

# A Beginners Guide to Facebook Marketplace

What often comes to mind when thinking of Facebook Marketplace is an online car boot sale, where sellers unload their unwanted items on to the public for a discounted rate. However, this is not the case. Facebook Marketplace is fast becoming another channel in the marketing landscape that can provide a significant return on investment, if it's used correctly.

## What is Facebook Marketplace?

Facebook Marketplace is essentially a social selling platform where users can list everything from furniture and clothing, to cars and housing. Facebook does not facilitate transactions, but instead acts a venue for sellers to advertise their goods, leaving the details of any sales such as price, shipping and other logistics between the buyer and seller.

Increasingly, local businesses are also starting to capitalise on the possibilities that Facebook Marketplace presents.

## Why use Facebook Marketplace?

### Large Audience

Facebook has over two billion active monthly users, even if only 10% of these use Facebook Marketplace, your business has an audience of 200 million people to market and sell to.

This is especially beneficial to SMEs who may only be receiving as little as 1,000 to 2,000 Sessions a month through traditional digital marketing methods. Providing a global platform from which to sell their goods and services.

### Market research

With such a large audience to take advantage of, Facebook Marketplace offers an excellent location to perform market research. You can select a few different products and test out different advert headlines, descriptions and prices to understand what garners the most demand for your product.

If you're a small business that's just getting started, Facebook has a wide variety of tools that can help you get started with marketing automation.

## What can I sell on Facebook Marketplace?

For more information on what you can sell on Facebook Marketplace, visit Facebook's Marketplace Information Centre. It is also worth reading Facebook's Trust and Safety information too, to ensure that you avoid any issues when selling with Facebook Marketplace.

## How do I list items on Facebook Marketplace?

Selling an item on Facebook Marketplace is an easy process, and can be achieved in four steps:

1. Click Marketplace in the left column of News Feed.
2. Click + Sell Something.
3. Enter your item info.

4. Click Add Photos to upload a photo of your item from your computer and then click Post. You have successfully listed your first item!

## Our Facebook Marketplace selling tips

**Upload quality images** – Ensure that buyers know exactly what they're purchasing, don't leave any room for doubt or hesitation, and be upfront and honest.

**Be contactable** – You do not need to be available 24 hours a day, but give buyers the opportunity to contact your business with any questions they may have about an item.

**Search for wanted items to find waiting buyers** – Facebook Marketplace is unique, as it presents an environment where buyers want sellers to come to them, search in the wanted items section for your products or service and see if there are any potential customers waiting for what you're offering!

