If you own a Magento-based website and think about possible ways of expanding your business, you should take a closer look at such crowded marketplaces as Amazon and Ebay.

There, you can demonstrate your product to a huge number of people even if your brand is not very popular. But before starting to get the benefits from these channels, you need to integrate your Magento website with either eBay or Amazon to have an opportunity for quick and professional management.

HOW TO START

Just like with almost anything related to Magento, you can create a custom solution or use the ready-made extensions.

CUSTOM INTEGRATION

Both eBay and Amazon offer extensive APIs that allow to communicate with their databases. If you have specific business requirements, you can hire Magento developer who possesses the knowledge of all the nuances of eBay/Amazon and can help develop a custom solution.

COMMUNITY EXTENSIONS

M2Epro

M2Epro works with both eBay and Amazon, so there is no need to install multiple plugins on your Magento store. If you have existing "live" eBay or Amazon listings (posted manually or with the help of another solution) with product rankings or order history - M2ePro can link these to your Magento product catalog for your convenience.

Advantages:

- The extension allows to easily create and manage the product listings. It removes the necessity of re-entering product and pricing information several times. You just need to create products and enter all the information including images only once in the Magento admin panel and use it for all marketplaces. Also, the integration helps you control the product stock level, since if there is a change in stock in one of the platforms, it's automatically updated on another one as well.

- It allows to import and manage the eBay/Amazon orders. All orders can be maintained through Magento admin no matter where they came from, which significantly decreases the time required for management.

- Customised templates of the M2Epro extension allow you to create custom eBay and Amazon stores to sell your products.

- It supports multiple eBay/Amazon accounts and multiple Magento stores and provides a unified interface for carrying out eCommerce transactions. This way, you

do not have to log into each system or account to handle multiple stores and can manage all actions from the same admin panel.

Considering all of its advantages - M2Epro is quite efficient from the management perspective. Of course, it does take some time to get used to the interface and understand how things are set up — just like with any other backend system. But it's totally worth it.

No matter what solution for Magento integration with eBay or Amazon you choose, make sure to implement it as soon as possible because your competitors are already doing it!