



MARKETING CENTER CAMPAIGN LISTING GUIDELINES

SELLER EDUCATION HUB

Table of Contents

CONTENT	PAGES
Marketing Center Campaigns Listing Limitation	4
1) Counterfeit Products	5 - 9
2) Preloved Products	10 - 11
3) Prohibited products for Campaigns	12 - 14
4) Advertisement Products	15 - 16
5) Repacked Products	17 - 18
6) Mistakes with Cover Image	19 - 20
7) Out of Criteria	21 - 23



Table of Contents

CONTENT	PAGES
8) Pre- Order	24 - 25
9) Out of Stock	26 - 27
Good Listing	28
1) Example of Approved Listing for Promotion	29 - 31



MARKETING CENTER CAMPAIGNS LISTING GUIDELINES

Avoid including the following to ensure the excellent online shopping experience

Marketing Center Campaigns Listing Limitation

- 1 Counterfeit Products
- 2 Preloved Products
- 3 Prohibited Products for Campaigns
- 4 Advertisement Products
- 5 Repacked Products
- 6 Mistakes with the Cover Image
- 7 Out of Criteria
- 8 Pre-order
- 9 Out of Stock



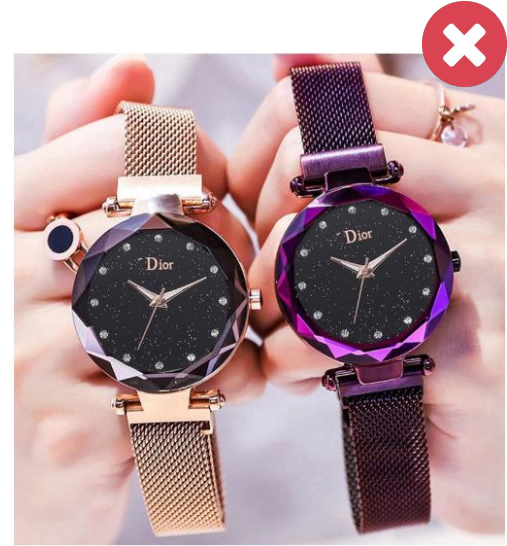
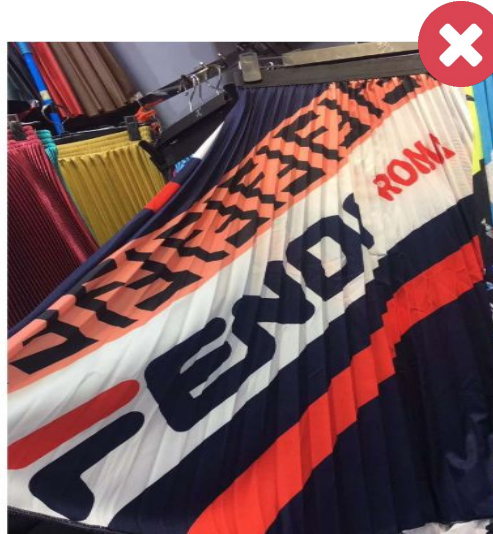
SELLER EDUCATION HUB

MARKETING CENTER CAMPAIGNS LISTING GUIDELINES

MARKETING CENTER CAMPAIGNS LISTING GUIDELINES

Avoid including the following to ensure the excellent online shopping experience

USAGE OF BRAND TRADEMARK Using the trademark of the brand on generic products



SELLER EDUCATION HUB

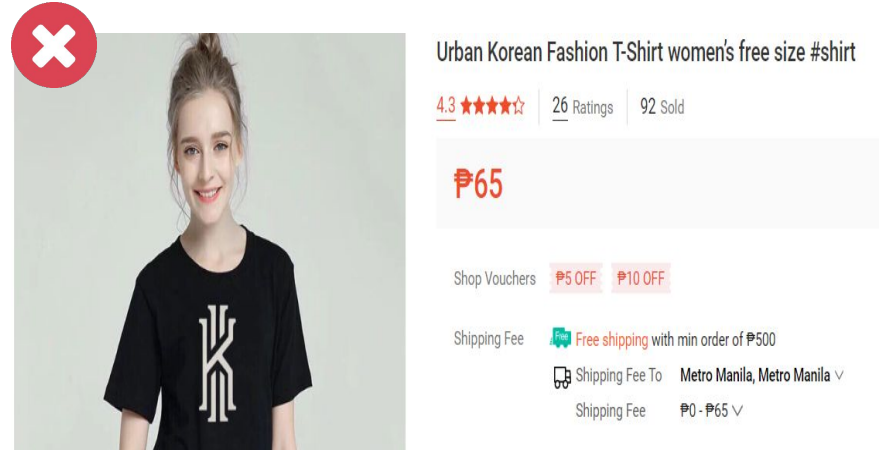
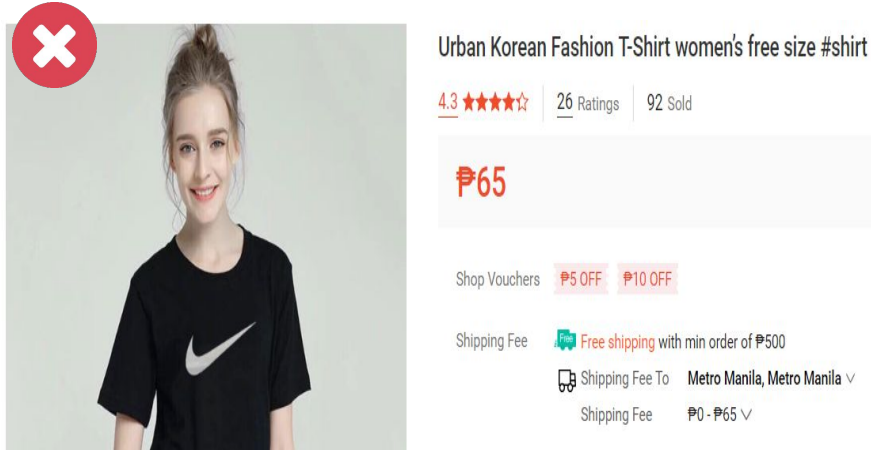
MARKETING CENTER CAMPAIGNS LISTING GUIDELINES

1) Counterfeit Products

MARKETING CENTER CAMPAIGNS LISTING GUIDELINES

Avoid including the following to ensure the excellent online shopping experience

USAGE OF BRAND LOGO Using a logo of a certain brand on a generic product



SELLER EDUCATION HUB

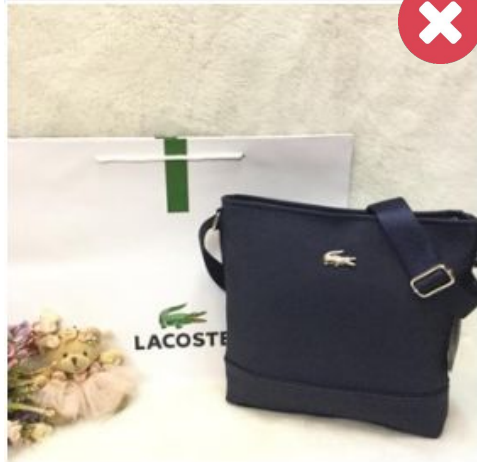
MARKETING CENTER CAMPAIGNS LISTING GUIDELINES

MARKETING CENTER CAMPAIGNS LISTING GUIDELINES

Avoid including the following to ensure the excellent online shopping experience

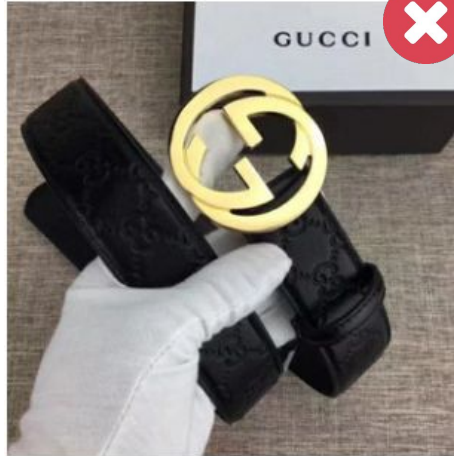
CLASS A, REPLICAS, OEM, OVERRUN, INSPIRED using the name of a brand but not being sold by the brand

CLASS A



Lacoste Sling Bag Class A

REPLICA



JS GG BELT High Quality Replica.

OEM



Casio vintage OEM black rosegold Silver watch...



SELLER EDUCATION HUB

MARKETING CENTER CAMPAIGNS LISTING GUIDELINES

MARKETING CENTER CAMPAIGNS LISTING GUIDELINES

Avoid including the following to ensure the excellent online shopping experience

OVERRUN



Original Bangladesh overruns 100% with tag price medium



5.0 ★★★★★ 5 Ratings 25 Sold

₱190

Wholesale Buy (>=12) ₱165 [View More >](#)

Shipping Fee Pre-Order (ships in 7 days)

Shipping Fee To Metro Manila, Metro Manila ✓
Shipping Fee ₱20 - ₱125 ✓

Color

Size

Quantity 1 18 piece available

INSPIRED



inspired perfume



SELLER EDUCATION HUB

MARKETING CENTER CAMPAIGNS LISTING GUIDELINES

2) Preloved Products

MARKETING CENTER CAMPAIGNS LISTING GUIDELINES

Avoid including the following to ensure the excellent online shopping experience

Preloved/Used items



Preloved Korean Dress



4.8 ★★★★★

14 Ratings

84 S

₱100

Shipping Fee



Shipping Fee To
Shipping Fee



Ladies Tops Ukay (cod) No



5.0 ★★★★★

4 Ratings

12 Sol

₱15

Shipping Fee



Pre-Order (ships



Shipping Fee To



SELLER EDUCATION HUB

MARKETING CENTER CAMPAIGNS LISTING GUIDELINES

3) Prohibited Products for Promotion

MARKETING CENTER CAMPAIGNS LISTING GUIDELINES

Avoid including the following to ensure the excellent online shopping experience

Contact Lens and Its Paraphernalias

Any type of contact lens and its paraphernalias are restricted to be promoted due to health hazards



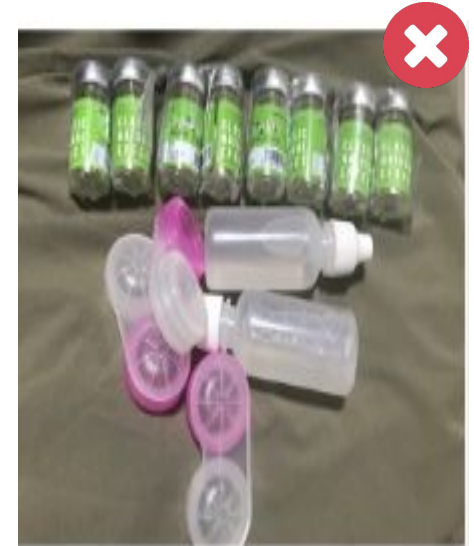
ICE DEW BROWN
DIA: 14.2MM
BC: 8.5MM

BRAND NEW CONTACT
LENS (ICE DEW BROWN)



90ml solution

contact lens solution 90ml



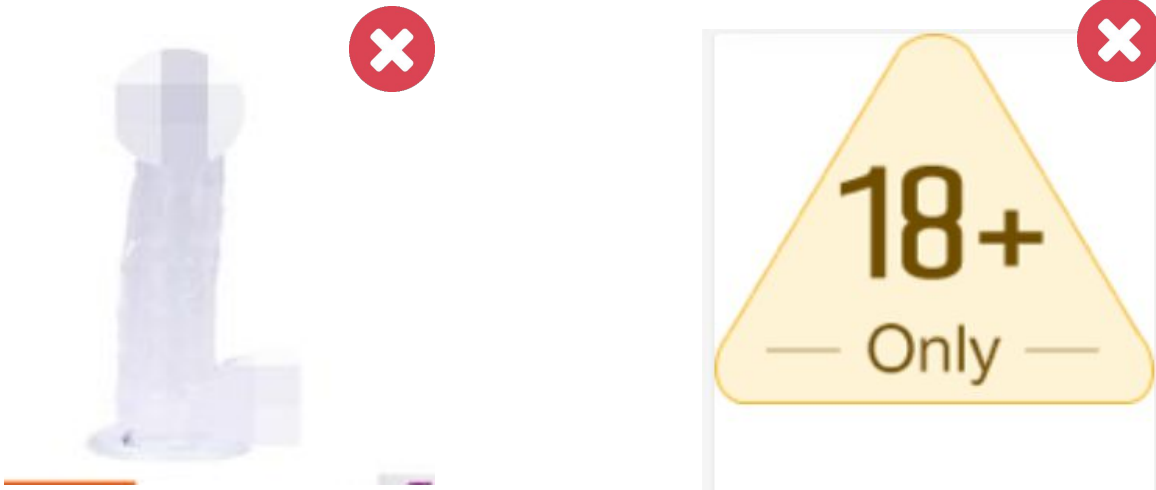
SELLER EDUCATION HUB

MARKETING CENTER CAMPAIGNS LISTING GUIDELINES

MARKETING CENTER CAMPAIGNS LISTING GUIDELINES

Avoid including the following to ensure the excellent online shopping experience

Adult Items products that are should not be sold to all ages
Items that are mistakenly categorized under Sex Toys Category



SELLER EDUCATION HUB

MARKETING CENTER CAMPAIGNS LISTING GUIDELINES

4) Advertisement Products

MARKETING CENTER CAMPAIGNS LISTING GUIDELINES

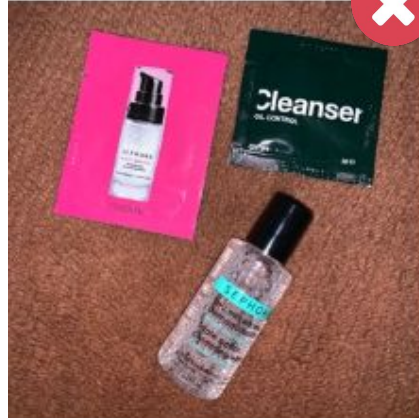
Avoid including the following to ensure the excellent online shopping experience

SAMPLE ONLY
NOT FOR SALE

Any sample products that are given for free are not allowed to be included on sale



Oil Base us tester spray
perfume sample 5ml



Sephora Sample Trio -
Smoothing Primer,...



Louboutin Tornade Blonde
Parfum Sample Spray,...



SELLER EDUCATION HUB

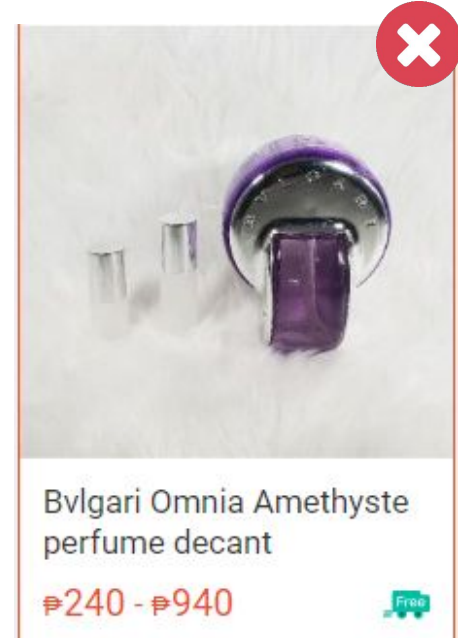
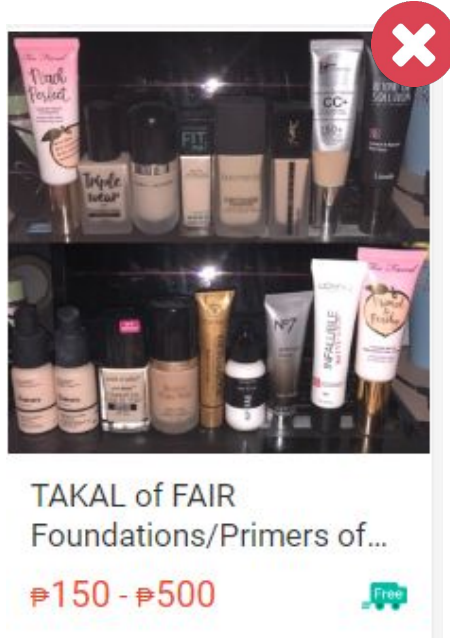
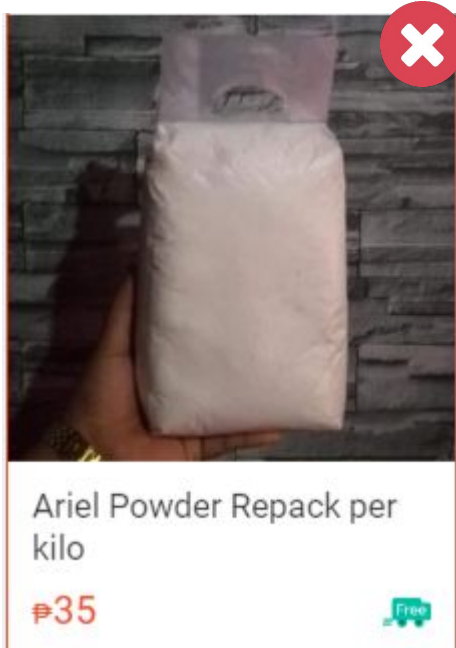
MARKETING CENTER CAMPAIGNS LISTING GUIDELINES

5) Repacked Products

MARKETING CENTER CAMPAIGNS LISTING GUIDELINES

Avoid including the following to ensure the excellent online shopping experience

Any products that are not on its original packaging



SELLER EDUCATION HUB

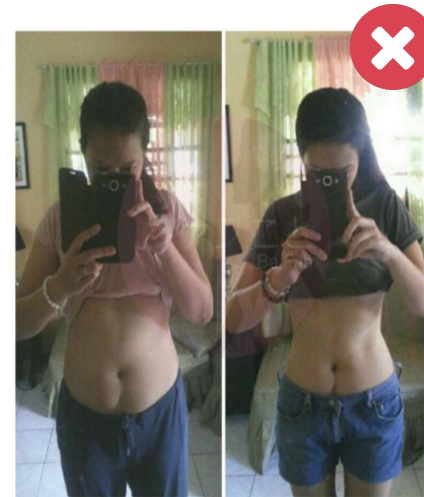
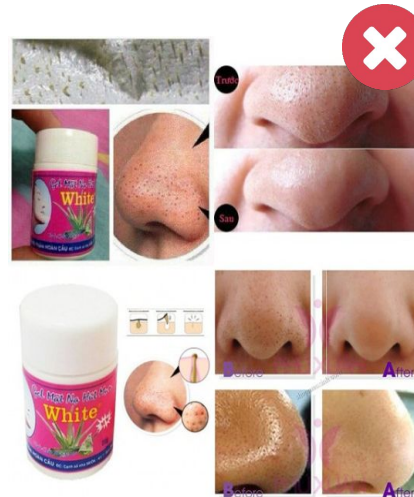
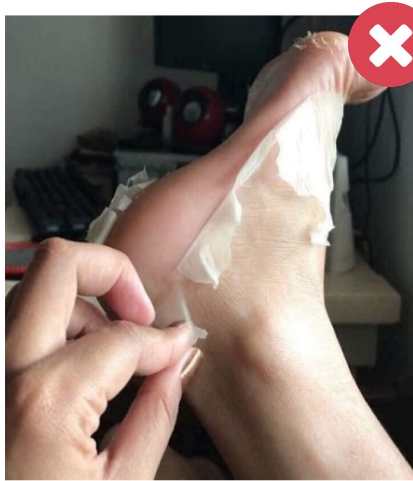
MARKETING CENTER CAMPAIGNS LISTING GUIDELINES

6) Mistakes with Cover Image

MARKETING CENTER CAMPAIGNS LISTING GUIDELINES

Avoid including the following to ensure the excellent online shopping experience

Clear image of the product being sold should be used as cover image.



SELLER EDUCATION HUB

MARKETING CENTER CAMPAIGNS LISTING GUIDELINES

7) Out of Criteria

MARKETING CENTER CAMPAIGNS LISTING GUIDELINES

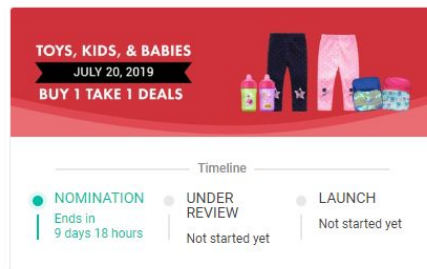
Avoid including the following to ensure the excellent online shopping experience

Nominated product is out of criteria based on the campaign details of a certain collection

Example:

Item nominated should be **BUY 1 TAKE 1** and part of our **BABIES AND KIDS CATEGORY**

BUY 1 TAKE 1 DEALS



Campaign Start Date	Campaign End Date	Accepted Discount Range	minimal campaign stock
20 Jul 2019 00:00	21 Jul 2019 00:00	20 - 99%OFF	0

Campaign Details

A treat for the kiddies! Feature your Buy 1 Take 1 Deals for our kiddos and nominate your Babies & Kids essentials now!

Applicable Categories

Babies & Kids: Others, Diapers & Wipes, Feeding & Nursing, Babies' Fashion, Girls' Fashion, Boys' Fashion, Bath & Skin Care, Health & Safety, Baby Gear, Moms & Maternity, Nursery, Baby Detergent

Toys, Games & Collectibles: Others, Collectibles, Boards & Family Games, Electronic Toys, Educational Toys, Dolls, Sports & Outdoor Toys, Dress Up & Pretend, Celebrity Merchandise

[Collapse](#)

Terms & Conditions

- *Items should be Buy 1 Take 1
- *Minimum discount should be 20%.
- *Discounts submitted for this promo will be shouldered by the seller
- *Discount prices submitted by the seller will be final and will be automatically updated at the beginning of the promo period.
- *Pre-order and pre-loved items will not be considered
- *Discounts are valid for the duration of the promo
- *Items may be disqualified due to the items' price, authenticity, lack of description, pre-loved items, or other reasons as determined by Shopee



SELLER EDUCATION HUB

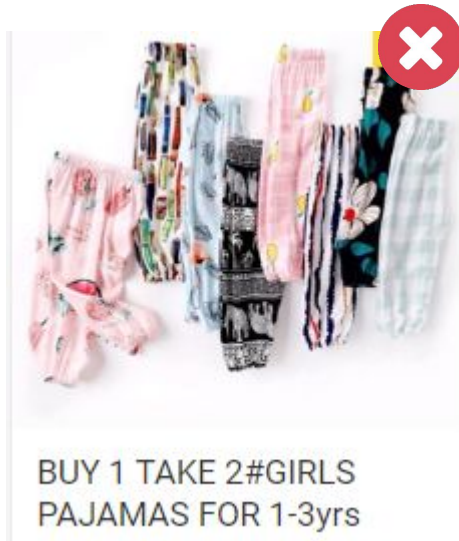
MARKETING CENTER CAMPAIGNS LISTING GUIDELINES

MARKETING CENTER CAMPAIGNS LISTING GUIDELINES

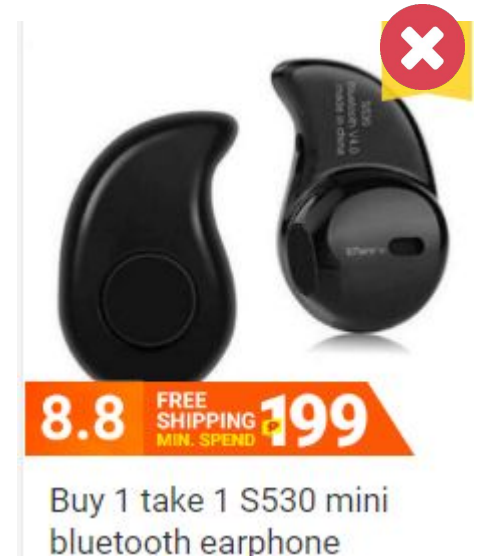
Avoid including the following to ensure the excellent online shopping experience



Under Babies & Kids
Category but not Buy 1
Take 1



Should be Buy 1 Take 1



Buy 1 Take 1 but not under
Babies & Kids Category



SELLER EDUCATION HUB

MARKETING CENTER CAMPAIGNS LISTING GUIDELINES

8) Pre-order

MARKETING CENTER CAMPAIGNS LISTING GUIDELINES

Avoid including the following to ensure the excellent online shopping experience

Pre-order Products

Others

Pre-Order ☐ No ☒ Yes

I need days to ship (You can fill in it between 7 to 30)

Condition

Parent SKU

Shipping Fee

 Pre-Order (ships in 7 days)

 Free shipping with min order of ₱99

 Shipping Fee From overseas to Metro Manila, Metro Manila ✓

Shipping Fee ₱0 - ₱50 ✓

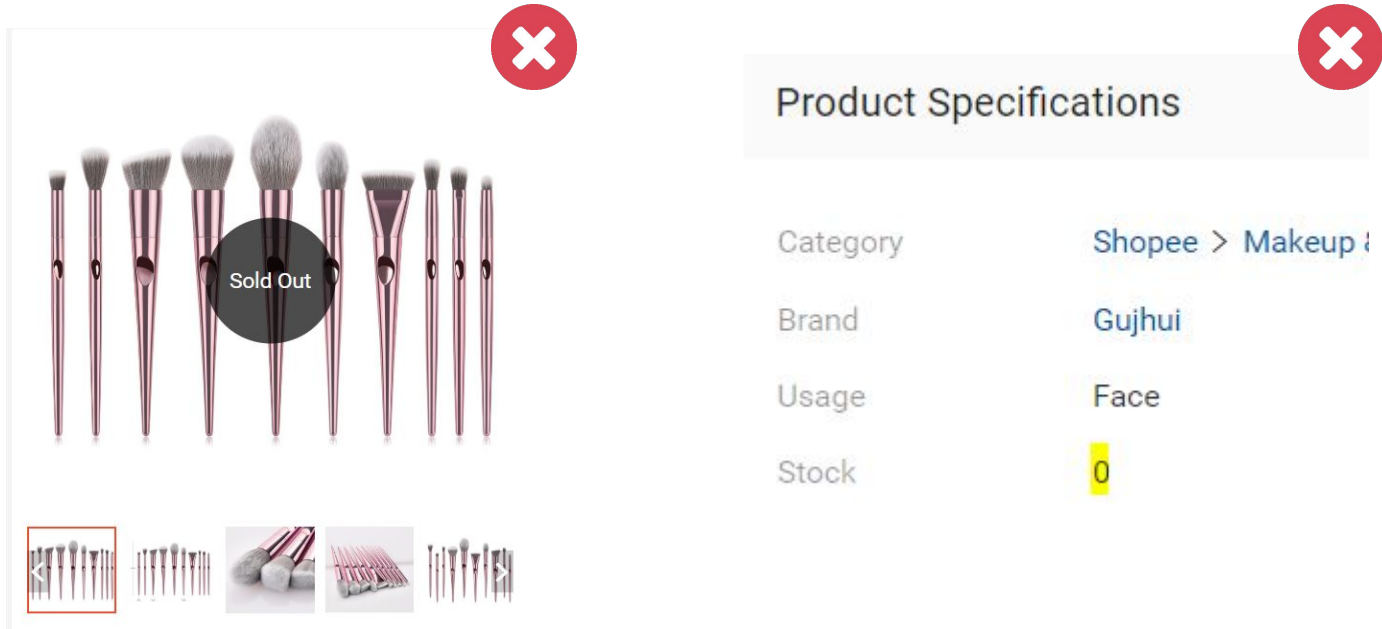


8) Out of Stock

MARKETING CENTER CAMPAIGNS LISTING GUIDELINES

Avoid including the following to ensure the excellent online shopping experience

Out of Stock



SELLER EDUCATION HUB

SHOPEE MALL LISTING GUIDELINES

MARKETING CENTER CAMPAIGNS LISTING GUIDELINES

Captivate buyers in the details

Good Listings

- 1 Images
- 2 Product Name
- 3 Variation
- 4 Product Specifications
- 5 Product Description



SELLER EDUCATION HUB

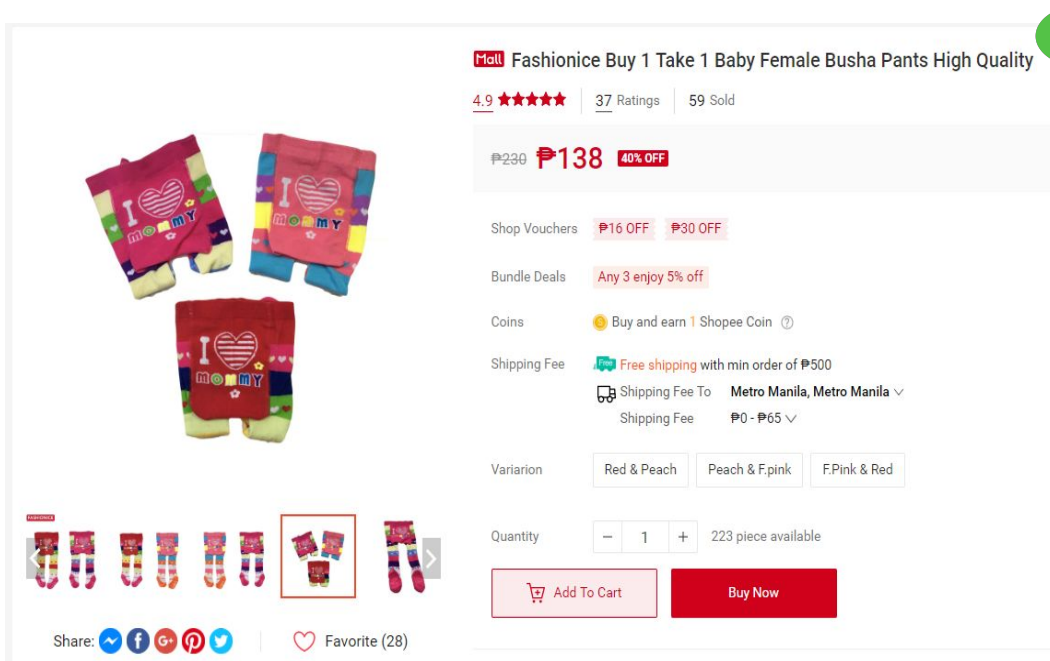
MARKETING CENTER CAMPAIGNS LISTING GUIDELINES

MARKETING CENTER CAMPAIGNS LISTING GUIDELINES

Captivate buyers in the details

Example:

Item nominated should be **BUY 1 TAKE 1** and part of our **BABIES AND KIDS CATEGORY**



Clear, sharp, not pixelated and realistic



Product(s) are clear on the cover image



No reflection of people or other objects

All images



Brand name , Product name, and Specification is clear



No Special characters



No unnecessary information

Product Name



Clear and precise options



Has stocks for each combination



Color options are visible on the images

Variation



SELLER EDUCATION HUB

SHOPEE MALL LISTING GUIDELINES

MARKETING CENTER CAMPAIGNS LISTING GUIDELINES

Captivate buyers in the details

Product Specifications



Category	Shopee > Babies & Kids > Girls' Fashion > Bottom
Brand	Fashionice
Material	Cotton
Age	< 12 months
Stock	223
Ships From	Barangay 291, Binondo, Metro Manila, Metro Manila



On the right Category



**Has the correct Brand Name for
branded products**



Clear and correct attributes



With Stocks

Product
Specifications



SELLER EDUCATION HUB

SHOPEE MALL LISTING GUIDELINES

MARKETING CENTER CAMPAIGNS LISTING GUIDELINES

Captivate buyers in the details

Informative Description

BUY 1 TAKE 1

Product: Anti Slip Girls Busha Pants

Brand: Fashionice

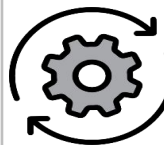
Material: Cotton Spandex

Color: Red, Peach, Fuchsia Pink

Size: for ages 0-12 months old

Combination Options:

- Red & Peach
- Peach & Fuchsia Pink
- Fuchsia Pink & Red



Include product specifications

Provide buyers with technical product details such as material, weight, dimensions electrical characteristics and more product defining factors.

These details are especially important for electronics, equipment and tools.

Share uses for the product



Explain the different ways buyers can enjoy using your product.

Specify warranties



Indicate any available warranties and their duration.



SELLER EDUCATION HUB

SHOPEE MALL LISTING GUIDELINES



Thank you
SELLER ONBOARDING