

Mastering Marketplace Sales:

A Seller's Playbook



Member Marketplace, Inc.

Welcome to the Seller Playbook for Member Marketplace!

By following this playbook, you are positioning your business for a significant increase in marketplace sales—up to 660% more than businesses that don't utilize these strategies. This guide provides actionable steps to keep your marketplace presence vibrant and engaging, ensuring that you capture the attention and loyalty of customers.

Stay Engaged

Regularly update your marketplace listings to keep the content fresh and appealing. Follow the Marketplace Team's prompts on seasonal item additions, product calls, and engagement campaigns to stay relevant and attract more customers.

Add 25 Products or More

Having at least 25 products in your shop increases the likelihood of higher sales. Top-performing businesses have an average of 47 items listed, giving customers more options to choose from and encouraging multiple purchases per visit.

Make Shipping Affordable or Free

Offering low-cost or free shipping by embedding the costs into your product prices helps reduce abandoned carts and ensures customers are more likely to complete their purchases. Aim to keep shipping charges no more than 20–25% of the product price.

Market to Your Current Customers

Inform your existing customers that you're selling on the marketplace. Leverage your customer relationships to drive initial sales and benefit from the network effect as other businesses do the same. Promote the marketplace on your social media, website, and during in-person events to maximize visibility.

Provide Great Customer Service

Respond promptly to customer inquiries and meet or exceed shipping expectations. Include tracking numbers and thoughtful touches like handwritten notes or small gifts in your packages to enhance the customer experience and encourage positive reviews.

Network With Other Businesses, the Marketplace & Site Partner

Engage with other businesses and the marketplace team to amplify your reach. Follow, share, and tag each other on social media, and consider joint marketing initiatives to tap into each other's audiences. Collaborate with the marketplace team on creative promotions and stay connected with site partners and sponsors to strengthen your marketplace presence.