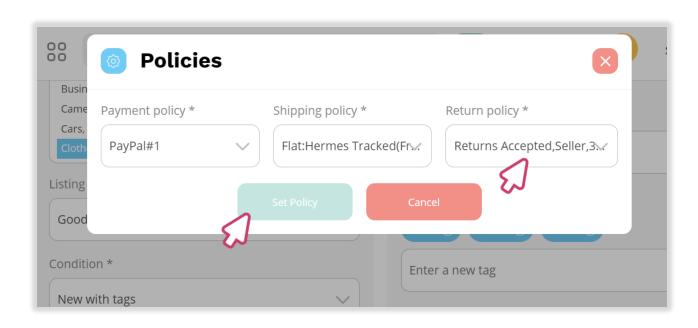
Modifying eBay item policies

Click on the 'Shipping policy' field and update the relevant postage service provider if necessary.



Click on the 'Return policy' field and update the relevant return policy if necessary.

Then click on the 'Set Policy' button.





Shopify listing information

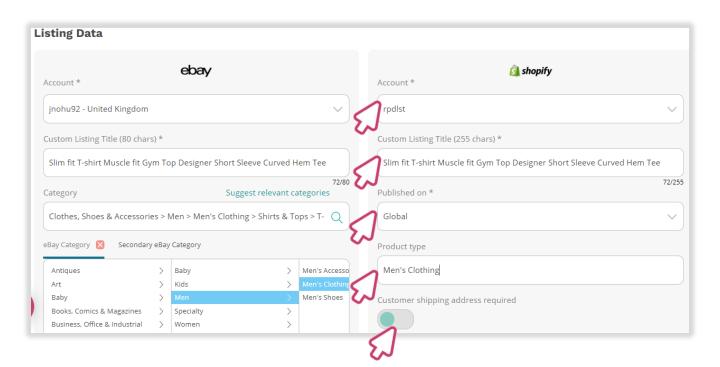
For Shopify, select the correct account.

Click on the 'Custom title field to modify the title if necessary.

Click on 'Published on' field and select either 'Global' or 'Web'. (Web publishing is the process of publishing original content on the Internet which includes building and uploading websites, updating the associated webpages, and posting content to these webpages online. While global publishing refers to the international publishing original content on the internet).

Update or key-in the 'product type' if necessary. This refer to the item category.

Switch on 'Customer shipping address' (to request the customer's address when they checkout).

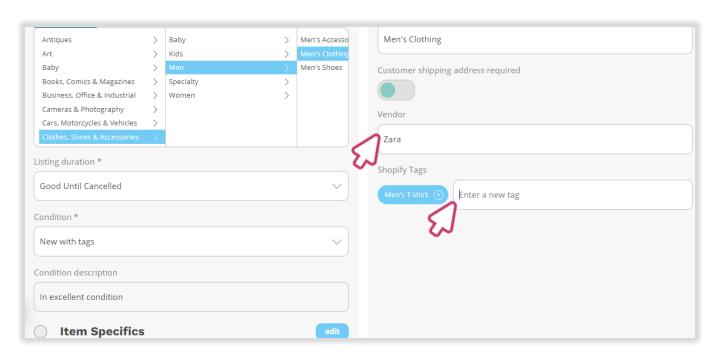




Shopify listing information

Click on the 'Vendor' field and update or enter the item manufacturer name if necessary.

Click on 'Shopify tag' field and update or enter new tag(s) if necessary. Shopify tags are searchable keywords that are associated with the item, which helps customers locate your item when searching.

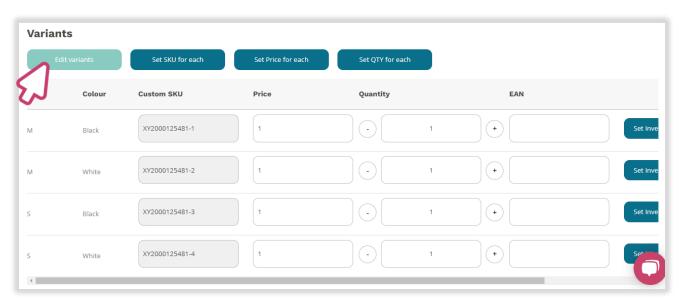




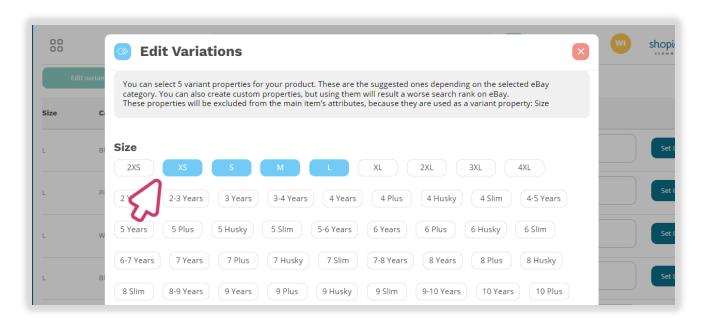
Variations (variants) are sets of items that are related but differ in terms of their characteristics, e.g., size, colour, etc. If the existing listing is multi-variant, you can update or add additional variations if needed.

To update the item Variants:

Click on the 'Edit' variants' button.



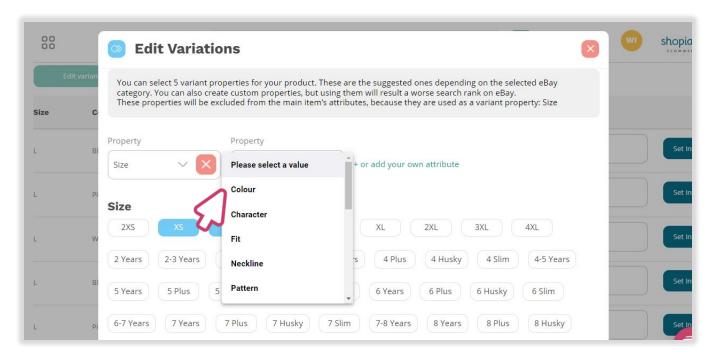
From the next screen, you can add new or remove existing variants from the prepopulated options.





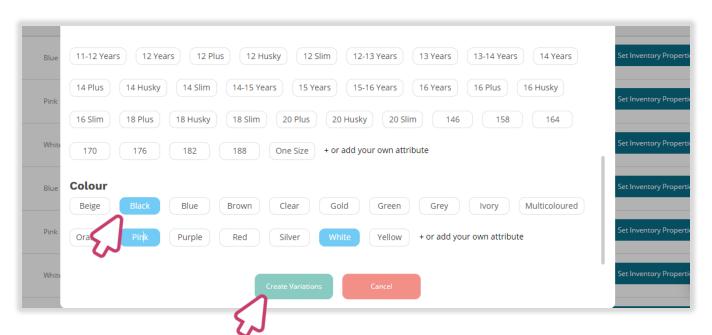
To add an additional variant property:

Click on the next 'Property' field and select a variant type. Variants properties are suggested based on the selected item category.



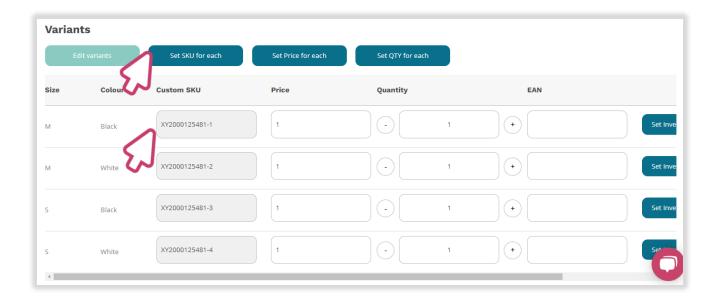
Select the additional item variant(s) from the pre-populated options.

And then, click on 'Create Variation' button.



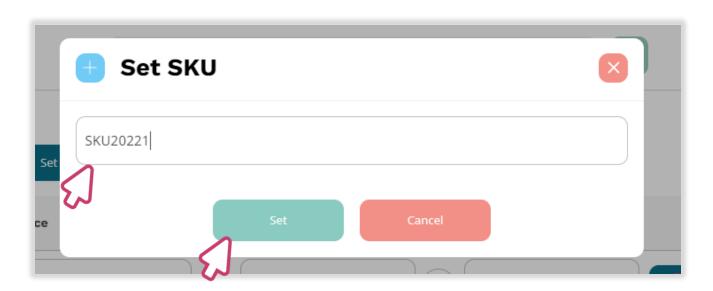


On the variations table, the "Custom SKU" (stock keeping unit) will automatically be populated for each variant.



Manually enter the SKU in the pop up screen.

And then, click on the 'Set' button.



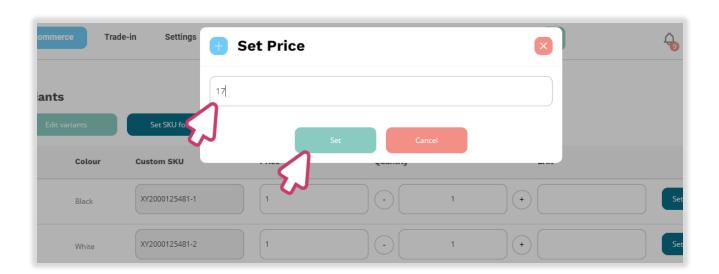


Item price will automatically be populated for each variant. If not, click on 'Set price for each' button.



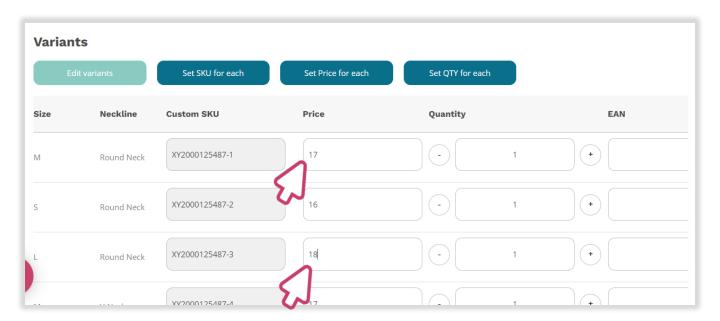
Enter the item price into the 'price' field.

Then click on the 'Set' button.

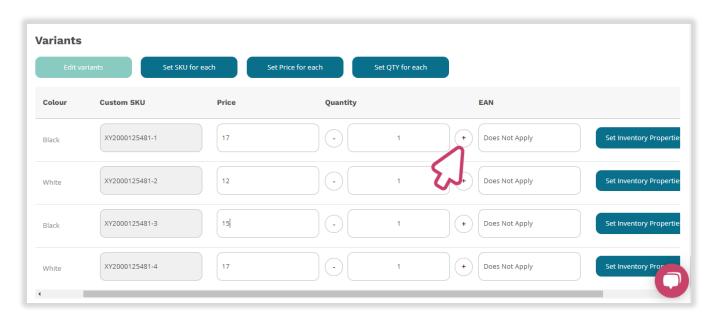




If prices are different for each variant, click on the 'Price' field and enter them individually.



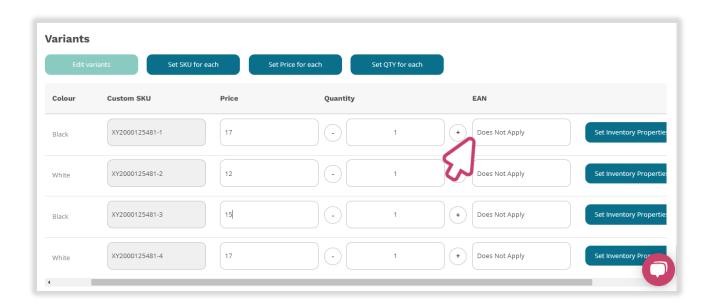
You can update the item quantity by using the "Quantity Adjustment" button to increase or decrease the item quantity for each variant.





Enter the item identifier number (EAN) for each variant. Identification number makes it easer for customers to find your item, so please be sure to fill this field.

If your item don't have EAN, click the text field and select Does Not Apply.

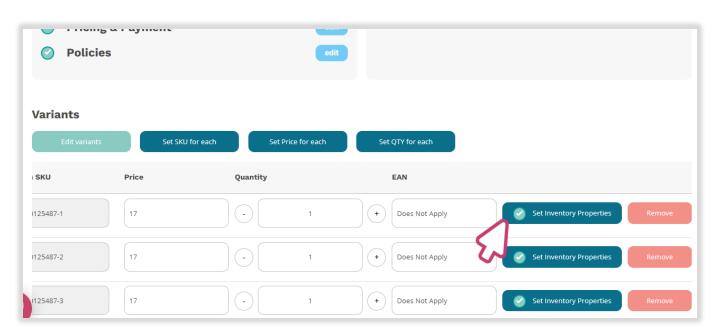




Inventory data

Setting inventory data for variants will help you manage and track your stock record when you list multi-variant items on a single or multiple marketplaces. When one of the items is sold, the system will adjust the inventory level for each sale.

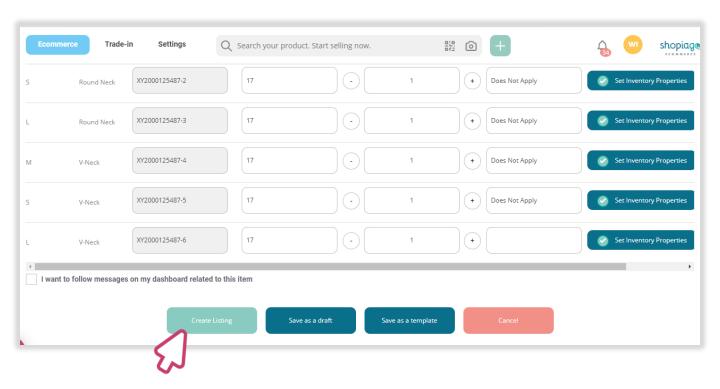
However, when "cloning" a listing (not as new), you would not be able to update the inventory properties as the item already exists in your inventory. On the other hand, if the item quantity is updated, then the system will automatically adjust the inventory once the item is listed.





Submit your listing

Once all item information is correctly entered, click the 'Create listing' button to list the item to selected marketplace(s).





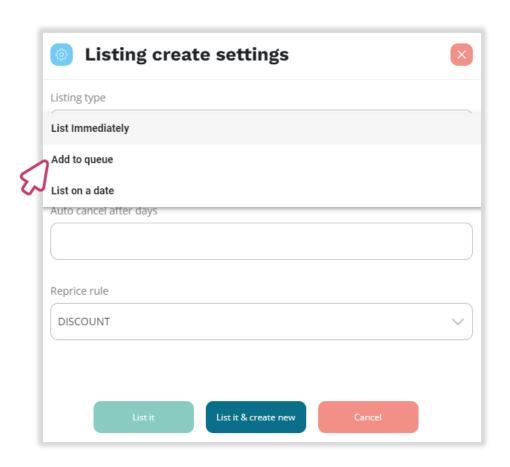
Listing options

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

List immediately – select this option if 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.





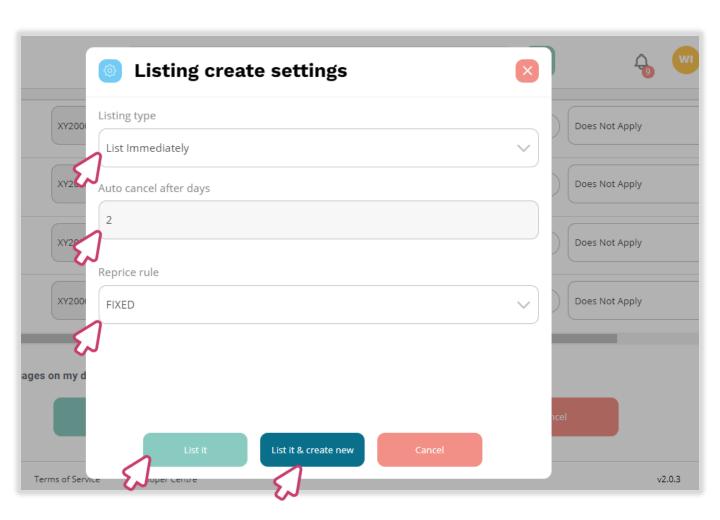
Listing options

If you've selected 'List Immediately' as your listing type:

Enter value for 'Auto-cancel after days'.

Click on 'Reprice rule' field and select a rule that you've created, or leave blank if it is not applicable.

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 our Live Chat Support when logged into your account