



Reverb

7 Hacks to Boost Your
Online Sales

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The Marketplace for Musicians

- A leading website and app for buying and selling new and used music gear.
- Visited by millions of music makers looking for gear.
- Offers tools and services built specifically for the MI industry.



7 Hacks to Boost Your Online Sales

1. Prioritize Shop Appearance
2. List Frequently
3. Incorporate Used Gear
4. Consider Listing Quality
5. Promote Your Listings
6. Nail Customer Service
7. Create Operational Efficiencies



Think about your own online
consumer habits...

Convenience

Flexibility on Price

Instant Gratification

1

Prioritize Shop Appearance



1. Prioritize Shop Appearance

Why should a buyer choose you over another seller?

- Your story: Share what makes you *unique*.
- Your inventory: List **everything**.
- You make it easy. Accept all forms of payment.

The screenshot displays the Reverb website interface. At the top, the Reverb logo is on the left, and navigation links for 'Sell', 'Watch List', 'My Feed', 'Cart', 'Sign Up', and 'Log In' are on the right. Below the navigation is a category menu: 'Electric Guitars', 'Acoustic Guitars', 'Bass Guitars', 'Amps', 'Effects and Pedals', 'Drums and Percussion', 'More', 'Reverb News', 'Price Guide', 'Reverb Gives', and 'Shops'. A prominent banner for 'Rock N Roll Vintage' features the text 'GUITARS - AMPS - EFFECTS - SYNTHS - DRUMS - REPAIRS' and 'ROCK N ROLL VINTAGE' in large yellow letters, with the address '4737 N DAMEN AVE CHICAGO IL 60625 - EST 2004' below it. The shop's profile section includes a 'Preferred Seller' badge, 'Quick Shipper' and 'Quick Responder' badges, and a bio: 'Rock N Roll Vintage Chicago, IL, United States Joined: Jan 2013 View Policies We love this stuff as much as you do! Established in 2004, Rock N Roll Vintage is committed to giving you the best possible buying experience. Our store is located on Chicago's North Side and is easily Read more...'. A promotional banner for a 'Rock N Roll Vintage - December Sale' offers a '15% Discount Ends in 11 days By Rock N Roll Vintage' and shows five guitar images with a '94 Listings' badge. Below this, a '2,007 listings' section is visible, with a 'Category' dropdown set to 'All Categories (2,007)'. A list of categories includes 'Effects and Pedals (888)', 'Keyboards and Synths (265)', 'Accessories (199)', 'Electric Guitars (174)', 'Amps (140)', 'Acoustic Guitars (85)', 'Drums and Percussion (80)', 'Bass Guitars (72)', 'Pro Audio (61)', and 'Folk Instruments (27)'. A 'Feedback' section shows a 5-star rating from 10,490 reviews. The listings grid shows four items: 'Schecter Robert Smith Ultra-Cure Signature Guitar', 'Disaster Area Designs DPC Micro Shocker Yellow', 'Disaster Area Designs DPC Micro Black', and 'Sunm Concert Bass Head & Cab'. A 'Follow this Shop' button indicates 408 followers and a 'Most Recent First' sorting option.

2

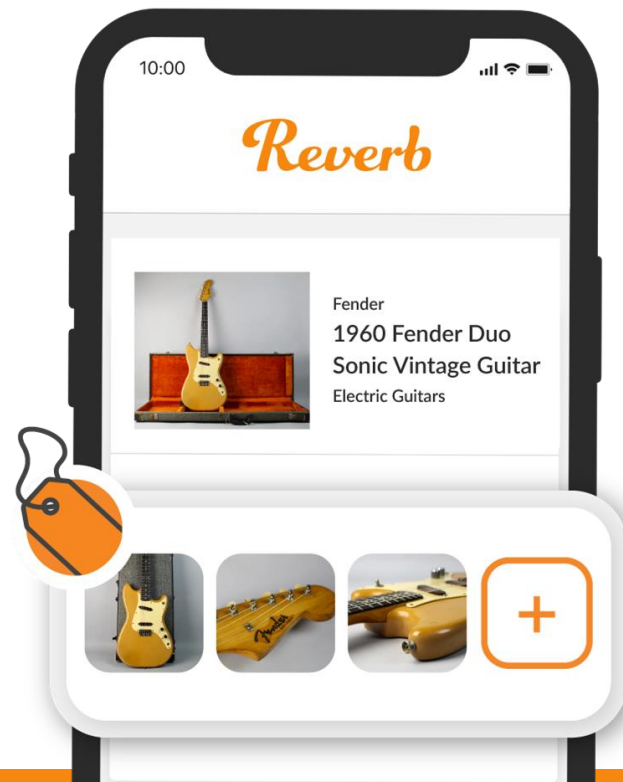
List Frequently



2. List Frequently

Top Sellers:

- Replace up to 10% of inventory monthly.
- Set time aside dedicated to listing inventory.
- Create a listing goal that works for their business.
 - 10 a day? 30 a week?
 - A waterline of 500 used?



3

Incorporate Used Gear



3. Incorporate Used Gear

Used inventory is always unique and is your online shop's distinct calling card.

Top Sellers:

- Price used inventory to sell within 21 days.
- Used makes up at least 15% of their inventory, but accounts for 60-90% of monthly sales.
- Sell internationally.



3. Incorporate Used

Remember:
Today's new is tomorrow's used!



4

Consider Listing Quality



4. Consider Listing Quality

Keys to a great listing:

- Lots of photos—especially areas that may have some damage.
- Accurate descriptions; specs when possible.
- Fair pricing.
- Open to offers.



5

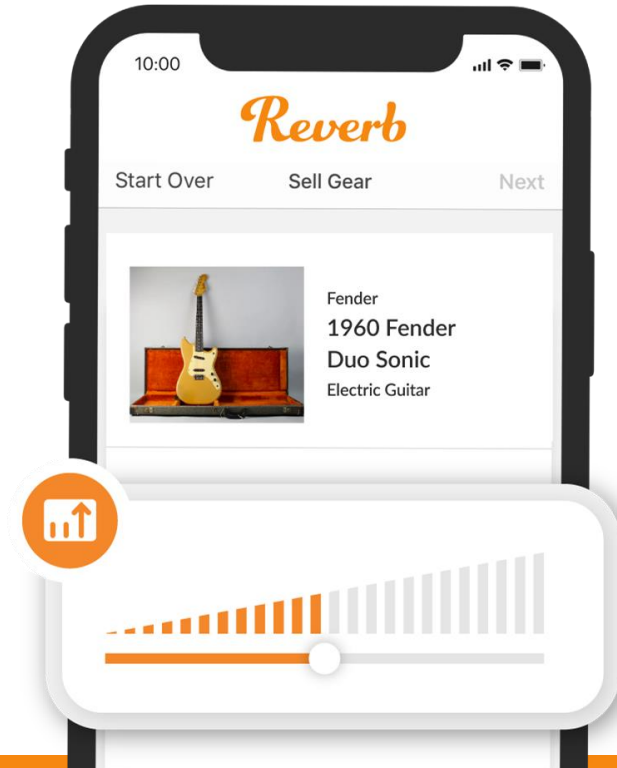
Promote Your Listings



5. Promote Your Listings

Ways to increase traffic to your listings:

- Use Reverb Bump.
- Leverage social media.
- Participate in Reverb's monthly sitewide sales.
- List pre-orders as quickly as possible.



6

Nail Customer Service



6. Nail Customer Service

If it works in store, it works online!

Keys to great customer service:

- Respond to customers quickly.
- Be open to the conversation.
- Don't take anything personally.

The Reverb App is the most powerful tool at your disposal.



7

Create Operational Efficiencies



7. Create Operational Efficiencies

Start building operational muscle by:

- Upgrading your POS.
- Creating a streamlined listing process.
- Dedicating someone to online sales.



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Thank You!

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