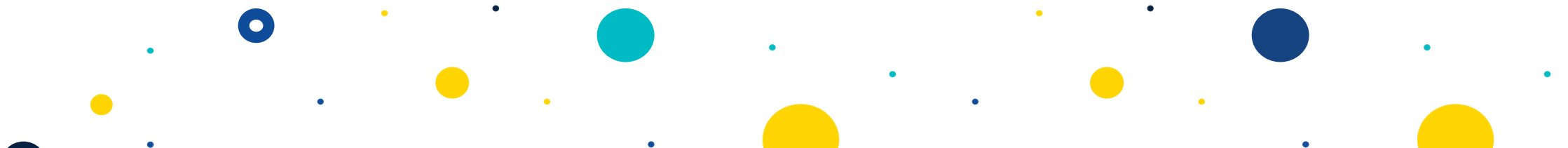


# Marketplaces 101: An essential guide for SMEs and freelancers

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# Introducción

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The digital transformation has driven new ways of communicating, working, and **new ways of buying and selling products and services.**

In fact, according to Statista data, approximately **24% of total purchases were made online in Spain in the year 2021.**

Additionally, **marketplaces have experienced significant growth,** especially in the last decade. Specifically, marketplace platforms grew by 38% in the year 2022. On the other hand, according to the **Digital Decade Report 2023, 29% of SMEs** in Spain are already selling online."



# Definition and types of marketplaces

A **marketplace** is an **online platform** where any small business or freelancer has the opportunity to **put their products and services up for sale**.

There are different types of marketplaces depending on their specific characteristics:



**Marketplace On-demand**

Glovo? Uber



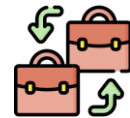
**Community Marketplaces**

wallapop Vinted



**Managed Marketplaces**

amazon



**Marketplace B2B (Business to Business)**

amazon business



# Actors and other factors of interest



**Key actors and other concepts of interest to understand the operation of marketplaces:**



Sellers



Buyers



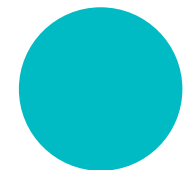
Platform



Logistics



Customer Service



# Benefits

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The following are the **main benefits** for **vendors** when selling their products on the various **marketplaces**:



**INCREASED EXPOSURE  
AND VISIBILITY**



**ADVERTISING SAVINGS**



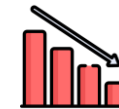
**GREATER REACH**



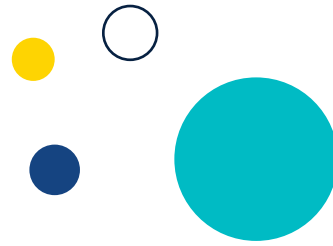
**TECHNOLOGICAL  
INFRASTRUCTURE**



**DATA AND  
ANALYTICS**



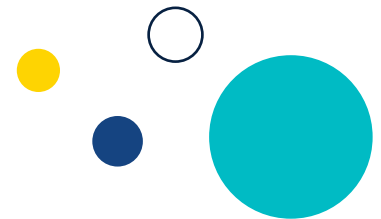
**REDUCED BARRIERS  
TO ENTRY**



# Nine steps to get started in marketplaces

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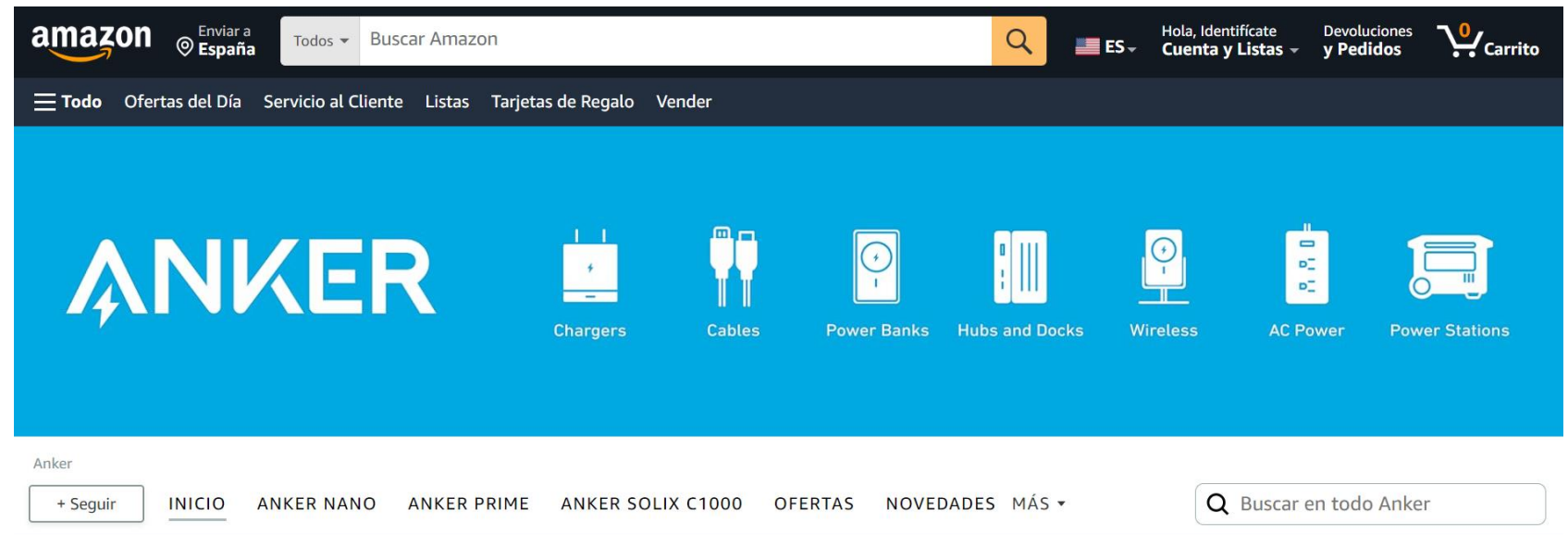
- 1.** Selecting the right marketplace
- 2.** Open an account on a marketplace
- 3.** Upload catalog
- 4.** Upload stock
- 5.** Raise prices
- 6.** Manage orders
- 7.** Logistics
- 8.** Customer service
- 9.** Return policies





# Case Study: Anker Innovation

**Anker Innovation** is a seller who used an existing platform to reach more people and increase its sales. Sales increased by a **factor of 30** in the first five years since it began selling on a marketplace, namely **Amazon**.





# Tools to create your own marketplace

## E-commerce platforms



## Inventory management platforms



## Payment management platforms

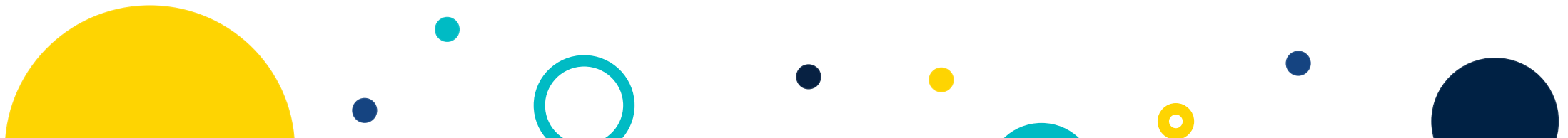


# Conclusion

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In short, **marketplaces** can be a **great help** for all **SMEs** and **freelancers**.

Knowing the different platforms, their characteristics, how to get started and what tools are necessary for proper business management are key to help companies of all sizes to grow and consolidate.



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