

# Third Party eCommerce



▶ **2 Lessons**

## 💡 Learn about

When it comes to selling online, many businesses opt to use existing eCommerce marketplaces, such as Amazon, eBay, Taobao and Tmall, as a sales platform. These sites draw large audiences due to the vast range of products they offer, but to access these customers businesses need to stand out from the competition. We show you how to achieve this, exploring how listing products for sale, fulfilling orders and responding to customer queries works across a range of different eCommerce marketplaces. In the second lesson, we focus in on the specifics of selling on Amazon, including how to appear in voice search results and on Amazon Prime.

### By the end of these 2 lessons you will understand:

- ✓ How businesses operate on eCommerce marketplaces
- ✓ How to stand out from the competition to acquire and keep customers

## 📄 Lesson Overview

### Lesson 1

An introduction to selling through eCommerce marketplaces, including how to list products for sale, fulfil orders, and manage customer service.

#### In this lesson you will learn:

- ✓ How eCommerce marketplaces work
- ✓ How and when businesses are charged for selling on marketplaces

### Lesson 2

Exploring the specifics of selling on Amazon's marketplaces.

#### In this lesson you will learn:

- ✓ How to list products on Amazon and how listings can be improved or enhanced
- ✓ How to optimise your product listings for search, including Alexa's voice search
- ✓ About the services offered by Amazon for fulfilment and customer service