

snapdeal.com

天猫 TMALL.COM

mercado  
Libre

Alibaba.com

Rakuten  
楽天

## INTERNATIONAL E-MARKETPLACES

### Benefits Of Using E-marketplaces

- Reach millions of customers worldwide
- Go where customers already are
- Preferred in some regions
- Well optimised for higher visibility in search engines internationally
- No immediate need for a multilingual & multicurrency website
- Can remove complexity of managing multiple currencies and sales taxes

### Considerations Of Using E-marketplaces

- Listing & commission fees
- Maintenance of listings
- One step removed from customers
- Less opportunity to express brand story

### What Do International E-marketplaces Offer?

- Multilingual product listings
- Local language basket
- Multicurrency local payment methods
- Local sales tax
- International delivery
- International customs
- International returns
- Local customer service

### What are e-marketplaces?

An e-marketplace is a virtual online market where organisations and individuals can register as buyers or sellers to conduct e-commerce transactions over the internet

### Why international e-marketplaces?

- "By 2020 e-marketplaces will own about 40% of the global online retail market" (source: E-commerce Foundation)
- "85% of UK SME online retailers are planning to list on additional online marketplaces to increase sales in 2016" (source: Royal Mail – Annual Tracker Study 2016)
- "E-marketplaces look set to become the dominant seller-to-buyer e-business channel in Latin America, South Asia and the Middle East & Africa" (source: The Future of Customer Engagement & Commerce)
- "85% of B2C business in China is driven by marketplaces" (source: Thibault Villet – CEO Mei.com. E-commerce Foundation "The Rise of the Global Marketplaces")
- "Globally B2B online sales are projected to hit nearly \$7 trillion by 2020. Much of that growth will come from 'many-to-many' e-marketplaces, with large numbers of both buyers and sellers" (source: Frost & Sullivan)

### Top International E-marketplace Facts & Figures

#### E-marketplace

Amazon  
eBay  
Rakuten  
Mercado Libre  
Tmall  
Alibaba  
Taobao  
JD  
Flipkart  
Snapdeal

#### Active users

244 million  
155 million  
200 million  
300 million  
500 million  
300 million  
320 million  
131 million  
45 million  
40 million

#### Country sites

14  
27  
14  
12  
1  
17  
1  
1  
8  
1  
1

#### Main payment methods

Amazon payments  
PayPal  
AliPay / PayPal  
MercadoPago  
AliPay  
AliPay  
AliPay  
PayPal / Yandex.Money  
Various  
Various

### ABOUT GROW GLOBAL

Grow Global helps nations, organisations and companies to export more via digital channels, growing their international sales and leads. We do this by improving their international communications & helping them to optimise their websites, e-commerce, e-marketplaces and social media for international trade. Sarah Carroll, Grow Global's Director, is one of the UK's leading experts on how to sell more internationally online and is a part of the UK government's groundbreaking Web Exporting programme.



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## Optimising Listings On International E-marketplaces

- Product images (several – high quality)
- Product title
- Product text (bullet points, description)
- Product categories (select all that apply)
- Product condition (e.g. new, vintage)
- Available quantity (don't run out of stock)
- Payment & currency options
- Delivery & returns options & costs
- Seller ranking (good customer service)
- Reviews (positive ones!)
- Advertising (pay-per-click)

## E-marketplace Selling Costs

- Joining fee
- Membership fee
- Listing fee
- Transaction commission
- Currency conversion commission
- Payment fee
- Promotions

## Think About Your Products

- Product compliance in local markets
- Right to sell & distribute
- Legal complaint returns policy
- Intellectual property & design rights
- Copyrights & trademarks
- Product marking & labelling
- Product safety laws e.g. EU
- Parallel imports

## What Are Your Margins?

- Listing translation
- Multilingual customer support
- International free shipping
- International returns
- International delivery
- Local language labels or packaging
- Compliance or certification
- Taxes & tariffs
- Currency fluctuation & exchange rates
- Currency conversion

## Pre-transaction Checklist

- Copywriting (for the listing)
- Formatting product inventories
- Product images (high quality)
- Translation (machine or not)
- Localisation (product selection)
- Local payment methods
- Local language speakers
- Local customer support
- Local language website
- Local social media

## Keyword Analysis

- Keyword analysis in British English
- Analyse your Google AdWords keywords
- Create a full list of your products, services, brands, trademarks
- Research competitor names & keywords
- Talk to international customers, agents, distributors, partners
- Brainstorm possible non-technical or 'layman' keywords
- Use search engine keyword tools

## Top Tips

- Product images (high quality)
- Translation (machine or not)
- Localisation (product selection / compliance)
- Local customer support

## How Can Grow Global Help?

### Grow Global Audits

- UK Digital Strategy
- International Digital Strategy
- SEO (Starter & Advanced)
- International E-marketplaces
- Web Platform
- Google Analytics
- Google AdWords

### Grow Global Services

- International Digital Strategy
- International Website Specification
- Supplier Selection
- Project Management
- Mentoring & Training
- Ad-Hoc Advice

## GET IN TOUCH WITH GROW GLOBAL

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