

# Top 6 Channels To Consider When Selling Online

When it comes to selling online, the options are amazing. There are so many virtual marketplaces to choose from, you could easily become overwhelmed or excited! Amazon might catch your eye, EBay may pull your interest, then there's Etsy, Shopify, and loads more.

It really is quite awesome how many avenues are open to entrepreneurs for taking on the digital platform and making it work for them. Consider these six channels to get your goods and services out there.

Picture 1 of Top 6 Channels To Consider When Selling Online

## **EBay**

EBay is one of the big leagues when it comes to shopping online. Millions of people daily, from all around the world, browse this website. Many have set in mind exactly what they want, others just pursue looking at everything but nothing in particular.

As a seller, something has to make you stand out. With thousands of people trying to accomplish the very same thing you are, something needs to draw buyers in. If you've been struggling with this for a while, an EBay consultant could be exactly what you need. A professional will give you advice on how to smartly price your products and help you do just that. Get a profound analysis of your business strategy and a clearer idea of how well you stack up against the competition. What are their strengths and shortcomings? Based on this you can build a more secure business.

For different reasons, you may receive negative customer feedback. Don't think you are bound to stick with that for the duration of your online career. An expert can easily have this removed. Other important factors like product reviews and key SEOs for EBay will also be at your disposal, all working toward generating more revenue.

## **Shopify For The Do It Yourselfer**

Can't or won't settle for the platforms already out there, then this is the right one for you! You are free to create your very own website to sell your very own products. Over one million people think this is extremely fun and have undertaken this challenge. In addition to the website, you get access to your own blog and an SSL certificate that allows you more safety and privacy.

## **Etsy For The Creative**

So you love arts and crafts, knitting, and sewing. The vintage, and the funky. Should your inventive nature beckon you to find other homes for your creations, this is the place for you. Whether quirky and weird or delicate and beautiful, all are welcome. Patrons come here looking for items that are out of the box and are hardly ever disappointed. Join the homemade family.

## **Amazon, Of Course**

This is one of the largest markets available for sellers around the world. Created approximately 26 years ago, it has grown in trust with the public. For these reasons, people keep coming back to this site for many of their wants and needs. Amazon is known to verify popular and credible sellers and will accept no trace of counterfeit currency on its website. If you set up an individual seller's account, you are waived the substantial \$40 monthly fee. Instead, you pay 99 cents for every item sold plus a percentage of the price. For the security you feel, some might consider the charges worth it.

## **Craigslist For The Classified Products**

In a bit of a change from the other sites, on craigslist, you sell what you no longer care to retain. Your unwanted can become someone else's treasure. This is the ideal space to match singular and specific items to the right person. Used electronics, furniture, car parts, pet accessories, you name it, you can probably find it. Not in mint condition but still with enough life to be useful to another person. To top it all off, the site is free for all sellers. Think carefully though as this is like the wild wild west of online shopping.

## **The Socials**

### Picture 2 of Top 6 Channels To Consider When Selling Online

This cannot be forgotten. Instagram, Facebook, and the likes have exponentially increased in users making it an ideal location to promote and sell your products. There really is no limit to the amount of cash you could be raking in. Set up your page. Post daily. Get your followers captivated and just like that, you become an influencer. It then becomes very easy to sell products because your followers look to you and trust your style, fashion, and opinion.

When deciding on what channel is right for you, consider the cost to register and or sell. Some sites are more lenient in this area than others. Think of what services or goods you have to sell and pick a site that corresponds. Do your due diligence then go out there and start selling!

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