

The Beginner's Guide to

# Selling on BuyNatural



# Contents

Selling on BuyNatural .....	3
Introduction to selling on BuyNatural .....	4
Before you start selling.....	5
Get to know Seller Centre .....	7
How to list products .....	8
The product detail page .....	11
How to deliver products .....	13
Now what? .....	15
Opportunities for business growth.....	16
Grow Globally .....	17
What makes a great seller? .....	18

# The Beginner's Guide to Selling on BuyNatural

## Welcome to Selling on BuyNatural

BuyNatural is committed to being the one-stop shop for Natural, Organic and Eco-Friendly businesses to sell their products and for consumers to shop from the one trusted source. We love working with Sellers (especially Aussie brand owners) who have Natural, Organic and Eco-Friendly products —which is what makes sellers like you so super special.

BuyNatural is a fully managed Marketplace – meaning our eCommerce experts run and operate your Store for you. You can sit back while we help drive sales and build your brand's awareness.

As a BuyNatural seller, you join a select group of brands wanting to improve the health of shoppers, their family and the world. You become part of a community that offers amazing products, great customer service and fast shipping.

This guide contains high-level information that will help you start your journey selling on BuyNatural. If you want to dive in deeper on any subject, visit [sell.buynatural.com.au](https://sell.buynatural.com.au) for more information about all the topics covered here.



# Introduction to selling on BuyNatural

## The BuyNatural Commitment

When you start selling on BuyNatural, you become part of a Community of sellers focused on the Natural, Organic & Eco-Friendly product categories.

Being natural, organic, ethical and sustainable is part of our core fabric and DNA of BuyNatural. Our sellers also share a common desire to sell products that make it easier for our shoppers to live healthier, happier, and eco-friendlier too.

The BuyNatural Marketplace is home to Sellers who have a commitment to people and our planet, and all the little details that make a big difference to us; healthier and better ingredients and materials, less packaging, built to last and sustainable. The BuyNatural Marketplace offers thousands of products that are natural, organic, sustainable, zero waste, fair trade, made in Australia, free from palm oil, parabens, nuts, dairy, gluten, and eggs and more.

The reason our Sellers have selected BuyNatural is for good reason -- to reach the rapidly growing community of shopper who care a lot about what they buy. BuyNatural launched in 2020 and is experiencing significant growth in shoppers and sellers – making us the number 1 marketplace for Natural, Organic and Eco-Friendly products in Australia!



Join the fastest growing natural, organic and eco-friendly community in Australia.

## Is BuyNatural right for your business?

The short answer is: maybe. You need to sell Natural, Organic or Eco-Friendly products. You need to have a desire to grow your sales and brand in Australia and around the world. If so, then jump in. Small and medium-sized businesses thrive here, and they account for more than 80% the products sold in our BuyNatural Stores.

Whatever size your business is —we're excited for you to grow with us. Find your fit and start selling today.

# Before you start selling

## How to register

The BuyNatural Marketplace selling plans come in either a Starter or Professional level - depending on the number of products you wish listed in your store. As well as the method of shipping -- Have the FBN team do your order fulfilment or do it yourself.

## What selling plan is right for me?

	FBS Starter	FBS Professional	FBN - Starter	FBN - Professional
Number of Products (SKU's)	< 25	Unlimited	< 25	Unlimited
Storage	-	-	1.5 m3	2 m3
Fulfilment by BuyNatural (FBN)	-	-	√	√
Additional Staff Accounts	1	3	3	10



### BuyNatural jargon: Seller Types

FBN Sellers (Fulfilment by BuyNatural) is where you outsource your BuyNatural order fulfilment - The FBN team will do everything! Warehousing, inventory management, picking, packing, shipping costs and even the customer service for those orders. FBS Sellers are responsible for handling their own BuyNatural orders - shipping, customer service, refunds, and returns for those products.

## What you'll need to get started

In order to complete your registration, make sure you have access to:

- Bank account number or PayPal account
- Chargeable credit card
- Email
- Address
- Phone number

## How much does it cost to sell on BuyNatural?

There are different fees depending on your selling plan you select.

See the selling fees below.



Subscription Fees	<p>FBN Starter: \$39.95 monthly*</p> <p>FBN Professional: \$49.95 monthly*</p> <p>FBS Starter: \$0.00 - No payment required</p> <p>FBS Professional: \$49.95 - One time payment*</p> <p>* Paid annually. GST (10%) is added at the time of payment.</p>
Selling fees	<p>With our Seller Plans, you have a 12% referral fee.</p>
Fulfilment Fees	<p>If you want to have Fulfilment by BuyNatural (FBN) handle your warehousing and logistics then we have a 35% of order fee. This includes the everything! Warehousing, inventory management, picking costs, packing costs, the boxes/sachels costs, shipping and delivery costs and even the customer service costs. You won't find any mystery charges hitting your account. Just a simple percentage of sale — so if nothing is sold, nothing is paid.</p>

To review the fees that may be associated with your account, visit the

[Selling on BuyNatural Fee Schedule](#)

# Get to know Seller Centre

## What is Seller Centre?

Once you register as a BuyNatural seller, you'll have access to your Seller Centre account. Think of Seller Centre as your go-to resource for selling on BuyNatural. It's a portal to your BuyNatural business and a one-stop shop for managing your selling account, adding product information, checking inventory, managing payments, accessing advertising and promotional tools and finding helpful content to help you navigate your BuyNatural business. It's also where you list all your products.

## What you can do with Seller Centre

1. Keep track of your inventory
2. Update your product listings
3. Review your product earnings and payments
4. Use marketing and advertising tools
5. Keep track of your daily sales for all the products you sell on BuyNatural

## The BuyNatural Seller App

Did you know you can keep track of your BuyNatural business even while you're on the go? The BuyNatural Seller app lets you analyse your sales, check orders, review your inventory, create product listings—right from your mobile device.

Never be more than a swipe away from your BuyNatural business. Currently available for download it for iPhone or Android for our Early Adopters program.



# How to list products

## Listing your first product

To sell a product on BuyNatural, you must first create a product listing. Creating a product listing is easy and only takes a few minutes but it is important to read the knowledge base in the Seller Centre to ensure you use the correct size images and use the correct product naming conventions.

There are different ways to list products on BuyNatural. Sellers on an Enterprise seller plan have the option of listing their products in large batches using bulk uploading or inventory management with third-party systems, while Starter and Professional sellers plans list products one at a time.

## What you need to start listing products

In most cases, products must have a Global Trade Item Number (GTIN), such as a UPC, an ISBN, or an EAN. BuyNatural uses these product IDs to identify the exact item you're selling. In addition to a product ID, here's some of the

important information that goes into each product listing:

- Product title
- Product description and bullet points
- Product images
- Search terms and relevant keywords





## Quality Product listing = Enhanced Shopper Experience

Following our knowledge base best practices for adding product listings can have a big impact on your Store's success. Make it easy for shoppers to find your offers by adding descriptive titles, clear images on a white background, and concise feature bullets to your items.

### How to launch successfully

Avoid these things that could negatively impact your launch:

- Variation issues: Products that vary only by colour, scent, or size might be a good candidate for listing as variations. Ask yourself if the customer would expect to find the products together on the same page. If not, list them separately.
- Image compliance: Your images must be at least 500x 500 pixels (increase the size to 1,000 x 1,000 for high-quality listings) and set against a plain white background. The product should fill at least 80% of the image area.
- Product IDs: Make sure you're meeting the requirements for product UPCs and GTINs (Global Trade Item Number). Consistency in these codes helps promote confidence in the range of products shown in the BuyNatural product catalogue.

### What are restricted products?

It's important that customers are able to shop with confidence on BuyNatural, which is why some products (that maybe don't meet our requirements as Natural, Organic or Eco-Friendly) are held in a moderation queue until we can assess their compliance. BuyNatural might require additional information from you to confirm ingredients requirements or formulation.

You'll be able to request approval from within your Seller Centre.



## The Listings Tool

This menu is where you create your product listings on BuyNatural. If you are on an Enterprise plan you can upload a file containing your products to bulk add into your Store else you can setup your product lists individually.

### If you do not have a product file

If you do not have a product file, you can request through your Seller Manager a product file template. This template can be used to capture all your product information for a bulk upload. It is an XML file very similar to a Google Shopping Feed.

This tool can be accessed from your  
Seller Central account under:

Products > Add Products > Upload File



# The product detail page

## Making it easy to buy?

A product detail page is where customers view a product sold on BuyNatural. If you've shopped on BuyNatural, you'll recognise the product detail page. It's where customers can find all the relevant information about a particular item.

As you're putting content into your product detail pages, think about what will best help customers understand your product and the benefits that they will get using it. Additionally, think about the keywords that will help shoppers find your products and make a purchasing decision. Aim for the ultimate customer experience by making your listings concise, accurate, and easy to understand and visually attractive. It is best practice to have 3-4 images per product – the pack shot and the ingredients being the most important.



## Promotions and Discounts

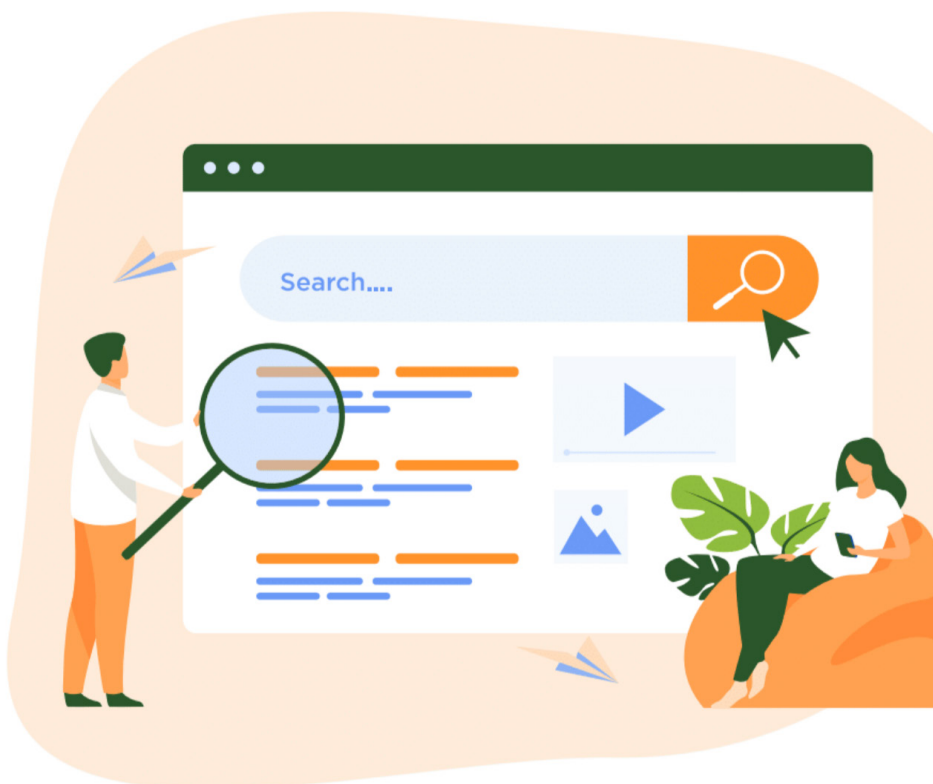
When you create a product listing there is the option to set a sale price along with a schedule. Meaning you can create a promotional offer as a launch special or simply schedule a promotion to run for a particular time. You have complete control over the pricing, discounting and promotions.

## Elements to include on the product detail page

1. Images of the product (make sure they're at least 500 x500, and boost that size to 1,000 x 1,000 to increase the quality of your listings). Must be on a white background.
2. The title of the product (use 50 characters, maximum, and capitalise the first letter of every word). The knowledge base has a naming convention to follow.
3. Any variations of your product you have available, which may include things like different colours or sizes.
4. The description, which can be optimised for search engines using keywords to improve the reach of your product listings.
5. The Sale Price, which is optional and allows for you to set a schedule for the sale price. Creating an introduction offer for the first month or so when you launch your Store improves your overall Store visibility and and creates interest within the BuyNatural community.
6. The bullet point information, which should be short, descriptive sentences highlighting the products key features and differentiating characteristics.

## Seller Centre Knowledge Base

Review the various articles in the Seller Centre Knowledge Base to learn the basic style guidelines that apply to listing products and setting up your Store. Be sure to review any guides that specifically apply to onboarding, advertising or marketing as this will make it easier your you and BuyNatural to promptly action any changes or activate programs.



### BuyNatural Service Quick Start Style Guide

Found in the knowledge base, the BuyNatural "Quick Start Style Guide" provides an easy step by step guide to adding product listings and setting categories. Be sure to review the various guides that specifically apply to setting up your store, products or marketing/advertising.

# How to deliver products

## BuyNatural sellers have two fulfilment options - FBN & FBS

You can do it yourself, maintaining your own inventory and shipping products to customers (merchant-fulfilment), or have BuyNatural take responsibility for packaging, labelling, and shipping products through Fulfilment by BuyNatural (FBN). Each method has its own set of benefits—you just have to decide which one is right for your business.

### If you're fulfilling your own orders

FBS or Fulfilled by Seller just means you store and ship products directly to customers yourself. When an order is placed in your Store, BuyNatural will send you an email notification to let you know you have an order ready to be dispatched. It is important that you send this item within two business days to meet shopper expectations of our fast delivery from BuyNatural. Once your item is shipped, the Seller updates the tracking information of the order via their Seller Centre Dashboard and the customer is informed that their order is on its way.

## The benefits of Fulfilment by BuyNatural (FBN)

You sell it, we ship it. BuyNatural has some of the most sophisticated fulfilment software and processes in the world. With Fulfilment by BuyNatural (FBN), you store your products in BuyNatural's fulfilment centre, and we pick, pack, ship, and provide customer service for these products. Being an FBN Seller, your orders are eligible for Free Freeing when over \$59 (<5kg) which can help you sell more. What's more, you have no shipping costs even when we provide this free shipping option - nothing more for you to pay! We provide shoppers with both a standard and express delivery service for Australia and Internationally.

### We love fulfilling your own orders

BuyNatural takes a lot of pride in packing your orders in materials that are earth friendly (we hate plastic) and use recycled newspaper as filler where possible.

## Can I use FBN for my own eCommerce site?

Online shopping has become the preferred choice for consumers today, and will dominate the retail market. Having an online store is no longer optional – it's essential. While setting up a site that meets your customers' needs is straightforward, delivering your products in high volume can be overwhelming. The solution is BuyNatural's (FBN), ecommerce fulfilment service centre – a warehousing and distribution partner that works seamlessly with your online store.

Although your Store in the BuyNatural Marketplace is automatically included for FBN, you may also want FBN to support you with pick, pack and shipping of your orders coming in from your own eCommerce site. Nothing is easier. You can simply store your products in a FBN fulfilment centre and as your orders come in, the FBN team process and ship. We even handle the returns and customer service. Nothing could be easier to help you scale and grow your online business.

## Fulfilment by BuyNatural Technology

Our software can integrate with popular ecommerce platforms (i.e., Shopify, WooCommerce, BigCommerce) so we can get to work preparing your deliveries as soon as someone makes a purchase on your website.



### Fees for using FBN

There are two types of FBN fees: fulfilment fees (which are charged per unit sold and include picking and packing your orders, shipping and handling, customer service, and product returns), and inventory storage fees (which are charged monthly, and are based on the volume of inventory being held in a BuyNatural fulfilment centre). For more information, refer to the FBN fees and rate structure page.

# Now what?

## Managing your BuyNatural business

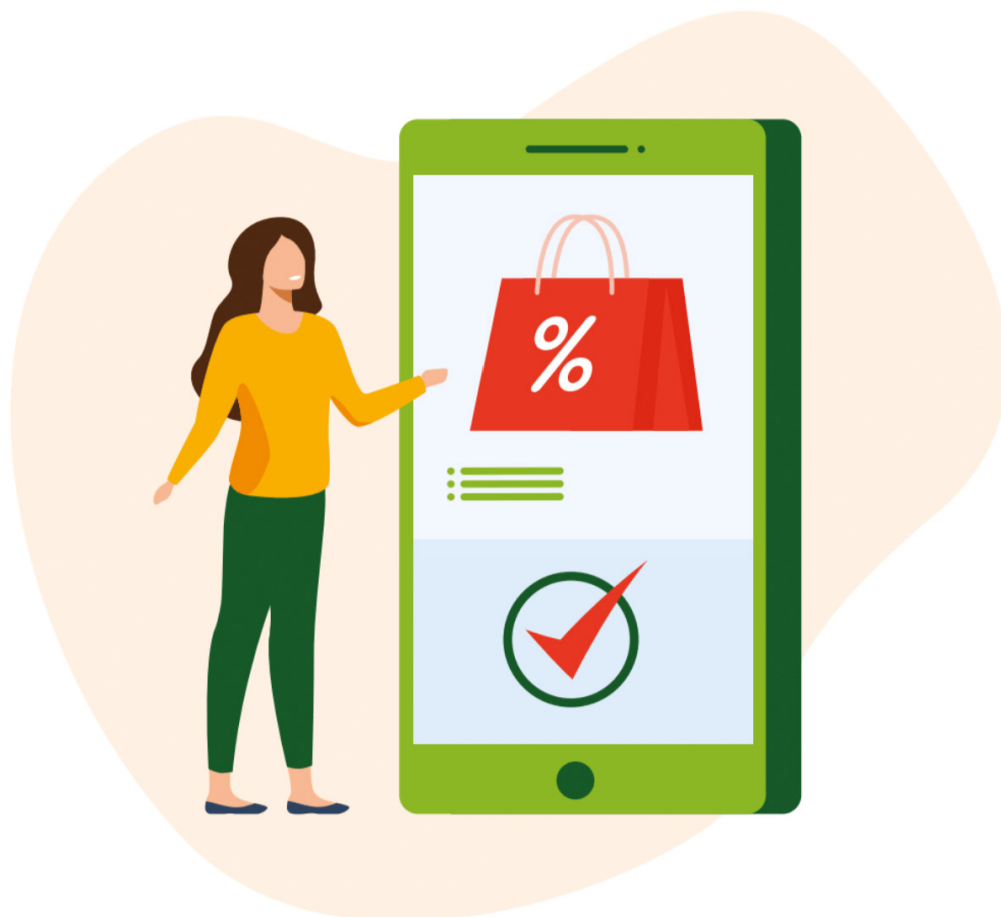
Getting a sale is fantastic and always gives you a pick up —but it's just the beginning of your growth opportunities selling on BuyNatural. Once your Store is up and running, there are a few important things to keep in mind.

### Store Metrics

BuyNatural sellers operate at a high quality standard so we can provide a high value shopping experience. Therefore, we care a lot about the way the Seller Stores look, feel and operate. The Store Metrics to key an eye on include:

1. Visibility (a measure of the unique visitors into your store)
2. Returns (how many shoppers have requested a return or refund)
3. Inquiry (how many shoppers have requested more information or details)

You can keep an eye on these metrics in Seller Centre.



# Opportunities for business growth

Hold onto your seat  
– the journey is just getting started!

Signing up with a Selling Plan gets you started with a Store but this is just the start of building your online business. BuyNatural has tools in place to help you take your Store and online business to the next level. We want to be your trusted partner that can help you scale and grow – here in Australia and into overseas markets.

## Advertising

BuyNatural paid-per-day (CPD) advertising solutions create new ways for you to reach and engage shoppers, regardless of whether they're just starting to compare products, or ready to make a purchase. Ads show up right where customers will see them (like the first page of search results or product detail pages). BuyNatural offers various advertising solutions, which are accessible through your Seller Centre.

### 1. Sponsored Products

Sponsored Products are display ads for individual product listings on BuyNatural, so they help drive product visibility (and product sales). They appear on search results pages and product detail pages.

### 2. Sponsored Brands

Sponsored Brands showcase your brand and product portfolio. They're search-result ads that feature your brand logo, a custom headline, and up to three of your products.

## Promotions and coupons

Customers want to save, and promotions are an incentive to make a purchase now. There are different types of promotions: money off, discount or buy one get one free.





# Grow Globally

## Global expansion

Selling internationally is a big deal for many Australian brands. There is huge potential to reaching new shoppers and make some good sales, as well as the knowing your products are being appreciated by a new audience. However, for many Aussie brand owners selling overseas is a daunting prospect.

## How can BuyNatural Agency Services help?

The BuyNatural Agency (BNA) team builds eCommerce sites in English, Arabic and Chinese – so take your pick and start selling into the biggest markets in the world. Our multilingual Agency team can then develop and run Search Engine Marketing and Social Media in these various languages to drive traffic and sales from these locations.

## 4 steps to succeed at selling globally

1. Do your homework: Decide on products you would like to sell, research your competitors and their pricing.
2. Decide on a marketing budget: Going into a new market is tough. It can be costly and time consuming so be prepared for a long road with many twists and turns. Choose an initial marketing budget to test and learn – understand what it costs to acquire traffic and sales then look to optimise and refine targeting.
3. Ship & fulfil: Understand what's involved in shipping and fulfilling in different countries, including costs, times, and requirements. Learn about leveraging Fulfilment by BuyNatural (FBN) for your international shipping, or handle it yourself.
4. Manage your business: Provide customer support and local country returns, either yourself or through BuyNatural. Get paid in your preferred currency. Use BuyNatural's tools and recommendations to grow your international sales and scale your business globally.



# What makes a great seller?

## A checklist for growth

With any new project, things take time to ramp up. Opportunities for growth are all around you—but here are a few things to try in your first 100 days as an BuyNatural seller.

- ☐ Keep an eye on your account in the Seller Centre
- ☐ Follow the BuyNatural social media accounts and be active
- ☐ Promote your Store listings in your own social media using the Facebook Marketing Tools
- ☐ Create sales, deals and coupons
- ☐ Expand your product lists to get a larger range – consider bundles.
- ☐ Speak to your BuyNatural Seller Manager to have your products ranged in the BuyNatural Retail Store
- ☐ Ask about Co Marketing options with BuyNatural to create brand building opportunities
- ☐ Review your reports and analytics in Seller Centre
- ☐ Don't be afraid to ask questions
- ☐ Get involved

## Your first 100 days

The first 100 after you launch your BuyNatural Stores are an important time for establishing practices that will boost your performance from there on out. Different approaches will work for different businesses, but the more you put in, the more you will get out.

