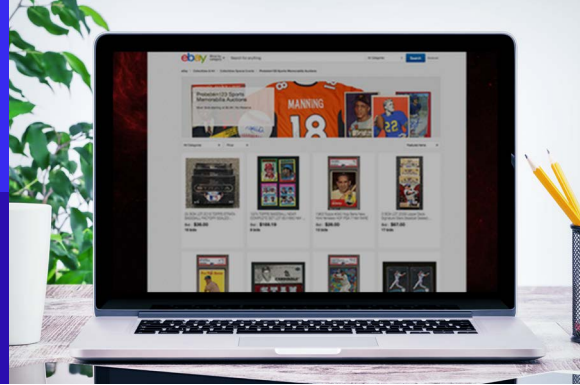


# Seller Spotlight: Probstein123

Learn how this top-rated eBay seller uses email marketing to increase awareness and generate sales.

40k  
eBay  
followers

300k  
Email  
subscribers



## ‘Put yourself in the customer’s perspective. What would be of interest to them? What would be relevant?’

Probstein123 has been consigning sports memorabilia and trading cards on eBay since 2005 and has built a loyal following along the way. A full-time seller with a staff of 30, he uses a combination of email marketing and affiliate links to maximize exposure to his auctions.



### The ‘aha moment’

When Probstein123 first started sending emails, he saw almost instant results. Bids increased within 10 minutes of the send, and there was an uptick in subscription requests.



### Tips for success

- Take the time to test and optimize your content - especially subject lines, as they are ‘the front door’ to your email.
- Carefully consider the timing of your messages to stay seasonally and culturally relevant.
- Actively manage your email list and only send to a select group to ensure higher engagement.



### Content strategy

Probstein123 sends a carefully curated daily email, highlighting 24 rare cards and links to other eBay categories of interest, to a targeted list. The team develops relevant content for their audience, cohesive with real life events that drive engagement. “Before the Superbowl, for example, it can be a link to Tom Brady cards. Or when ‘Last Dance’ was trending, we made sure to feature Michael Jordan Cards.”

## Maximizing earnings with the eBay Partner Network

‘I think eBay Partner Network is great for every seller on eBay. The technology is something that’s easy and achievable, and it works!’