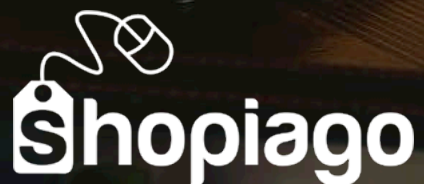# A Used Goods Retailer's Guide to eCommerce

Everything You Need to Know to About Selling Online

Shopiago

An introduction

At first glance, selling online can seem very daunting for used good retailers. It can look time-consuming and challenging. It can seem like you need specialist skills or knowledge. And it might seem like it's not worth the effort.

But it is. Selling online is a huge opportunity for your business or charity. With the high street in decline and eCommerce sales continuing to grow, you need to be where your customers are – online.

Better still, selling online opens up even more customers and the greater potential for profit. It can help you expand beyond the limited footfall in a high street shop to a wider audience across the UK and the world.

You already know what you want to sell. You have the goods. **You just need to know how to do it.**

Our simple guide can help you get started...
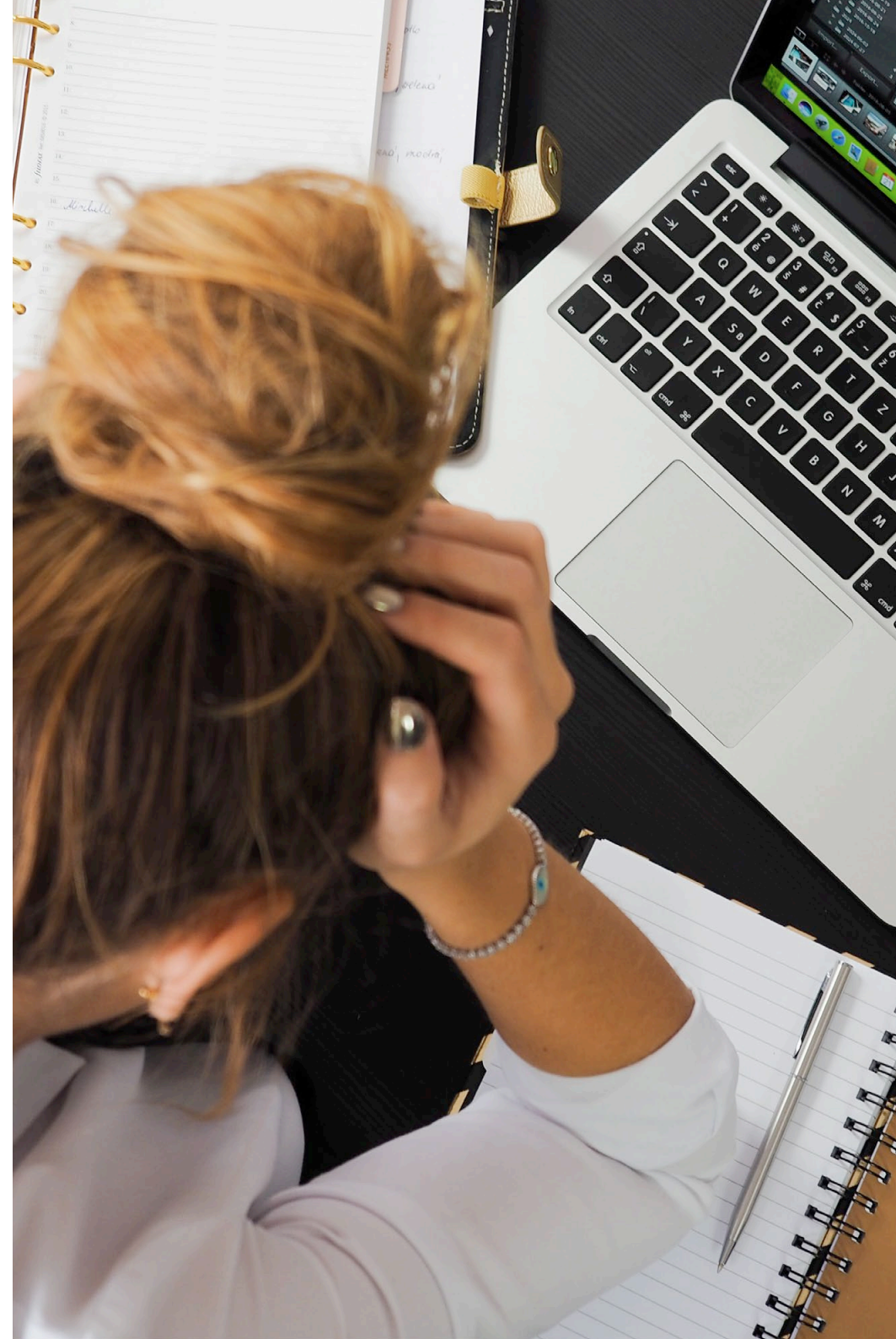
Where To Sell Your Used Goods

Before you can sell anything online, you need a platform to facilitate that transaction between buyer and seller.

There are lots to choose from, but they can all be divided into two main types: Marketplaces and Webstores.

Marketplaces

Marketplaces are online sites like Amazon, eBay and Etsy, where just about everything is for sale, in all types of categories. Multiple sellers provide buyers with goods, and the marketplace connects the two.

Webstores

A webstore or dedicated eCommerce platform is an online version of your physical shop. It's your own place to showcase all your stock, and is usually part of your website. Many web platforms have options to add on an eCommerce section, or you can create your own webstore through platforms like Shopify.

There are pros and cons to both.

✔ Webstore pros:

- More control and flexibility.

- Market how you want

- Don't have to pay commission or fees (other than to your payment processor)

- Your own shop online

✖ Webstore cons:

- Responsible for the entire process – from advertising through to payment and delivery

- Need a payment provider or a dedicated merchant account to accept payment for goods

- Must consider policies like customer returns rights, terms and conditions and data security

- Lots more to think about and regularly monitor

✔ Marketplace pros:

- Very little investment required

- Huge active audience there already

- Specialist options

- Quicker to get started

✖ Marketplace cons:

- Must understand and follow all marketplace rules

- Limited control and flexibility

- Different rules for different marketplaces

- Have to pay various fees and commissions (charities are exempt on eBay). Make sure you understand them.

The Benefits of Multichannel Selling

There are lots of different marketplaces to choose from. And you might also want to sell on your own website or with a dedicated webstore.

How do you choose which is best?

You don't. You don't choose one over the others.

As you really want to maximise your exposure, you should be selling in as many places as possible.

There's no reason why you can't sell the same item on lots of different channels – like eBay, Amazon and your own webstore – giving your used goods the best chance at achieving a high price.

There are lots of benefits of eCommerce multi-channel retail.

The trick to multichannel selling is making sure you can stay on top of all your sales, on each channel, to avoid overselling. You'll want to streamline and automate processes wherever possible.

Multichannel retail software like Shopiago can help you easily sell your used goods across multiple marketplaces – expanding your reach and maximising your profits.

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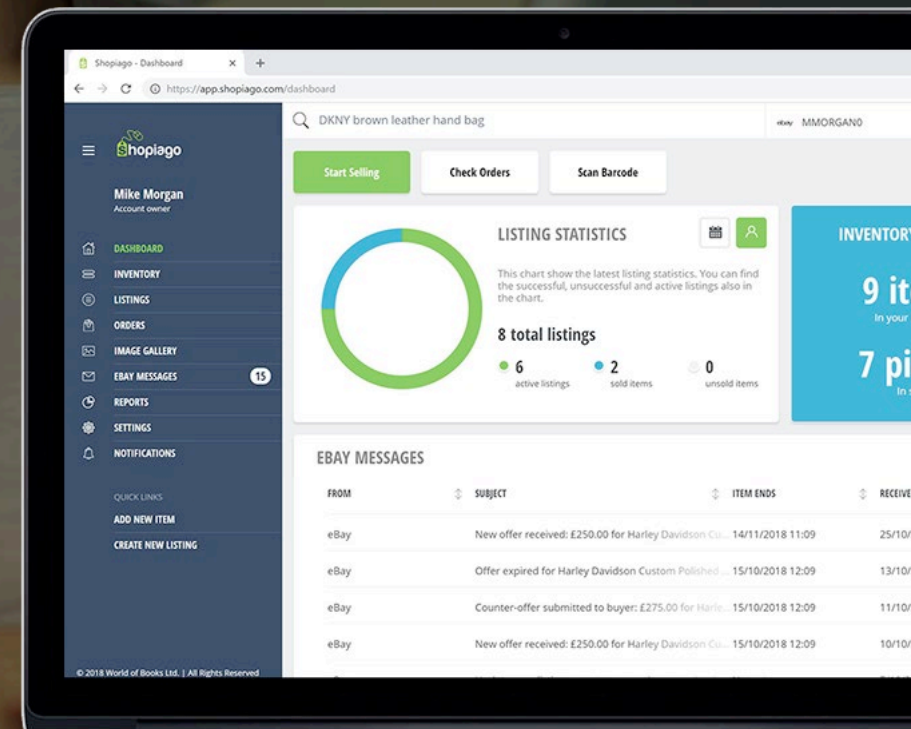
5 steps to selling online

Before you can start selling on marketplaces like Amazon and eBay, you'll need to sign up to them. The sign-up process is quick and simple, and you'll have a merchant or seller account created in no time.

Then you can get up and running with your eCommerce used goods business by following these steps:

1 Take inventory of all your stock – and make sure you can keep track of it all

2 Do your research and decide how to price your used goods

3 Add your items to each marketplace by creating a listing

4 Market your used goods and encourage customers to buy

5 Manage all your orders from purchase to delivery

1. Taking Inventory of Your Stock - And Keeping Track

The first step to selling online is to determine exactly what is you will be selling. You'll most likely already have a shop, a stockroom or a warehouse full of used goods, but will you be selling all of that stock online?

Before you upload every item you have, it's worth doing a thorough inventory. If your used goods are not organised into categories and grouped together by type, spend the time doing this now – it will save you so much hassle in the future.

- Create a detailed inventory of all your used goods

- Determine which stock you wish to sell online

- Maintain a separate list and record of the stock you're listing online

- Keep track of your stock – so you know what's sold and what hasn't

Good stock management is an essential practice for any eCommerce business.

As you begin to sell more and more online, you'll need a quick an efficient way to identify and despatch sold items – and then update stock counts.

If you're regularly receiving donations of used items, you'll want a quick and easy way to update your stock to reflect this too.

Invest in stock management software

Consider investing in stock management software to support you. Shopiago helps you manage all your stock in one central place – updating all your listings (on multiple marketplaces) automatically. It makes it simple to import, export and add stock numbers to your inventory.
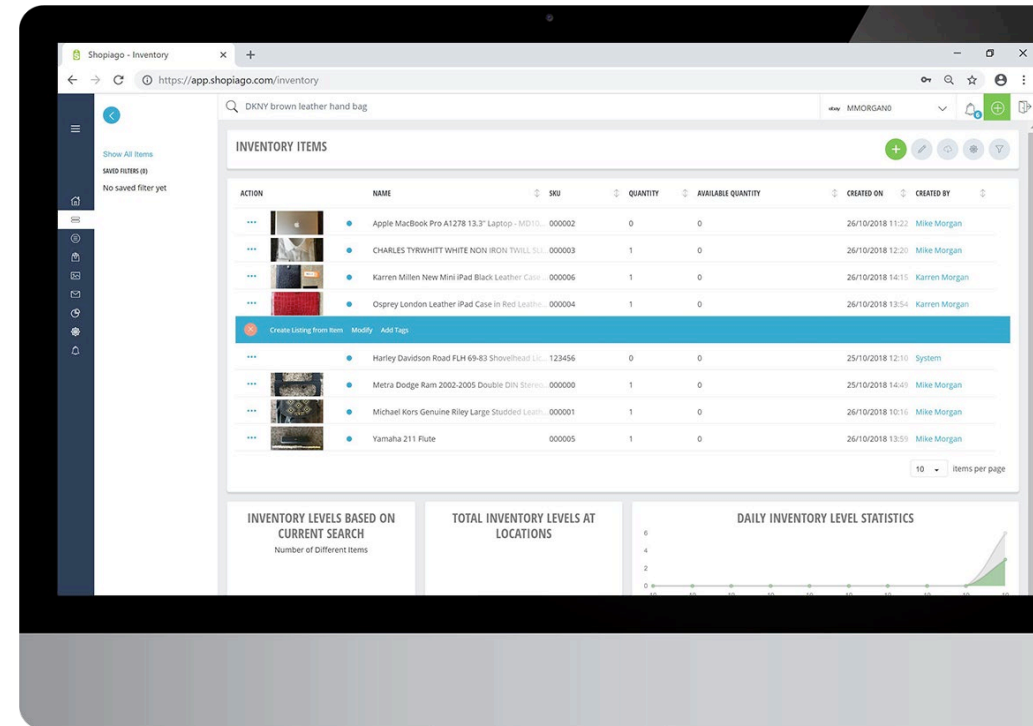
2. Setting Your Prices

Once you've organised and counted your stock, you'll need to decide exactly what you're going to charge for each individual used item.

The challenge here is that the prices you might charge in a 'bricks and mortar' shop could be hugely different to what you should be charging online.

You don't want to overcharge – you want that sale. But you don't want to undercharge either – you want to get as much profit as possible.

Competition is exceptionally fierce in the eCommerce world, with prices constantly being driven down. But you're also reaching out to a much wider audience, often with specialist goods that buyers are willing to pay more for.

Do your research. That's the key to finding and setting the right prices for your used goods.

- Look at what competitors are charging for the same or similar products

- Factor in any marketplace fees you have to pay

- Make sure you can cover marketing costs

- Don't forget packaging and delivery charges

This can be a time-consuming task, but it's worth it. You'll want to make sure you get the maximum profit for your used goods, to support your charity or business and drive more sales forward in the future.

Want to save time?

Try Shopiago – it automatically scans and researches similar listings on all your connected marketplaces to identify the best price for your used goods. You just enter a description, scan a barcode or take a picture of the item, and Shopiago's powerful software does the hard work for you.
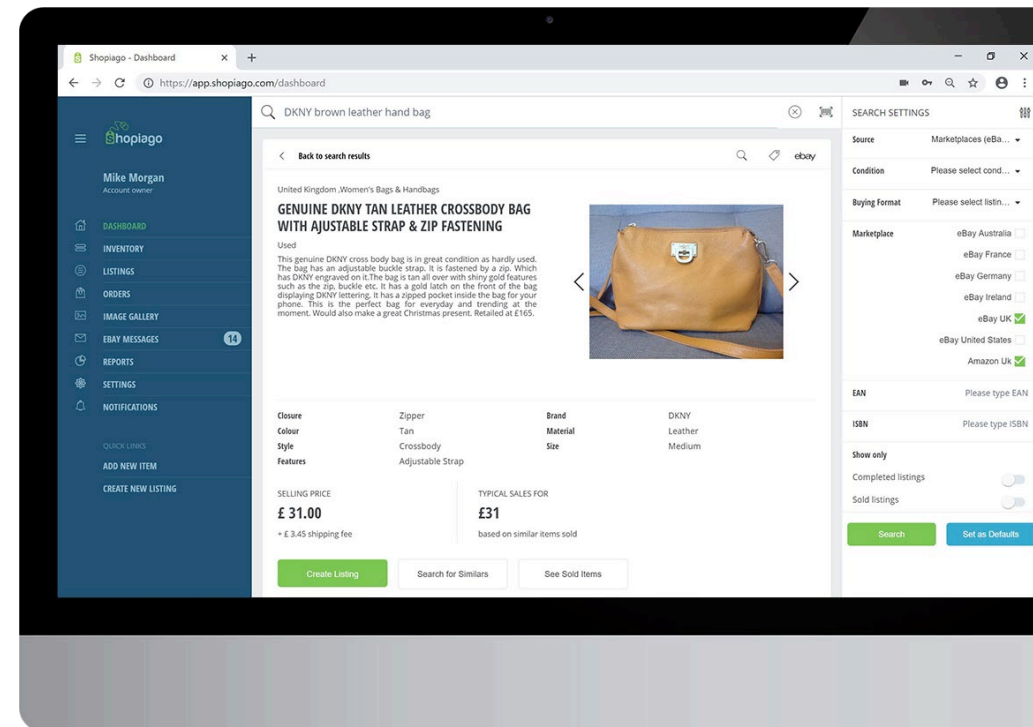
3. Adding Your Listings

With your used goods all organised and prices determined, you're ready to list your items online and start actually selling them.

For each individual item, you'll need to create a unique listing on the marketplace you want to sell them on. So, if you're selling a used designer coat for example, and want to sell it on both Amazon and eBay, you'll need to go to each marketplace, add a new listing, and enter all the details for that coat.

Each marketplace or webstore has different fields and different requirements when adding a new listing, so you might need different pieces of information for each.

Pay attention to what's required – you'll want to include as much as possible to ensure your listings get noticed and attract interested buyers.

Adding listings individually like this quickly requires a lot of repetitive effort. But eCommerce, multichannel listing software can help you streamline the process.

List items on multiple marketplaces

With Shopiago you can list your items on multiple marketplaces with one click. You just add the required information once, and the system automatically identifies which details are required for each marketplace.

In most instances, you don't even need to add many details. Simply enter a brief description, upload an image or scan the barcode, and the software will find identical listings online. Then you can just replicate the information you need.
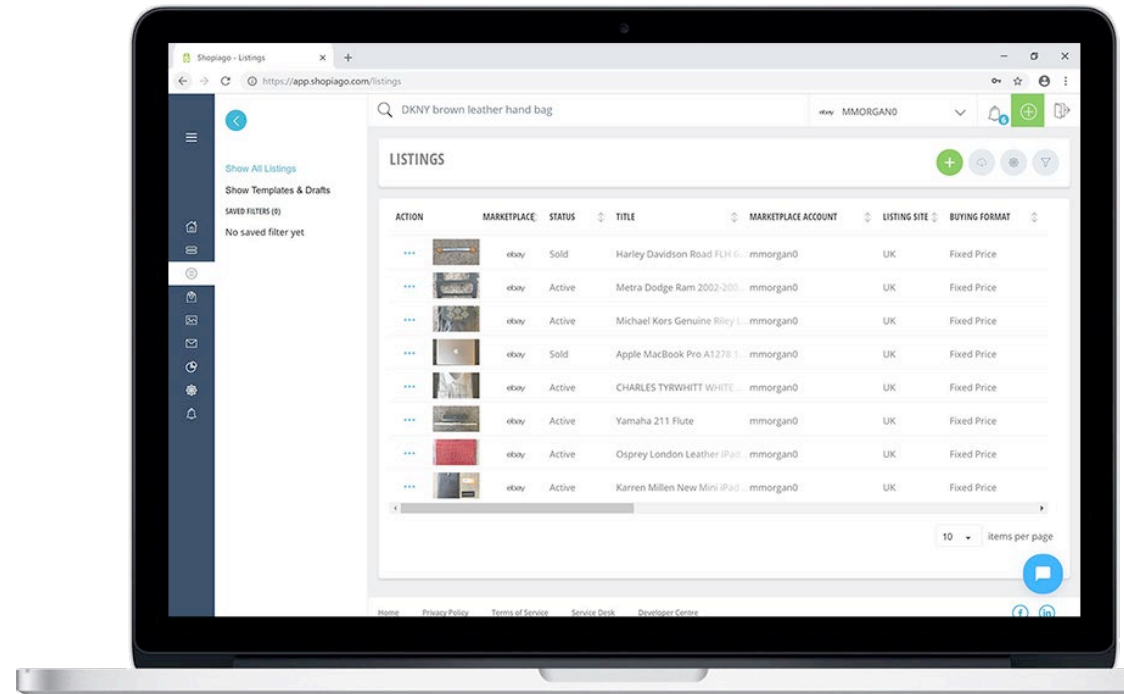
4. Marketing Your Goods

Although your used items are now listed on marketplaces and possibly your own webstore, that doesn't mean that they're going to sell.

You need to market them.

You need to tell potential buyers that they're here and ready to be bought.

And you need to encourage them to buy from you, and not any of your competitors online.

There are lots of different ways to market your items and your business online, using both general marketing tactics and those specific to eCommerce. But to get started, there are two you should focus on:

Great Images and Great Product Descriptions

Images are extremely important for online buyers, as they can't pick up the items and examine them as they might in a physical shop. For used goods, they'll want to see the quality.

Strong, clear images are also an essential requirement for marketplaces too. They have strict rules on what images can and can't be used, because they know how important they are to buyers.

Similarly, good clear product titles and descriptions will help you get noticed by a buyer and encourage them to buy from you. Using keywords is essential for the search engines of marketplaces and webstores, as that's how the vast majority of customers will look for a product.

The right titles and descriptions will have strong, effective content that immediately speaks to potential buyers and convinces them that this is the product they want. By describing the condition of your used goods effectively, you'll also minimise the chance of returns.

The key to getting good images and good product descriptions is a pre-defined structure and process. For example, you'll want to have a standard camera set-up and pre-arranged lighting for all product images, that you can just quickly use whenever you need new shots. And you should have a pre-arranged plan for what goes into product descriptions, in which order, so you can quickly get all the relevant info in without worrying about missing something.

Just use Shopiago

Or you could just use Shopiago. It finds exact match or similar listings for your used items, and lets you replicate their product descriptions and images, saving you time and effort.

5. Managing Your Orders

Finally, with everything in place, you can start looking forward to your first eCommerce sales.

But once you make them, you'll need to make sure you can manage those orders effectively. At this stage, your job is to ensure a quick, smooth delivery of the item to your customer and keep them happy. You want to make sure they're satisfied and leave good feedback.

On marketplaces like Amazon and eBay, feedback is especially important. It's a key factor in helping you get more sales in the future. Remember that marketplaces will always side with the buyer too, so you need to do everything possible to give your buyers the best experience.

You need to make sure you answer any questions promptly, process orders quickly, and update stock levels right away to prevent any overselling.

If you're selling on several different online channels, the last thing you want is for an item to sell on one channel, and then find that same item is bought later from another channel. You'll have one disappointed customer.

Cenralise your orders with Shopiago

Software like Shopiago can help here too. It brings the orders from all your connected marketplaces into one central place – so you can see and manage everything from a single area. It also updates stock levels across each channel automatically, so you don't need to worry about overselling. If an item sells on Amazon, listings will be updated on eBay too to reflect this.
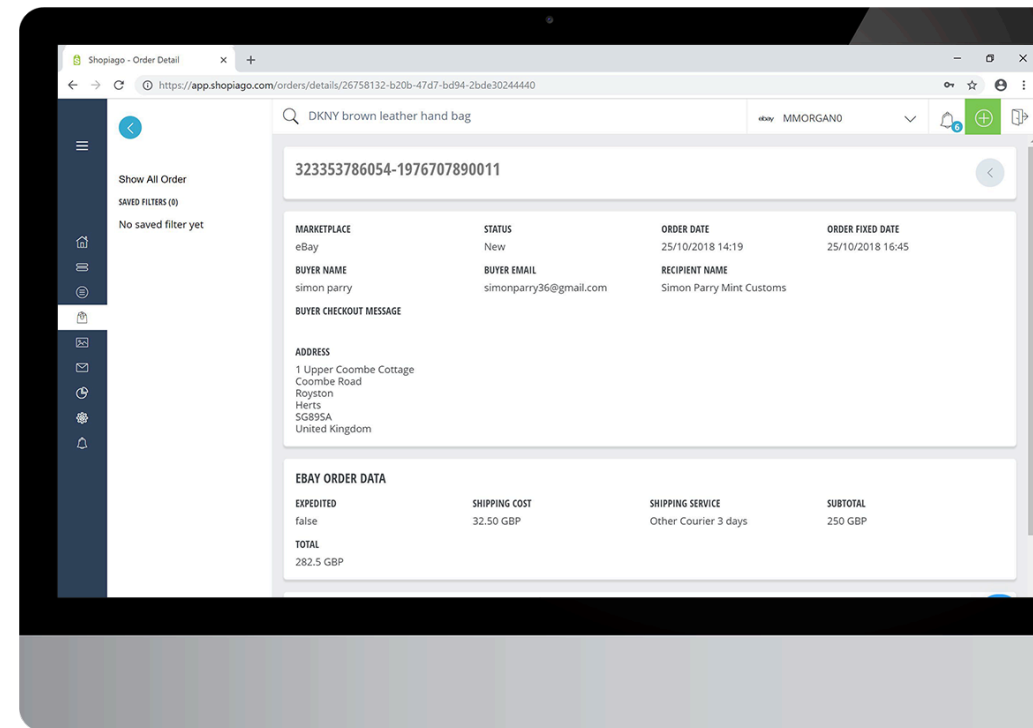
See what Shopiago could do for your organisation with an online demo.
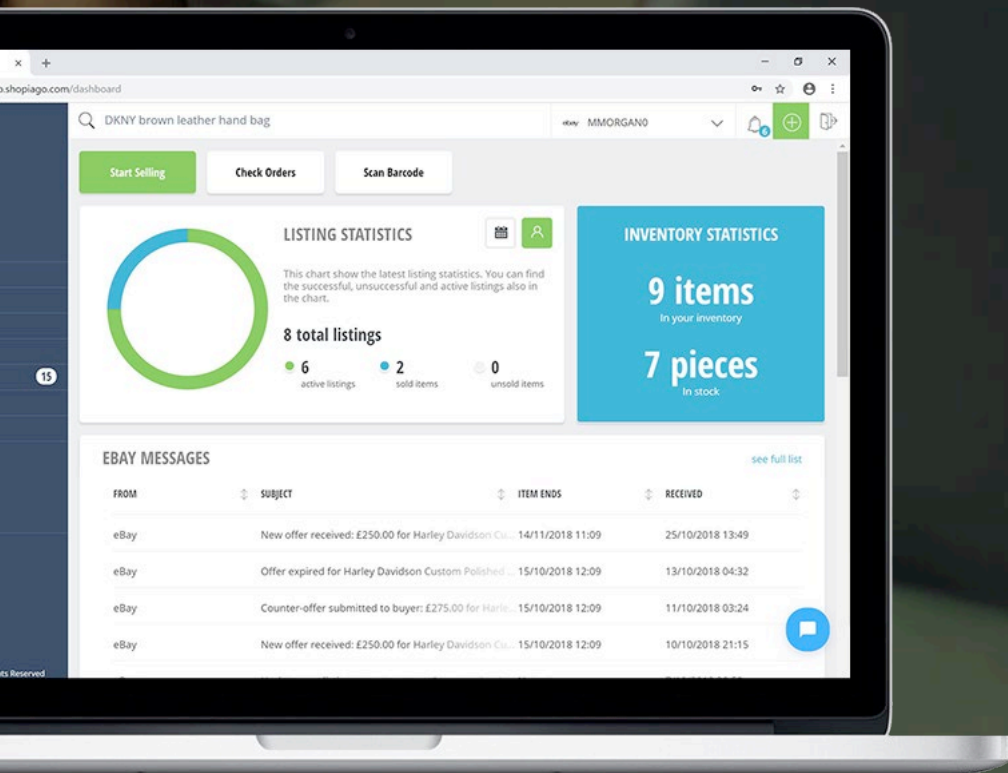
Ready to get started?

If you spend the time and effort beforehand organising your used goods and your listings, then you could be selling online in no time at all. And you will get sales.

Just be prepared for it take a bit of time for your online efforts to really take off. You'll start with no feedback and no reviews on marketplaces – some of the key areas buyers look at. Unless you have a well-established offline brand, like a high-street charity shop – you'll have to spend some time earning customer trust.

The key to a strong and prosperous eCommerce business is to minimise repetitive tasks and streamline processes wherever possible. There's a lot of set-up work required, but if you can automate this, you'll give yourself and your staff more time to focus on marketing efforts, business growth and other strategies.

Using software like Shopiago to automate processes reduces wasted staff time, minimises costs and improves efficiencies all around.

It's a big help to online selling, and a worthwhile investment.

Try it yourself, for free, for 14 days.

Or Book a Demo to learn more

Book your free demo today

See what Shopiago could do for your organisation with an online demo.

BOOK YOUR DEMO

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