

Magento Marketplace Portal Case Study

Investors approached Blow Software to work on their idea of creating Marketplace in which vendors will sign up and will upload products with price, on each category Our Client will levy some charges, Charges were different on each category. We determine Clients requirements and needs to determine the most profitable route for the business. Once we understand our technical team thought through all the possible scenarios and their pros and cons. We concluded that going with Magento would be the best possible solution based on the client's requirement of flexibility and scalability. As Magento 2 Multi vendor marketplace can be an advantageous platform to start a marketplace as it does not require any additional module to manage the invoices, running deals, or to bulk upload the product list.

How Did We Build Their Magento Marketplace

We selected the three most suitable themes for our client's business and presented them to select one of their choices. We faced some issues while building the drop shipment mode with third party provider 'Tookan' functionality and customized user interface. Additionally, the client also wanted to launch an iOS and Android app along with the B2C marketplace store. But that wasn't the actual challenge. - It was developing a centralized synchronization and management among all three. The next challenge we faced during the development of marketplace store was to let the client display personalized listings on product pages based on various criteria like Best Selling, Most Rated, Lowest Cost, etc. The last challenge we faced in this project was about enabling the marketplace admin to define the default vendor for every product that should be managed with a Dynamic Vendor Showcase Criteria from the back-end. But, despite all these challenges, we overcame each one of them and delivered a flexible, reliable, & scalable online marketplace store to the client.

We started with the design process for the online marketplace store, which was immediately followed by the iOS & Android Application designs. For the online marketplace store, we utilized Magento Commerce Cloud Pro & Multi-Vendor Marketplace solution to turn the client's vision into reality.

Establish Social Media Strategy

We decided to integrate the client's website with popular social media channels. We started with the Facebook marketplace and Instagram IDs. We also added a YouTube channel to maximize reach with masses. We shared insight and recommended to our client that the percentage part of the social media marketing budget should be spent on which occasions based on surveys we conducted earlier. We also identified nano influencers to promote our client's website.

Google Analytics and Google Search Console Setup

When we were towards the end of giving the final touches to the website simultaneously, we started deploying and linking Google Analytics (GA) and Google Search Console (GSC). Shopify already offers pretty good SEO, but still, we integrated third-party apps to optimize it further. We also increased product visibility. We interlinked GA and GSC in such a way that the store owner can easily analyze the source of traffic and which source is performing to the satisfaction, and the channel that needs more resources to grow further. We also imparted basic training to the client team to keep the system optimally running.

Summing Up

In the end, we delivered a sleek online marketplace store with a unique experience tailored. We feel extremely proud to build a reliable marketplace store that works wonderfully on all types of devices, offers extraordinary user experience, and most importantly, the entire project was delivered within the timeline. Today, Client has popular for being a splendid multi-vendor marketplace store working as an intermediary for vendors and to buy and sell products without any hassle.