

Online Merchants conduct retail activities of businesses operating exclusively online. May perform duties such as preparing business strategies, buying merchandise, managing inventory, implementing marketing activities, fulfilling and shipping online orders, and balancing financial records. Online Merchants employ search marketing tactics to increase visibility and engagement with content, products, or services in Internet-enabled devices or interfaces. Examine search query behaviors on general or specialty search engines or other Internet-based content. Analyze research, data, or technology to understand user intent and measure outcomes for ongoing optimization.



### DUTIES

A person in this career:

- Fills customer orders by packaging sold items and documentation for direct shipping or by transferring orders to manufacturers or third-party distributors.
- Receives and processes payments from customers, using electronic transaction services.
- Creates, manages, or automates orders or invoices, using order management or invoicing software.
- Delivers e-mail confirmation of completed transactions and shipment.
- Corresponds with online customers via electronic mail, telephone, or other electronic messaging to address questions or complaints about products, policies, or shipping methods.
- Purchases new or used items from online or physical sources for resale via retail or auction Web site.
- Determines and sets product prices.
- Calculates purchase subtotals, taxes, and shipping costs for submission to customers.
- Composes descriptions of merchandise for posting to online storefront, auction sites, or other shopping Web sites.
- Composes images of products, using video or still cameras, lighting equipment, props, or photo or video editing software.

Online merchants are responsible for the products that come into the store and the products that go out of a store. They check out virtual or physical wholesalers to provide materials and goods for the shop, and they calculate totals for products purchased through the website. They are also in charge of making sure that the store is fully stocked and products are ready to send. Through uploading and maintaining pictures of items in stock, online merchants also help to advertise and promote the products.

### SALARY INFORMATION

Location	2018				
	10%	25%	Median	75%	90%
California	\$39,250	\$54,810	\$75,790	\$104,290	\$136,850

\*Pay period based on yearly amount.

EMPLOYMENT OUTLOOK

15,260

Stable growth rate is estimated to be

12%

estimated annual job openings

Online merchants do other behind-the-scenes work as well. They figure out the best domain name for promoting the product, and they create an attractive and appealing website on which individuals like to shop. Web merchants also decide the best places to advertise the products or services of the company which they are serving.

### RELATED OCCUPATIONS

- Marketing Managers 🌞🌱
- Public Relations and Fundraising Managers 🌞
- Human Resources Managers 🌞
- Training and Development Managers 🌞
- First-Line Supervisors of Non-Retail Sales Workers

