



Types of Store Selling Formats

If you have been selling for a while, chances are you already know quite a bit about the auction formats and options available to you on eBay. You probably have your favorites. But stores throw some new wrinkles into the equation, offer additional opportunities, and might make you rethink your selling strategies. If you're a new seller, then read this chapter carefully.

The Importance of Mixing Selling Formats

While reading the rest of this chapter, keep the following point in mind: When you run an eBay store, it's a good idea to use many, if not all of the available selling formats. You should always have some auctions running, and you should have auction items beginning and ending on every day of the week, if possible.

You should consider having some fixed-price items running for 3, 5, 7, and 10 days as well. In addition, you should obviously maintain an active inventory of "store" items, including some Good 'Til Cancelled listings.

You want to combine these formats and options because they feed off each other. For example, people will visit one of your auctions, and if you have done your cross-promotion work correctly, they will subsequently visit your store to purchase (or at least look at) your store items. Figure 3.1 shows some examples of this from my traffic report.

FIGURE 3.1

Auction items and store items feed traffic to each other.

37. Online Auction - Item #6584566898: Continental TR-632 Power Pac Transistor Radio w/Extras			
Previous Page	Instances	%	
37a Entered Site	106	48.6%	
37b My eBay Store - Listings	23	10.6%	
37c Online Auction - Item #6584590558: Hitachi 666 Transistor Radio Box, Instructions & Extras	20	9.2%	
37d Online Auction - Item #6584612337: Zenith Royal 500H Transistor Radio Museum Quality NR	12	5.5%	
37e Online Auction - Item #6584591563: Global GR-711 Leather Case & Box, Transistor Radio NR	11	5.1%	
Show all for Online Auction - Item #6584566898: Continental TR-632 Power Pac Transistor Radio w/Extras			
38. My eBay Store - Batteries Vintage Radio Category			
Previous Page	Instances	%	
38a My eBay Store - Listings	39	17.6%	
38b My eBay Store - Store Directory	24	10.9%	
38c Online Auction - Item #6584516593: Magnevox 2-AM-80 Pocket Transistor Radio Vintage Plays	17	7.7%	
38d My eBay Store - Transistor Radios Vintage Category	14	6.3%	
38e Store Inventory - Item #6579315006: Eveready 206 Radio Battery New for Vintage Radios RV	9	4.1%	
Show all for My eBay Store - Batteries Vintage Radio Category			

This report shows how shoppers arrived at my store to view particular items. In the instance numbered 37, you can see that 48.8% of the people who looked at the Continental radio found it directly by searching for it or browsing. But 10.6% of the visitors came to the auction listing from a link in my store, and many of the others came from cross-promotions in other radio auction listings. So links embedded in a store and cross-promoted auctions gather extra eyeballs for each other.

Can *auctions* drive traffic to *stores* as well? Of course they can. Look at item 38 in Figure 3.1. Here, 7.7% of the people who looked at a battery I sell in my store got to that store listing after viewing an auction for a radio that uses the battery. This is because when I sell radios that use this hard-to-find battery, I mention in the radio auction listing that I carry this particular battery in my

store. Also, I add the store batteries as one of the cross-promoted items at the bottom of the radio listing. Figure 3.2 shows an example of a cross-promotion box designed for radio collectors who might be looking for oddball batteries. I run store cross-promotion boxes like these in all of my auctions, and they work.

FIGURE 3.2

Cross-promotion boxes in auctions will drive traffic to your store.



Auction Items

Auctions are still the bread and butter of eBay. You offer one or multiple items and set a starting price for the auction, which can last 3, 5, 7, or 10 days.

Buyers visit the listing and bid on the item(s). At auction's end, the high bidder or bidders buy the item(s) from you at the ending price. Insertion and final value fees for online auctions vary with the starting price and ending price of the item. Auctions have high visibility on eBay (they always show up in eBay searches).

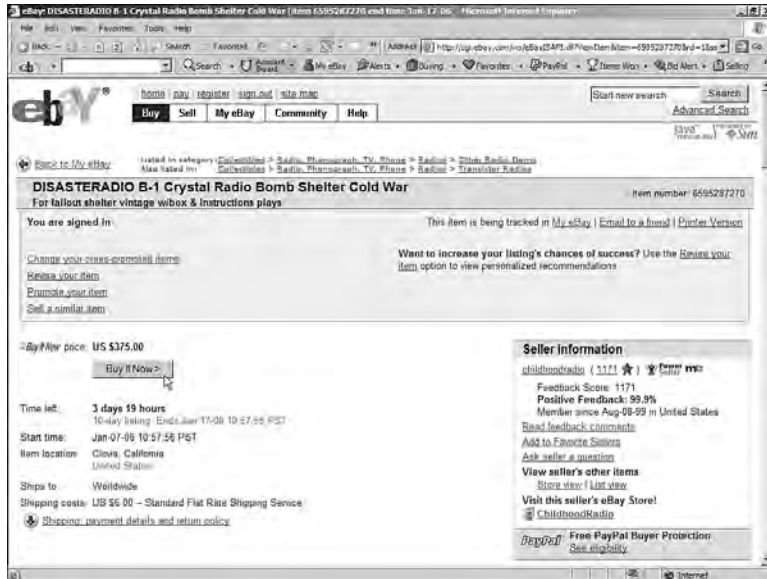
Fixed-price Items

The fixed-priced items feature is great. Don't confuse this with the Buy It Now feature you can add to auctions. When you list an item using the fixed-price format, buyers can purchase your item or items without waiting, and you get the price you want. There is no bidding and no auction. You're just offering one or more items for sale at a specific price for a finite period of time, (3, 5, 7, or 10 days). And, unlike auction-based Buy It Now auctions, the opportunity to buy instantly doesn't disappear simply because someone bids.

If you qualify (see the following note), you can sell multiple identical items in one listing. Buyers will see fixed-price offerings in category browse pages and search results, highlighted with the Buy It Now icon shown in Figure 3.3.

FIGURE 3.3

Fixed-price listings encourage impatient shoppers.



People are always in a hurry these days. I recently created a fixed-price listing for a nice radio. I set the price at \$250, about \$100 more than a similar one had sold for two weeks earlier.

As soon as the listing went up, I actually got a question from a radio-savvy eBay user along the lines of “What, are you crazy? \$250?” Two days after the listing launched, the radio sold at the full asking price. Somebody wanted it *now*.

You can also choose to accept best offers from buyers (for example, “Buy It Now \$250.00 or Best Offer”), but I am not a big fan of this. It’s almost like admitting you’ve set the price too high.

note You must have a feedback rating of 10 or more (or be ID-verified) to list your item in a fixed-price listing with a quantity of one. To create a fixed-price listing with a quantity of two or more, you must have a feedback rating of 30 or more and be a registered user for at least 14 days (or be ID-verified).

Store Inventory Format

Here’s where it gets interesting. As a store seller, you have access to an additional listing format—the “Store Inventory” format.

Store Inventory listings have a longer duration. Obviously you must have an eBay store to use this format. Items are listed at a set price (no bidding). You can create a listing for as little as \$0.02 for each 30-day period, regardless of quantity! But as you read in the previous chapter, higher final value fees apply when you sell store items. You can mitigate this, of course, by driving folks from outside of eBay to your store and gaining the resulting fee reductions. The Gallery picture feature costs just \$0.01, and the Item Subtitle feature costs only \$0.02 when you choose the Store Inventory format.

Store duration options are 30 days, 60 days, 120 days, or Good 'Til Cancelled, which means that store inventory listings can have an unlimited duration thanks to the Good 'Til Cancelled option, described in a moment.

Store Inventory listings appear together with other listing formats in the following places:

- Your eBay store
- When shoppers click your “Seller’s Other Items” link
- In eBay stores search results
- At the bottom of eBay search pages

Good 'Til Cancelled

This is another unique store feature. You choose whether you want a listing to end after 30 days or automatically renew every 30, 60, 90, or 120 days, until the item or items sell, or you end the listing.

The insertion fee covers any quantity of items with a single listing, whether you list 1 or 1,000 of the same item. Figure 3.4 shows where in the store item listing process you make the choice. You’ll get more specifics in Chapter 10, “Creating Listings and Templates.”

note Remember, Good 'Til Cancelled (GTC) means just that. Unless you cancel the listing or sell completely out of product, you will be charged every 30 days for each GTC listing you create.

FIGURE 3.4
Creating a Good
'Til Cancelled
listing.

