Promoting an eBay store - keywords, etc.

&lt;h2&gt;GUIDE.SUMMARY  What This guide provides information on how to use the tools that come with a store subscription to help promote a members store and grow their eBay business. Who Use this article to help sellers who would like to know how to manage and promote their store. This article covers &lt;ul&gt; &lt;li&gt;Store newsletters (email marketing)&lt;/li&gt; &lt;li&gt;Search engine keywords&lt;/li&gt; &lt;li&gt;Subscriber discounts&lt;/li&gt; &lt;li&gt;Listing distribution&lt;/li&gt; &lt;li&gt;Traffic reports&lt;/li&gt; &lt;/ul&gt;   &lt;/h2&gt;&lt;h2&gt;GUIDE.RELATED_LINKS  Related help pages &lt;ul&gt; &lt;li&gt;Design your store - valuable information regarding stores&lt;/li&gt; &lt;li&gt;&lt;a href="http://pages.ebay.com/storefronts/building.html"&gt;http://pages.ebay.com/storefronts/building.html&lt;/a&gt;&lt;/li&gt; &lt;/ul&gt;   &lt;ul&gt; &lt;li&gt;eBay Store newsletters&lt;/li&gt; &lt;li&gt;&lt;a href="https://www.ebay.com/help/selling/selling-tools/email-marketing-sellers?id=4654"&gt;https://www.ebay.com/help/selling/selling-tools/email-marketing-sellers?id=4654&lt;/a&gt;&lt;/li&gt; &lt;/ul&gt;   &lt;ul&gt; &lt;li&gt;Search engine keywords&lt;/li&gt; &lt;li&gt;&lt;a href="http://pages.ebay.com/help/stores/contextual/keyword-suggestions.html"&gt;http://pages.ebay.com/help/stores/contextual/keyword-suggestions.html&lt;/a&gt;&lt;/li&gt; &lt;/ul&gt;   &lt;ul&gt; &lt;li&gt;Manage Promotions Overview&lt;/li&gt; &lt;li&gt;&lt;a href="http://pages.ebay.com/specialoffers/tutorial.html"&gt;http://pages.ebay.com/specialoffers/tutorial.html&lt;/a&gt;&lt;/li&gt; &lt;/ul&gt;   &lt;ul&gt; &lt;li&gt;Manage Promotions Instructions Manual&lt;/li&gt; &lt;li&gt;&lt;a href="http://pics.ebaystatic.com/aw/pics/sellerTools/pdf/PromotionsManagerSellerTutorial.pdf"&gt;http://pics.ebaystatic.com/aw/pics/sellerTools/pdf/PromotionsManagerSellerTutorial.pdf&lt;/a&gt;&lt;/li&gt; &lt;/ul&gt;   &lt;ul&gt; &lt;li&gt;How to set up a Sale Event in Promotions Manager&lt;/li&gt; &lt;li&gt;&lt;a href="https://www.youtube.com/watch?v=nhgYCTULsQQ"&gt;https://www.youtube.com/watch?v=nh

gYCTULsQQ&lt;/a&gt;&lt;/li&gt; &lt;/ul&gt;   Related articles &lt;ul&gt; &lt;li&gt;&lt;a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&amp;id=GUIDE1035"&gt;Setting up an eBay Store - subscription levels, creating, opening, closing&lt;/a&gt;&lt;/li&gt; &lt;li&gt;&lt;a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&amp;id=GUIDE1025"&gt;Customizing an eBay store - design, categories, layout, logo&lt;/a&gt;&lt;/li&gt; &lt;li&gt;&lt;a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&amp;id=GUIDE1148"&gt;Tools for selling - Promotions Manager and Markdown Manager&lt;/a&gt;&lt;/li&gt; &lt;/ul&gt; Related solutions &lt;ul&gt; &lt;li&gt;&lt;a href="https://cskb.qa.ebay.com/cskbapp/art?page=content&amp;id=SOL8985"&gt;eBay store benefits - how to open an eBay store and how to create a sale&lt;/a&gt;&lt;/li&gt; &lt;/ul&gt;   &lt;/h2&gt;&lt;h2&gt;GUIDE.TALKING_POINTS &lt;table cellpadding="2" cellspacing="0"&gt; &lt;tbody&gt; &lt;tr&gt; &lt;td&gt;&lt;a href="https://cskb.qa.ebay.com/cskbapp/art?page_content&amp;id=GUIDE1033&amp;ViewLocale= en_US#storenewsletters"&gt;Store newsletters&lt;/a&gt;&lt;/td&gt; &lt;/tr&gt; &lt;tr&gt; &lt;td&gt;&lt;a href="https://cskb.qa.ebay.com/cskbapp/art?page_content&amp;id=GUIDE1033&amp;ViewLocale= en_US#trafficReportsTP"&gt;Traffic reports&lt;/a&gt;&lt;/td&gt; &lt;/tr&gt; &lt;tr&gt; &lt;td&gt;&lt;a href="https://cskb.qa.ebay.com/cskbapp/art?page_content&amp;id=GUIDE1033&amp;ViewLocale= en_US#discountquestions"&gt;Subscriber discounts &lt;/a&gt;&lt;/td&gt; &lt;/tr&gt; &lt;tr&gt; &lt;td&gt; &lt;/td&gt; &lt;/tr&gt; &lt;/tbody&gt; &lt;/table&gt; &lt;/h2&gt;&lt;h3&gt;&lt;a name="storenewsletters"&gt;&lt;/a&gt;Store newsletters&lt;/h3&gt; Store newsletters (email marketing) are now in Seller Hub. Why have you made this change? &lt;ul&gt; &lt;li&gt;The old experience was outdated. We wanted to improve the experience for sellers.&lt;/li&gt; &lt;li&gt;The new store newsletter experience is part of bigger changes we are making to improve the seller experience, by making it easier to showcase your inventory, attract new buyers and retain customers.&lt;/li&gt; &lt;/ul&gt; Will my email templates be transferred to the new view in Seller Hub? &lt;ul&gt; &lt;li&gt;No, existing templates will not be transferred to the new store newsletter

experience in Seller Hub.&lt;/li&gt; &lt;li&gt;You can find new and improved newsletter templates to welcome new subscribers and showcase new inventory by selecting the Store tab in Seller Hub and then selecting Store newsletter.&lt;/li&gt; &lt;/ul&gt; How do I set up my Store newsletters in this new view? &lt;ul&gt; &lt;li&gt;Here's how to design and send a Store newsletter in Seller Hub:&lt;/li&gt; &lt;/ul&gt; &lt;ol&gt; &lt;li&gt;Select the Store tab in Seller Hub.&lt;/li&gt; &lt;li&gt;Select Store newsletter, and then select Create newsletter.&lt;/li&gt; &lt;li&gt;Choose the template you'd like to use.&lt;/li&gt; &lt;li&gt;Select Customize to change the standard content and options as needed.&lt;/li&gt; &lt;li&gt;Select Review to preview your email before sending.&lt;/li&gt; &lt;li&gt;Select Activate to send your email.&lt;/li&gt; &lt;/ol&gt; &lt;ul&gt; &lt;li&gt;Buyers can receive up to one newsletter from a seller each week. The email will go out to subscribers on the same day of the week each week, based on the frequency selected by the seller. Sellers can choose weekly, biweekly, or monthly email frequency.&lt;/li&gt; &lt;/ul&gt; Can I get my old templates back? &lt;ul&gt; &lt;li&gt;No. The old email templates and any recurring emails you may have set up in the past are no longer available. We currently have two new and improved store newsletter templates for you to choose from, but we'll be adding more soon.&lt;/li&gt; &lt;/ul&gt; I dont like this view. Can I opt out? &lt;ul&gt; &lt;li&gt;No.&lt;/li&gt; &lt;/ul&gt; If I am losing my old templates, does this mean my marketing email won't send until I set up a new one in Seller Hub? &lt;ul&gt; &lt;li&gt;Yes, you'll need to create a new newsletter in Seller Hub.&lt;/li&gt; &lt;/ul&gt; &lt;h3&gt;&lt;a name="discountquestions"&gt;&lt;/a&gt;Subscriber discounts&lt;/h3&gt; About subscriber discounts &lt;ul&gt; &lt;li&gt;eBay has partnered with businesses to offer discounts and deals on select services to help store subscribers manage and grow their business. Some of these businesses are store subscribers on the eBay platform. &lt;/li&gt; &lt;li&gt;You must have a store subscription to have access to these deals. &lt;/li&gt; &lt;li&gt;eBay assumes no responsibility for the offers, content, or practices of any third party. eBay makes no representations about and does not guarantee any pricing or terms on this page, which may change from time to time.&lt;/li&gt; &lt;li&gt;By clicking the "Get this deal" button, you understand that youre leaving the eBay site and

any subsequent content that you see or agreements you enter into are made by or with third parties and not with eBay.&lt;/li&gt; &lt;/ul&gt; &lt;h3&gt;&lt;a name="trafficReportsTP"&gt;&lt;/a&gt;Traffic Reports&lt;/h3&gt; Traffic reports &lt;ul&gt; &lt;li&gt;Please note: As of 04/24/2015, we no longer support traffic reports through Omniture, a third-party website.&lt;/li&gt; &lt;li&gt;Traffic reports can be found on the Performance tab in the Seller hub.&lt;/li&gt; &lt;/ul&gt;   &lt;h2&gt;GUIDE.INSTRUCTIONSSTEPS_TO_RESOLVE &lt;table cellpadding="2" cellspacing="0"&gt; &lt;tbody&gt; &lt;tr&gt; &lt;td&gt;&lt;a href="https://cskb.qa.ebay.com/cskbapp/art?page_content&amp;id=GUIDE1033&amp;ViewLocale= en_US#newsletterinstructions"&gt;Store newsletters&lt;/a&gt;&lt;/td&gt; &lt;/tr&gt; &lt;tr&gt; &lt;td&gt;&lt;a href="https://cskb.qa.ebay.com/cskbapp/art?page_content&amp;id=GUIDE1033&amp;ViewLocale= en_US#trafficReportsInstructions"&gt;Traffic reports&lt;/a&gt;&lt;/td&gt; &lt;/tr&gt; &lt;/tbody&gt; &lt;/table&gt; &lt;a name="newsletterinstructions"&gt;&lt;/a&gt;Creating a Store newsletter Sellers can create an eBay Store newsletter to communicate with buyers who have subscribed to their store. There are currently two new templates for sellers to choose from - one welcoming new subscribers and a Featured Listings template letting buyers know about the Store's products. Email newsletters are sent according to the schedule you specify. Emails that are to be sent immediately can take up to 4 hours to be delivered. &lt;ol&gt; &lt;li&gt;Select the Store tab in Seller Hub.&lt;/li&gt; &lt;li&gt;Select Store newsletter, and then select Create newsletter.&lt;/li&gt; &lt;li&gt;Choose the template you'd like to use.&lt;/li&gt; &lt;li&gt;Select Customize to change the standard content and options as needed.&lt;/li&gt; &lt;li&gt;Select Review to preview your email before sending.&lt;/li&gt; &lt;li&gt;Select Activate to send your email.&lt;/li&gt; &lt;/ol&gt; Viewing statistics for newsletters &lt;ol&gt; &lt;li&gt;Click My eBay at the top of any eBay page.&lt;/li&gt; &lt;li&gt;Move your cursor over the Account tab until you see the drop-down menu.&lt;/li&gt; &lt;li&gt;Select Marketing Tools.&lt;/li&gt; &lt;li&gt;Click the Email Marketing link on the left-hand side.&lt;/li&gt; &lt;li&gt;Under Sent Emails, click the subject line for the email you would like to review.&lt;br&gt;

Note: Occasionally, the number of emails opened will be slightly low because a small number of members use text-only email programs, and we can't gather data from these programs.&lt;/li&gt; &lt;/ol&gt; &lt;a id="trafficReportsInstructions" name="trafficReportsInstructions"&gt;&lt;/a&gt;Accessing traffic reports Please note: As of 04/24/2015, we no longer support traffic reports through Omniture, a third-party website.   Traffic reports can be found on the Performance tab in the Seller hub.   &lt;/h2&gt;