

# Marketplace Launch | Checklist

**i** Outline the phases and key steps for implementation and keep track of all the key steps and tasks needed for a successful launch on a new marketplace.

Market and marketplace analysis	<ul style="list-style-type: none"><li><input type="checkbox"/> Conduct market analysis</li><li><input type="checkbox"/> Identify target marketplaces</li><li><input type="checkbox"/> Perform competitive analysis</li></ul>
Business case	<ul style="list-style-type: none"><li><input type="checkbox"/> Define goals and objectives</li><li><input type="checkbox"/> Develop the business case</li><li><input type="checkbox"/> Create scenarios with P&amp;L</li><li><input type="checkbox"/> Outline KPIs</li></ul>
Marketplace strategy	<ul style="list-style-type: none"><li><input type="checkbox"/> Develop a marketplace entry strategy</li><li><input type="checkbox"/> Plan pricing strategy and revenue projections</li><li><input type="checkbox"/> Identify potential risks and mitigation strategies</li></ul>
Approval and resource allocation	<ul style="list-style-type: none"><li><input type="checkbox"/> Present business case to stakeholders</li><li><input type="checkbox"/> Obtain necessary approvals and budget</li><li><input type="checkbox"/> Allocate resources and assign team roles</li></ul>
Marketplace registration	<ul style="list-style-type: none"><li><input type="checkbox"/> Register as a merchant on the chosen marketplace</li><li><input type="checkbox"/> Submit required documents</li><li><input type="checkbox"/> Verify and activate the seller's account</li></ul>
Product listing preparation	<ul style="list-style-type: none"><li><input type="checkbox"/> Prepare product data (images, descriptions, pricing)</li><li><input type="checkbox"/> Ensure compliance with marketplace guidelines</li><li><input type="checkbox"/> Set up inventory management systems</li></ul>
Technical integration	<ul style="list-style-type: none"><li><input type="checkbox"/> Integrate marketplace platform with existing systems (e.g., ERP, CRM)</li><li><input type="checkbox"/> Test system integrations for seamless operations</li><li><input type="checkbox"/> Set up automation tools for order processing and inventory updates</li></ul>

Fulfillment and logistics setup	<input type="checkbox"/> Choose fulfillment centers and logistics partners <input type="checkbox"/> Set up shipping and delivery options <input type="checkbox"/> Define return policies and processes
Marketing strategy development	<input type="checkbox"/> Develop marketing and promotion plans <input type="checkbox"/> Plan launch campaigns (email marketing, social media, paid ads) <input type="checkbox"/> Design promotional materials and content
Pre-launch activities	<input type="checkbox"/> Start pre-launch marketing campaigns <input type="checkbox"/> Build anticipation through teasers and announcements <input type="checkbox"/> Engage with potential customers and gather feedback
Launch preparation	<input type="checkbox"/> Finalize product listings <input type="checkbox"/> Ensure all systems and processes are in place <input type="checkbox"/> Conduct a final review and quality check
Official launch	<input type="checkbox"/> Launch products on the marketplace <input type="checkbox"/> Execute marketing campaigns <input type="checkbox"/> Monitor initial performance and gather customer feedback

## Launch in new markets to **expand your business**

**11+ million**  
products sold constantly via  
ChannelEngine

**950+**  
marketplaces and online sales  
channels

**195**  
countries covered by  
ChannelEngine

**> 65,000 hours**  
of manual tasks saved each  
week, in total, with our platform

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