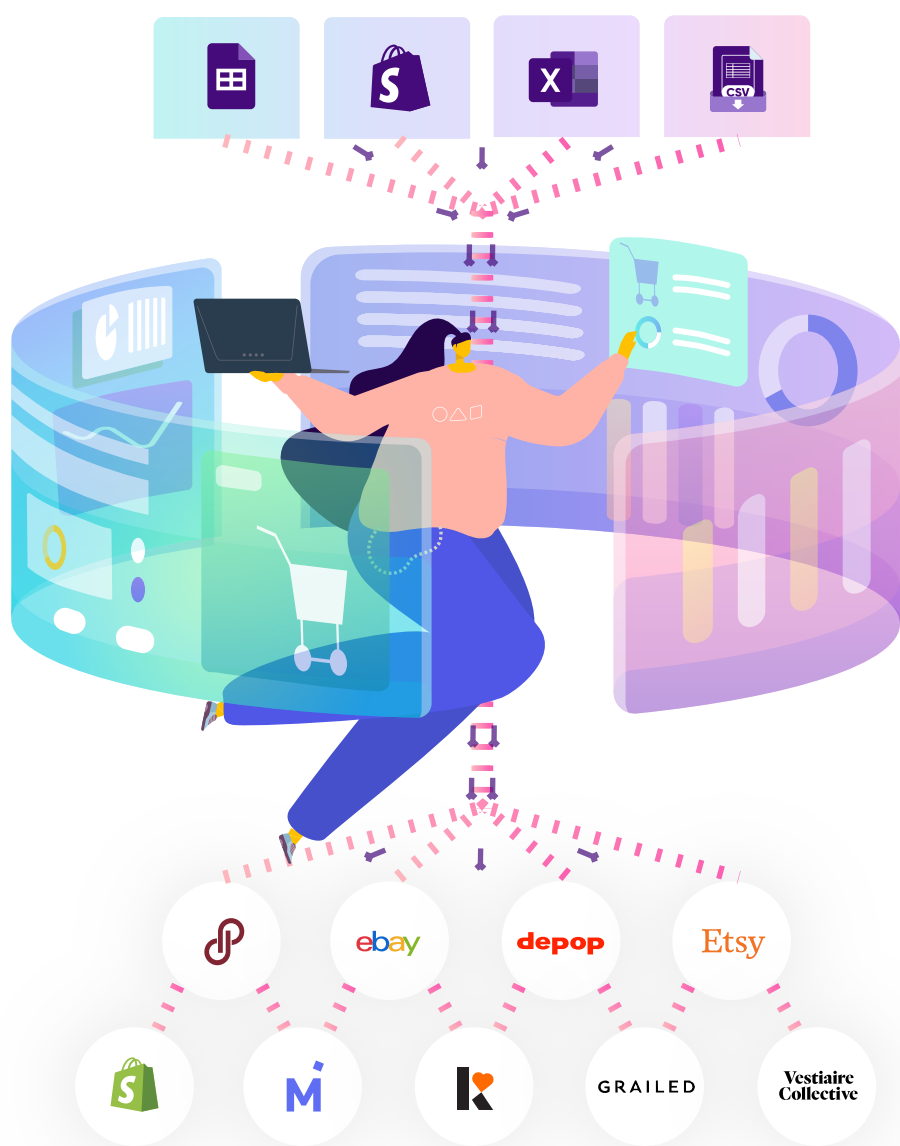


Step-By-Step Guide on How to Seamlessly Expand Your High-Volume Inventory to New Platforms



As a high-volume seller, expanding to new marketplaces is a game-changing decision. It opens up a world of opportunities, from heightened visibility to diversified revenue streams and a broader customer base. But let's be real, multichannel reselling also comes with its fair share of challenges. Managing inventory, optimizing product listings, and juggling multiple platforms can all be overwhelming.

Fortunately, expanding to new channels can be easier than you think. Implementing the right multichannel strategy and tools can increase your sales and visibility without the typical frustrations.

How do we know?

At Vendoo, we're experts at helping resellers scale their businesses quickly and efficiently. Over the past 5 years, over **100,000** sellers and businesses have listed more than **26 million** items with Vendoo! Vendoo increases efficiency and productivity while reducing the hassle of multichannel commerce.

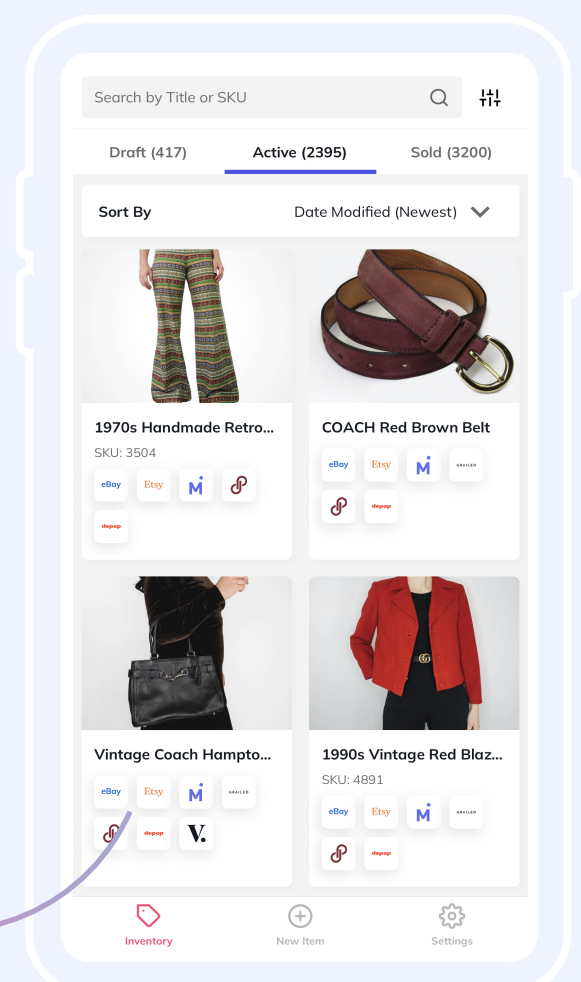
We have created this step-by-step guide to teach you how to expand your high-volume inventory across multiple channels without headache or frustration. We'll highlight the steps to build an efficient and successful strategy.

1. Organize Your Operations

When considering expansion to new marketplaces, it's crucial to consider internal and external business aspects. Establishing a concrete workflow in the beginning will help you to achieve success as you expand.

Structural organization is a pain point in scaling operations.

Whether you need to create an inventory system or want to continue operating under your current structure, it is important to have flexibility to grow and scale with your business. Another common concern is managing active stock and having a structure in place to avoid double-selling. These issues are commonly resolved by reviewing the listing and sale processes for efficiency and practicality.



Choose the Marketplaces That Fit Your Business

Each marketplace has a unique audience and best-selling categories. Identifying the marketplaces that align best with your business and target audience is essential. You should also consider how your business can integrate to those marketplaces, whether they offer an open API (application programming interface) or if a custom integration is necessary.

- **eBay, Etsy, and Shopify** have an open API for easy connection.
- **Poshmark and Vestiaire Collective** have APIs, but it requires expert technical knowledge and further resources to connect.
- **Mercari, Kidizen, Depop, and Grailed** do not have APIs, so the connection to these marketplaces is custom engineered through a sophisticated development process to allow for connection. The software engineers at Vendoo can create custom connections for a seamless integration with these marketplaces.

With a partner like Vendoo, you can connect to all the marketplaces without hassle.

Prepare Your Inventory

Choose the source of your listings to be crossposted across new marketplaces. If you already have an inventory system, use it for your expansion strategy or arrange your inventory with formats like CSV, a document, or even a current marketplace. Preparing your inventory enables you to better track all the listings across channels and be ready to upload your listings according to the new marketplace's requirements.

2. Build Your Multichannel Strategy

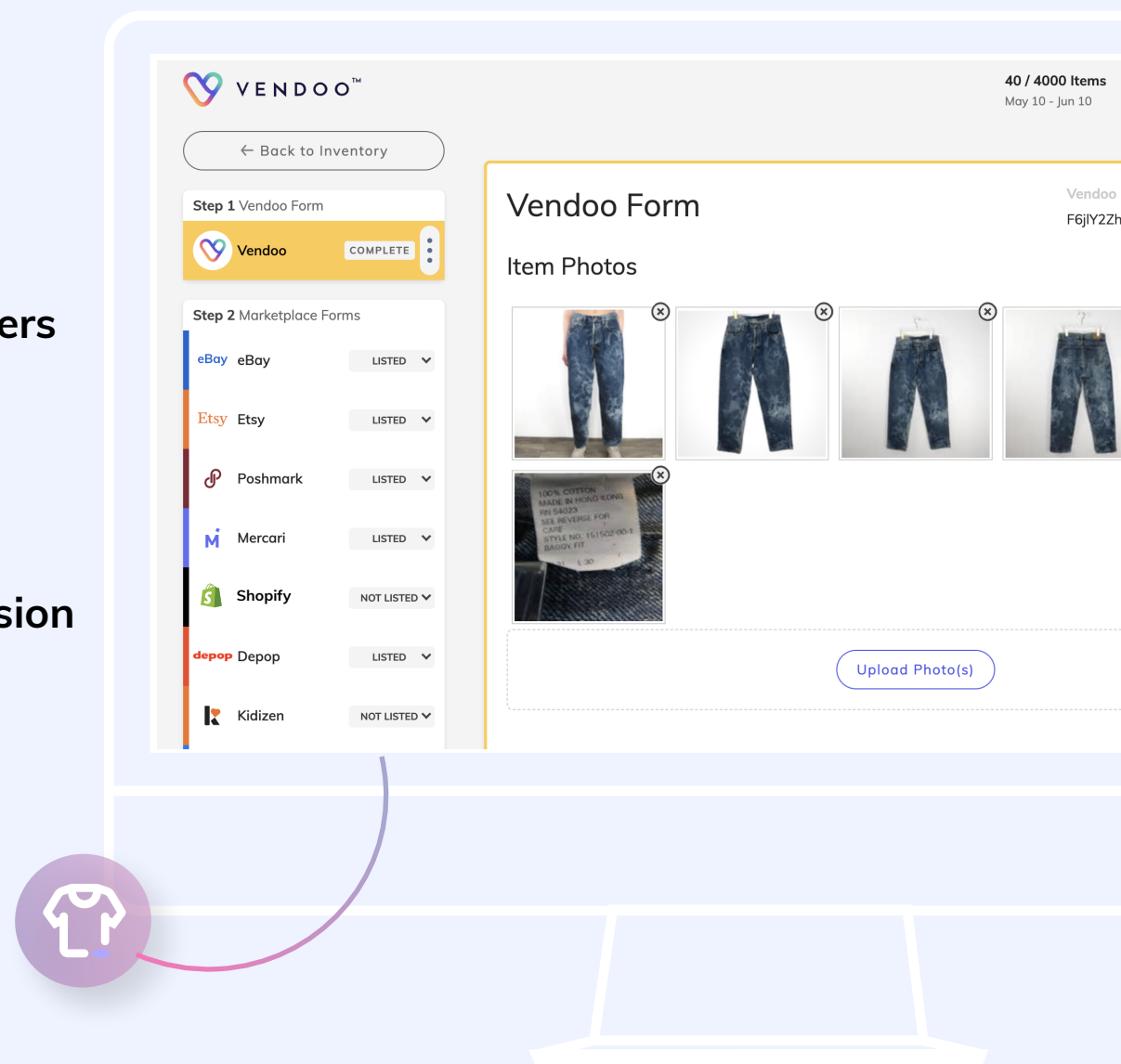
It's time to think about the long-term growth of your business. Multichannel expansion is a game-changer for high-volume businesses. Building a clear strategy will help you identify new opportunities and get your inventory to new channels quickly.

By selecting the right multichannel service provider and strategically choosing the correct marketplaces, you can significantly boost your sales, save time, and maximize your profits.

Vendoo's multichannel service, Vendoo Enterprise, presents a hands-off solution designed specifically for high-volume sellers to streamline the processes of listing and managing products across multiple marketplaces. Vendoo becomes an extension of your business, significantly reducing workload and optimizing efficiency.

Think About Expansion

If you don't want to add more workload, it's time to delegate. Depending on the stage of your business, you might start looking for a partner that works closely with you and understands your expansion plan. By doing this, you will reach your goal faster. Hiring employees comes with an array of concerns and expenses, whereas a software solution like Vendoo Enterprise is more efficient and cost-effective for growing businesses.



Customize Your Solution

You will meet and exceed your goals with customized solutions tailored to your business needs.

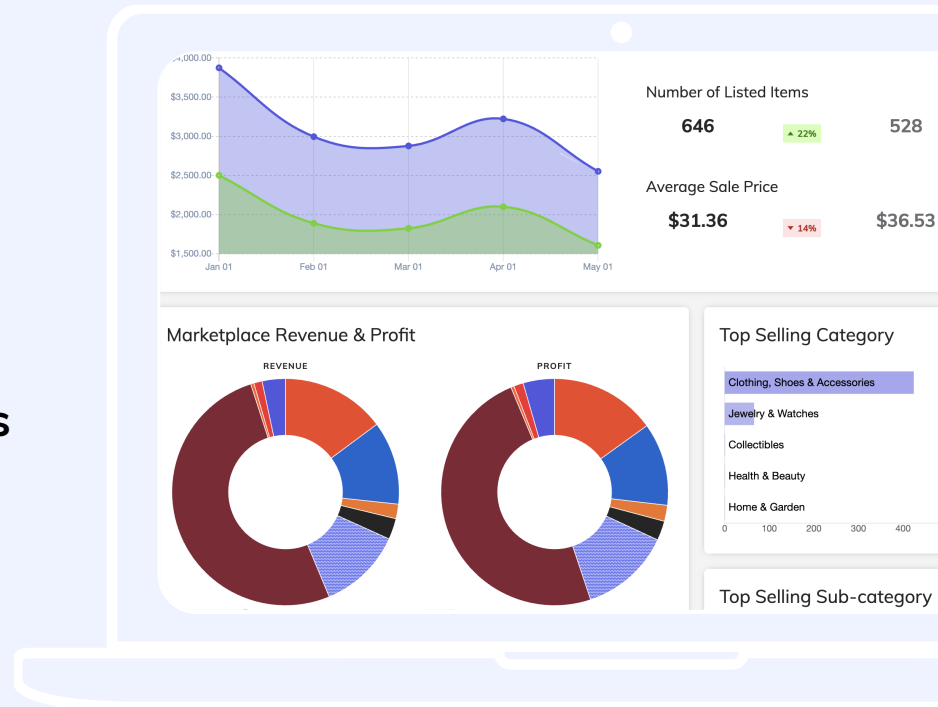
Vendoo Enterprise provides services such as:

- **Bulk Listing:** List your inventory across multiple marketplaces efficiently and for maximum exposure and profit. You can also delist sold items in bulk to avoid double selling.
- **Bulk Actions:** Make bulk edits to titles, descriptions, prices, and listing fields.
- **Custom Rules:** Create special rules for your listings, like automatically applying price adjustments for marketplaces with higher fees. Custom category-mapping also provides for a seamless listing process in consideration of inventory range and selling categories across various e-commerce platforms.
- **Custom-Made Listing Solutions:** This service is tailored to your specific needs. We can build custom listing forms to help you create items faster or make other adjustments to fit your process.
- **Multiple Marketplaces:** Poshmark, eBay, Mercari, Depop, Etsy, Shopify, Vestiaire Collective, Grailed and Kidizen

If you want to learn more about our enterprise service, [click here](#) to visit our website and schedule a free consultation call with our team.

3. Track, Analyze, Improve, and Repeat

Sales are everything! Measure sales, and create different metrics to track your success, like change in revenue, sell through rate, and new audiences. A combination of all will help you determine the success of your strategy. Remember, success in the new marketplaces is all about data-driven metrics.



Improving is also key; keep in mind these 3 ways to optimize your multichannel strategy:

- Adjust your pricing model in consideration of the competitive market.
- [Enhance SEO](#) in titles and descriptions to expand the reach of your listings.
- Select the proper category mapping to ensure your inventory is organized properly.

Why should you start expanding your business with Vendoo?

- Over **20,000** resellers use Vendoo to manage their inventory on different platforms while saving time and money.
- Currently, **20 million** listings are active on our platform, making us one of the top multichannel services in the industry.
- **98%** of our users are satisfied with the customer support they receive from our team.

Trust that you will have a smooth experience with the VIP support you get with our software.

- Your business is our priority - a dedicated Vendoo account manager is available now to start building your custom plan.

Ready to take the next step?

[click here](#)

to visit our website and schedule a free
consultation call with our team.



VENDOO