



The Definitive Guide to eMarketplaces for Consumer Brands

*Amplify Your Brand, Expand Your Reach & Accelerate
Your Growth on eMarketplaces Worldwide*

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The Way Consumers Buy Has Changed

The trend of consumers buying online was already on a steady upward trajectory before COVID hit in early 2020. Then we saw a drastic ‘step change’ in the percentage of retail purchases happening online.

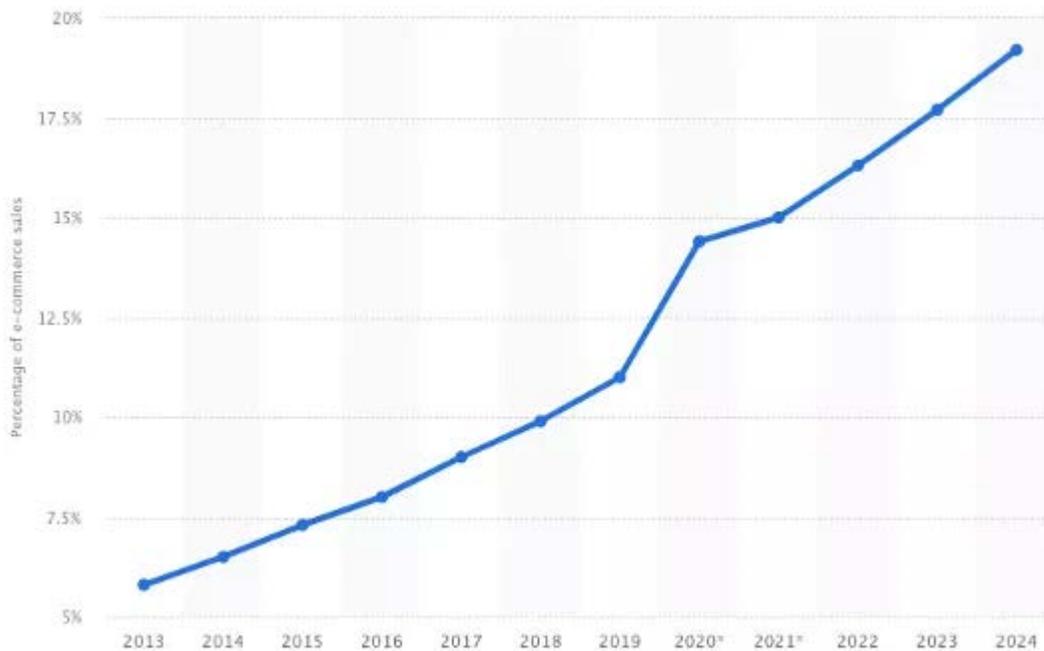
It’s been a transformation, and described as “3 years of change happening in 3 months”.

Because of the lockdowns this is hardly surprising, but what is more interesting is how online purchasing habits have continued.

Some age groups have changed their online buying behaviours more than others. According to eBay Australia, Baby Boomers (60+) have increased their online shopping by 69% in the 2020 year. In the USA industry people say “COVID taught Baby Boomers to buy on Amazon”.

As you can see in the chart below, the USA online sales grew by approximately 40% in 2020. A key part of that growth has happened on Amazon as they dominate the online retail shopping market in the USA. This is reflected in their quarterly reports along with their hiring spree and to handle the growth.

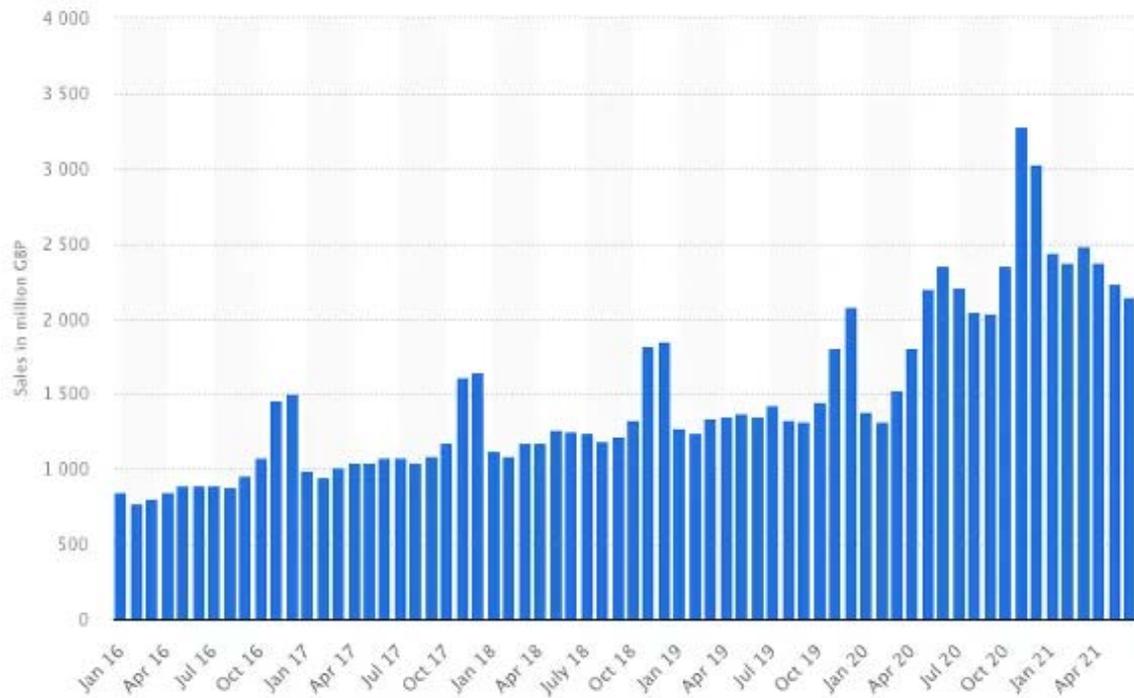
E-Commerce share of total retail sales in United States from 2013 - 2024



Source: Statista

Likewise in the UK, online retail sales growth has exploded. The UK has traditionally had a higher online purchasing percentage of overall retail spend, however they have had months of double the prior year.

UK January 2016 to June 21 Monthly Internet Retail Sales Value



Source: Statista

Closer to home in Australia, Online share of retail spend is now 16.3% and online goods spend is up 57% to \$50.46 billion according to Australia Post’s eCommerce Industry Report 2021. New Zealand has a similar story with NZ Post’s full download report (we recommend you google both of those reports later).

These stats are probably no surprise, but it’s still interesting to see them and realise there is a massive opportunity to access this growing consumer base who are buying online.

Businesses Have Had To Adapt

It’s been fascinating to see the way businesses have adapted and adapted fast. While business can still be done over zoom, the big expos and events and in person connections that followed, were a key method of accessing new markets.

Likewise the New Zealand tourism retail market has been decimated, causing brands to look beyond our shores for new customers. Without the ability to travel or for tourists to travel to New Zealand, a focus on online sales is an obvious decision.

However, many brands are finding, just having a website up and running some ads and social media posts is not enough. Getting in front of the right consumers, or enough of them, is difficult and expensive. There is a lot of noise and competition for the consumers’ attention.

That is why smart brands are looking to eMarketplaces to sell their products for one key reason. **Selling where consumers are buying.**

What is an eMarketplace?

An eMarketplace in the context of this guide is a web based platform that facilitates selling and buying of consumer goods. Sellers can list their products and consumers get to see an array of options for their search for a product. The consumer can do their product research on the marketplace and then buy the product they choose. The eMarketplace collects a commission for a successful transaction.

For sellers it's a way to get in front of millions of potential customers. For consumers it's a convenient way to find everything they need on one site.

Some eMarketplaces are relatively open, with sellers being able to list easily, while others are curated and an approval process or invitation is required.

Examples are Amazon, eBay, Tmall and TradeMe in New Zealand to name a few.

This guide will give you insights for why being listed and selling on eMarketplaces can be a great way to grow your sales.

How Big are eMarketplaces and Why is it Important to be there?

In 2020, eMarketplace sales accounted for 62% of all web sales globally. Up from 58% in 2019*

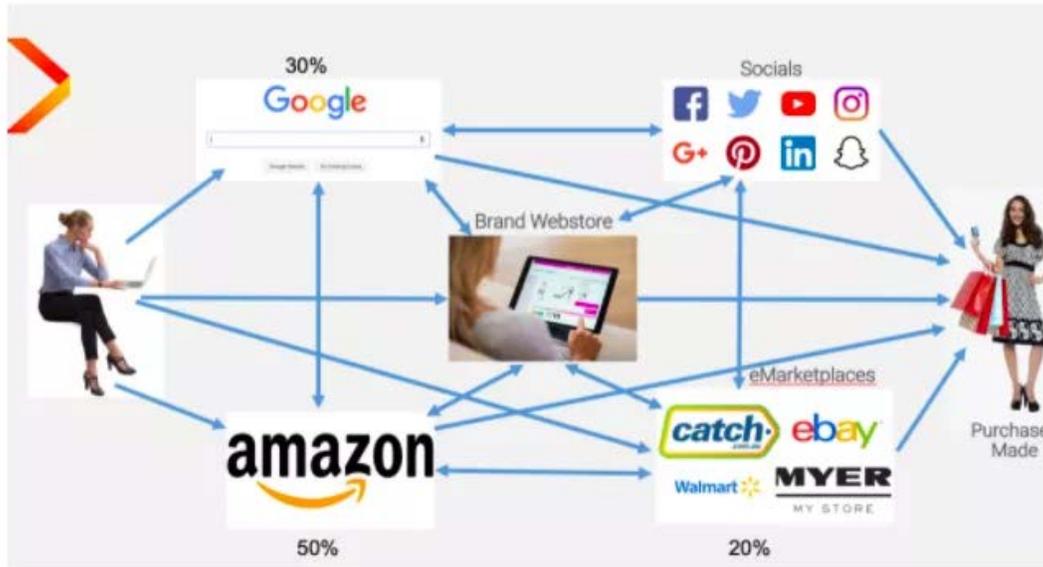
Globally customers spent \$2.67 trillion on the top 100 marketplaces – 2/3 of that from Taobao, Tmall and Amazon.

This is often a surprising fact for brands. If you are not on eMarketplaces you are missing a big piece of the potential retail spend.

**digital ecommerce360*



How Do Consumers Buy Online?



The buyer journey is far from linear.

Most brands only consider the journey of Google, to the website, look at socials, then back to the website to buy.

However, in the USA only 30% of consumers started their search on Google. The remaining 70% start on eMarketplaces, with Amazon having the lion's share.

The consumer is bouncing around from Amazon, to the website, the socials, other marketplaces and then back to where it is most convenient for them to buy.

Why are Consumers Bouncing Around in the Buying Journey?

The consumer has a mental checklist of concerns they want answered, before they make a buying decision.

Reviews and Social Proof - What do other people say about the brand? Authenticity - What is the story of the brand and do I resonate with it?

Price - Is this same product somewhere else at a better price? Is this product good value for money compared to other like-for-like products?

Delivery Convenience - Who has the fastest delivery time and cost? Is it free shipping on the site, or is it Prime eligible on Amazon, for free shipping.

Trust - What if something goes wrong with my purchase, do I trust this will be resolved easily? Overall from what I have seen across the internet of this brand, do I trust them?

How Marketplaces Help the Customer Journey

In a nutshell the customer is looking for the most convenient way to buy. They subconsciously want the least amount of friction to their purchase.

This is why your own website has consumers abandon the cart or just bounce off and not buy.

11 Reasons Why Selling on eMarketplaces Makes Sense

1. Sell Where Consumers Are Buying

With 62% of consumers beginning their online shopping journey on an eMarketplace, it makes sense to be there to be seen. As consumers' buying behaviours change, you want to meet the buyer wherever they are when they make a buying decision. Not being on eMarketplaces means you miss a massive slice of the online retail pie.

2. Increased Visibility and Discoverability in Search

When consumers are searching on Google, because your products and brand are on big marketplaces like Amazon and eBay, you will show up multiple times in the search. You have more online real estate and this makes you more easily found.

3. Better Conversion Rates

When consumers are on eMarketplaces they have very high buyer intent. That means if you have handled their concerns or objections in your product listing, they will click and buy. Conversion rates on marketplaces can be 5 or more times higher than standard ecommerce stores.

4. Increased Brand Awareness From Advertising Opportunities

With eMarketplaces getting millions of consumers searching for products, you have many opportunities to get your brand and products in front of them with platform advertising. Amazon is particularly sophisticated and you have multiple options for competing against the big brands and winning.

5. Customer Acquisition

Linked to the point above, you can acquire new customers who trial your product and then buy again either on your website or on the marketplace. Either way, more visibility equals more customers.

6. Leverage the Trust Marketplaces Have With Consumers

Consumers like shopping on eMarketplaces because they trust the payments, customer service if anything goes wrong and when using Amazon FBA (Fulfilment by Amazon), they trust the delivery. In addition if you are in retail stores, consumers are reviewing and price checking on Amazon, so you being there builds your credibility.

7. Supports Your Own Website and Socials

As consumers research your brand and products after seeing them on an eMarketplace, you have the opportunity to bring them into your ecosystem to educate them, nurture them for purchases or ongoing loyalty. A rising tide lifts all ships. As you make more sales on eMarketplaces, you'll make more sales on your website.

8. A Better Customer Buying Journey

Many eMarketplaces have a frictionless purchase experience, which means the customer feels better about their buying experience. They know they are getting the right product and because of all the points in number 6, they have confidence in hitting the buy now (with one click in Amazon's case).

9. Export Without Travel

Given the travel restrictions that are in place, selling on eMarketplaces is the best way to effectively reach new markets as you do not need to travel to make it happen, or even have people on the ground in that market.

10. Test and Prove a Market

If you are looking to test a new market, you can test the consumer reaction to your product, messaging, price points and discover what zip code or postcode your customers live in. This data is valuable as you build out your full market entry plans.

11. Be Seen By Potential Distributors

With a proven track record on Amazon, you will often be approached by distributors who have seen your product on Amazon. Because you have the data and proof, you are in a far better negotiating position and it's less risky for the distributor.



Which Marketplaces and Countries Are Right For Your Brand and Products?

Given you can see selling on eMarketplaces makes sense, the next obvious question is which eMarketplaces and countries make sense for your brand and products?

This isn't necessarily a quick answer. This section will highlight the questions you need to ask and give you a background on the key marketplaces and why they might be right for your brand and product.

Firstly you need to **be very clear on your objectives** for considering the eMarketplace channel.

For example, is it to support your own website sales? Do you want to test the market and hopefully attract distributors? Are you going to be purely online in the country and increase your brand awareness and drive customer acquisition?

It is usually best to start with which countries make sense for your products. The answer to this question has a number of layers to consider.

- *Will your products be suitable for the market? Is there a demand for your products in that market?*
- *What level of competition are you up against in the market?*
- *What resources will you need to sell in that country (i.e. China - having Chinese speaking team members)?*
- *What compliance requirements need to be met (i.e. FDA for food, beverages and health products in the USA)?*
- *How will the economics work for your products, especially around freight?*

Once you settle on the countries that make sense for your brand and products, then the next question is what **eMarketplace** will work best for your products and brand?

While this guide is titled, the "Definitive Guide", if every marketplace was covered, it would be a very long read. So most attention will be on the Western World and markets that tend to be easier for New Zealand brands to export to - Australia, USA, UK/EU.

However, very quickly for China, Tmall and Taobao are the two main marketplaces. There is a meaningful investment required, in the marketplaces and also in your team to manage the channel. You could sell directly on the marketplace, or through a distributor if you have good connections in the country. If China is on your radar, I'd suggest connecting with New Zealand Trade & Enterprise, to discuss with their experts, or Alibaba's New Zealand representative.

When choosing which eMarketplace in a country to sell on, you'll have to consider; is my target audience on that eMarketplace? While Amazon is very broad, there's some smaller eMarketplaces that have specific niches like Etsy, or Catch.

As Amazon is a key eMarketplace in the Western World, here's a run down of the key Pro's and Con's for Amazon in each country.

Amazon

Known as the 'everything store', Amazon is the market leader in the Western World. They have their Prime membership and fulfilment centres that make buying on Amazon a 'no-brainer' for consumers. The selection, ease of purchase with 'one click' buy now, free delivery, and price make Amazon the easy choice for consumers.



As a seller you have different options for listing on the platform; As a **Vendor** - like a wholesale relationship, or as a **3rd Party Seller** - like selling on consignment. While you need approvals to register and sell on certain categories, it is not a curated site, so you can list and compete for attention from a big audience.



USA

The largest Amazon marketplace dominates over 50% of USA's online shopping.

Pro's - Size of the market and therefore increased demand and sales opportunities, even in 'niche' categories. In many cases, compliance is easier than other countries.

Con's - Some categories have very intense competition where it will be more expensive to advertise and beat incumbent competitors.



Canada

Approximately 10-15% of the USA market and it is linked to the same platform as the USA.

Pro's - If a brand is already in Canada, this is an easy add on. There is an affinity with NZ products.

Con's - Getting inventory into the country and some compliance on health related products can be tricky. Getting a business number and the VAT admin adds some complexity.



UK

The UK is approximately 25% of the USA market with very high consumer retail spend on e-Commerce.

Pro's - Regulatory environment is generally not too difficult for NZ/AU companies. There's an affinity to the NZ story.

Con's - With VAT being taken into account price points are quite low and therefore margins can be tight, especially given the extra freight costs.



Singapore

Relatively new, but will be the hub for South East Asia where Amazon is focusing over the next 5 years.

Pro's - Relatively easy to list, launch and get inventory into the country. Can support other channels in the country.

Con's - Demand is still very low - it's a longer term play.



Europe

Germany is the key market in Europe with France, Italy, Spain and the Netherlands. You do have access to all European countries.

Pro's - Collectively a big market with demand for NZ or Australian products.

Con's - Compliance - VAT registration and filing and tight rules around claims with natural health related products. Logistics set up is harder with Brexit, as you can't easily send over from the UK as you could previously.



Australia

A big opportunity for NZ brands as Amazon pumps hundreds of millions into changing the Australia and New Zealand e-Commerce landscape. New Zealanders can now buy on Amazon Australia. This is a key opportunity for most NZ brands.

Pro's - It's close for freight or even fulfilment from NZ or AU. Consumer market mindset is very similar, they know NZ very well. It's a foundation play for the future.

Con's - Demand compared to the USA and others is still low, so sales volumes are still relatively small.

The key for Australia is the combination of Amazon, eBay, Catch and the brands own Website and Socials. Starting with an eCommerce play is a smart move before other distribution channels.



Japan

Is the 4th largest Amazon marketplace with a strong following in the country.

Pro's - A big market with an affinity to New Zealand products.

Con's - Compliance is very difficult and expensive. You really require a person on the ground, or a Japanese speaker. Consumer behaviour is very different. Works best with other channels also operating.



India

Amazon has invested heavily in India and they see it as their biggest growth potential.

Pro's - Big middle class market with an affinity for New Zealand

Con's - You require a local director of a company, or you use a distributor. Price points and margins. Compliance for food and health products is difficult.

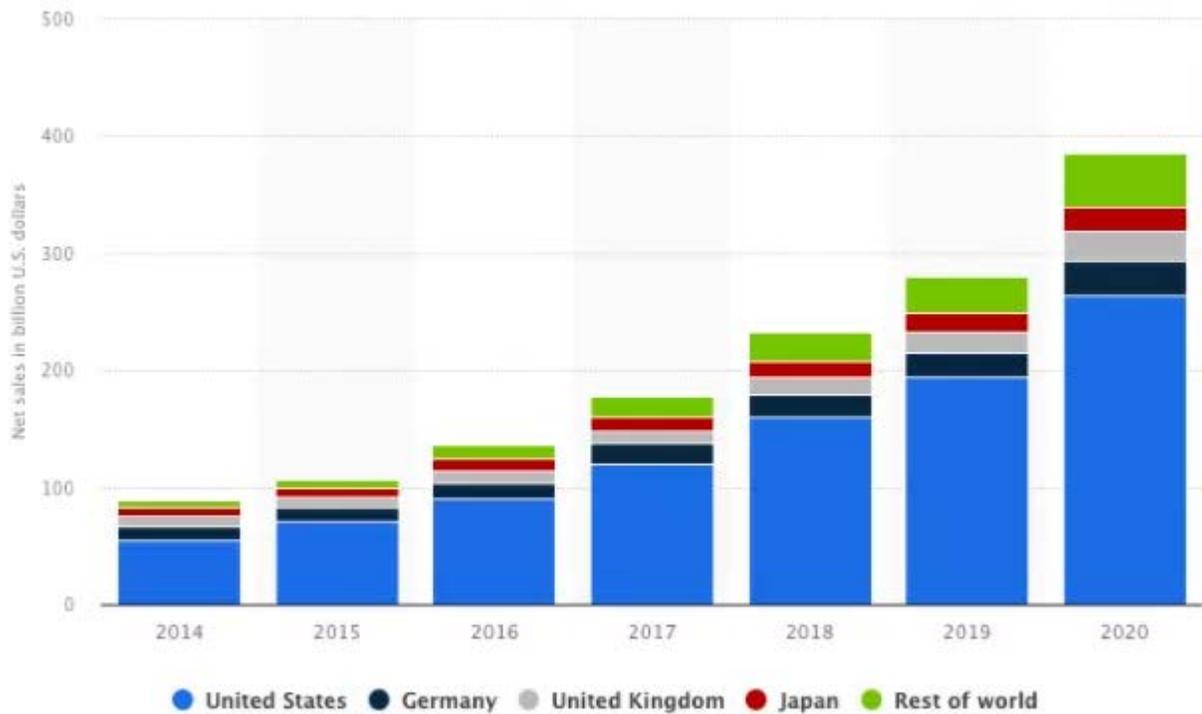


Other Markets

Mexico and Brazil have compliance challenges that require a trusted person on the ground to make it work. This is shifting though as fulfillment from the USA to Mexico is beginning to happen. However like any Amazon marketplace you will sell far more by having stock in the country and in Amazon FBA (Fulfilled by Amazon) warehouses.

The graph below shows the split of revenue by country. The growth of Amazon is staggering and the USA is obviously the key market.

Annual net sales of Amazon in selected leading markets from 2014 to 2020 (in billion U.S. dollars)



Source: Statista

Australian Marketplaces

After Amazon, for a lot of New Zealand or Australian brands there's a great opportunity closer to home with Australia.

If your products comply with Australian regulations, then an online omnichannel approach for Australia can be a great place to start.

Exporting to Australia via traditional retail channels has proven to be a difficult path for many brands.

However, an online Omnichannel approach gives a brand a lot more reach and control over their brand in the market.

Multiple marketplaces work well for Australia because our proximity and inventory and fulfilment are easier to manage.

There are 6 main eMarketplaces that cover a wider range of categories. Here they are with their monthly traffic:

May 2021 visits per month

eBay – 67.44m

Amazon – 31.93m

Catch – 7.65m

Bunnings - 21.18m

Myer - 9.80m

Kogan - 9.39m

Visits per Month – 147.39 million

You can see this is a lot of traffic looking to buy. These numbers will increase 30-40% through Q4 as holiday shopping increases.



eBay

Australia's largest marketplace with 13 million Australians buying from the platform each year. Australian's have habitually looked to eBay for their purchases.



There's multiple categories and it's relatively easy to get set up and sell. The advertising options are not as extensive as Amazon, but you can self manage and also work with eBay to get broader exposure for your brand.

eBay is working on fulfilment options, but you can fulfill from NZ, within Australia from a 3PL, just not from Amazon Australia.

As a seller, eBay is super helpful compared to other bigger marketplaces.

Amazon

Amazon is one of the other bigger marketplaces. As mentioned above, Amazon Australia is gaining ground and is predicted to grow to \$9 billion in sales by 2025 and make one in four online sales by 2030 in Australia (*Morningstar Analyst*).



Amazon is a smart, medium and long term play for Australia...and New Zealand. New Zealand consumers can now buy on the platform and it won't be long before Amazon starts to make a dent in the NZ eCommerce sales landscape.

They have FBA (Fulfilled by Amazon) which makes the 'last mile' handling far easier. You can also use Amazon to fulfill your own website sales.

Amazon is the 'everything store', so every category is represented. Getting set up and running the platform is more complex than other sites, but ultimately you have more levers you can pull to drive sales.

If you are going to sell in Australia, you want to be on Amazon to put your stake in the ground and protect your brand.

Catch

Catch is a curated site, which means you apply to be on the site. If they feel you will add value to their site in a certain category, you will be accepted and then you can list.



You are responsible for fulfillment, but Catch is building a fulfillment solution for sellers at the moment. Catch is part of the Westfarmers Group (Kmart, Target, Bunnings, Officeworks), Australia's largest retail conglomerate.

They have over 3 million active customers making 20,000 sales per day. So they are a serious marketplace to consider. Their core demographic is middle income women aged 25-45 with school aged children.

Catch tends to be more of a campaign channel and they also use a lot of traditional media to drive traffic to the site.

It is very Australia centric which is a good thing. Very easy to deal with as a seller.

Bunnings Marketlink

Bunnings is the biggest Home, Hardware and Lifestyles retailer in Australia. Their online store is big with 20 million visits per month. You have to apply to sell under Marketlink and be accepted.



It's more stringent than other platforms and you'll have a bigger range of products, offer easy returns, there's also tougher metrics - i.e. less 3% dispute rate. If this audience makes sense for you then certainly apply.

Categories include; bedroom, living room, dining room, small appliances, home decor, home entertainment, home office, kitchen appliances, laundry appliances, kitchenware

You are responsible for all fulfillment.

Kogan

Kogan is very strong in the electronics categories, but with 6.3 million email subscribers and 600K facebook followers, they have expanded to include everything from groceries, to fashion, garden furniture and kids toys. They have sold 4 million products in the last 12 months.



Consumers get interest free finance options and can earn Qantas Frequent Flyer points and much like Trade Me they have a plethora of other services called Kogan Essentials with internet, energy, cars, insurance, mobile etc.

You need to be set up to fulfill orders to sell on the Marketplace. There is an option to sell in a wholesale relationship as well.

Kogan can be best used to increase brand awareness and win customers either on the platform or on your own site.

Myer

Myer predominantly sells lifestyle products for the home and the people. From clothing, fashion accessories, cosmetics, health products, kids toys, bedroom linen kitchen items and more.



For many brands, this is an ideal place to raise your brand awareness and make sales.

Customers get free shipping on orders over \$49, earn MYER credits, and there is a 'relaxed' returns policy. You ship the order yourself, so you need to be set up for this. You need to apply to sell and you'll need an ACN/ABN number to do so.

There are two other smaller but popular sites to consider,
The Iconic - Fashion Focused and **My Deal** - Everything for your home.



The key is to explore all of these sites and get a feel for the customer experience and for the type of products being sold, plus the quality of how other brands are selling.

Turning our attention back to the USA, there's obviously eBay and then the second biggest online retailer in the USA Walmart, plus a smaller niche marketplace Etsy.

Walmart



Walmart is taking on Amazon in the USA to protect their retail market share. They have grown through acquisition of category marketplaces and they now have over 52 million products for sale.

Given their size and reach, plus the potential to land a place on their brick and mortar retail shelves, Walmart is worth a look for sellers. They have 34+ categories so your products will likely fit in the catalogue. Referral fees are similar to Amazon, but there are no monthly fees.

The challenge with selling on Walmart is the application and selection process. You'll need a USA entity, business number, bank account and address. There are solutions for this without having to travel to the USA. Walmart is also going to review your online selling experience, either on Amazon, or you'll have to prove your own store performance.

There are strict pricing policies. You cannot sell your products at a lower cost on other marketplaces. This factors in shipping fees. You need to ensure good distribution control because regardless of the seller on any other site the product listing will be removed.

There is no fulfillment option. Unlike Amazon, Walmart does not have its own fulfillment service for 3rd party sellers. They do however partner with a 3PL called Deliverr, which allows you to get 'badges' on your listings to improve conversion because of the guarantee 2 or 3 day delivery to consumers.

So for the USA, Walmart may not be your starting point, but a worthwhile addition once you have some runs on the board.

Etsy



Etsy is an online marketplace that caters to a specific market niche. You can only sell these kinds of items on the website:

- handmade items that are made or designed by you, the seller;
- vintage items that are over 20 years old; and
- craft supplies, such as tools or materials a person would use for a special occasion or making something.

For many brands with products in these categories it's another great touch point to have your brand discovered online. Etsy is easier than some of the bigger marketplaces to get your brand set up. They charge on a per listing fee which is relatively low compared to other marketplaces. Etsy does have full control over your store as well, so that can cause a few issues. You are responsible for the fulfilment.

Technically, if you were not involved in the designing or making of the item you can't sell it on Etsy.

Frequently Asked Questions

What Type of Products Do Well on eMarketplaces and Which Products Are Difficult and Why?

Here's what we see as typically doing well on eMarketplaces, but at the same time, there are products that can always surprise. The key is to do the initial preparation to make sure the brand and products take the right approach. Also there's different reasons products do well. One or more of these points certainly helps.

Products that do well;

- A Defensible Point of Difference - Patent, ingredients that are hard to source.
- Quality Design - Just a great product that solves a problem or is desirable.
- World-Class Branding - Amazing imagery, story and customer experience.
- Consumable - High repeat purchase - food, health products.
- On Trend - i.e. Health, self sufficiency products, products for the home, craft accessories for kids.
- Niche - Not overly competitive - clear audience and messaging to that audience.
- Decent margins due to value, size (smaller for less freight and shipping costs).

Categories Performing Well

- Grocery - Food and Beverage
- Health
- Pets
- Baby/Kids
- Agriculture/Garden
- Home & Kitchen

Products that are difficult to make work;

- Heavy or bulky relative to price point - freight and fulfilment fees mean the margins often do not work.
- Health Supplements - Unless you have a defensible point of difference. Sizeable investment in marketing is required to stand out and step above incumbent sellers.
- Skincare/Beauty - Competing against massive brands - hard to get cut through with limited search terms and incumbent sellers. Sizeable marketing budgets are required.
- Clothing & Footwear - Sizing issues and high returns make some marketplaces tough. Also seasonal tastes can change. Simple SKU line and 'evergreen' products can work.
- Some Beverages - Related to heavy/bulky for freight and fulfillment costs.
- Alcohol - Through a distributor it's possible, or in Australia a liquor licence is required.
- Hazardous materials - chemicals, batteries, gas, can't go into Amazon warehouses.
- High Compliance Products - Dairy foods (infant formula), meat (jerky), deer velvet (claims).
- Products that compete with cheaper Chinese factories - usually no point of difference and then unable to compete on price.

How do the Logistics Work for eMarketplaces?

There's two key parts to consider. Firstly, in most cases you'll need to export your products to the country and into a 3PL. Secondly, from the 3PL you can send some stock into Amazon warehouses, or you can fulfill your orders from your website or other eMarketplaces like eBay, Walmart from the 3PL.

Amazon FBA (Fulfillment by Amazon) is a great way to handle your fulfilment to customers. You pay a fixed fee depending on the product's dimensional weight. If selling on Amazon, you sell more when you use Amazon FBA.

If you are selling into Australia, you can fulfill orders to consumers out of NZ, reasonably priced and fast. This is a good way to start off.

There's quite a few aspects to consider to balance the economics and the customer experience.

What Technology Do I Need to Consider for eMarketplaces?

If you are selling on multiple eMarketplaces, and even in different countries, there's integration software that helps you manage inventory, content and pricing. Depending on your existing tech stack, there's solutions to suit. The software solutions certainly make this strategy far easier to implement than previously.

How Does the Money Flow Work on eMarketplaces?

Depending on which way you sell, eMarketplaces are mostly to be treated as 'on consignment' sales. Your seller account gets credited minus any fees (commissions, advertising, fulfillment). In the case of Amazon, you get paid every two weeks. You pay to get the inventory into the market and then to the customer, or with Amazon FBA into their warehouses.

There's decisions that need to be made around pricing and packaging to ensure suitable GP margins are achieved.

What Compliance Considerations Do I Need to consider?

You are exporting so in the majority of cases, you need to comply with the country's regulations. There's also trademarks to consider, and sales tax in some countries. Marketplaces also have compliance requirements for listing products.

Should We Start with One Marketplace or Multiple?

This will depend on your situation. If you are selling into Australia it can make sense to start with 2 or more marketplaces. In bigger markets, a focused start is often better before looking to new countries or marketplaces. Everything takes resources, so a clear plan is best to get clear on where to start and what will flow next.

Mistakes Brands Make When Launching on eMarketplaces

- **Inconsistency of Branding Across eMarketplaces and their own Website and Socials** - As the consumer bounces around the internet, it needs to be really obvious they are in the right place and they know it's your brand. The quality of the brand presence must be world-class to stand out and convert sales.
- **Confusing Pricing Variations Across Platforms** - Big variations in pricing across platforms can cause confusion and distrust. Consistency is key and allows for shipping.
- **No Market Research** - Just diving in. Not being clear on how they will stand out and compete. Does the market actually want their product, is it 'for the market'.
- **Not Being Market Ready** - Compliance details matter. Getting across the border is key and if compliance 'short cuts' have been taken, then there's a high risk of being rejected at the border, or other issues once selling.
- **Getting Pricing and Margins Wrong** - Price and understanding ALL the costs involved is key to making the right decisions. Otherwise, brands sell very little because they are priced too high, or they make no profit because they're priced too low. Experienced advice helps significantly in this area. Often you can price higher than you think, which makes the numbers work if you have a premium brand.
- **They Are Not Prepared to Invest to Launch the Product Successfully** - Just having a product listed on Amazon or eMarketplaces will not work. A mapped out launch plan, use of Amazon Advertising and other 'off Amazon' strategies is key to starting well and growing a meaningful 6 or 7 figure sales channels.
- **Losing Distribution Control** - When brands sell through distributors with weak distribution agreements they can end up with retailers selling their own products against them. This creates an issue with price management. Awareness of this and strong distribution agreements are required.
- **They Are Not Patient or Actually Committed** - Dabbling on Amazon and eMarketplaces will not go well. It takes 12-18 months to hit consistent monthly numbers that brands are looking for. It takes investment and sticking to the plan. Starting strongly and holding the course is what successful brands do.
- **A Lack of Focus** - Starting with too many products in too many countries, on too many marketplaces. This delays the project getting momentum as it takes longer to launch. Also at launch advertising dollars are spread too thinly leading to slow sales. Less is better to get results fast. Then leverage the early wins.
- **DIY v Getting Advice** - Like many areas, the DIY approach takes longer, more mistakes are made wasting time and money. Plus the upside rarely happens. With advice from professionals who specialise in this area, companies massively increase their probability of success.

Who is Sell Global?

Amazon & eMarketplace Solutions for Consumer Brands

Sell Global Helps Brands Scale Their Online Sales, By Rapidly Launching & Optimising on Amazon & eMarketplaces Globally.

Sell Global is Australasia's leading Amazon and eMarketplace agency. Having worked with over 300 brands helping them sell globally via Amazon and on other leading marketplaces like eBay and Catch, Sell Global has a unique perspective and expertise to help you make the best decisions and maximise your sales results.

Utilising cutting edge AI technology and data analytics, Sell Global helps you understand the competitive landscape for your brand and provide clarity on how you can best compete to win. Then, with the collective experience and skills of our full service agency team, we treat you as a partner to build sustainable success on Amazon and eMarketplaces.

Are You Already Selling on Amazon or eMarketplaces?

Whether you are on Amazon as a Vendor, or Seller, Sell Global can help you **Optimise Your Brand Content** and **Transform Your Advertising Performance** to **Grow Sales** on the Marketplace.

Then, we can help you **expand your reach** into **other Amazon countries** and **eMarketplaces**.

Sell Global's Full Service Amazon Agency helps you accelerate your brand's growth, by bringing in experts, in specific areas of Amazon and eMarketplaces to give you the best results.

If You Are Not Yet Selling on Amazon or eMarketplaces

Sell Global are experts at helping you navigate setting up on eMarketplaces, catalogue integration, 3PL solutions, creating a world-class brand presence and even assisting you with exporting to new countries.

Once you are in stock and live, Sell Global will help you get off to a fast start with launch tactics and strategies to drive sales velocity and ranking. Then we can help you manage your eMarketplaces channels.

Here's the 4 key ways we help you win on eMarketplaces.



eMarketplace Assessment & Strategy

Combining your unique situation with in-depth market data analytics, commercial modelling, and marketplace expertise, we develop the best Amazon and eMarketplace strategy for your brand. You'll get clarity and confidence to make the best decisions as you discover what is possible for your brand on eMarketplaces worldwide.



Full Service Amazon & eMarketplace Agency

From eMarketplace setup and brand content development, to day-to-day running of your Amazon or eMarketplace platforms, our team of experts make managing and growing your channels easy.



Amazon Advertising Management

Success on Amazon relies on expertly managed Advertising. Utilising Sell Global's experienced and smart experts, along with best in class AI software, you'll get optimised advertising with Sponsored Products, Sponsored Brand, Display and DSP Advertising.



Actionable Insights Reporting

Amazon and eMarketplaces are awash with data. Identifying and converting the data that matters into actionable insights, provides the foundation for identifying areas of opportunity for action and growth.

Some of our services may be partially funded by the RBP network, or NZTE.

Sell Global is part of the Amazon Service Provider Network.



Next Steps

Book a Strategy Call to Discover What is Possible for Your Brand

Whether you are already on eMarketplaces and looking to optimise and expand, or you are considering getting started on eMarketplaces and keen to know what is possible for your brand, then the next step is to book a FREE 45 minute strategy session.

If you are new to eMarketplaces you'll get feedback on which countries and eMarketplaces would make sense for you in your situation and why. The advice may also be that it's not the right move for you, or not the right move yet.

If you are already on Amazon or eMarketplaces, then we will establish what opportunities there are to optimise what you are currently doing and then where the next best expansion opportunity lies for you.

To book your call go to.....

<https://gosellglobal.com/book-a-call-bnz/>

When you go through to book, you'll be asked a few relevant questions for your situation and then you can select a time that will work for us both.

If you have any other questions, or you'd like to book a meeting at another time, then email or call at the details below.

Also, you may also be interested in a 3 Part online live training Sell Global is running in conjunction with Export NZ starting on the 11th of November.

Online Marketplace Export for Manufacturers and Consumer Brands

[Click here to find out more and register](#) on the Export NZ site.

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