CONCEPT

Online Marketplace Selling: Listing Optimisation, Sponsored Ads and Seller Growth

14 – 18 December 2026
London - Central London four-star



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Introduction:

Online marketplace selling rewards sellers who treat each platform as its own storefront with its own rules: many brands list products and then watch them sink in search results, lose the featured offer to resellers, overspend on sponsored ads and discover after settlement that referral, fulfilment and storage fees have erased the margin. This Core Concept course gives brand and seller teams a working method to set up, rank, advertise, price, fulfil and measure listings on third-party marketplaces. Participants produce a Marketplace Launch and Growth Plan for a case product range.

Course Objectives:

- Compare marketplace business models, seller programmes and fee schedules to decide where and how a product range should be sold
- Configure a seller account and monitor account health indicators such as order defect rate, late shipment rate and policy warnings
- Write product detail pages whose titles, images, bullet points, attributes and backend search terms improve discoverability and click-through
- Run sponsored product campaigns with keyword harvesting, bid rules and ACoS and TACoS targets that support organic rank
- Choose between merchant-fulfilled and platform-fulfilled options and plan replenishment to avoid stock-outs and long-term storage fees
- Build SKU-level marketplace unit economics and a Marketplace Launch and Growth Plan for a case product range

Target Audience:

- Brand owners and founders who decide whether and how their products are sold through third-party marketplaces
- Managers responsible for marketplace channel revenue, seller account performance and platform relationships
- Seller account operators who create listings, handle buyer messages and resolve account health issues
- Category and range managers who choose which SKUs, bundles and variations to offer on each marketplace
- Performance marketing managers who fund and optimise on-platform sponsored product and brand advertising

Course Outline:

Day 1: Marketplace Business Models, Seller Programmes and Fee Structures

- B2C, B2B and P2P Marketplace Models and the Operator's Commercial Incentives
- First-Party Vendor Versus Third-Party Seller Programmes: Control, Pricing Authority and Data Access
- Marketplace Fee Stack: Referral Commission, Closing, Fulfilment, Storage and Advertising Fees
- Marketplace Selection Scorecard: Category Demand, Competition Density and Fee Burden
- Current Marketplace Presence Audit Using a Seller Readiness Checklist

Day 2: Seller Account Set-Up, Account Health and Listing Architecture

- Seller Account Registration, Verification Documents and Category Approval Requests
- Account Health Dashboard: Order Defect Rate, Cancellation Rate, Late Shipment Rate and Valid Tracking Rate
- Parent-Child Variation Structure, GTIN Codes and Catalogue Matching Rules
- Marketplace Brand Protection Programme Enrolment and Rich Brand Content Eligibility
- Policy Violation Notices, Listing Suppression Causes and Reinstatement Appeal Letters

Day 3: Listing Optimisation, Marketplace Search Ranking and Sponsored Product Ads

- Keyword Research for Marketplace Search: Seed Terms, Search Frequency Rank and Competitor Reverse Lookup
- Product Title, Bullet Point, Backend Search Term and Attribute Writing Templates
- Main Image, Infographic, Lifestyle Image and Video Standards for Click-Through
- Marketplace Search Ranking Factors: Relevance, Sales Velocity, Conversion and Stock Availability
- Sponsored Product Campaign Structure: Automatic Discovery, Exact Match Harvesting, Negative Keywords and Bid Rules

Day 4: Featured Offer Pricing, Fulfilment Choices, Reviews and Returns

- Featured Offer Eligibility and Offer Win Rate: Landed Price, Seller Metrics and Fulfilment Method
- Merchant-Fulfilled Versus Platform-Fulfilled Decision Matrix with Delivery Promise and Fee Comparison
- Inventory Planning: Weeks of Cover, Inbound Lead Times, Stranded Stock and Long-Term Storage Charges
- Review and Rating Management: Request Programmes, Negative Review Root Cause and Q&A Monitoring
- Returns Rate Analysis, Return Reason Codes, Refurbished Resale and Reseller Hijacking Response

Day 5: Case Study: Marketplace P&L and the Launch and Growth Plan

- SKU-Level Marketplace Unit Economics: Contribution After Fees, Advertising Cost of Sale and Returns
- Marketplace P&L Build with TACoS, Break-Even ACoS and Cash Conversion Cycle
- Case Product Range Launch Sequence: Listing Readiness, Initial Reviews and Advertising Ramp
- Growth Levers Roadmap: New Marketplaces, Bundles, Deals Calendar and Range Extension
- Marketplace Launch and Growth Plan Presentation and Peer Challenge

Skills You Will Gain:

- Marketplace Fee Modelling
- Seller Account Health Monitoring
- Marketplace Keyword Research
- Product Detail Page Copywriting
- Sponsored Product Campaign Optimisation
- Featured Offer Win Rate Analysis
- Marketplace Inventory Replenishment
- SKU Unit Economics Analysis

Why Attend This Course:

- Leave with a Marketplace Launch and Growth Plan for a product range you can adapt to your own marketplace catalogue
- Find which SKUs earn money on each platform once referral, fulfilment, storage, advertising and returns are deducted
- Recover lost search visibility and featured offer share with diagnostics you can repeat every week
- Compare marketplace practice with sellers of consumer electronics, beauty, home goods, food and industrial supplies

Conclusion:

Marketplace growth comes from a disciplined cycle of listing quality, search visibility, advertising efficiency, offer competitiveness and fulfilment reliability, all measured against SKU margin. The week moves from marketplace models and fee stacks, through seller account set-up, account health and catalogue structure, to keyword research, listing writing, search ranking and sponsored product campaigns, then featured offer pricing, fulfilment choice, inventory, reviews and returns. The final day builds a marketplace P&L and a Marketplace Launch and Growth Plan ready for a channel review.