



SELLER'S GUIDE TO SUCCESS

PowerUP



Holiday stars

Two top sellers discuss their **rapid rise to success** and how they're gearing up for **big holiday profits**
p. 15

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2011 eBay holiday marketing, *p. 3.*

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Holiday 2011 // Get quick links to this issue's resources at ebay.com/powerup

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Seller Success

Innovations pay off in sales growth for eBay and sellers. Our partnership is key.

Dear eBay Seller,

As we head into the 2011 holiday selling season, I wanted to share some good news. Based on the solid results we've been seeing over the last year or so, we're expecting this season to be the best ever for you and for eBay.

We've been playing to win on behalf of our sellers, making changes that often require adjustments to your business. Those changes are delivering results. Innovations such as eBay Buyer Protection, recognition for eBay Top-rated sellers, and exciting new ways to shop are paying off in very real, measurable ways. U.S. Gross Merchandise Volume for 2011 Q2 increased 14% year over year, the third consecutive quarter of acceleration—which means more sales for our sellers.

This is proof positive that we all win when YOU win.

The advancements you've made in providing superior value and excellent service have helped make eBay first choice for online shopping for millions of buyers, and this fall we're making significant investments to attract them in record numbers.

In this issue:

I think you'll especially enjoy the "Holiday Stars" piece (p. 15–19)—the personal stories of two of the fastest growing eBay sellers. See how you can apply their experiences to your own business.

This season we're giving an extra bonus for offering great service—an extra discount off Final Value Fees for expedited shipping plus a boost in Best Match for more top buyer services. See p. 8 for details.

Be sure to pull out the holiday planning guide (p. 11–14) and keep it close in the weeks ahead—it covers key dates and deadlines for the 2011 selling season along with a short list of this year's hottest products.

As always, we know that our success is based on your success. Thank you for selling on eBay. We look forward to helping you meet and exceed your goals for the holiday season.

Sincerely,

Todd Lutwak,
Vice President Seller Experience

P.S. The extra discount on Final Value Fees is available to all sellers. See p. 8 for more details.

eBay 2011 holiday blitz

This fall, eBay will reach almost as many American homes as Santa Claus with a **consumer marketing campaign spanning multiple channels including TV, digital, and more.** Watch for the campaign to start soon, and see it reach a crescendo as the holidays approach.

Viewers will be enticed to come to eBay to fulfill their passion for shopping and get great deals on everything from designer fashion and the coolest electronics to auto parts. Millions of shoppers will see why eBay should be their first choice whenever they want to shop, from anywhere in the world.

Making the mobile connection

More and more buyers are using mobile devices to shop—and eBay is leading the way. Holiday advertising will make sure consumers everywhere know they can shop on eBay and check off their holiday shopping lists, anytime, anywhere from their mobile devices. Learn more about how you can take advantage of eBay's multibillion dollar mobile market on p. 20.

Stay in the know with the online eBay Holiday Selling Guide

As you swing into gear with your own holiday selling preparations, stay abreast of everything you need to know to grow your profits with the online eBay Holiday Selling Guide. Get updated information on special holiday seller promotions and rewards, what's in demand and in short supply, carrier shipping deadlines as they're announced, and much more.

» Bookmark the Holiday Selling Guide on ebay.com/holidayselling2011



FREE

Share **PowerUP**

Put the next issue in all the right hands in your business.

➔ Subscriptions are **FREE**—sign up at ebaysellerinfo.com/signup



SHHH! IT'S A SECRET ...

A very special partner is teaming up with eBay this fall on an exciting marketing promotion. Their identity must remain a mystery for now, but the force of this partnership is guaranteed to excite millions of fans worldwide, driving massive traffic to eBay.

Your holiday marketing

Cash in on increased holiday traffic harnessing all the selling power of your eBay Store—it's FREE!

Your Store subscription puts **powerful FREE tools at your fingertips** to attract more buyers and increase their order size. **Put them to work!**

Start by creating a **holiday-themed header** to get visitors in the mood to buy. Showcase in-demand items by setting up **holiday categories** like *Gifts for Her*, or *Gifts Under \$25*. Use the **Listing Frames** to update all of your listings at once with your holiday navigation, header, and search box.

Show off your specials

➔ Let buyers know what a good discount they're getting with **Markdown Manager**. On your item pages, the original price is crossed out to emphasize your great deals.

➔ Encourage your buyers to add more items to their purchase. Customizable **Promotion Boxes** let you highlight specials and offer combined shipping for multiple purchases.

➔ Use **Cross-Promotions** to feature related items on the Bid Confirm and Purchase Confirm pages.

Drive your own traffic

➔ Send out an **email newsletter** to create excitement, re-engage your customers, and promote holiday specials.

» Get started now: Go to ebay.com/stores and click *Manage My Store*.

TAKE THEIR BEST OFFER!

Best Offer added to Fixed Price listings gives buyers the chance to purchase right away at a reduced price, as long as their offer meets your minimum.

Using Best Offer can boost your sales, and you'll often get something very close to your stated price. You can also set it up to accept or decline offers automatically.

"LIKING" SOCIAL MEDIA

Social media helps you spread the word about your business, build a community with people who share your passion, and give your customers a way to connect with you—

which can pay off in customer loyalty and repeat sales. Best of all, you can do it for free. Setting up a Facebook page, tweeting about your store, and blogging to your base let you promote your business at no cost. Even the time investment can be minimal—and well worth it in the long run.

» *Start building your social network on Facebook and Twitter now—and have buyers in place for the holidays. Go to ebay.com/socialmedia*

» For more great holiday marketing tips, see p. 23.

Great shopping

A look at what's powering new ways to engage buyers and keep them coming back.

From origins as an ecommerce pioneer with a colorful and diverse array of listings and a community of eager sellers and buyers, eBay has evolved to offer **the world's largest selection of merchandise anywhere**.



Winning in ecommerce today means more than showing lists of items. Buyers want engaging and satisfying ways to shop that rival their favorite retail store—experiences that entice them to purchase and keep them coming back for more.

Narrow the Search

A search today on eBay for “women's clothing” can deliver upwards of 6 million results. But shoppers rarely look beyond the first page or two of search results and typically purchase one of the first few items offered. So how do you narrow the results to show the most relevant subset and close the sale?

Over the years, eBay's search technology has evolved to sift through millions of bits of data to match buyers with the items they want. In many popular categories, unique shopping experiences geared to the way people prefer to shop now make it attractive and easy for buyers to browse and purchase.

Success is in the details

All of these advances are possible when listings include key information that can be reliably recognized and organized by search engines.

For products like consumer electronics, books, movies, and CDs, unique codes like UPC, EAN, and ISBN numbers provide a common language for manufacturers, wholesalers, and retailers—including eBay—to organize products into catalogs. *Continued on p. 6 >*

Women's Clothing

eBay > Fashion > Women's Clothing > Dresses

Fashion Shopping Profile

Save your size, favorite brands & other preferences so you can reuse easily.

Create New Profile

Size (Women's)

Regular	Petites	Plus	Juniors				
2XS	XS	S	M	L	XL	2XL	0
0	2	4	6	8	10	12	1
16	18	20	22				

Brand

ALL CATEGORIES

Dresses



SLEEVE STYLE



DRESS LENGTH



948,973 results found

Item

Get tips and tools for holiday success at ebay.com/holidayselling2011

Continued from p.5 >

When you include these codes in your listings and match your item to a product in the eBay product catalog, your listings can be found more easily by search engines including eBay, Google and Yahoo!

In categories such as Clothing, Shoes & Accessories, where unique identifiers and catalogs are less common, item specifics such as size, style, or color are being standardized to help shoppers hone in on what they want.

eBay's catalog and standardized item specifics are continually expanding to cover more and more inventory, and using them is required in more and more categories. Even when it's not required, this is the best way to get your items in front of the most interested buyers.

Capture buyers with more, **bigger** photos

Catch buyers' eyes and make the sale with **detailed photos that let your customers buy with confidence**—now it's easier than ever.

Boost your holiday sales with these product photo best practices:

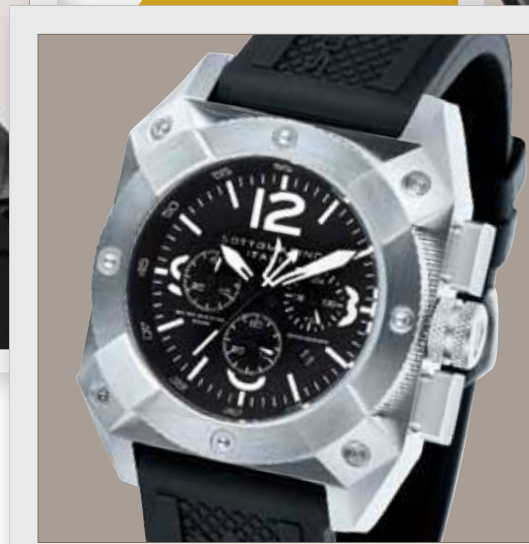
- ➔ Use clear, well-lit photos taken against an uncluttered background.
- ➔ Add multiple pictures to show all angles and details. Some categories offer up to 12 free pictures per listing—take advantage of every one of them.
- ➔ Increase your camera's image size setting to get the biggest pictures. Aim for 1600 pixels or more on the longer side.
- ➔ For items that aren't in perfect condition, use a picture of the actual item, not a stock shot. Clearly show any flaws to set buyer expectations.

Recent eBay research confirmed it: The bigger the photo, the more attention your listing will get. That's why the display size of pictures at the top of item pages has been increased to 400 or 500 pixels on the longer side, depending on the buyer's screen resolution. If the pictures in your existing listings were big enough, they were automatically increased in size.

The maximum size of pictures displayed in the Enlarge and Zoom features has increased now to 1600 pixels on the longer size—twice the resolution of the largest pictures eBay previously stored.

"WE SET UP OUR OWN PHOTOGRAPHY STUDIO ... WE ADD OUR OWN IMAGES, AND THAT'S PAID OFF EASILY."

—John Burger, Precision Time
(See John's story on p. 15)



Use **25 extra characters** in your title to help more buyers find your listing

Keywords are a key factor in the way Best Match determines which listings are relevant to a buyer's search.

Using more relevant keywords in your title increases the chances that more interested buyers will see it.

In September you'll have nearly 50% more space for keywords with the maximum number of characters increasing from 55 to 80.

» [Learn more at ebay.com/longtitle](http://ebay.com/longtitle)

Do's and Don'ts for hardworking titles.

DO

- ✓ Provide distinguishing information—highlight what's unique about your listing.
- ✓ Use subtitles for additional information like your return policy or "Free Shipping."
- ✓ Leave out punctuation marks and words strictly used for grammar. Remember: It's a title, not a sentence.

DON'T

- ✗ Waste characters with repeat information like "ipad I pad 32gb 32 gb." eBay search automatically checks for synonyms.
- ✗ Shout at buyers with all capital letters—it's off-putting to buyers and harder to read.
- ✗ Waste space with special characters or gimmicks like "I@@k." Buyers don't use these terms in searches.

CATALOG UPDATES

Leverage the new ways to shop in Fashion, Tickets, iPod & MP3 Players, GPS Navigation, DVDs, HD DVDs & Blu-ray and Textbooks.

» [Get step-by-step instructions for listing with the eBay catalog and the latest updates on which categories are required to be listed at ebay.com/catalog](http://ebay.com/catalog)

Get more tips for taking great pictures from the video and tutorial available on eBay. Find the links on ebay.com/superiorphotos

Holiday shipping

This year it's all about **FREE** and **FAST**

Holiday shoppers want to know they can enjoy the convenience of buying online **without paying a premium for shipping**.

As the holidays approach, shoppers also look for fast delivery—the promise of arrival before December 25. Offer both free shipping and expedited shipping to attract the most holiday shoppers. This year you'll get some extra rewards to boost your business.



Get 20% off your Final Value Fees for free expedited shipping with 1-day handling!

This year, eBay will give sellers a special reward for providing the services that keep buyers on eBay for all their holiday shopping—right up to the very last day. Starting on Thanksgiving Day and through December 25, you'll get 20% off* your Final Value Fees when you offer a free expedited shipping service with 1-day handling. If you're an eBay Top-rated seller, that's an extra 20% off on top of the discount you already get!

Get an added boost in Best Match

Best Match, the eBay default sort order, always factors in shipping costs and currently gives an extra boost to Fixed Price listings with free shipping. This season, sellers with a standard or above performance rating will get an added advantage in Best Match sort for their Fixed Price listings when they offer any of the three holiday services buyers want most—free shipping, an expedited shipping option with 1-day handling, and a 14-day or longer return policy. You get an incremental boost for each of the three services you offer so for maximum advantage, offer all three.

Print labels on eBay—now supports multiple orders

Pay for postage and print your shipping labels on eBay. Tracking information is uploaded automatically to eBay, and your buyer gets an email confirming their package has shipped. You can now pay postage and print labels for multiple orders at once. The shipping information is also used in your Automated Answers to help reduce buyer questions and appears when buyers leave feedback to help your shipping DSRs.

You can also manually upload tracking or use a third-party service like ShipWorks, ShipRush, Endicia, Stamps.com, or UPS WorldShip®.

GET DISCOUNTS FROM MAJOR CARRIERS.

Pass the savings on to your buyers.

One great way to boost profits from your holiday sales is to take full advantage of the carrier discount programs for eBay sellers. To win more sales, pass those savings on to your buyers.



UNITED STATES POSTAL SERVICE ➔ **eBay Top-rated sellers and Platinum and Titanium PowerSellers**—get Commercial Plus Pricing on many USPS® services when you pay for postage and print shipping labels on eBay with the USPS Savings Program. Bronze, Silver, and Gold PowerSellers also get Commercial Base discounts via eBay Labels. All eBay PowerSellers are eligible to receive Priority Mail® boxes delivered right to their home or office each month.

Save on short-distance shipping—cut the cost virtually in half with a USPS Priority Mail® Regional Rate Box™, available online only.



➔ **Sign up for UPS® discounts.** UPS Special Pricing Program for eBay Sellers and UPS Savings Program for eBay PowerSellers give eligible sellers discounts off the UPS Standard List Rates—up to 32% for air shipments, up to 25% for International shipments, and up to 23% for ground. The more you ship, the more you save.



➔ **Enroll now** in the FedEx Advantage® Savings Program for eBay Sellers and you could save 8% to 20% on eligible FedEx Ground® and FedEx Home Delivery® shipments and 25% to 37% on eligible FedEx Express® shipments. Your discount increases the more you ship with FedEx.

Stock up early and save on packing materials, too. Order free supplies from USPS, UPS, and FedEx including self-adhesive labels, packaging for air shipments, and more delivered to your door.

Learn more about the carrier discounts and services and how to sign up at ebay.com/shipdiscounts

You can also contact your carrier to find out if you qualify for negotiated rates.



Send joy to the world:

go

global!

Reaching out to the global market is one of the easiest ways to expand your business. The best way to test the waters—sell to Australia!



An easy starting point

A great place to test the water for international selling—and one of the fastest growing markets for eBay buyers and sellers—is Australia. When you're a Top-rated seller and you specify that you'll ship to Australia, your listings (in most categories) could be shown on the **ebay.com/au** website, reaching up to 6 million more buyers. There's no language barrier and no taxes or customs processing on almost all items under AU\$1000. Just complete the basic international customs declaration forms and your package is on its way.

A few tips for International shipping:

- ➔ Specify shipping destinations and rates. Use the "Shipping Details" section of your listings to clearly identify the regions or countries you ship to along with your shipping costs. The eBay Global Shipping Calculator makes country-specific pricing easier and more visible. Also clearly communicate any exceptions for international buyers on your warranties or return policies.
- ➔ Alert buyers to customs. Include a clear message that buyers may incur customs fees, duties, and taxes, in addition to possible delays.
- ➔ Offer shipping options. Many international buyers will pay extra for faster service or service with tracking. Others prefer a longer shipping time if it saves money, but they are all likely to feel more confident if you provide electronic tracking information.

No extra fees for International shipping

Remember that your Final Value Fee for International shipping will be based on the first domestic option if it's lower in cost than the International option—even if it's free shipping.

» **Learn more about International shipping at ebay.com/shipglobal**

* This Final Value Fee promotion does not apply to sellers with a below standard rating or to sales of items in any of the following categories: Professional Services, Classified Ads, Real Estate, Vehicle categories on eBay Motors, and the following Business and Industrial Capital Equipment categories: Tractors & farm machinery (91952), heavy equipment (25249), concession trailers, carts (67145), imaging and aesthetics equipment (92036), forklifts and other lifts (97185), manufacturing equipment (92080), metalworking equipment (92082) and commercial printing presses (26247). The Promotional Rate does not apply to items that list prior to 12:01 am (PDT) November 24, 2011, or after 11:59 pm (PDT) on December 25, 2011.

Boost sales with a great **return** policy

Give yourself a competitive edge with a generous return window and money-back option.



Offering a generous return policy—especially during the holidays—builds your reputation for great service and you'll likely be rewarded with repeat customers. As with free shipping, many sellers find that the increase in sales that comes with a confidence-inspiring return policy more than offsets the cost of handling returns.

Get a boost in Best Match

This holiday season, sellers with a standard or above performance rating get a boost for Fixed Price listings in Best Match, eBay's default sort order, for offering any of the three services buyers want most—a 14-day or longer return policy, a free shipping option, and an expedited shipping option with 1-day handling. You get an incremental boost for each one of the three services you offer.

Most buyers expect a reasonable post-holiday return window for their gifts: up to 30 days after Christmas for holiday gift recipients is ideal.

Next year, the 3- and 7-day return options will be retired—another reason to update your listings now before the holidays. Make sure you always specify money-back as one of your refund options—this will also be required next year. A new “Money back or exchange” refund option is now available when you list.

➔ **When you process a return, issue refunds or exchanges promptly** to satisfy your customer and get your inventory back in front of potential buyers sooner.

➔ **Of course, as always, you can specify “no returns accepted.”** But keep in mind only a very small percentage of items ever get returned. You can also take steps to reduce returns with great photos, clear descriptions, and quick answers to buyer questions.

» Learn more at ebay.com/returnsupdate

PROCESS RETURNS THE EASY WAY

Streamline returns with the Return Merchandise Authorization (RMA) Module from Kyoizou, an eBay Certified Provider. Kyoizou offers many helpful tools for eBay sellers. Manage claims, offer resolutions, track progress—all in one easy-to-use interface.

You can also automate and organize product return codes, authorizations, refunds, and discounts.

» Try it free by visiting ebay.com/kyouzou and clicking *Kyoizou* listed under *All in One Solutions*.



Holiday²⁰¹¹ Hotlist

ELECTRONICS

PRE-HOLIDAY (NOV 21–30)

- ➔ Notebooks (low/mid tiers)
- ➔ TVs (32", 42", 55" sizes, low/mid tiers)
- ➔ Tablets
- ➔ Home theater systems & accessories
- ➔ GPS devices
- ➔ Car stereos
- ➔ Digital cameras
- ➔ Pocket camcorders
- ➔ Monitors
- ➔ External hard drives
- ➔ Printers

HOLIDAY (DEC 1–24)

- ➔ Notebooks
- ➔ Computers
- ➔ TVs (32", 42", 55" sizes, mid tier)
- ➔ Home theater systems & accessories
- ➔ Tablets
- ➔ GPS devices
- ➔ Car stereos
- ➔ Digital cameras
- ➔ Pocket camcorders
- ➔ MP3 players
- ➔ Xbox, Wii, PS3, and 3DS game systems
- ➔ Cell phones & accessories

POST-HOLIDAY (DEC 25–31)

- ➔ Accessories
- ➔ Notebooks
- ➔ Headphones
- ➔ Tablets
- ➔ Computer peripherals
- ➔ Digital cameras
- ➔ Pocket camcorders
- ➔ Cell phones & accessories
- ➔ MP3 players
- ➔ Video games

TRENDS

- Tablets are replacing netbooks and low-priced notebooks.
- Hot new technologies include 4G cellphones, Android OS devices and smart TVs.
- New popular products to watch out for include the latest iPods and iPhones, iPad 3, Sony tablets, Sony PlayStation® Vita, and new models of digital cameras and home audio components.

CLOTHING, SHOES & ACCESSORIES

PRE-HOLIDAY (NOV 21–30)

- ➔ Women's UGG boots
- ➔ Men's Timberland boots
- ➔ Premium-brand outerwear (The North Face, Patagonia, etc.)
- ➔ Watches (men's & women's)
- ➔ Sunglasses (men's & women's)
- ➔ Diamond earrings
- ➔ Holiday party dresses
- ➔ Cold-weather accessories (gloves, scarves, hats)
- ➔ Cashmere

HOLIDAY (DEC 1–24)

- ➔ Denim pants and jackets
- ➔ Cashmere sweaters (men's & women's)
- ➔ Small leather goods (wallets and belts, men's & women's)
- ➔ Knit tops
- ➔ Men's polo shirts & sweatshirts
- ➔ Women's cut & sew tops (J. Crew, Anthropologie)
- ➔ Sleepwear & robes (men's & women's)
- ➔ Men's boxers
- ➔ Women's intimates
- ➔ Graphic tees (men's & women's)

POST-HOLIDAY (DEC 25–31)

- ➔ Handbags and carryalls (men's & women's)
- ➔ Denim pants and jackets
- ➔ Cashmere sweaters (men's & women's)
- ➔ Women's jewelry
- ➔ Sunglasses (men's & women's)

TRENDS

- The fashion world has taken to mixing high and low price points in merchandising and styling. *Lucky* magazine calls it “Splurge v. Steal” while British *Vogue* coined the phrase “More Dash than Cash.”

TOYS & GAMES

PRE-HOLIDAY (NOV 21–30)

- ➔ Lionel model trains
- ➔ Star Wars
- ➔ Transformers
- ➔ Pretend Play
- ➔ Leapfrog Leapster, TAG
- ➔ Toy cameras and MP3 players
- ➔ Hello Kitty plush dolls
- ➔ Barbie Collector 2011
- ➔ Sesame Street wind-up toys
- ➔ LEGO sets

HOLIDAY (DEC 1–24)

- ➔ Cars, trucks, and vans
- ➔ LEGO sets
- ➔ Radio-controlled vehicles
- ➔ Magic: The Gathering cards
- ➔ Yu-Gi-Oh!
- ➔ Star Wars
- ➔ Military action figures
- ➔ Thomas the Tank Engine
- ➔ Stuffed animals
- ➔ Pillow Pets

TRENDS

- Keep an eye on movie and cartoon releases. Upcoming: Star Wars, Cars 2, Transformers, Winnie the Pooh, The Smurfs, The Muppets, Marvel superhero movies

» **Get the latest product trends in the frequently updated Holiday Selling Guide at ebay.com/hotlist2011**

Holiday Hotlist continued on p. 14 >>>

 = Key dates

SEPTEMBER

Nail down your holiday business strategy now. Factor in your inventory, marketing, fulfillment and returns processes, customer service, staffing, and more.

5
Labor Day

11
National Grandparents' Day

Patriots' Day
(MA & ME only)

14

Watch for new **eBay consumer TV & digital ads**

23
Fall Equinox

28-30

Rosh Hashana–Jewish New Year

SAVE BIG from Thanksgiving through Christmas

➔ **Get 20% off Final Value Fees for free expedited shipping with 1-day handling!**

(For Top-rated sellers, that's an additional 20% off!)
See p. 8 for details

OCTOBER

5
World Teachers' Day



10

Columbus Day



17
Boss's Day



24
United Nations Day



31

Halloween



NOVEMBER

1

Begin **your** holiday promotions

eBay consumer marketing campaign picks up steam in November and December.

6
Daylight Savings Time ends

11
Veterans Day

20
Universal Children's Day

24

Thanks-giving Day

Online retailers launch Black Friday specials on Thanksgiving or earlier.



25

Black Friday

The biggest retail shopping day of the year—be ready to compete with your best deals.

26
Al Hijra/ Muharram—Islamic New Year

28

Cyber Monday

One of the busiest online shopping days of the year. Consider extending promotional events over several days.

DECEMBER

16

4th Annual Free Shipping Day

More than 1,500 online merchants offer free shipping with delivery by Dec. 24. Get onboard!



21–28
Hanukkah

22
Winter Solstice

24
Christmas Eve

25

Christmas Day



26
Kwanzaa (until Jan. 1)

31
New Year's Eve

JANUARY

Offer great deals to attract buyers using eBay Gift Cards and after-Christmas bargain hunters. Use **Markdown Manager** for post-holiday promotions. See p. 4.

Visit our **2011 Holiday Selling Guide** for updates and more ways to boost your holiday sales. Go to **ebay.com/holidayselling2011**

2011 Holiday Hotlist

HOME & GARDEN



PRE-HOLIDAY (NOV 21–30)

- ➔ Stand mixers
- ➔ Coffee & espresso makers
- ➔ Food processors
- ➔ Blenders
- ➔ Juicers
- ➔ Toasters & toaster ovens
- ➔ Slow cookers
- ➔ Rice cookers
- ➔ Other small kitchen appliances
- ➔ Cookware
- ➔ Luggage
- ➔ Cutlery
- ➔ Power tools

HOLIDAY (DEC 1–24)

- ➔ Small kitchen appliances
- ➔ Cookware
- ➔ Luggage
- ➔ Cutlery
- ➔ Sheet sets
- ➔ Duvets
- ➔ Down comforters
- ➔ Bath towels & towel sets
- ➔ Bar tools & accessories
- ➔ Glassware (wine/champagne/highballs)
- ➔ Jewelry boxes

POST HOLIDAY (DEC 25–31)

- ➔ Small kitchen appliances
- ➔ Cookware
- ➔ Luggage
- ➔ Sheet sets
- ➔ Down comforters

POST HOLIDAY (DEC 25–31)

- ➔ Fragrances
- ➔ Lotion & soap gift sets
- ➔ Skin care
- ➔ Hair appliances
- ➔ Electric shavers
- ➔ Nutritional supplements

MOTORS



BLACK FRIDAY (NOV 25)

- ➔ Seat covers
- ➔ Keyless entry fobs
- ➔ Floor mats & carpets
- ➔ Power tools
- ➔ Hand tools

WINTER TRAVEL SEASON (NOV 1–DEC 15)

- ➔ Snow chains
- ➔ Car covers
- ➔ Navigation systems
- ➔ Headrest DVD players
- ➔ Luggage racks

HOLIDAY GIFTING (DEC 15–31)

- ➔ Power tools
- ➔ Toolboxes
- ➔ Hand tools
- ➔ Sockets & ratchets
- ➔ HD helmet cameras

HEALTH & BEAUTY



PRE-HOLIDAY (NOV 21–30)

- ➔ Fragrances
- ➔ Lotion & soap gift sets

HOLIDAY (DEC 1–24)

- ➔ Fragrances
- ➔ Lotion & soap gift sets
- ➔ Hair appliances
- ➔ Electric shavers

TRENDS

- Navigation/GPS sales are dropping due to smartphone navigation becoming more widespread
- Popular holiday tools (e.g., Sears, Craftsman) are harder to secure after September

COLLECTIBLES



DECORATIVE COLLECTIBLES

- ➔ Ornaments
- ➔ Figurines
- ➔ Nativity sets
- ➔ Christmas villages
- ➔ Brands:
 - Swarovski
 - Hallmark
 - Department 56
 - Hummel Goebel
 - Lladro
 - Lenox
 - Enesco
 - Precious Moments
 - Christopher Radko

HOLIDAY & SEASONAL COLLECTIBLES

- ➔ Ornaments
- ➔ Figures
- ➔ Artificial trees
- ➔ Yard décor
- ➔ Nativity items
- ➔ Villages & houses
- ➔ Nutcrackers
- ➔ Stockings
- ➔ Tree toppers
- ➔ Tree stands & skirts
- ➔ Inflatable outdoor decorations
- ➔ Christmas lights
- ➔ Branded stockings and other decorations (e.g., Disney, Harry Potter)

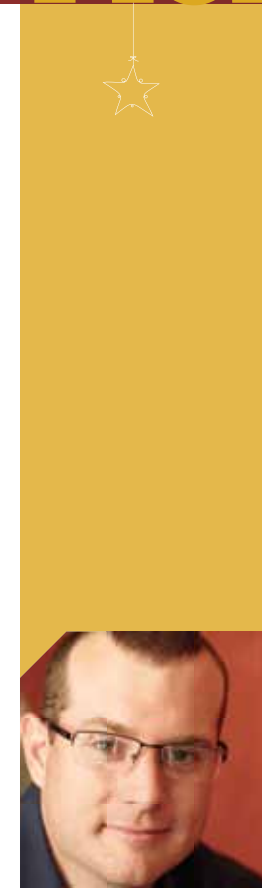
TRENDS

- Newer items that will likely become collectibles in the future
- Collectible brands like Swarovski and Hallmark that release annual editions of ornaments and figurines
- Ornaments designed in a vintage style, or in bright, whimsical colors

<<< **Holiday Hotlist** continued from p. 11

Holiday Stars

FEATURE STORY



JOHN BURGER,

Ecommerce and Online Marketing Director of Precision Time, has effectively blended ecommerce with his company's chain of 100+ retail stores to double their business.



Two Top-rated sellers offer real solutions for success during the biggest retail season of the year and beyond.



BEN FEDERMAN,

owner of 1saleaday, knows firsthand that free shipping, stellar customer service, and great deals can really pay off: More than 70% of his business comes from repeat customers.

If you put ten random eBay sellers in a room, you'd find that they're just as diverse as the buyers on eBay. PowerUP interviewed two of eBay's fastest growing sellers to find out how they manage their businesses to drive sales and win loyal customers during holiday crunch times. While they used many of the same strategies, there were also some interesting differences.

Read their stories to see how they thrive even against increased competition, how they meet buyer expectations while dealing with short-term fluctuations in staff, warehouse space, customer support, and more. Let these "Holiday Stars" provide a guiding light for your business growth during the holidays and beyond.

CONTINUES →

» Get the latest product trends in the frequently updated Holiday Selling Guide at ebay.com/hotlist2011

Holiday Stars



▲ John Burger, Precision Time.

John Burger, Ecommerce and Online Marketing
Director of Precision Time (*user ID: precisiontimeco*),
 has effectively blended ecommerce with his
 company's chain of nearly 100 retail stores
 to double their business.

Precision Time is a 20-year-old company founded by an enterprising watch maker who carved out a niche offering both sales and repair services in shopping malls. Today the company manufactures its own Sottomarino brand of watches and has grown to nearly 100 locations in malls throughout the U.S. In 2008, John Burger was given the challenge of setting up the company's online sales channel to complement its retail business.

The original focus for online marketing was building the Precision Time and Sottomarino brands, with the expectation that retail sales would follow. Then, in 2010 the company opened an eBay store as an online sales channel—and it worked. “In the last year especially, it's just exploded for us. Our sales online have gone up about 200% year over year. Sottomarino has become a real brand competing with other major watch brands in the market. It's our best-selling brand in our retail stores, too.”

“WE HAVE A 30-DAY MONEY-BACK GUARANTEE ... I THINK ONLINE IT'S ALL ABOUT BUILDING CONFIDENCE.”

An eBay Top-rated seller, precisiontimeco now meets the demands of thousands of online shoppers. Burger and Precision Time credit a combination of best practices for driving their huge growth, including excellent customer service, free shipping, and very detailed listings.

Showcasing great merchandise

Burger creates listings to mirror the retail experience in the store, using high-quality photographs taken in their studio to help sell the product and cut down on customer questions. “We've also started doing videos. I get on camera and go through the different functions and features. You can see how big the watch is and what it looks like.”

“If a watch has a sapphire crystal, I'll take 40-grit sandpaper and rub it all over the crystal to show that it doesn't scratch.

“We used to get a lot of buyer questions, especially on Daily Deals, but the number has shrunk quite a bit. Since we added YouTube video reviews to our listings we saw a 30% increase in Daily Deal sales. Visitor counts and time spent on the listings increased as well. Video is as close to being in the store as you're going to get online, and it's made a big difference.”

Reaching international buyers

Burger sees international sales as the company's future. “We have house brands that aren't available anywhere else. We get inquiries from Canada, Mexico, the United Kingdom, Germany—people wanting the watches. So we have started going international. Since we started offering international shipping in June 2011, international sales now make up over 50% of our total eBay sales. We expect continued growth—it's been a huge boost to our profitability and branding internationally.”

Fostering customer confidence

In the area of customer service, Burger estimates that Precision Time is above average. “We stay on top of it. Sometimes we answer questions within 2 or 3 minutes after we see them pop up.”

They also understand that making the customer feel safe is key for online sales. “We have a 30-day money-back guarantee return policy. That lets people shop with confidence. I think online it's all about building that confidence.”

Free Shipping drives sales increase

This year, Precision Time began offering free shipping as well as expedited shipping options for an additional charge. “Free shipping tightens the margins a bit, but with the increased volume, it's worth it. Customers are very thankful for it, and it's made a big impact in our sales and in our DSRs. When we started offering free shipping, in Q2, sales increased 350% over the first quarter.”

Precision Time uses eBay Certified Provider ShipWorks to make sure their shipping process runs smoothly, and customers get tracking information on their items automatically. “It's integrated with eBay and integrates with our own website, and that makes the packing and shipping process very streamlined.”

Offering and promoting deals

Burger attributes much of the company's success to its ability to offer and promote Daily Deals. “We wanted to take a shot at the Daily Deal—we weren't sure what it would really do for us. It took us a while to work up enough inventory to be able to offer them, but now we've had a lot of success. It increased traffic to our eBay store and, surprisingly, into our retail locations as well.”



Using social media

“We have a decent-size social media following. We go on Facebook and Twitter every day to tell people about deals in our stores or on eBay. We also do frequent contests. For every repost or re-tweet someone does, we enter them into a drawing, and at the end of the day, we give away a watch. It gets people talking about the Daily Deal, and that builds up traffic to our listings. It also builds up links to help our search engine optimization. We see a bump in sales every time we do that.”

“FREE SHIPPING TIGHTENS THE MARGINS A BIT, BUT WITH THE INCREASED SALES VOLUME, IT'S WORTH IT. WHEN WE STARTED OFFERING FREE SHIPPING IN Q2, SALES INCREASED 350% OVER THE FIRST QUARTER.”

Planning for the holidays

Because of volatility in supply in their line of business, the company's merchandising team has to stay well ahead of the market, so they have the right products at the right time. “About six months in advance, we make sure we're stocked correctly. For us, staying ahead of the trends really matters.”

What has really made Precision Time's eBay Store successful is great customer service. According to Burger, the basics drive success. “Offering free shipping, having a 30-day return policy, having videos, and really good listings ... anything you can do to help the customer shop with more confidence.”

Get more solutions for a successful season in our
 2011 Holiday Selling Guide at ebay.com/holidayselling2011

Free shipping, stellar customer service, and great deals can really pay off: Just ask Ben Federman (*user ID: 1saleaday*), who gets more than 70% of his business through repeat customers.

Ben Federman, owner of 1saleaday.com, sells everything from electronics to jewelry to kids' merchandise. But everything he sells has one thing in common: It's a great deal. "Once you build up your clientele," says Federman, "you can buy larger volumes, and that's where you really get the savings. We buy so many of whatever we're selling that we're able to buy at ridiculously low prices and sell at up to 90% off suggested retail."

But it's more than just great deals that keeps his customers coming back for more. Federman's company has earned a loyal following with a strong commitment to their customers that shows in everything they do, including free shipping and a no-questions-asked return policy. Their quality control department ensures the company—and their customers—can feel confident in the products they're shipping out the door. "We don't even bother with items that aren't brand name and that don't come directly from manufacturers or from authorized direct distributors."

A self-professed gadget geek, Federman feels one of the secrets to successful selling on eBay is doing the research and having a feel for what excites people. "Once you know your customers and they know you, it's almost like you want the same type of item that they want. When I'm excited about a product, I'm pretty sure my customer is going to be as well."

Federman's advice for making the most of the holiday buying season is simple: "Plan ahead and be prepared." But adopting some of his company's practices is just good business all year round.

Always free shipping

Federman's customers know that a deal is a deal, and that they'll never be surprised by high shipping costs: "From day one, we've always had free shipping on everything. There's just something nice and round about the fixed number. You'll pay exactly the price that's on the listing, and there are no hidden charges."

CONTINUES →



▲ Ben Federman, 1saleaday

"FROM DAY ONE, WE'VE ALWAYS HAD FREE SHIPPING ON EVERYTHING. THERE'S JUST SOMETHING THAT'S SO NICE AND ROUND ABOUT THE FIXED NUMBER."



Expedited holiday shipping

Although he doesn't usually offer expedited shipping, Federman makes an exception during the holidays when customers need to get their gifts in a hurry: "When it gets closer to the end of December, it's crunch time so we do offer the expedited shipping option then."

Smart shipping practices

Federman has supercharged his shipping practices to keep everything running smoothly: "We use UPS WorldShip™, and every buyer gets a tracking number for every item that ships out. In order to offer free shipping, you have to get a good rate on shipping, and we have a wonderful setup with UPS and the Post Office." It can streamline international shipping, too—Federman says his company's market increased an extra 10%–15% when they started shipping internationally.

Keeping customers happy

For 1saleaday, the relationship with the customer doesn't end with the sale: "If you have any issues, we deal with it right away. If you have any questions, or if—heaven forbid—you got a defective item, we'll send you a new one or we'll refund your money in full."

Federman has won a lot of loyalty through his no-questions-asked return policy. While his official policy is 14 days, his loyalty to the customer extends beyond any deadline: "We never turn down a customer. 'Sorry, you're too late' does not exist in our vocabulary."

Saving customers money

Federman understands that customers don't want to pay full price, especially given the current state of the economy. "No matter what price I list, my customers know it's the best price I could give. And it's not just 'probably' the best price; it is the best price out there. It's always rock bottom. Always, always, always."

Connecting with customers

With more than 200,000 fans and growing on Facebook, 1saleaday is connecting with customers and building a strong community. "We promote our deals, and we have all these cool, fun contests, competitions, and other things going on," says Federman. "A photo of my brother wearing a suit and flip-flops got more than 100,000 clicks. People obviously like a good deal, but when they see that you're being honest about who you are, they appreciate it, they enjoy it, and they become part of your community."

EBAY HALL OF FAMER Danna CRAWFORD ON THE POWER OF SOCIAL MEDIA



eBay Hall of Famer and Top-rated seller Danna Crawford (*user ID: danna*) started out selling Beanie Babies in 1997.

As eBay (and her competition) grew, she recognized that she needed to expand her inventory and work smarter to get people to notice her and her items.

"I concentrated on marketing and learning how to generate traffic to my eBay store and eBay listings. Today, I use the power of social media."

Danna feels that the mistake many sellers make with social media is not engaging buyers.

"They keep sending things out to Twitter and Facebook, but they don't actually socialize with anybody. They don't connect. I prefer to interact and socialize. I'll even re-tweet listings from fellow eBay sellers. It's important to be active, and not make it just about me, but more about the community."

An eBay Education Specialist, Danna also engages her customer base by creating educational DVDs that are specific to eBay. "They teach different things like how to market your eBay business, how to list an item, how to sell, how to become a trading assistant." Danna donates 10% from the sales of these DVDs to charity through eBay Giving Works. "It's like having the holiday spirit—the spirit of giving—all year long."

This holiday season, she can't stress enough the power of good communication. "It's all about the trust factor. Gain trust by communicating. Touch base, thank your customers for shopping, and never beg for feedback. If you've done your job well, you won't have to ask."

Ring in the holidays in the exploding mobile marketplace

M-commerce—people buying and selling on mobile devices—is on track to reach **\$119 billion by 2015** and eBay is leading the way!

In March of this year, more than half a million buyers per week purchased using eBay Mobile apps. Mobile search gives buyers a quick way to find items and refine results based on category, condition, buying format, and more. Increasing numbers of buyers are using smartphones to search, compare, and buy merchandise from wherever they are, 24/7.

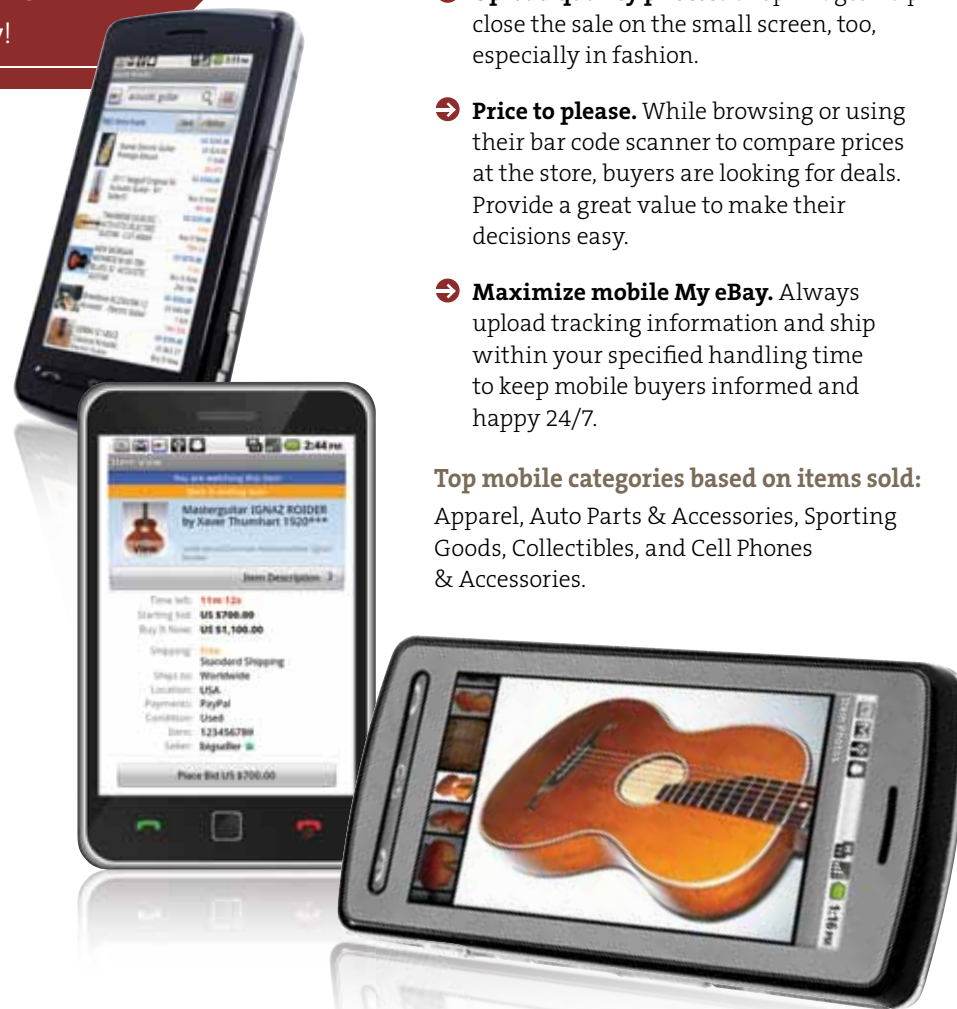
The great news is all your eBay listings are automatically included in mobile search results. eBay adjusts how your listings display for each platform so you can cash in.

Mobile for sellers

If you haven't used any of the eBay Mobile apps, you might think it's only for making the occasional change to a listing—but not so! Sellers are using their mobile phones to list upwards of 600,000 items per week, and growing.

Learn how you can use your mobile phone to make holiday selling easier and cash in on this exploding market.

» Go to ebay.com/mobile



To conquer the mobile market:

- ➔ **Upload quality photos.** Crisp images help close the sale on the small screen, too, especially in fashion.
- ➔ **Price to please.** While browsing or using their bar code scanner to compare prices at the store, buyers are looking for deals. Provide a great value to make their decisions easy.
- ➔ **Maximize mobile My eBay.** Always upload tracking information and ship within your specified handling time to keep mobile buyers informed and happy 24/7.

Top mobile categories based on items sold:

Apparel, Auto Parts & Accessories, Sporting Goods, Collectibles, and Cell Phones & Accessories.

Protecting buyers & sellers

The prominent display of the eBay Buyer Protection logo on the home page and item pages has made a significant impact on eBay sales. **The eBay Buyer Protection logo not only inspires confidence in buyers, it also provides these important safeguards for sellers too:**

- ➔ A buyer can only file a case under reasonable conditions—when an item is not delivered or is significantly not as described and the case is submitted within 45 days of the payment date.
- ➔ You are notified immediately by email in your My Messages inbox and in the email account you have on file with us whenever a buyer opens a case. Watch for these emails and resolve the problems quickly.
- ➔ Protection for your performance rating: Starting August 31, if a buyer doesn't contact you by member-to-member email before opening a case—or contacts you but doesn't give you at least 2 business days to respond, the case will be removed from your record. Note: For this protection, your performance rating must be standard or above and the case resolved prior to escalation or time-out.
- ➔ You're protected in an item not received case if you ship within your stated handling time and upload tracking information to eBay. Print your shipping label on eBay and tracking is uploaded automatically.
- ➔ Customer Support review: If you're unable to satisfy a buyer despite your best efforts, you can ask eBay Customer Support to review the case.
- ➔ Worn or damaged returns: When a returned item is not in the same condition in which the buyer received it, you can appeal the decision.
- ➔ Of course, any case found in your favor is removed from your record.
- ➔ Report buyer abuse! If you suspect a buyer is abusing the system or breaking the rules, report it and eBay will take action. Click the "Report a problem with your buyer" link in your Seller Dashboard or in the Resolution Center (available from the Support tab on any eBay page). Your Seller Dashboard also shows the number of times feedback and Buyer Protection cases were removed from your account as a result of your report and the eBay detection systems.



eBay Buyer Protection
Covers your purchase price plus original shipping.



▲ eBay Buyer Protection covers your purchase price + original shipping—it's fast, easy, and free!

Now post listings STRAIGHT FROM YOUR ANDROID

Android users love the convenience of managing their eBay selling account and editing their listings on the go. Now, you can create listings right from your phone.

Choose one of two ways to create your listing:

- ➔ **Manual listing:** Take a picture with your phone and add a short description. It's that easy!

- ➔ **Automated listing:** Scan the bar code on the item you want to sell, and all the information will automatically fill in.

Quickly research sales trends, list items, manage sales, and offer great customer service from virtually anywhere.

eBay Mobile apps are now available for the Android, iPhone, iPad, BlackBerry, and Windows 7 Phone. More are on the way. Get details and directions on how to get them at ebay.com/mobile

eBay Top-rated seller: symbolizing excellence

Your eBay Top-rated seller badge tells the world that **you have a solid track record for quality and service.**



Earning and keeping Top-rated status is one of the top things you can do to maximize your holiday sales.

As an eBay Top-rated seller you get:

- ➔ A 20% discount on the item price portion of your Final Value Fee
- ➔ A boost in Best Match search results for Fixed Price listings
- ➔ The opportunity to have your listings appear in the “Best deal from a Top-rated seller” box when you list with the eBay catalog

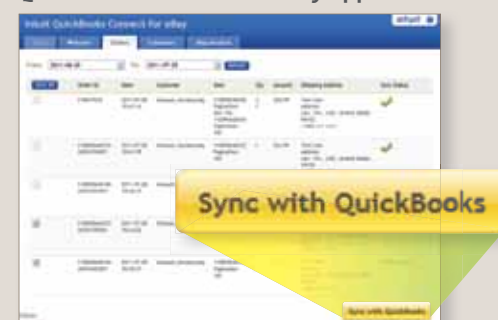


▲ Track your progress toward eBay Top-rated seller status in your Seller Dashboard.

Manage your finances—including your eBay orders—using QuickBooks®



Save time and eliminate errors with the Intuit QuickBooks Connect for eBay app.



Now you can seamlessly send your eBay sales orders directly into QuickBooks, automatically importing your items sold, buyer information, and associated seller fees.

QuickBooks is the number one financial application for small businesses, and the Intuit QuickBooks Connect for eBay app works with QuickBooks (Pro, Premier, Enterprise)* and QuickBooks Online (Essentials, Plus) to help you:

- ➔ **Organize** your finances in one place without manual data entry.
- ➔ **Track** your sales and expenses.
- ➔ **Keep** your eBay sales data as long as you use QuickBooks.
- ➔ **Specify** which eBay sales activity to send to QuickBooks.

*Data integration with QuickBooks Online (Essentials, Plus) is available now. Data integration with QuickBooks (Pro, Premier, Enterprise) will be available in early Fall 2011.

» Try it **FREE** for 30 days! Go to ebay.com/QBapp

2011 Top Tips for holiday success

Spurred on by a multimillion dollar ad campaign and the explosion in mobile commerce, expect more buyers than ever to flock to eBay this year for holiday purchases. Here's a quick list of the top things you can do to increase your share of the sales:

1

Become an eBay Top-rated seller.

Top-rated sellers are winning an increasing share of sales thanks to a confidence-inspiring badge and automatic boost in search results. A 20% discount on Final Value Fees goes right to your bottom line. *Learn more on p. 22.*

2

Price competitively.

To get your items considered above the rest, price them right. Keep an eye on completed listings to see what items like yours are going for and watch your competitors. List your Auction-style items with a low start price to stimulate bidding.

3

Offer free and fast shipping options.

Two key holiday services buyers look for are free shipping and expedited shipping. Offer both options and know your carrier delivery deadlines. Take advantage of carrier discounts and new seller incentives. *See p. 8.*

4

Offer a good return policy.

30 days is ideal. Make it clear and buyer friendly so people feel secure shopping with you. Consider offering a 100% satisfaction guarantee. Get a boost in Best Match for offering top buyer services. *Learn more on p. 10.*

5

Process orders quickly.

Specify your handling time as 1 day. Streamline your shipping by paying postage and printing labels on eBay—you can now print labels for multiple orders at once with eBay Label Printing. Consider QuickBooks or other third-party applications to track your sales and expenses. *See p. 22 for information on QuickBooks.*

6

Give prompt customer service.

Handling concerns quickly helps you turn a buyer with an issue into a loyal customer. Always respond within two business days. Use eBay member-to-member email—this protects you by documenting your communications with eBay in the event of a dispute.

7

Use all 80 characters in your listing title.

The first week in September you'll have 80 characters for your titles so add more relevant keywords to help more interested buyers find your listings. Use your subtitle to highlight the distinguishing elements of your service like free shipping and favorable return policies. *Learn more on p. 6.*

8

List with the eBay catalog whenever it's available.

Listing with the eBay catalog makes your job easier and provides a more exciting and easy-to-use shopping experience for buyers. Item specifics are automatically included in your listing, saving you time, reducing questions, and leading buyers to your item faster. In some categories, listing with the catalog is required whenever there's a match.

9

Use multi-variation Fixed Price listings

when you have an item available in different variations such as color and size. You'll save time and listing fees and help improve your listing performance. Be sure to track your inventory so you don't run out—you can always add inventory even after the listing has a sale.

10

Use bigger photos.

Reduce buyer questions, returns and item not as described cases by using large, high-resolution images. Images can now be 1,600 pixels on the longest side. Add more photos, too, showing details and different angles. *See p. 7.*

11

Show buyer savings with Markdown Manager.

Free with your Store subscription, Markdown Manager lets you offer discounts and the original price of your item will appear crossed out beside the sale price. It's great way to get your listing chosen over others.

12

Accept best offers.

Add Best Offer to your Fixed Price listing if it's available in your category. Buyers shopping for the holidays can cut the auction short, buy what they want, and cross it off their list. You can set it up to accept or decline offers automatically. Many times, those offers will get you very close to your asking price.

Boost profits with the right fee package.

If you're gearing up to sell more over the holidays, you may want to subscribe to an eBay Store or upgrade your current subscription. A handy tool lets you enter your selling activity to see the best deal for your business. » Go to ebay.com/feeillustrator

BIG NEWS

for holiday shipping

Get **20% off**
Final Value Fees for
1-day handling and free
expedited shipping!

(For Top-rated sellers that's an
additional **20% off!**)

Plus, save **BIG** with
great carrier discounts

- ➔ New USPS® Savings Program
for PowerSellers
- ➔ UPS® discounts for all sellers
- ➔ FedEx Advantage® for all sellers

Get a boost in **Best Match** when you
offer any of the services holiday buyers
want: free shipping, an expedited shipping
service with 1-day handling, and a 14-day
or longer return policy.

» See p.8 for details.



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