



How to get your products in front of 30 million customers:

A conversation with Newegg about ecommerce



1. Assessing Your Launching Timeline

We typically envision success when launching into a new ecommerce channel. However, there are far too many companies that end up becoming something else. To align your goals and have them realized, you need a plan. Creating a launching timeline begins with knowing your product inventory's ETA. Start working backwards from that date, detailing product launch essentials—content, marketing channels, fulfillment.



2. Dress to Impress – Your Content That Is

When creating your product listing, put yourself in the mind of the consumer. Understand what they are looking for and how they would search it. What kind of information are they looking for? Answering these questions help you write informative and engaging content. By having this content, you are optimizing it for search engines as well. Don't neglect utilizing hi-resolution photos and videos to support your copy. Remember content is king. If you're unable to do this yourself, consider tapping into A+ content services. The service can design your entire page going beyond your typical basic product description.



3. Sign Up for Shipped by Newegg (SBN)

Expedited free shipping is one of the largest factors affecting the overall buying experience. According to efulfillmentservice, 67% of online shoppers demand free shipping. 38% demand expedited shipping. Many sellers understand that these are the table stakes of the industry and have chosen to opt in for Shipped by Newegg (SBN). SBN not only alleviates shipping costs for sellers, but is also an extension of your customer service. It can also manage your inventory and returns minimizing a poor customer experience. Just last year there was a 45% increase year over year on sellers using SBN.

For more information on Shipped by Newegg, please visit www.newegg.com/sellers.



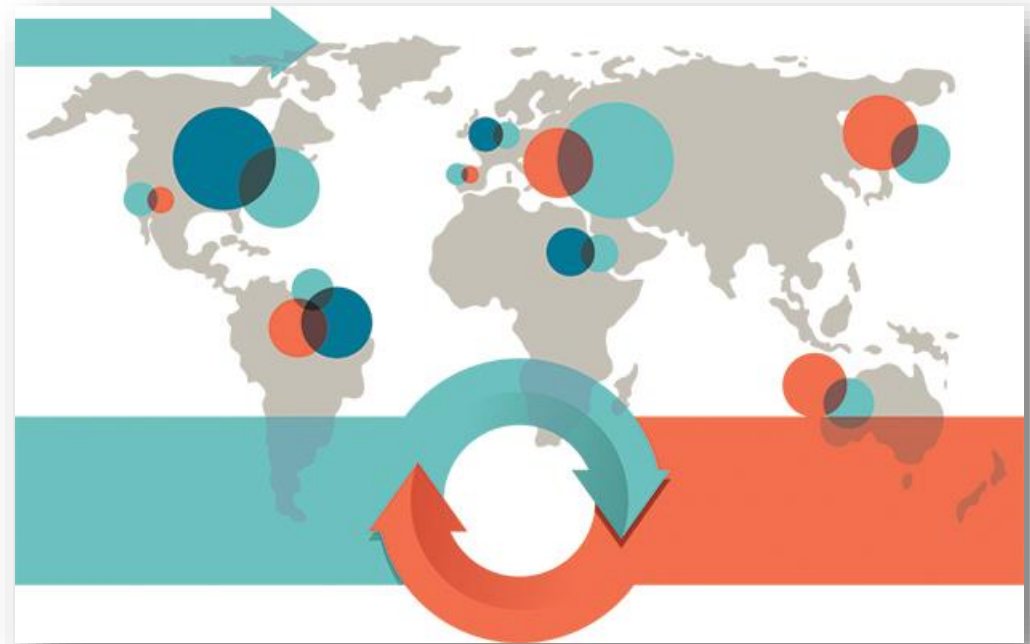
4. Be Seen and Convert Sales

Newegg has a number of ways to get your products in front of over 32 million registered customers. One of the best ways to get started is to participate in our monthly promotional e-blasts. We currently have 4 themed e-blasts, ensuring that your products get seen by the right customers who are more likely to convert. Once your product sees success through this channel, our team of merchandising experts look to get your product(s) in front of a larger audience, facilitating brand building. Take a multi-channel approach when it comes to branding. From desktop to mobile placements, supported by user reviews and product videos, there are a plethora of channels at your disposal so your products can be seen and convert.



5. Sell Internationally

Taking your sales cross border is a great way to scale your business. Newegg sellers can sell into more than 50 countries with Newegg's International Program. You do not need to worry about translating or localizing your listings for different regions because it is still sold through Newegg.com. In addition, Shipped by Newegg is available so you can trust that when an international order is placed that the consumer receives the same exceptional customer service that domestic orders receive. To turn on this program, you simply log into Newegg Seller Portal and select the countries you would like to sell into. It's that simple!



6. Become a Newegg Premier Seller

The Newegg Premier Seller program is a membership program developed to give sellers premium access to our most loyal and active customer base. By offering your products through Newegg Premier, you increase your chances of growing your sales since Newegg customers are looking for Premier labeled products. Products opting in for Newegg Premier Seller are likely to see their products surface higher during search as well, improving visibility. Additionally, you can take advantage of numerous value-add operational services such as expedited and discounted shipping with little costs.



7. Monitor your Seller Performance

Keeping an eye on your seller performance is key if you want to see continued success. Put yourself in the customer's shoes and think of what will make the entire buying experience easy for customers. Good product content, competitive pricing, expedited shipping with great customer service are the table stakes. Anything less puts you at a disadvantage. To alleviate some of those pressures, Newegg has a dedicated team that can assist you in any of these areas. In addition, your Seller Performance metrics can be accessed at any time via Newegg Seller Portal. Be sure to rectify any customer inquiries quickly and efficiently.

