



besedo

Infographic: 10 tools to drive conversion on your marketplace

When you design the buyer journey for your marketplace it needs to be done with conversion in mind.

At each touchpoint with your platform, you want to move visitors further along to the point of conversion. There are multiple tools created specifically to help marketplaces improve this process and help you get a conversion-focused buyer journey up and running quickly.

To help you get an overview of available services, we have created this infographic. We hope it will help guide you on your way to increased conversions and better user experience for your buyers.

Buyer Journey

designing for conversions

Awareness

Paid Campaigns

Organic traffic

Oliver Winberg

Direct traffic

Besedo

- Storefront

Increase acquisition through an appealing virtual storefront. Label images to display only high-quality inventory to first-time visitors.

- SEO

SEO for marketplaces require special tactics. Make use of niche experts for the best results.

- Adwords

Love them or hate them, when used correctly they can attract attention to your site.

- Social ads

This ad format can allow for highly targeted campaigns.

Discovery

Search

Besedo

Intelligent search

Styria

Chat

Ripley

- Chatbot

Provide your customers with instant support. Chatbots enable FAQ to be answered with ease and significantly enhance the UX.

- Image Search

Image search provides a smoother search experience by allowing users to find accurate matches faster. This improves user experience and increases conversion.

- Accurate content description

73% of visitors are unlikely to return to a site with poor product descriptions. Make sure your marketplace is capitalizing on quality content description.

- Relevant content

Boost the UX on your marketplace. Quality content makes your site easy to navigate and increases conversions.

- Analytics

Follow user behaviour trends and optimize your moderation processes through data analytics.

Transaction

Payment

Shieldpay / Stripe

Value added services

giosg

- Auxiliary Services

As marketplace earnings are shifting from advertising to value-added services: it is important to provide these in a convenient and intelligent way. Think of Fulfillment, Insurance & Financing.

- Safety

Having secure payments in place is a given now a days. Not providing the service is a reason for customers to turn to a competitor.

- Integration

All services offered should be seamlessly integrated into your site, payment is no exclusion.

Re-engagement

Recommendations

Kahuna

Nurturing campaign

Kahuna

- Outreach

In order to stay relevant you need to stay present. Keep an open channel of communication with your customers.

- Boost user engagement

Re-engage past customers with hyper personalized recommendations.

Whitelabel marketplace platform building tools

Russmedia / Sharetribe

If you are in the early stages of launching your marketplace using a white-label platform may be a great starting point. There are multiple vendors available that offer great tools and features for quickly setting up a marketplace. Get it off the ground and test market-fit before spending money on building your own framework.



Companies

<u>besedo</u>	helps digital marketplaces grow by protecting their users from unwanted content.
<u>Styria</u>	Styria digital services provides marketplaces with new business technologies.
<u>Shieldpay</u>	aims to protect their customers, by facilitating safe transactions.
<u>Kahuna</u>	assists their clients by providing services that allow hyper-personalization of service offers.
<u>giosg</u>	specializes in intelligent chat solutions, focused on customer satisfaction and value added services.
<u>Oliver Winberg</u>	has worked in the classifieds business for 20 years and specializes in Digital Marketing, SEO and SEM.
<u>Stripe</u>	builds financial infrastructure for online businesses.
<u>Ripley</u>	niche chatbot optimized for automobile classifieds and car dealerships.
<u>Russmedia</u>	creates diverse white-label platforms for a wide range of businesses and communities.
<u>Sharetribe</u>	specializes on white-label platforms for all types of marketplaces.



Looking for your own tailored moderation solution?

[Get in touch now](#)

More resources

- [6 reasons why our moderation AI is unique](#)
- [Buy or build? the decision whether to outsource your content moderation or not](#)
- [Guide to top marketplace SEO part 1 - a unique approach to defining keywords](#)
- [How to optimize user experience on online marketplaces](#)
- [How to differentiate your online marketplace](#)

