



MindValley Labs
E-Commerce Research



eBay Auction Tip: A Case Study on How to Make Money on eBay

Apply These Copywriting Tactics to eBay Auctions Items to Make More Money

In this case study, you'll learn how the revision of one of our client's auction copy on eBay resulted in a 60% increase in the sale price of his auction after just 30 mins of applying proper copywriting principles to his listing.

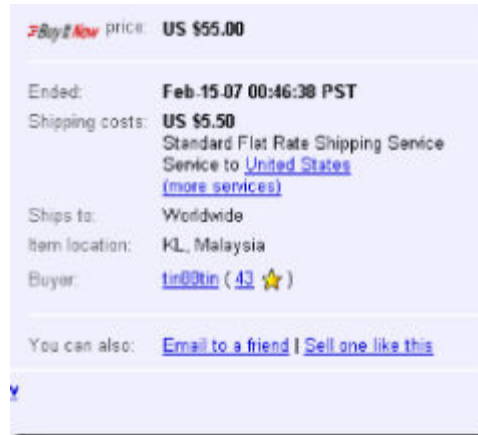
But that's that the end of it - not only did the average sale price go up (signifying that buyers perceived value of the product increased) but the TOTAL sales also went up. In this case by 21%.

Before: Average Bid Price Of US\$30-35

Winning bid:	US \$32.00
Ended:	Jan 26 07 06:25:13 PST
Shipping costs:	US \$5.50 Standard Flat Rate Shipping Service Service to United States (more services)
Ships to:	Worldwide
Item location:	KL, Malaysia
History:	22 bids
Winning bidder:	para0070_00 (4)
You can also:	Email to a friend Sell one like this

Notice in our auction screenshots below, what would normally sell at an average price of US\$30-35, sold for US\$55 after our client implemented our tips on how to make more money on eBay auctions ...

After: Selling Price Increases to US\$55



The Test Subject

Video Gaming Market On eBay

As both a seller and a buyer, Akshay of *Akshay's Toy Emporium*, has been trading on eBay for over six years now. His own business on eBay caters to the toy & collectible's market.

Recently, Akshay was offered a proposition. He was to list gaming products on eBay on behalf of a Gaming Store. The proposal allowed Akshay to receive 55% of the selling price of each product, as long as he took the responsibility to list the auctions, and handle all pre/post sale duties.

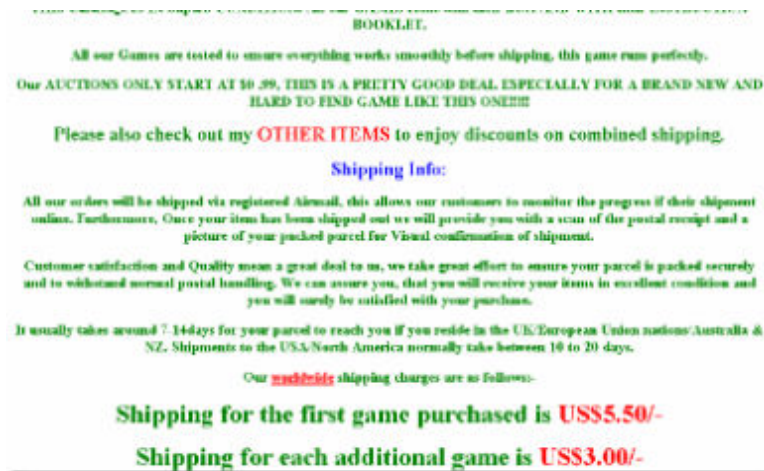
Upon having listed many auctions, Akshay soon noticed that the final closing price on his auctions, were not even close to what he had planned on achieving. So Akshay set about to rethink and reform a strategy for improving his sales on eBay from what we thought him.

Some of the changes he made to his auctions included:

Tactic #1

Some of the most notable changes made to the auction, include **highlighting the aspect of free shipping**, which was briefly touched upon in the first auction (before). However, note that in the second auction(after) - Free shipping was highlighted in **BIG/BOLD** font.

Before Free Shipping was Implemented



Also notice, that Akshay had now specified the Language of the game (ie English or Japanese). In copywriting, more information = greater sales.

Previously, the Language of the game was not mentioned, this could have resulted in the mediocre selling price of the first auction.

After Offering Free Shipping

THIS GAME IS 100% IN ENGLISH. THIS IS AN ENGLISH VERSION CARTRIDGE.

FREE SHIPPING WORLWIDE ON MY LISTING'S WITH BUY IT NOW OVER US\$35 OR IF THE CLOSING BID OF ANY OF MY GAMES IS OVER \$33 THANKS! DO CHECK OUT MY OTHER AUCTIONS TO TAKE ADVANTAGE OF FREE SHIPPING AND COMBINED SHIPPING.

Tactic #2

Another major change came in the form of changing the entire listing structure itself from an online auction to a fixed price listing.

Using an Auction Format

Winning bid: **US \$32.00**

Using a Buy it Now Format

Buy It Now price: **US \$55.00**

Why list an auction at a fixed price?

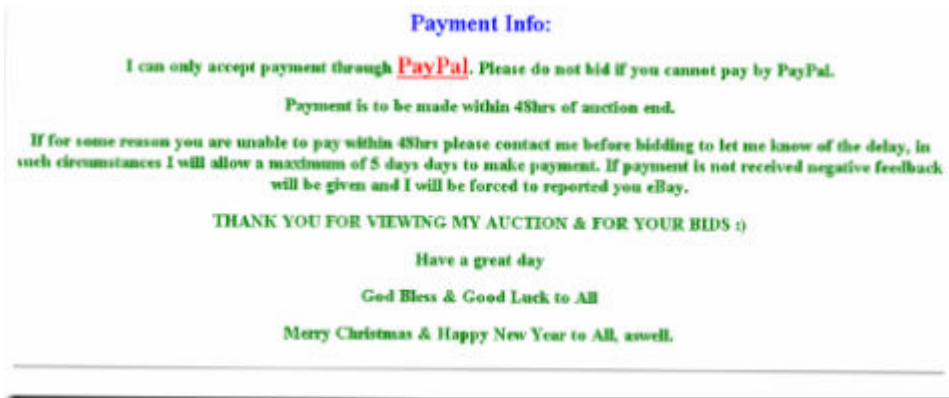
Simple...Time.

Many people prefer not to wait until an auction is over which could take days and not even guarantee them a surefire win, hence they prefer to just use buy it now to purchase their product directly, just like they would do in a '*bricks and mortar*' store.

Tactic #3

On the Marketing side of things, one of the final major changes to the auction came through the creation of 'scarcity'. Every person knows that if a product is limited in quantity, chances are it will sell better.

Before: The Theory of Scarcity was not Implemented



Akshay used this principle to his advantage. Since he only had limited products, he decided to disclose this information in his auction, by adding the phrase "**Grab it now while stocks last!!!!!!**" This term creates a sense of urgency in the buyer, who feels compelled to buy the product as he/she may never see it again.

After: Using Scarcity to your advantage



What's more, to ensure that his customers are fully 'roped-in,' he added the term "Price has been reduced further, in conjunction with our sale."

Think about it. If a product was limited and discounted as well, it should attract more attention, and through that ... sales.

CONCLUSION

- Total Sales Up by 21%
- Average Buy Price Up by 60%

We have taken the above case study as a reference. It clearly shows the smallest changes can have a big impact - something we in MindValley strongly believe in.

As Price Pritchett said; "change always comes bearing gifts."

If we can learn to change the way we think and sell our products (market ourselves), chances are great improvement lies ahead.

We hope you've enjoyed this tip on how to make more money on eBay auctions

Two Key Points:

1. The tiniest changes in copy (it took Akshay only 30 minutes) can lead to huge boosts in sales.
2. Good copywriting practices apply to eBay listings (and classifieds ads), as much as they do in direct marketing and in website copy.