

Market Places

There are many national and local marketplaces where businesses can sell their products. Some of these will take a percentage of sales and transactions.

NATIONAL MARKETPLACES

- Amazon
- eBay
- Etsy
- Not on the High Street
- Shpock
- GumTree
- OnBuy
- Shopappy

LOCAL MARKETPLACES

- Facebook marketplace
- Discover local food
- www.stoke.co.uk
- Totally Locally (£3 +VAT/ week and transactions through stripe). Local merchants can add their business and use it as a storefront: totallylocally.shop

FACEBOOK GROUPS

- **Shopping local:** This has become popular in recent months, with supporting local businesses important to many.
- **Local Facebook groups in your area:** Check that people are allowed to promote businesses. Monitor conversations e.g. what are people talking about, asking for, recommending and searching for.
- **Industry Facebook groups:** Groups for people who have small businesses in a specific industry, e.g. crafters or cake makers. These can be useful for tips on running a business.
- **Hobby Facebook groups:** For people interested in something specific e.g. home improvements. Check if you can promote your business. These are great for monitoring what people are asking, sharing, interested in. They can provide insight into what your target audience is looking for.