

Seasonal Selling On Ebay

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When you sell on eBay, it's important to know how to take advantage of the kinds of markets you encounter in the different seasons. As a rule, the summer months are slow and the winter period is fast, but there's more to it than that.

It Depends What You're Selling.

Your sales won't necessarily be slower in the summer than in winter - they might just be different. If you're selling sports equipment, for example, you'll probably find that surfing gear sells in summer while skiing gear sells in winter. You should make sure you are aware of any seasonal variations there will be in your particular market, and plan in advance to take advantage of them.

Selling in Peak Season.

The holiday season is eBay's peak, and the best time to be selling on eBay - the December rush is relatively short, but if you play it right then you could make half your year's profit over those few days.

In the holidays, people are looking for presents, and eBay run more advertising than usual targeted towards buyers, not sellers. Target your auctions more towards new users than experienced ones, writing easy-to-understand descriptions. If you have any items that are in demand, try listing some at auction and some with high Buy it Now prices, to see what works best.

The chances are you'll be surprised when the Buy it Now auctions go almost instantly and the auctions rack up bids like nobody's business. It is important to remember, however, that most of these buyers will only buy from you once.

Selling Off-peak.

For the rest of the year, the market is far slower. Don't worry though - you can still make money. It's a little like being a stockbroker: you can make money whether the market is good or bad, if you know what you're doing.

Remember that your target market is a little more "expert": you're mostly selling to people who know what they're buying, and know what they want to pay. Cater to this by providing a service suitable for these customers. Show that you know what you're selling and sell things consistently and you'll have people coming back again and again.

Here's one extra tip that you might try. If you know of items that have a consistent value, it might be worth buying up as many as you can cheaply in the summer, storing them for half a year, and selling them during the winter rush. If you're willing to give over a little space for storage, you can make a lot of profit for little effort. After all, you don't even have to take the items out of the packaging the last seller put them in.

If you've tried searching for a few more eBay tips using the big search engines like Google and Yahoo, then you might have come across someone offering to sell you all the secrets of eBay success for a "low, low price". In the next email, I'll let you in on their little secrets for free.