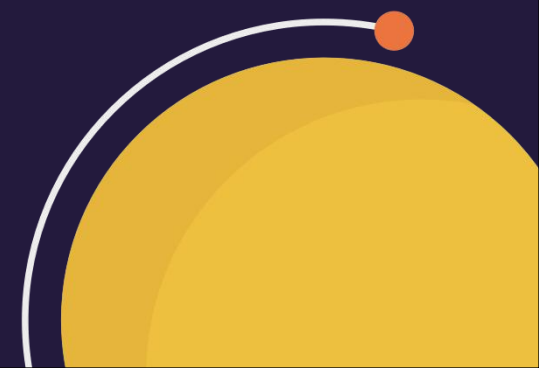
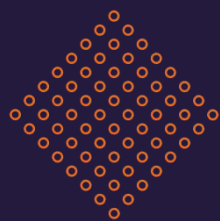


# LISTING & MARKET STRATEGIES



# BUILD MARKET STRATEGY

This would include developing a target customer profile, identifying key marketing channels (such as social media, email marketing, and search engine optimization), setting marketing goals and KPIs, creating a content strategy, and measuring and analyzing marketing performance. This also cover the different types of marketing campaigns that eCommerce businesses can run, including product launches, seasonal promotions, and flash sales.



# LISTING TECHNIQUES

SKILLS THAT YOU SHOULD LEARN



## AMAZON

- ME TOO WITH SAME ASIN
- CREATE NEW LISTING



## SHOPIFY

- CREATE NEW LISTING
- CONNECT WITH STORE



## EBAY

- NEW LISTING



## ETSY

- NEW LISTING

- **1. AMAZON**

There are two ways of listing


- Me Too with Same Asin
- Create a New listing



- **AMAZON FBA LISTING**


Amazon FBA (Fulfillment by Amazon) Amazon will ship and provide customer service.



Fulfillment Channel 

I will ship this item myself  
(Merchant Fulfilled)

Amazon will ship and provide customer service  
(Fulfilled by Amazon)

 You have chosen to have Amazon fulfill orders for this item. Your item will be available for sale, when Amazon receives it. Fulfillment by Amazon fees will apply. [Learn More](#)



- **AMAZON FBM**

Amazon FBM (Fulfillment by Merchant) ship to customer by merchant itself.



amazon.com  
fulfillment by Merchant



- **AMAZON PL**

Amazon Private Label refers to a business model where only allow new listing technique.



## 2. SHOPIFY

There are two ways of listing shopify product including:

- Connect with 3PL Stores (like CJDROPSHIPPING)
- Create a new listing





### 3. EBAY

Only Create A new listing with title description and images.



ebay



## 4. ETSY

only create a new listing with title description and images.





# THANK YOU!



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