

How To Turn Ebay Bidders Into Long-Term Customers

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Once someoneâ€™s bought something from you on eBay, you suddenly have all sorts of details on them. In marketing terms, this information is gold dust. If someoneâ€™s bought from you once before, then the chances are that at some point in the future theyâ€™ll want to buy a similar item, and you can take advantage of this to market to them directly.

The simplest form of direct marketing is the email newsletter - and itâ€™s one that is still oddly underused on eBay. Simply ask people who buy from you if theyâ€™d like to be added to your mailing list, and then send them a monthly update on your new items. You should also include some information you think might be useful to them, to give the email more value.

For example, hereâ€™s a newsletter you might write if you were selling DVDs.

"Here are the dates for this monthâ€™s new DVD releases:

[list of release dates]. If you want to pre-order anything on this list, just click here [your website/email] and let us know.

Meanwhile, weâ€™ve got some great deals for you this month! [links to your best ebay auctions]

You are receiving this email because you signed up for my newsletter when you bought an item from me on eBay. To unsubscribe, hit reply and type "remove".

Isnâ€™t that simple? As long as you can remember to do it once a month, people will come to like your information, and perhaps take a look at some of the things youâ€™re offering.

Itâ€™s all about building up a customer relationship, and making the customer feel like you are providing them with some information they wouldnâ€™t otherwise have. Make your email a useful service to them, whether they buy anything from it or not.

Remember that itâ€™s not a newsletter without the news, and send out the best things you can think of: you might even try writing an article or two. Think of it as a free gift for your customers: the gift of useful information. Apart from anything else, itâ€™s quite fun to have your own newsletter. If you sell items that a seller is likely to need more than one of, like auto parts for example, then you can even try highly targeted emails like this.

"Iâ€™m sending you this email because you bought a [item name] from me a while ago - I hope you were happy with it. This is just to let you know that if you ever need another [item], Iâ€™m currently doing special offers on them. [link]".

You would probably want to automate this, though, as it could quickly get tedious to do it manually. Of course, that brings us on to our next subject: eBay stores. eBay stores offer you an easier way to sell your items than having to list them every time on eBay, and they have built-in facilities for targeted direct marketing. You can read all about it in the next email.