
5 TIPS TO INCREASE YOUR SALES ON FLIPKART

BOOSTMYSALE – SAAS ECOMMERCE SOLUTION

BEST PRACTICE GUIDE



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THE BASICS OF SELLING ON FLIPKART

The E-Commerce industry in India has seen a tremendous growth in these last few years. It was valued at USD 12.6 billion in 2013 and is expected to breach the \$100-billion mark by 2020. This higher growth in India's ecommerce market is triggered by increasing internet usage, discounting and investment by online retailers. Every seller's key focus is to grow their businesses across geographies and reach out to more customers with newer offerings – and in that context an online marketplace platform is the key enabler. In recent times, the e-commerce platform has seen a new wave of enthusiasm amongst SMEs across India towards the online sales model. Flipkart has been working towards offering sellers extensive support and guidance in this aspect. For more details of selling on multiple marketplaces, take a look at our marketplace features, [“SELL ON MULTIPLE MARKET PLACES.”](#)

Do you want your products to sell like hot cakes on Flipkart? For that, you need to have the right planning and strategy. Today's online selling portals pose as a battleground, where you need to fight for the customers' attention. Whether you're about to start a business on Flipkart or are ready to take your existing business to the next level, we have put together 5 important strategies in this eBook that help you to grow your e-business and successfully sell on Flipkart.

According to 2014 report by Morgan Stanley, Flipkart leads with a 44 per cent share of the \$6.3 billion Indian e-commerce market, by Gross Merchandise Value (GMV).





BEAT YOUR COMPETITORS BY PERFECT CATALOGING & PACKAGING

Your catalog represents your product on the e-commerce website and plays a prime role in influencing buyers. Having a well-crafted catalog with a crisp description of your products is crucial to convert the traffic on your products into sales. Remember, most people shop online to save time and your product description should impress them without spending much time trying to understand your product.

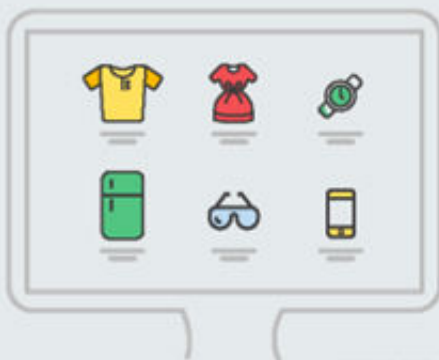
Flipkart has almost 60% market share in Mobile phones category and almost 60% in the fashion category, we will look to move both numbers by at least 4-5% during the festival seasons.
- Mukesh Bansal, Head of Commerce at Flipkart

SMART CATALOGING IS CRUCIAL FOR YOUR SUCCESS

Customers always choose to buy products that look the best and have the most accurate descriptions. Flipkart can help you attract customers with smart cataloging and also you can try our ecommerce marketplace solution that will assist you in creating best product catalog with:

-  Well-crafted design and complete information of your products.
-  Best quality images from different angles.
-  Clear and complete description of your products.
-  Catalog that prompts quick buying decision.

List your products



Uploading your products is really simple through our self-serve tool. We also help you put together an attractive catalog by connecting you with industry experts.



Easy to use
self-serve portal







Catalog & photo-shoot
partners across India

Another important element of cataloging that can help you increase your sales is adding your product in the right category and sub-category. This will help buyers search for your products easily and contribute to the traffic. Get attractive images and clear description of your products and grab customers' attention.

PREMIUM PACKAGING RESULTS MORE SALES

When you deliver to your customers, the look and feel of your product has a major impact on buyer experience. Packing products with good packaging material minimizes the chances of in-transit damage. But more than that, it reflects quality service and increases buyers' trust in you and your brand, which in turn, can increase your sales. You can think about the following cost effective packaging ideas that would impress your customers:

-  **PACKAGING MATERIAL :** Flipkart services have shifted to recyclable plastic for small packages, especially books, cardboard still remains a traditional favorite. By using paper as your primary packing material, you are indicating to your customers that you are not actively participating in conserving the environment.
-  **PACKAGE DESIGN :** Consider hiring a product and packaging designer to create a package for you that suits your product and looks great at the same time.
-  **SECURING THE PRODUCT :** It doesn't matter how pretty your packaging looks if the product inside gets damaged in transit. So the first thing you need to do is find a way to secure the product inside the box. Traditional choices like thermocol, bubble wrap, styrofoam peanuts, air pillows.
-  **PERSONALIZATION AND DOCUMENTATION :** Personalization doesn't really need to cost a lot. It can just be a handwritten thank you note, or a small freebie. Anything that can make your customer smile once they open the box is a win for you.

Filpkart has observed that 52% of buyers make repeat purchases from sellers who deliver premium packaging, and 5% of buyers expect their online orders to arrive in premium packaging. Invest in packaging can result in a gain of 30% more sale.

Ship with ease

Enjoy hassle-free pick-up and delivery across India through our logistics services and sell across the nation!

- Dedicated pick-up service
- Packaging support
- Pan-India reach

PROMOTE YOUR PRODUCTS THROUGH 'PRODUCT LISTING ADS'

There are a number of things that you can do to get more traffic for your online store. The more clicks your products get, the higher the chances of them getting sold. The easiest way to get more clicks for your products on flipkart.com is through Product Listing Ads. Here is how it works:

- You choose a product and create an ad campaign for it.
- Flipkart shows these products as 'Featured Products' on relevant pages of its website.
- Buyer sees your ad while browsing through products that he wants to buy and clicks on your product.

Flipkart Product Listing Ads

The easier way to stand out




Flipkart Product Listing Ads are a widely used ad format in the online space to advertise ads of products and services. Product information and promotional offer/message can be conveyed through image, title, price and so on. It increases the visibility of your products and helps you to reach a larger customer base. It brings your products under the spotlight, provides more visibility and boosts your sales.

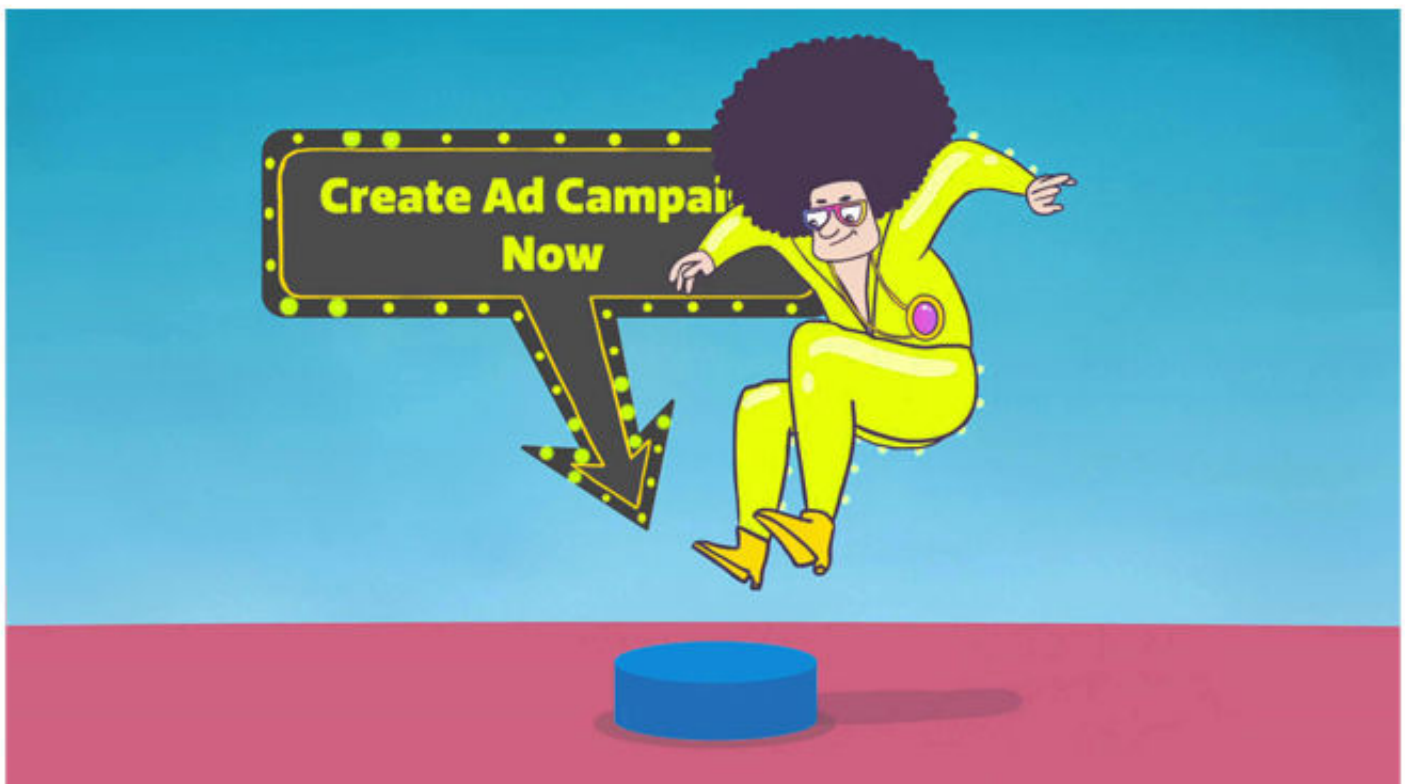
The easiest way to get more clicks for your products on flipkart.com is through Product Listing Ads.

BENEFITS OF PLAS

Flipkart sellers can create ad campaigns easily using seller dashboard. Your advertised product is promoted and shown to the relevant customers and the seller gets preferential treatment throughout the transaction cycle of the customers. Also the Flipkart sellers are charged as per the Cost Per Action i.e. only if a customer engages with the ad. Flipkart sellers can avail the following benefits using Product Listing Ads (PLA).

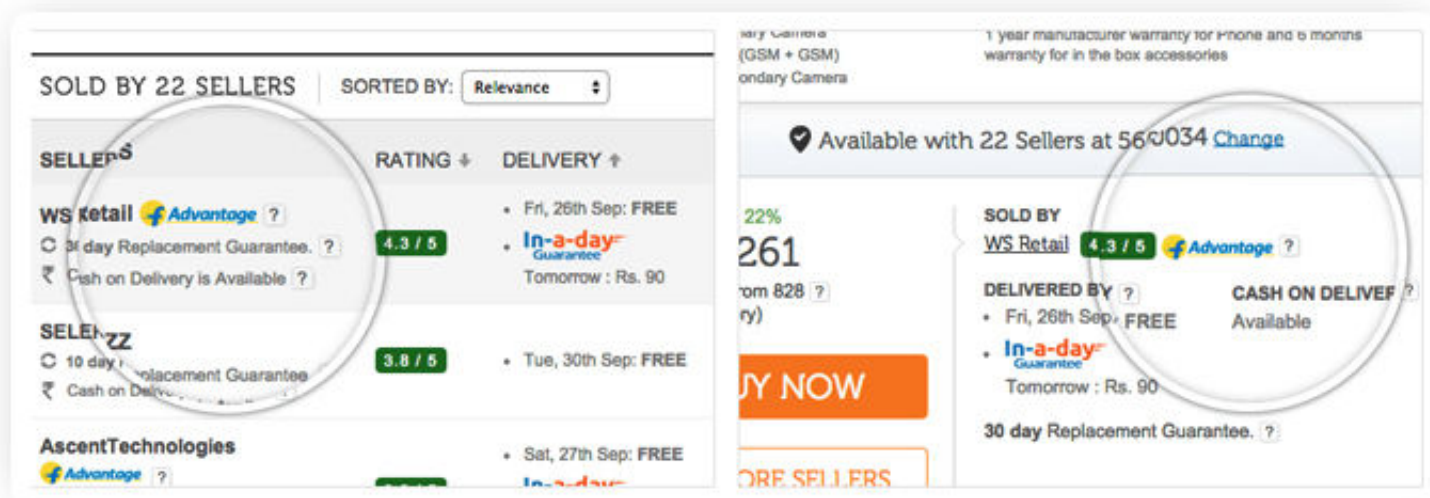
Flipkart is accepting registrations for the Product Listing Ads. The Flipkart sellers can enjoy 50% cash back as free credit for their first campaign.

-  **HIGHER DISCOVERABILITY** : PLAs for your ads translate into higher discovery of your products. When customers access the app, if they are searching for your product category your product ad would pop up which means it would catch the customer's eye faster than in the case of scrolling through various product listings.
-  **GUARANTEED 'BUY NOW' BUTTON** : Flipkart also assures a Buy button on the PLAs which means if a customer likes your product, he can just click through and reach the listing for that item. This means chances of sales conversions are higher.
-  **INCREASED SALES** : Better visibility and 'Buy Now' button give you higher sales opportunities. You can allocate and manage budget and get performance details at ad group level.



FULFILL YOUR ORDERS USING 'FLIPKART ADVANTAGE'

'Flipkart Advantage' is the Flipkart's e-commerce fulfillment service for Sellers, where products are sourced from the sellers and Flipkart do the rest. That includes checking for quality, stocking, packing and shipment. Flipkart Advantage are also backed by Flipkart's 30 Day Replacement Guarantee and customers may also avail the Same Day/In-a-Day Guarantee expedited delivery options. All while buyers are backed by Flipkart's 24x7 customer service. Buyers are thus assured of product quality, faster delivery and hassle-free returns. BoostMySale enhances the Flipkart selling experience and manage Flipkart Order & Inventory in BoostMySale.



Products marked with 'Flipkart Advantage' are sold by/sourced from a Seller but are quality checked, stocked, packed and shipped by Flipkart.

BENEFITS OF FLIPKART ADVANTAGE

When customers are buying products from Flipkart and see the "Flipkart Advantage" batch, they can be assured that Flipkart has quality checked and shipped the products by themselves. Here are the advantages offered by the 'Flipkart Advantage':

- 30 DAY REPLACEMENT POLICY** : Products sold by Sellers with Flipkart Advantage are eligible for hassle-free replacement within 30 days.
- QUALITY PACKING, FASTER DELIVERY** : As products are stocked by the Flipkart, expect high quality packing and get access to faster shipping options like Same Day/In-a-Day Guarantee delivery.
- SHIPMENT TRACKING** : Get a detailed overview of the order journey from the Seller to the customer's doorstep. Get access to important updates and other information at waypoints.

Flipkart mentions that products tagged with Flipkart Advantage badges are quality checked, stocked and shipped by them and come under the 30-day return policy.

FLIPKART ADVANTAGE FROM SELLER'S POINT OF VIEW

Amazon has had similar "Fulfilled by Amazon" service since long and now you can see the "Flipkart Advantage" which works the same way FBA works. Here is how the Flipkart Advantage service will work from sellers' point of view. Sellers will need to stock their products at Flipkart's warehouses even before the orders are placed. Flipkart will let the sellers know the quantity of products based on intelligence they gather from history of orders for that products. As products will be available with Flipkart itself at the time order is placed, quality checks and expedited shipping is possible. This also helps sellers because they do not have to worry about logistics part at all. They can just concentrate on selling their products, while Flipkart does the rest. Flipkart Advantage will serve the following purposes:

 **CUSTOMERS' DELIGHT** : Flipkart Advantage is a great way of hassle free shopping experience for the customers. Now customers have the convenience of 30-Day hassle free returns, and Same-Day/In-a-Day speedy delivery. While customers would be kept posted on the journey of their order from the merchant to their doorstep, they can also rest assured that their product has gone through an additional step of quality check by Flipkart itself.

 **SELLER'S CONVENIENCE** : Based on the intelligence gathered from previous orders, Flipkart would advise sellers on the quantity of their products to be stocked in Flipkart's warehouses.

Since the products would be present with Flipkart, they can be quality checked immediately after an order is placed. The logistics for packaging and shipping would be taken care of by Flipkart, leaving the sellers time to focus better on the selling.

 **FLIPKART'S INVOLVEMENT** : So far Flipkart has offered the fast delivery option only for one seller, but with the Flipkart Advantage, it would extend this useful and popular service to other sellers. This service would ensure an increase in Flipkart's popularity with customers who seek instant deliveries. It would also add credibility to more of the products listed on the site.



The screenshot shows a seller's dashboard for Flipkart Advantage. It includes the following elements:

- SOLD BY**: WS Retail (4.2 / 5) with a yellow 'Advantage' badge.
- 1 OFFERS**: A section containing a 'COMBO OFFER: Exciting combos available' with a 'View combos' link.
- DELIVERED BY**: A dropdown menu showing 'Sat, 27th Sep : FREE' and 'In-a-day Guarantee' with 'Tomorrow : Rs 90'.
- CASH ON DELIVERY**: A dropdown menu showing 'Available'.
- 30 Day Replacement Guarantee**: A badge with a question mark.
- Call 1800 1080 1800 (toll free) for assistance from our product expert.**

Flipkart plans to invest \$2 billion in logistics and another \$500 million in a nation wide warehouse network over the next four to five years - Co-founder and COO Binny Bansal





GROW YOUR BUSINESS BY PARTICIPATING IN SPIKE SALES

Flipkart is actively promoting sales on the mobile app by providing additional offers exclusively for sales that take place through the app. Further, some items are only available on the Flipkart mobile app. By taking part in these promotional sales and exclusive app-only sales, your products will be more visible on the app. Flipkart helps to mobilize your sales through online advertisements, television commercials, promotions, etc. Spike sales are also advertised beforehand. Additional offers are available to the app shopper during a spike sale. A sure-shot way to increase your presence on the app is to participate in these spike sales.

Also, these sales help boost sales helping you refresh your catalogue or get an idea if marginally decreasing prices can lead to increasing sales. To ensure prompt delivery Flipkart deploys additional logistics personnel during this time, too.

REASONS TO SELL ON FLIPKART

In recent times, e-commerce has taken centre stage in India and the online marketplaces have changed the way India shops. There are lakhs of small and medium entrepreneurs who joined the e-commerce bandwagon as sellers and are witnessing significant growth in their business. So, whether you are a large-scale business, small entrepreneur or plan to start your own business, e-commerce is your biggest business opportunity. Here's why:

-  **LOW INVESTMENT AND HIGH RETURNS :** To start your business as a Flipkart seller, you need minimal investment to build an inventory and start selling. Apart from your inventory, the only resource you will need to get started is a computer and a reliable Internet connection.
-  **ASSISTANCE & SUPPORTS :** Manage your business on the Flipkart is easy with the help and support given by the Flipkart Seller Hub. Any business related issues at your end are taken care of by the Flipkart. All you need to focus on is your business expansion and upholding the quality of your products.
-  **NO SPECIAL TECHNICAL SKILLS REQUIRED :** If you can browse the Internet, surf through websites and can check emails, you are technically skilled enough to become an online seller.
-  **ADVERTISING MADE EASY :** Advertising is the best way to reach out to maximum number of customers and boost your sales. Flipkart provide you with the opportunity to promote your products with a small budget. You are charged as per the number of clicks your products get. More clicks, more sales. No clicks, no charges.



E-COMMERCE PECKING ORDER

A Morgan Stanley report reveals market shares for the first time

MARKET SHARE



BREAK-UP OF INDIAN E-COMMERCE



* Others includes baby care, food & grocery, health & personal care, jewellery, furniture & home decor

According to American Appraisal reports - Flipkart's valuation over the last three years has grown at a combined annual growth rate of 150%. In the same period, the 8-year-old company's GMV has grown at 250%

INCREASE YOUR VISIBILITY ON THE FLIPKART MOBILE APP

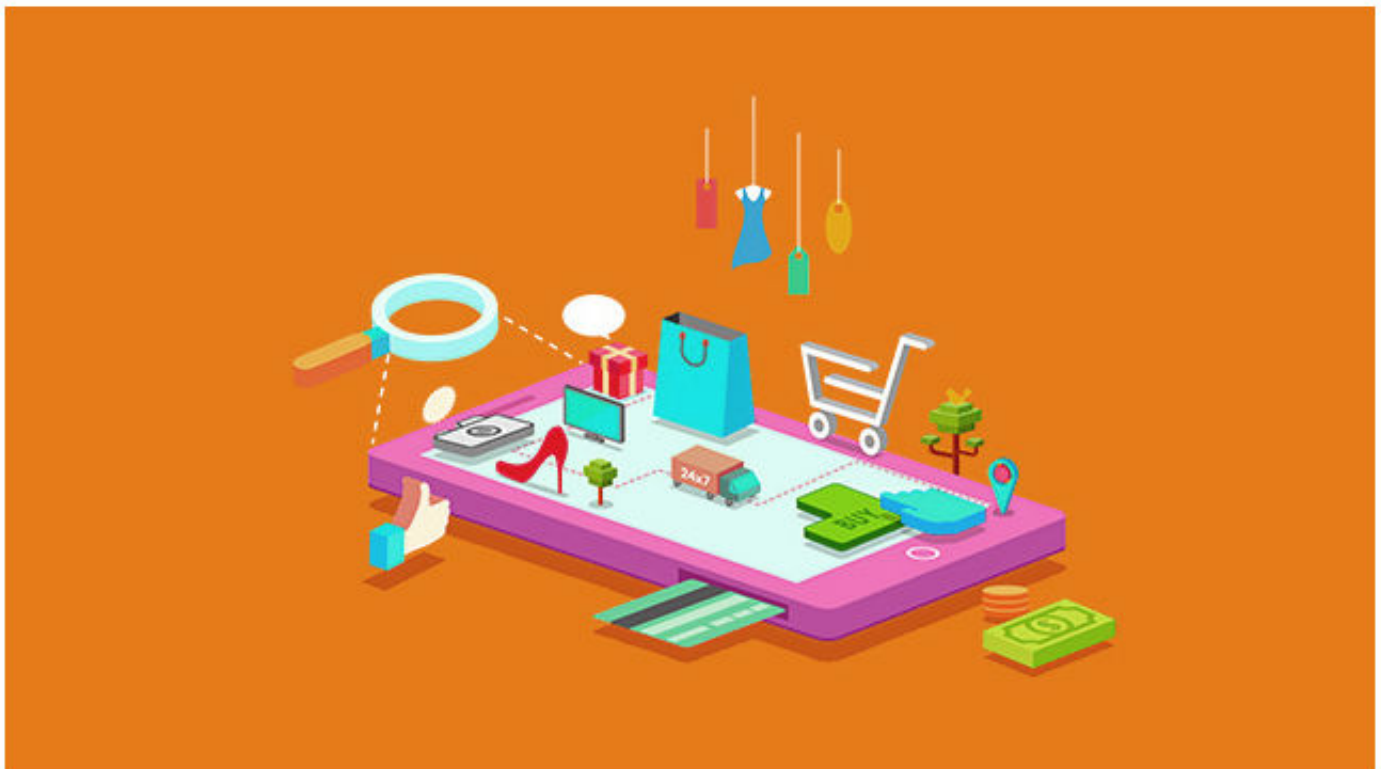
To increase your sales and become a successful seller on Flipkart, you should always work towards spreading cheer to your customers. Commitment to serve your customers to the best of your ability is key to meet their high expectations. As a seller, you sometimes need to get into the shoes of your customers to understand their concerns and resolve it speedily. Acknowledging feedbacks and working towards providing them better service will give them more reasons to smile.

As smartphones get bigger and 4G connections get faster, it's your high time to get visible on the Flipkart mobile app. Most consumers already have the Flipkart mobile app downloaded, and it's up to you to take advantage of this.

Flipkart and PayTM emerged as the hot favorites among the respondents of the survey with 56% of them crowning both as the best Mobile App.

HOW TO SELL BETTER ON THE FLIPKART MOBILE APP?

Flipkart marketplace is India's leading platform for selling online. Whether you are a manufacturer, vendor or supplier, simply sell your products online on Flipkart and become a top ecommerce player with minimum investment. Here are few tips for sellers to improve the visibility of their products on the Flipkart mobile app:



Flipkart said more than 20 per cent of their orders are coming from the mobile at present.

CLEAR PRODUCT PICTURES FROM DIFFERENT PERSPECTIVES : Please ensure that you take adequate pictures and that the pictures are taken from different perspectives of the product. Also ensure that the pictures show every detail of the product so that the customer gets a clear understanding of what he/she is buying. With a smaller screen to view products on, users tend to magnify or zoom in for a more detailed view of the product, so ensure that you shoot high-resolution pictures.

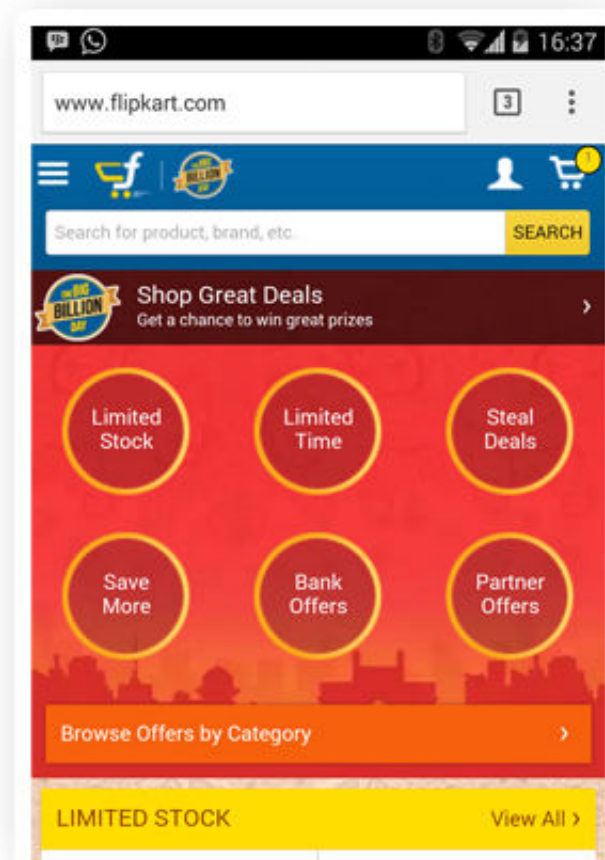
PRODUCT DESCRIPTION : Once the customer is happy with the images of the product they tend to look at the description to see if the product meets their requirements. Therefore, ensure you are providing correct, concise and easy to understand details of the product put up for sale.

PRODUCT DESCRIPTION : Apart from a clear product description, title your product carefully using the keywords that describe it so that it comes up during searches. For instance, if you are listing apparel, ensure that you include ancillary information such as care instructions, washing, sizes, etc. to satisfy any queries that a customer may have about your product. Unanswered questions lead to lack of interest in your product and an abandoned sale.

DON'T FORGET TO PUBLISH RATINGS & REVIEWS : Each product showcased on the Flipkart mobile app has been rated & reviewed by the buyers.

Customers often judge a product by reading what other users thought of it and get the clearer picture than any product description ever can. Make sure to publish the positive ratings and reviews of your products, which may give you a competitive advantage over other sellers who are offering the same product on Flipkart.

BE CAREFUL OF YOUR SELLER RATING : when customers choose a product, there are often multiple sellers displayed. Make sure to maintain a fair average seller rating and it is derived based on timely delivery, packaging and more.



CONCLUSION

As with any retail channel, there are things that sellers can do to improve their chance of success. Flipkart gives you the opportunity to sell to millions of potential customers, significantly increase sales, and acquire loyal customers. When deciding to sell on Flipkart, the best advice we have is to know your business, and know what you're getting into. BoostMySale's Flipkart seller integration will enable you to manage Flipkart order & inventory from your web-store control panel and connect multiple online stores to BoostMySale for single-console order and stock management. We'll be taking your online success to the next level in no time.

SPEAK TO OUR SOLUTION EXPERTS NOW

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