Selling online with eBay & Canada Post

June 8, 2020
What CFIB does to support small businesses success in Canada

ADVOCACY

ADVICE

SAVINGS
Meeting small business needs during COVID-19

- Expanded services to any business that needs
- Over 23k calls to Business Helpline, including 8k non-members
- Weekly webinars in English and French
- Tools like Online Help Centre (over 1.2M views since launch), Back to Business Kits, and PPEs for SMEs page

- Weekly surveys with 10k+ responses,
- briefings for policy makers on results every Monday
- Unprecedented media coverage, over 20k hits since March
- Wage subsidy, CEBA and other policies shaped
- by small business input
Why eBay?

174M active buyers, 190 countries

90% of items are listed at a fixed price, not auction

79% of items now sold are new or unused

99.9% of Canadian eBay-enabled small businesses* sell internationally

Canadian eBay-enabled small businesses export to 18 foreign markets, on average

*sellers with more than $10,000 USD in sales annually.

As of 03/31/20
• A free Basic eBay Store for 90 days

• No selling fees through August 31, 2020 (up to 500 sales)

• A $35 coupon for eBay branded shipping supplies

• Powerful selling tools and insights

• Access to eBay’s 170+ million buyers around the world
Getting Started
Register an account and username on eBay, set up a payment method to pay fees and to receive payment from buyers. This will allow us to activate your promotional eBay Basic Store subscription.

Setting Up Shop
Learn the basics with this step-by-step introduction to getting your eBay business up and running.

Listing
Create the best listings, from photos, keywords and more: best practices for listing on eBay.

Learn Helpful Shipping Tips
Save time and money with these helpful shipping tips.

Seller Hub
Learn how Seller Hub can help you drive your business. Watch these videos: Part 1 and Part 2.

Onsite Resources
Access further training, and get answers to your questions:
Community Board to network with peers and find tips.
Seller Centre to find articles about key eBay topics.
eBay Help for FAQs.

ebay.ca/upandrunning
growyourbusiness@ebay.ca
Getting your business online
We are supporting small businesses across the country.

This could be your business

This could be your business

This could be your business
Key elements to consider as you begin selling online.

- Pre-purchase: delivery and shipping info
  - Acquire
  - Shop
  - Buy
  - Fulfillment
  - Tracking
  - Delivery

- Upfront fulfillment times and package visibility
  - Receiving and managing orders
  - Fulfillment space
  - Pick and pack
  - Shipping

- Post-purchase: convenient and flexible delivery
  - Receiving experience
  - Returns

- Build, retain, and grow your customer base
  - Returns
  - Loyalty

Finding the right customers

Clear and hassle-free returns
Organization is key to a great start.

Marketplaces
- eBay

Branded websites
- Magento
- Shopify
- WooCommerce

Physical stores

You got an order, now what?
Optimize your pick and pack process to efficiently fulfill orders.

Effective processes will enable you to manage cost, minimize errors, and meet customer expectations.

Choosing the right packaging for your product will ensure safe delivery.
With eBay and Canada Post: Fulfill orders in three easy steps.

**Step 1: Import orders**
Automatically import your eBay orders to seamlessly create shipping labels in less time.

**Step 2: Compare rates**
Select the rate option that best suits your needs.

**Step 3: Print labels**
Print your label, email tracking numbers to customers and sync tracking info to eBay.
When your order is ready for delivery, we take it from there.

The delivery experience is an integral part of selling online – for you and your customer.
We are here to support your small business.

Resources for your small business: canadapost.ca/smbResources

- Learn more about shipping discounts and solutions
- Learn tips and tricks for efficient packaging and shipping
- Learn tips to simplify shipping

canadapost.ca/thinskmall
Small Business Every Day
Small Business Every Day

AMPLIFYING THE MOVEMENT to help local businesses survive by galvanizing shop local sentiments across Canada.

1. Encouraging individuals (including politicians) to shop local and recommend their favourite businesses through SOCIAL MEDIA.

2. Directing people to an ONLINE HUB where they can discover the many creative shop local initiatives happening across Canada.

3. Providing local businesses with VISUAL TOOLS (posters & digital assets) and launching a MEDIA CAMPAIGN to drive local shopping.
Posters

Thank YOU

WE SURVIVE WITH YOUR SUPPORT

#SmallBusinessEveryDay

Get involved: smallbusinesseveryday.ca

We're OPEN

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Strong business and consumer test results
CFIB resources

• Go to cfib.ca/covid19 for FAQs, latest updates on government relief measures & templates
• Call the CFIB Business Helpline: 1-888-234-2232
• Weekly email updates, webinars and surveys
• Follow us on social:
  
  ![CFIB Facebook](https://example.com/cfib-facebook)
  ![CFIB LinkedIn](https://example.com/cfib-linkedin)
  ![CFIB Twitter](https://example.com/cfib-twitter)
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