



EMAKINA



Marketplaces - Part 1

Six reasons to start selling
on marketplaces now

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Welcome to Emakina's solution for selling on marketplaces: a three-part playbook series for your first steps. You'll find out: **what are the most important reasons to start selling on marketplaces right now**, what are the common struggles and how to start?

Here in part 1: see the biggest benefits for business.

Introduction

Seizing the benefits

Marketplaces offer significant growth opportunities for brands and retailers and are increasingly dominant in the online retail landscape.



* Source: Webretailer

Platforms like Amazon and bol.com are seeing a massive increase in traffic, demands and conversions. **The online search journey for customers often starts on these marketplaces. This rapid shift towards marketplaces** throughout all audiences and segments is likely to continue for some time to come.

As players like Amazon dominate the e-commerce market in countries like Germany with **more than 50% market share, there's no escape from the need to integrate marketplaces** into your business strategy.

Six reasons to start selling on marketplaces now

So, what are the most important advantages of marketplaces? How can they add value and solve problems in your particular business? We will take you through the most important reasons why it's time to take action.



REASON 01

Grow your turnover and sell overstock



REASON 02

Take control



REASON 03

Give a consistent brand experience



REASON 04

Reach the global market



REASON 05

Enhance brand visibility and raise awareness for new products



REASON 06

Enter the Chinese e-commerce market

Reason 01

Grow your turnover and sell overstock

Marketplaces are hugely popular and have an incredibly wide reach. Big platforms have an enormous customer base, **Zalando for example counts for 31 million active customers***.



* Corporate Zalando
* ShoppingTomorrow

By selling on marketplaces you get **instant access to those customers**, and have the chance to **increase your overall turnover and market share**.

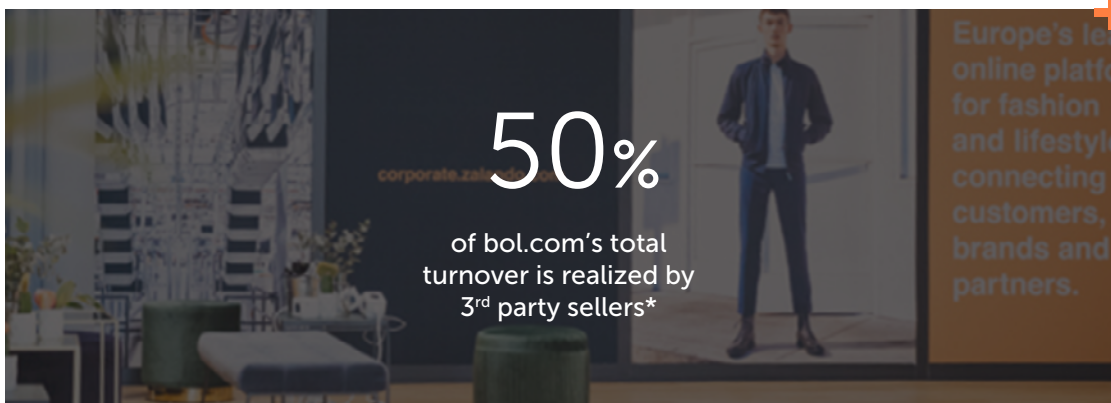
Thanks to their big customer base and their optimized shopping journey, marketplaces can also serve as a **great outlet channel for excessive stock or old collections**.

Reason 02

Take control

The **shift towards marketplaces** has a big impact on the traditional retail model.

More online retailers are becoming a platform themselves, with the goal of offering a very broad catalogue to their customers without having to take all stock responsibility.



* Source: Twinkle

We see that those retailers are likely to purchase a limited assortment from their suppliers and let the **bigger part of assortment be offered by 3rd party sellers.**

This has an **inevitable impact on those brands** who still rely on the wholesale business model with their retailers.



By taking control and offering products directly to the end consumer on platforms, brands can make up for lost turnover and be in charge of the assortment and pricing for their own products.

Reason 03

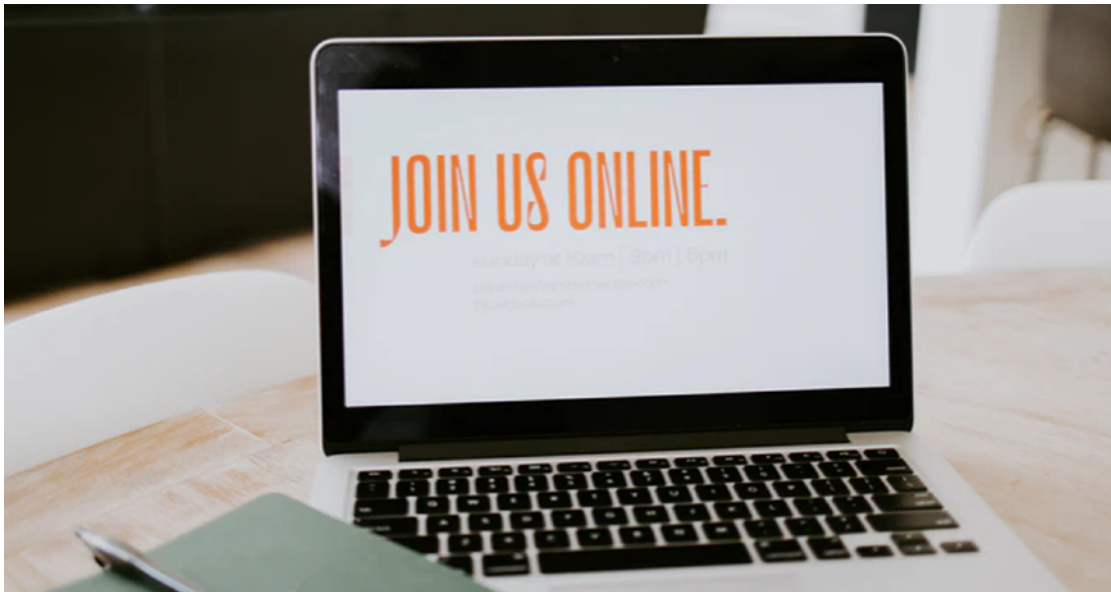
Give a consistent brand experience

If your brand has a broad retailer network, **chances are high that your products are already being offered on marketplaces by some of them**, without you even knowing it.

This means that the way your products are presented to consumers is in the hands of 3rd party sellers, which can lead to inconsistencies.

To provide a consistent brand experience throughout all channels and avoid confusion for customers, it's crucial to take your brand presentation on marketplaces into your own hands.

No one can present your brand as well as you!



Reason 04

Reach the global market

Do you want to test new markets without any big advance investments?

Then marketplaces are the way to go.

You can start up **relatively cheaply in multiple countries** and reach **millions of new customers globally**. On Zalando, for example, you can start in multiple countries without even having to translate content there are integrators that do this for you.

This can be a great way to **test your potential** on multiple new markets, before investing in a local website.



Reason 05

Enhance brand visibility and raise awareness for new products

Do you have a new product line that's not yet established in the market, or perhaps you want to **approach a new target group**?

Why not use the big customer base of marketplaces as an **opportunity to make new customers aware of your brand** or **promote a new line** that's not become familiar?



* Source: cpc strategy

By using their wide reach, customer data and targeted advertising campaigns, marketplaces are a great tool for reaching customers who are already there to shop.



Start showing your products to suitable audiences who are in the mood to shop.

Reason 06

Enter the Chinese e-commerce market

Building a good Chinese website can be tricky for many reasons. You have to localise your webshop and cope with **website blocking** by the **Great Firewall**. You will have to adapt your **SEO strategy** to the **Chinese search engine Baidu**, which works quite differently from Google.

So, if you want to **enter this fast-growing e-commerce market** in a relatively easy way, **marketplaces can be a good start**.

Besides: **90% of online transactions in China are completed via marketplaces** like Tmall, Taobao & Alibaba *, so you can reach a huge audience straight away.

*McKinsey & Co, China's e-tail revolution



Do you need help?

You've just seen six big reasons to start selling on marketplaces. At Emakina, we understand all the challenges, from strategic decisions to technical questions and performance-related topics. We're here to support you throughout the whole process.

Whether you need help with your first steps, or you are already selling and need support with optimising your performance or operation, we can act as an extension to your own team.

[Check our marketplace page](#)

Who is Emakina?

Emakina is one of the leading ecommerce strategy, design and development companies in Europe. We employ the latest rapid agile methods to deliver e-shops for lots of client including Unilever, FrieslandCampina, Bugaboo, Wolford, Rituals, Clarks, Arzum and Hema. Our specialist ecommerce teams are able to consistently deliver high-grade eshops in timescales measured in weeks, not months.

We can help you in your digital transformation journey - wherever you are right now.



EMAKINA

The User Agency

Your personal marketplace partner

Team up with our Marketplace-specialists who will work as an extension of your team and offer solutions that fit your ambitions.

Start a great journey with us. We'll get you started in the marketplace world, from forming a strategy to setting up accounts and SEO.

We'll help you further, by monitoring results, optimizing and analysing potential markets.

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