

# Marketing & Growth tools

ebay

For sellers, by sellers

  
all ears

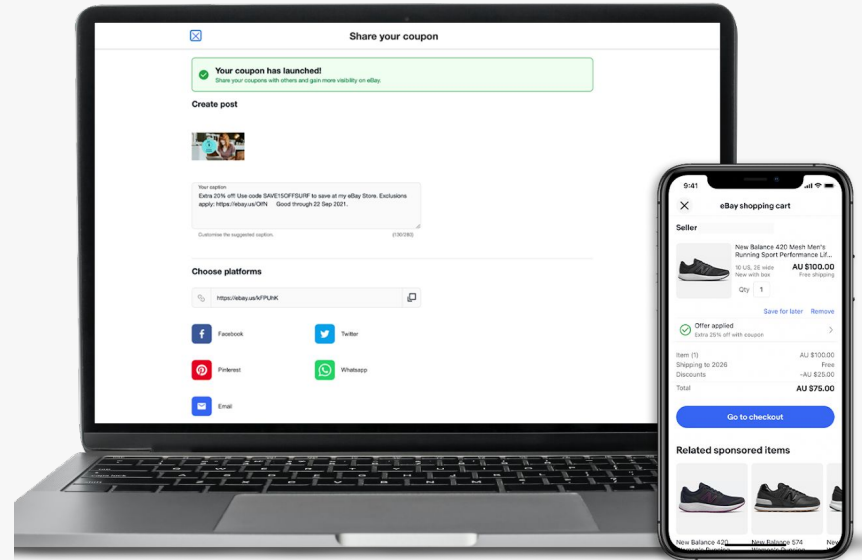
# Marketing tools help you attract buyers and build customer loyalty



Drive sales, increase average order size, and clear old stock

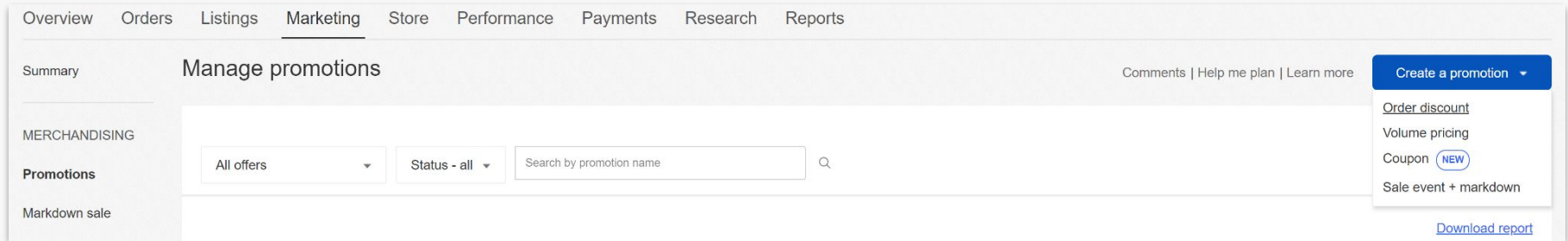


Manage campaigns while controlling your budget and margins



## There are four tools available through Promotions Manager:

1. Order Discount
2. Volume Pricing \*
3. Coupon
4. Sale event + markdown



The screenshot shows the eBay Promotions Manager interface. At the top, there are navigation tabs: Overview, Orders, Listings, Marketing (selected), Store, Performance, Payments, Research, and Reports. Below the tabs, the main heading is "Manage promotions". To the right of the heading are links for "Comments | Help me plan | Learn more" and a blue "Create a promotion" button with a dropdown arrow. The dropdown menu is open, showing four options: "Order discount", "Volume pricing", "Coupon" (with a "NEW" badge), and "Sale event + markdown". Below the heading, there is a search bar with "All offers" and "Status - all" dropdowns, and a search input field with the placeholder "Search by promotion name" and a magnifying glass icon. On the left side, there is a sidebar with "MERCHANDISING" and "Promotions" selected. At the bottom right, there is a link for "Download report".

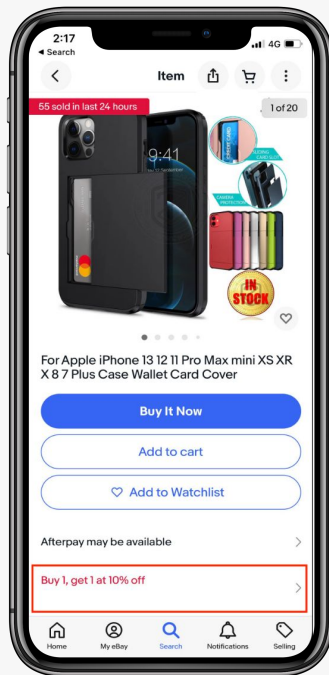
\* Volume Pricing is available for all sellers - a store subscription is required to enable Order Discount, Coupon, and Sale event + markdown





## Offer discounts based on order size and spend with Order Discount

- ✓ Create promotions such as a percentage off an additional item
- ✓ Create buy one, get one free promotions



Minimum spend

Extra AU \$ 10 off AU \$ 50 or more

Extra 20 % off AU \$ 50 or more

Save AU \$ 10 for every AU \$ 50

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Minimum quantity

Extra AU \$ 10 off 3 or more items

Extra 20 % off 3 or more items

Save AU \$ 10 for every 3 items

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Buy one, get one

Buy 1, get 1 free

Buy 1, get 1 at 20 % off

Buy 1, get 1 free (one per transaction)

Buy 1, get 1 at 20 % off (one per transaction)

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No minimum purchase

Extra AU \$ 10 off

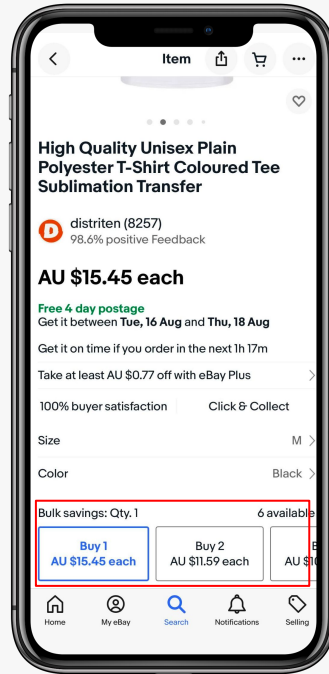
Extra 20 % off

Extra AU \$ 10 off each item



## Offer tiered discounts with Volume Pricing

- ✓ Create discounts for buyers who purchase multiple quantities of a single item



### Set tier pricing

Offer name\*  90/90  
This won't be visible to buyers.

Pricing tiers\*

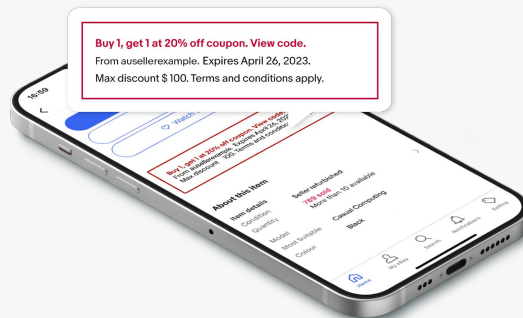
Buy 1 item, no discount		
Buy 2 or more and save	10	% off each item
Buy 3 or more and save	15	% off each item
Buy 4 or more and save	20	% off each item

Inventory\* [Add inventory](#)  
 Apply discount to single item only



## Offer exclusive discounts with coded Coupons

- ✓ You can make your coded Coupon publicly visible on your eBay listings, or private to share how you would like
- ✓ Control your budget and margins



### Coupon code

Enter a code buyers can use during checkout to receive the discount.

Coupon code

Codes must be unique. 0 / 15

Offer name

This won't be visible to buyers, but helps you track your promotions. 0 / 60

### Private or public

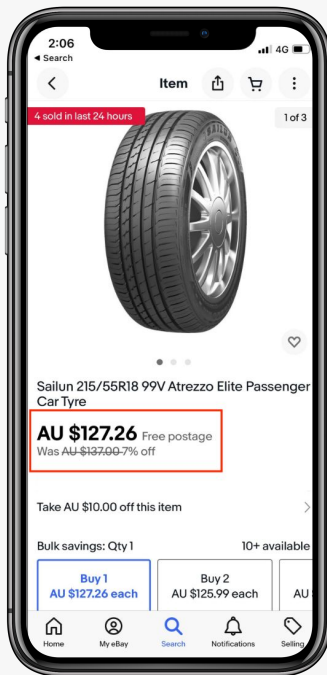
This determines who can find your coupon and who can use it.

- Private coupon** ⓘ  
Anyone can use this code, but it won't be posted on eBay. It's yours to share however you'd like.
- Public coupon**  
Anyone can find this coupon code on eBay and use it.



## Markdown an item's price with a Sale Event

- ✓ Discount sale items and display a markdown of your original price
- ✓ Stand out from your competition and increase conversion



### Choose your discount

Discount + sale event  Take  % off each item

[Add another discount level](#)

Take AU \$  off each item

Offer free postage for all discounted items  
(applies to first domestic postage service)

Sale event only [?](#)  Save up to  %

# Use volume and price to determine what tool works best for you





# eBay Assistant can guide you through Promotions Manager

Shop by category  All Categories Search Advanced

Seller Hub Messages (1) | Seller Help

Overview Orders Listings Marketing Store Performance Payments Research Reports

Create a sale event Tell us what you think ?

Set discount Select items Review & launch

### Review your sale event

Sale event name\*

This will not be visible to buyers. 56/90

Discount type and items Take 15% off each item 441 items selected Add  
Remove items

Include skipped items when they qualify

Keep items in this sale and block revisions for price increases ⓘ

Date range\* 10 Aug, 2022 5:30pm AEST — 24 Aug, 2022 12:00am AEST

[Show retail calendar](#)

### eBay Assistant

**Did you know?**  
Buying items on sale makes buyers feel like they're saving more than they're spending.  
[Learn more](#)

**How does it work?** →


**Choose your discount**  
Choose how the item discount will look — in percentage or in dollars. Example: Take 30% off each item or take \$10 off each item. Click "Add another discount level" to select up to 10 levels of discounts in a single Sale Event. This is especially useful for seasonal sales, when discounting a large part of your inventory.

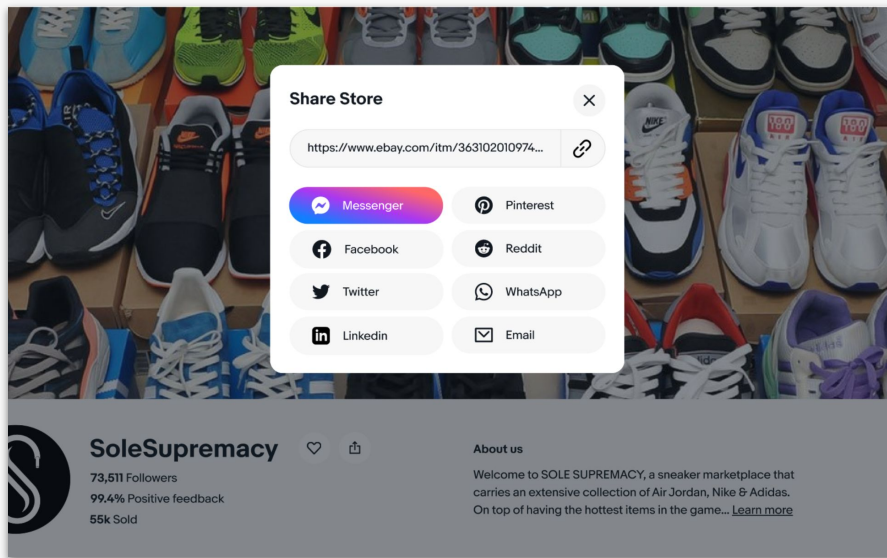
**Select items, Create rules**  
Click the Select items button at the bottom right corner of the page to add items to your listings. You can choose inventory for each level of discount that you decide. [Learn more](#)





## Share your listings and increase visibility

- ✓ Engage buyers by leveraging your existing marketing channels
- ✓ Share your inventory and storefront using the **Share** buttons or  widgets





# Buyer Groups

- ✓ Send coupons or campaigns to specific groups of buyers
- ✓ Offer targeted discounts without lowering your item's price
- ✓ Select groups based on period of last purchase and buying category

Create a buyer group ebay ?

**Most recent purchase**

Select date range  
More than 31 days ago

**Group buyers by the period of last purchase**  
Explore your transaction history to identify lucrative intervals.

**Select categories**

Items purchased in  
All inventory

**Unique coupons for specific categories**  
You can sort your buyers based on their purchase history in eBay categories.

**Buyer group summary**

Group name  
We recommend keeping the name short 0 / 60

**Approx. 1,000**  
Today's buyer estimate ⓘ

Buyer group name

Last purchase  
More than 31 days ago

Today's buyer estimate: **Approx. 1,000**

Cancel Save buyer group



# Store Newsletter

- ✓ Create and send email campaigns with easy to use templates
- ✓ Let customers know about your sales, promotions, and new products you're selling
- ✓ Increase traffic to your store and build a community of repeat buyers

**What's the deal?**  
Choose from a selection of templates designed to showcase your latest inventory, highlight a special collection of items, or kick off a new promotion.

**Welcome**  
Say hello to your new subscribers

**New products & collections**  
Highlight your latest and greatest inventory

**Coupons**  
Stand out by sending coupons and eligible items out to your buyers

**Sale event + markdown**  
Announce sales events or feature select markdowns

NEW

**Order discount**  
Set a minimum value to entice buyers to spend more

NEW

**Volume pricing**  
Create a campaign to let buyers know about your bulk pricing

NEW