

Advanced Amazon Selling Guide for 2020

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About AMZ Advisers

AMZ Advisers is a full-service eCommerce and digital marketing consultancy with extensive experience in creating high-growth strategies for brands and manufacturers on the Amazon platform. We partner with companies looking to realize their full eCommerce potential. In 2019, our partners enjoyed \$20,000,000+ in sales with many of our partners experiencing more than 100% increase in their year-over-year sales on the Amazon platform.

We believe that developing a robust eCommerce presence is integral for a business looking to maximize growth in the 21st century. Our custom strategies aim to make Amazon, the largest eCommerce marketplace, a powerful sales channel and the centerpiece of every company's eCommerce presence. Long-term growth requires developing alternative sales channels, and we compliment every client's eCommerce strategy by bringing them to additional eCommerce platforms, developing powerful sales funnels and creating websites designed to convert shoppers into customers.



Introduction

Amazon has continued to grow its shopper base by unprecedented rates and create incredible, new opportunities for businesses. The eCommerce retail giant has become the go-to starting point for customers searching to buy products online. Small businesses and multinational corporations alike stand to benefit massively from being on the platform. However, many are being left behind from not understanding how the platform works, not using the most cost-effective and efficient ways to grow on Amazon, or not having a presence on the platform at all. Our Amazon blueprint can help any business increase their sales and realize their full potential on this incredible platform.

This book is a culmination of our years of work on the Amazon platform. Through selling products, ourselves and growing our clients' sales, we have discovered the most cost-effective and efficient ways to utilize the Amazon platform. Our failures and successes have guided us along the way to creating these powerful strategies. The focus of all our efforts has been to find the best ways to help our clients and to bring them the greatest value possible. We are proud that our custom strategies have helped our clients consistently hit goals and reach entirely new heights for their businesses.

In 2019, our clients broke the \$20,000,000 mark for total sales on the Amazon platform. Considering total sales across all platforms, our clients achieved more than \$33,000,000 in total sales. We love diving into a business and finding the best ways to grow their business quickly. Our clients averaged 67% growth over prior year sales and our largest clients achieved over 150% growth – some in as little as 5 months – during 2016. Our strategies are constantly evolving and we will continue to search for new growth avenues for our clients' products.

We've designed this book to be the ultimate reference guide for every person or business interested in growing their eCommerce sales. The book certainly can be read section by section, but is designed to provide valuable advice and insight into specific topics around the Amazon platform. Feel free to read the entire book, or flip to sections that are relevant for the platform and stage that your business is at. These strategies work best for established businesses looking to scale, but implementing any of these strategies will take your business to the next level no matter where you currently are.

We hope that you take advantage of our tips and insights into the Amazon platform to realize your company's full eCommerce potential!

SELLING ON AMAZON GENERAL TOPICS



The Amazon Marketplace in 2020

Amazon has been pushing hard in the last decade, and has made impressive strides every year since its expansion from its humble beginnings as an online bookstore. This year, the dominant internet retailer is expected to extend its global reach, expand into physical shops around the US, and dive further into focused logistics, AI and entertainment efforts.

New Amazon Marketplace Options

As more and more sellers join the Amazon marketplace to enjoy low-risk eCommerce debuts and high-profit business expansion with this well-established platform, growth for the internet retailer is inevitable. They have obviously been gearing up for a big year, in which seller expansion into new international markets plays a big part.

The US and Europe

For US sellers to be able to take their offerings to the world, Amazon opened avenues to over 70 countries. Amazon US sellers are also tapped into Canada and Mexico with the North American unified account option, and can enter the European market as well with the more recent European unified account. Europe is the second largest

Amazon marketplace after the US, encompassing France, Germany, Italy, Spain, and the UK and representing a potential market of 300 million shoppers.

To attract more global sellers, the platform has been working on opening local sites in several countries. With these options looming large, now is the time for sellers to prepare to expand internationally to take advantage of this open road to success. A single account in one European country allows sellers to warehouse in this one location and take advantage of FBA services to cater to the entire European market.

China, India, and Beyond

Amazon has also launched efforts to enter China and India. China is proving to be difficult with strong local pressure against foreign companies, but the platform has succeeded in attracting a lot of Chinese sellers with their Dragon Boat program. Chinese merchants can easily move their inventory into FBA with special added privileges to help them along the way.

Amazon has invested heavily in India, and the company is poised to pour in another 3 billion US dollars to push its expansion there. The addition of Prime Video is only one of the perks that new subscription packages will include.

Australia could be the new Amazon marketplace of the year following the company's search there for warehouse space. Amazon already has one warehouse in Brazil, and this could be the next marketplace in line, despite barriers such as protective customs and high import duties.

Getting Physical

Amazon began as an online retailer to provide an alternative to traditional bookstores. The online giant has since evolved into a diverse marketplace, and is now back on the ground with their pioneering Amazon Go grocery. This 1,800 square foot swipe-and-go store is not your traditional brick and mortar shop, but offers a tech-aided shopping experience that does away with the need for dragging items to a cashier and standing in line to pay. Still a major retail opportunity. Between 2017 and 2018, Amazon planned to open another 19 Go stores across the US - as of 2019, Amazon had opened a total of 25 stores - plus perhaps as many as 2000 Amazon Fresh stores by 2027. Amazon books has also gone back to basics with the opening of four bookstores that feature test areas for their branded hardware like Kindle. This year will be the year this physical expansion truly takes off.

Logistics Takeover

Amazon has spent the last decade building a truly impressive logistics system. Billions of dollars go into shipping costs each quarter, and this number is continuously rising as the internet retailer drives to deliver faster and to more consumers. Their recent efforts to overtake courier services has led business analysts to believe that Amazon is planning a grand logistics takeover. Amazon is currently leasing trucks, planes, and ships, and has not given up on their drone delivery project.

More Amazon robots are under development as the sorting and fulfillment centers look for better ways to optimize the flow of inventory coming in and packages going out. Last June 2019, the company unveiled two new Amazon robots: Xanthus Sort Bot and Xanthus Tote Mover. These are redesigns of the primary Amazon robots, developed by Kiva Systems after Amazon acquired it in 2012.

They were made to accelerate automation under the primary organizational theme of modularity. The same idea of having the ability to develop customized robotics supports the Amazon Robotics team in their goal of providing warehouses with the units they need, all from the basic system, and all to move product around fulfillment centers more efficiently.

Media Changes

The Amazon marketplace has been offering video on demand since 2008, but has big plans of expanding its service by tripling its current library within the year. The online retail leader has been acquiring a large volume of original movies, TV series and documentaries in an apparent bid to compete with content streaming giants Netflix and Apple. Amazon Prime video continues to engage Amazon regulars, and Amazon Prime Student membership allows college students to save some cash while enjoying all the benefits of a Prime account at half the cost.

Amazon has made good on its announcement in 2018 to streamline and simplify Amazon Vendor Central and Seller Central Advertising services, which is helping both vendors and sellers to showcase their products and reach bigger audiences with high quality content.

The premium shipping options available on Amazon are numerous – but the biggest change that Amazon made in 2019 was announcing that they would be shifting Prime 2-Day shipping to 1-Day shipping. They began rolling out 1-Day shipping on some products back in May and have since made it available on more than 10 million products on Amazon. One-day delivery from Amazon is as much a response to what other retailers had already started to do before them, as we will

see below. But along with decreased delivery times, Amazon also made some changes to their delivery costs that year.

Amazon dropped the \$14.95 a month fee for their AmazonFresh program to help it compete with other retailers like Walmart that made their own changes to their grocery delivery. The additional \$180 a year on top of the already \$119 Amazon Prime Membership made it an expensive grocery shopping option for consumers. It will be interesting to see whether the dropped fee leads to a significant increase in sales volume from the AmazonFresh program.

More Smiles All Around

All in all, things are looking up for Amazon and Amazon marketplace sellers as the years pass. There are new avenues of opportunity that sellers can take hold of right away, and more to look forward to throughout the year. This expansion and the renewed focus on logistics also raises hopes that Amazon will be a stable platform on which to establish long-term business ventures. Sellers on and off the platform can also consider expanding from online sales to getting their products in Amazon Go stores at this early stage. Media retail might not be too hot, but lowered shipping fees could take the edge off. On the other hand, the competition generated by Amazon's video efforts is going to be great for content producers and consumers.



How to Sell on Amazon for Beginners: Fees, Fulfillment, and Advertising

Becoming a savvy seller on Amazon takes time and a great deal of patience. Most new sellers take the plunge into the eCommerce world without paying heed to a series of factors that, certainly, play an important role in determining whether an Amazon business will be successful or not. Some of these factors are fees, fulfillment, and advertising.

Implementing an adequate selling strategy can be a daunting undertaking for any company, and some new business owners just want to save the expense and hassle of doing things on their own. Therefore, they rather put their business in the hands of experts to have an easy, cost-effective, and more convenient start.

If you are planning on managing your business without the assistance of an experienced eCommerce agency, this article will help you grasp some of the most critical factors that come into play when trying to build a successful business on Amazon.

How Do I Sell Things on Amazon?

One of the most important questions sellers have when they want to start their Amazon business is *“What platform do I end up going with?”*:

- Seller Central, or
- Vendor Central

The main difference between sellers and vendors is who has more control over their products. When it comes to Seller Central, the good news is that anyone can just sign up and start selling right away. You get fast payments and possible higher margins. As a third-party seller, you have more control over your products. And since you sell your products directly to customers, you set your own prices. (You can handle your own logistics or use Amazon's fulfillment program.)

Setting up an Amazon Seller Account on Seller Central has several steps and requirements, including a business services agreement, providing business and tax information, contact information, bank and credit card information, and what products you plan to sell. On the contrary, getting access to Vendor Central is not as easy. You can only join via invite from the corporate team.

Since you will be selling your products directly to Amazon at wholesale rates - not to your customers - they will not only maintain ownership of your products but they will also set their price. Then, in the marketplace, they will be listed as "Sold by Amazon". You will be in charge of managing the back-end of the supply chain of your business, however. It is important to mention that you have access to Amazon marketing services on both platforms.

Selling on Amazon: Individual Account vs. Professional Account

When you start selling on Amazon Seller Central, you will have to decide whether you want an Individual or a Professional account. What's the difference? The price. In a nutshell, the Individual account comes

with a \$0.99 per-item-sold fee, whereas the Professional account costs \$39.99 per month.

Amazon specifies:

“The Individual selling plan is for sellers who don’t need access to inventory tools and reports for volume selling. Under the Individual selling plan, you don’t pay a monthly subscription fee. You pay a per-item fee in addition to applicable fees.”

“In the Professional selling plan, you pay a nonrefundable monthly subscription fee regardless of whether you list or sell anything. You don’t pay a per-item fee when an item sell. All other fees are charged as applicable. The Professional selling plan gives you access to inventory tools to upload batch files and manage your orders through feeds and reports. These tools are beneficial to most medium- to large-size businesses.”

Selling on Amazon: Fees

Now that you’ve chosen the type of account that best suits your needs, you will have to cover the following fees in order to kick off your Amazon business:

- Subscription Fee - With an Individual Seller account, you cannot sell more than 40 units a month. But with a Professional Seller account, which is what the majority of people have, you won’t only pay a per-item fee, you will also become eligible for the FBA “Prime” badge.
- Referral Fee - Amazon is charging you a fee for allowing you access to their HUGE customer base. The referral fee will be between 8 or 20%, depending on your product category.

- Fulfillment Fee - Each fee is based on your product weight and dimensions. But they go from \$2.41 for a small standard-size package (10 oz or less) to \$6.00 for a large standard-size package (3 lb. to 21 lb.).
- Closing Fee - This only applies to Media products: DVD, music, video games, consoles, software, and computers. You will pay an extra \$1.80 each time you sell one of these items.
- Monthly Storage Fee- This fee will also be determined by the weight and dimension of your product, how much cubic space your product is occupying in the Amazon warehouse, and it will be charged each 7th and 15th of every month.
- Long-Term Storage Fee - On the 15th of every month, Amazon runs an inventory cleanup. If your inventory has been stored in a US fulfillment center for more than 365 days, you will be charged a long-term storage fee (LTFS) of \$6.90 per cubic foot or a \$0.15 per-unit long-term storage fee, whichever is greater. We'll show you how to avoid these fees.
- Shipping fee - Once you create a shipping plan, you will have access to Amazon partnered carriers' fees - each carrier has different fees.

Amazon Start-Up Cost

According to Startupbros.com, this is how much it would cost you to start selling on Amazon:

- Buying Initial Inventory (\$150)
- Opening an Amazon Account (\$39.99)

- Buying UPC Codes (\$10)
- Investing in Product Photography (Free – \$295)
- Creating a Logo and Product Branding (\$24)

Total Amazon Business Lean Startup Cost: \$224 – \$518

Note: These figures can range depending on how much you're willing to invest and how much you're willing to bootstrap some costs, in the beginning, to keep startup costs low.

Selling on Amazon: Fulfillment

Amazon is very serious about customer service; therefore, it provides its Sellers with two fulfillment strategies to meet their customer needs: Amazon FBA and FBM. The FBA (Fulfillment By Amazon) Program makes fulfillment smooth and easy for sellers. With FBA, Amazon handles all things related to shipping and customer service.

These are some of the services included in the FBA program:

- Amazon-Partnered Carrier (SPD): Amazon-partnered carriers offer discounted rates for shipping your inventory to Amazon.
- Multi-Channel Fulfillment: Have Amazon fill orders for the inventory that you sell on your own website and other channels.
- BA Label Service: Amazon will apply barcode labels to your inventory for you. A per-item fee applies.
- FBA Prep Service: Amazon will prepare your inventory so it meets FBA prep requirements. A per-item fee applies.
- FBA Repackaging Service: Amazon will repackage your eligible FBA items that buyers have returned so the items can be resold.

- *Inventory Placement Service*: Send all of your inventory to a single fulfillment center, and Amazon will distribute it for you. A per-item fee applies.
- *Manual Processing Service*: If you do not provide box content information when you ship inventory to FBA, Amazon will manually process your boxes at the fulfillment center. A per-item fee applies.

Probably, fulfilling orders yourself and being in control of the entire process is what resonates better with your managing strategy; if that's the case, Fulfilled by Merchant (FBM) is the right option for you.

If you sell big or heavy items, you can ship them for less than what Amazon would charge you. This can save your margins, especially when you don't sell very many of that particular product.

Selling on Amazon: Advertising

When new sellers choose to venture into Amazon's unknown grounds, without receiving any guidance, most of them end up losing their precious time - and a huge amount of money - because, for starters, they haven't even defined their brand identity, which results in bad advertising practices and, thus, low sales.

Here's a list of the current services available on Amazon Advertising:

- *Sponsored Products* - This is a cost-per-click (CPC) service that allows you to gain more visibility on Amazon by promoting your products through automatic/manual keyword and product targeting.
- *Sponsored Brands* - CPC ads, featuring your brand logo, a custom headline, and up to three of your products that appear in

multiple locations on desktop and mobile pages, redirecting shoppers to your Store/product detail page.

- Sponsored Display - These auto-generated display campaigns are designed to attract shoppers off Amazon across third-party publishers.
- Stores - Free self-service tool available to brand-registered sellers, vendors, and agencies which helps you to display your products in an appealing format, featuring high-definition images and videos--similar to a landing page. You can also get your own amazon.com web address and optimize your campaigns.
- Campaign management - This tool allows you to group your ads by budget, line of products or for a specific timeframe.
- Performance and reports - These will help you keep track of your performance metrics to optimize your resources and be aware of your areas of opportunity as a seller.
- Keywords - These word combinations and phrases will allow you to match your ads with search terms that shoppers are using to find products.
- Advertising billing - Amazon will charge you for the number of clicks you receive on your ads.
- Budgets - You can set a daily/life-time budget for your campaigns.
- Bidding - Amazon runs real-time auctions to decide which of your ads will appear when a shopper searches for products.
- Bulk operations - This tool allows you to make broad-scale changes to your campaigns using a spreadsheet.

- Portfolios - Organize your campaigns by brand, business line, product category or by season to improve your performance and simplify your billing details.



Amazon GS1 Barcode Requirements Are Now Being Enforced

If you're selling on Amazon, barcodes aren't foreign to you. The marketplace accepts only one kind, however – Global Standard 1 (GS1) barcodes. GS1 has set the global standard for Universal product Codes (UPCs), or the barcodes that are used in the supply chain. The policy on Amazon GS1 barcode use was updated in 2016, but the marketplace has not been too strict about it. Moving forward, however, sellers may find that they will have to use an Amazon GS1 barcode for each item they sell if they want to continue listing there.

What Are Amazon GS1 Barcodes?

In short, an Amazon GS1 barcode is a UPC that has been acquired through GS1.

Barcode Basics

A barcode is a string of numbers that identifies both the product manufacturer and the product itself. The first six to nine numbers in a barcode is the company prefix, a unique manufacturer code that is

stored in the GS1 database. GS1 provides this unique company prefix to companies who register with them.

A company prefix is used to create Global Trade Item Numbers (GTINs). UPCs, EANs (European Article Numbers) and JANs (Japanese Article Numbers) are all different kinds of codes that are created based on GTINs. Every product supplier in the GS1 database gets a GTIN, and every code obtained on that account is linked to that GTIN.

GTINs are translated into the machine-readable code made of a pattern of lines of different thicknesses that we know as barcodes. This is what is stickered onto products so that they can be scanned and identified in warehouses and stores as being a certain product belonging to a certain manufacturer.



Your Amazon GS1 Barcode

If you purchased an Amazon GS1 barcode from GS1, those first several numbers are your company prefix and will not change. If you bought barcodes from somewhere else, you are using UPCs that have been previously assigned to a different company and product. This can mean trouble.

Why You Need Your Own Amazon GS1 Barcode

It's not strictly illegal to reuse barcodes, but it can be tricky. For instance, you could be using a barcode that:

- is still being used for another, completely different product
- was assigned to a product in a completely different category with a different license
- is a replicated UPC code that is not searchable within the GS1 system and therefore cannot be verified

GS1 also has a published 2002 license agreement that states that GS1 membership forbids anyone from using the company prefix of another company. This means that any sale, reuse, lease, or similar sharing of GS1-issued barcodes from 2002 onwards is against their terms. This also means that GS1 is the only place where you can now purchase legitimate barcodes for your products.

A legitimate Amazon GS1 barcode, however, is strictly a barcode obtained from GS1, regardless of the year when it was issued. You may have been able to get away with using barcodes that you obtained from resellers, but not for long. It looks like the marketplace is going to start checking all the UPCs used for products listed to see if they check out on the GS1 database.

If you have been using barcodes that you purchased from somewhere other than GS1, they may not pass the test. Without authentic GS1 UPCs, your ASINs could be delisted at any time per the updated Amazon GS1 barcode policy. Every seller is now being required to register with GS1 to get a legitimate GTIN for each ASIN that they have listed on the marketplace.

Getting an Amazon GS1 barcode for each of your products is more expensive than going through a reseller. It can cost you from an initial \$250 setup fee all the way to \$10,000 if you are selling a wide variety of products. You also have to renew your registration every year to keep your prefix active, which costs between \$50 and \$3,000 – again, depending on the size of your account. Still, you could end up losing that much or more if you purchase elsewhere and Amazon calls you out on it.

Register Your Own GS1 Prefix

Visit the GS1 website and open an account with them so you can apply for a company prefix. This will safeguard your listings on Amazon since each of your products will have a legitimate Amazon GS1 barcode with the unique GS1-generated product code and check digit affixed to the end of your identifier. This means that each code can be traced back to your company, identifying it as yours.

With your company prefix, you can add each of your products and GS1 will assign them a unique product number. Your product IDs will consist of a fixed set of numbers depending on how many products you indicated that you would be selling when you registered. You can choose a numbering system to use to make naming easier for Stock Keeping Unit (SKU) variations. For Amazon, your UPC codes – consisting of your company prefix and product ID – must equal eleven digits plus a check digit that GS1 calculates based on those eleven.

Download the barcode image or the digital barcode file from GS1 to use in designing your product labels. You can also order barcode stickers to stick on pre-designed labels or product packaging. Make sure that you use the correct barcode on each package to avoid problems with the wrong items being shipped to customers. Also make sure that you place the barcodes where they are clearly visible and easily scannable. Amazon automates much of the receiving process, so products with unscannable barcodes are likely to be considered unfulfillable inventory, which can be as good as lost if you aren't careful. It's much easier to just make sure your barcodes are clear and correctly placed from the start.

The 2016 Amazon GS1 Barcodes Update

The Amazon GS1 barcode requirements were updated in 2016, but no big announcement accompanied it. The Seller Central product UPC and GTINs policy now says that the marketplace verifies product authenticity against the GS1 database. If your UPCs don't match what shows on a GS1 search, they will be considered invalid. The only way to be sure that your UPCs have the same information as what's on GS1 is to buy them from GS1.

Amazon's Rationale

Amazon has long faced the problem of duplicated listings. Instead of checking the catalog, sellers use their own barcodes on products that already exist on the catalog. This confuses customers and causes reviews to be spread over various listings instead of consolidated on a single listing for what is essentially the same product. By using the GS1 database to cross check product codes, Amazon will be able to verify the true products and eliminate the duplicates – of which there are currently millions.

As a legitimate seller, you will have your own company prefix and not be using the codes of some other business, which of course have their prefix on them.

Amazon hasn't been strictly checking all UPCs – mostly focusing on new listings and sellers who are listing other brands – but they could soon start checking everything. It is clear on their policy that they could look into your listings at any time and flag them if your codes don't reflect the same manufacturer, brand and title that you have on your listings. The process is automated, so it's basically only a matter of time before they get around to yours. Once they do, any listings with invalid product UPCs will be removed, and your ASIN creation or selling privileges can also be temporarily or permanently removed as a direct result.

Now there are some cases where you should not be using a barcode assigned to you by GS1:

You sell a product that isn't branded under your company.

When you resell another brand's product, you should not be using your UPCs but the barcode purchased and supplied by the manufacturer or

brand. Your seller account can be shut down if you slap your own UPC on someone else's product. You could also face serious legal charges from the brand owner. If the products don't have a barcode, get in touch with the manufacturer or your supplier to get it sorted out. There's no master list where you can search for the correct barcodes because brands aren't required to register individual UPCs.

The same applies to bundled products from a brand other than your own. You need to request the UPC that applies to the bundle. In case a product or bundle doesn't have a GTIN, apply with Amazon for an exemption from their UPC requirement. Prepare images of the product and a letter from the brand owner stating that they do not have a GTIN for the product. If available, include a link to the product page on the official website in your application.

You sell a private label product in an exempt category.

Amazon allows private label products in certain categories to be sold without a UPC if you apply for an exemption. Amazon will then assign a Global Catalog Identifier (GCID) to the product that you will use instead of a UPC.

Private label bundle products need a separate GS1 UPC that is unique to the bundle. Using one of the individual products' UPCs is not permitted. When the products in the bundle are from multiple brands, you can apply for a GTIN exemption as above.

Correct Your Listings with Incorrect UPCs

If you are reselling products with codes that you purchased from a barcode reseller, the best thing to do is:

1. Search the Amazon catalog for an existing listing.

2. Verify with the manufacturer or brand owner that the information is correct.
3. If correct:
 - o list anew against that existing listing, and
 - o shut down your previous listing that has the incorrect UPC.
4. If no correct listing exists:
 - o get the correct information,
 - o shut down or merge your listing, and
 - o relist with the correct information.

If you have Brand Registry, then all you need to do is change your key product attribute since you don't need to list with a UPC.

Get Brand registry support if needed to change it and confirm when successful. You can also create a new listing with the correct information then merge it with the old listing.



Costly New Amazon Seller Mistakes to Avoid

To err is human. But as a new seller on Amazon, one false step can represent a great loss of time and money if you don't know how to deal with some situations. Although most successful Amazon sellers will tell you that mistakes are great learning opportunities, these omissions can get you booted out within 6 months.

The good news is that most of these mistakes can be avoided, and we're listing them here so you can undertake action in order to face these mishaps:

Common Amazon Seller Mistakes

Your Account

1. Registering for the Wrong Seller Account

You need to register for the type of seller account that suits your needs. An individual account is not the right move if you sell a lot of items each month. You'll end up paying a huge amount in fees. If you sign up for a professional account and don't sell more than 40 items a month, though, you'll again be paying more than you need to.

If you're not sure how much inventory you can move, it's a good idea to start with an individual seller account. When sales pick up, you can

easily upgrade to a professional account. You should also look into other options well-suited for multi-channel retailing, private labeling, artisan products, and as a manufacturer.

It's important to consider if FBA fees are worth it at this point. Going MCF may be the best move for your business in the early stages.

2. Not Reading the Terms and Conditions

One of the top Amazon seller mistakes is not following their Terms and Conditions, and this begins with not knowing them in the first place. The customer always comes first on Amazon. Customers can be unforgiving, so the marketplace is strict about the rules. Amazon suspends offending accounts regularly. You do get a chance to appeal and explain yourself, but lost time is lost opportunity.

Many sellers consciously try to game the system and end up in deep trouble. But there a lot of Amazon seller mistakes that are unintentional and can be easily avoided simply by knowing what is required and what is prohibited. Amazon's Policies & Agreements page lays everything out clearly for that specific purpose of avoiding Amazon seller mistakes that can upset their customers.

Here are a few Amazon seller mistakes that can get you suspended or banned:

- Registering for more than one Amazon account
- Promoting your off-Amazon business (a URL on your listing or in customer messaging)
- Misappropriating content (copyright violations)
- Advertising products by putting discounts or coupons in the listing title

3. Ignoring Policy Changes and Updates

Just as important as reading the rules is keeping up to date on policy changes. Amazon is always adding new things, so you need to pay attention when they send you updated notifications. Also, you need to make sure you are quick to comply if there's anything you need to change.

Policy changes and metric updates are the most important, but general updates should never be ignored. You need to follow these to keep your listings current so you don't confuse customers or find yourself unable to send in inventory because you're in the wrong category.

4. Applying Other Marketplace Rules to Amazon

There are similarities among all online marketplaces. With Amazon, however, you will always have more differences. Each marketplace and the search engines within them operate on different concepts and algorithms.

5. Not Using Marketplace Services

One of the most common Amazon seller mistakes is not using the tools that they provide. These tools are specially designed to help you perform well in the marketplace. You may not like being forced to use Amazon tools – especially the paid services – just to be recognized. Unfortunately, it's just part of selling on Amazon.

Most of the tools are free, though, and you really should be using them as often as possible because they give you great insight. Amazon is very secretive about its ranking algorithm, and Amazon tools are the only way you can get real data on what's going on. And, frankly, if you want to grow your business, you need to start using FBA and Amazon

Advertising and implement Amazon Prime to tap into this super-shopper pool.

6. Not Constantly Improving Your Performance

Running a business is tiring. It's easy to get lazy after the first stages when sales are coming in. It's even easier to let go when sales keep coming in even after you've ignored your listings for a while. But this leads to two dangerous Amazon seller mistakes: thinking you've got it down and thinking you don't need to change things up.

It takes Amazon a while to crunch data, and it takes the competition a while to make changes on their end. If you aren't vigilant, you're going to get displaced, and it's going to take you more time and effort to regain your previous position. Use the metrics that the marketplace provides to stay on top of everything so you never fall behind.

7. Failing to Encourage Positive Customer Feedback

Again, there are two Amazon seller mistakes here. Your performance will take a hit if you aren't getting positive feedback, of course. But you also need to get feedback – whether good or bad – for at least 2-5 percent of your total sales. If you aren't hitting the mark, you need to actively encourage feedback – and make an effort to ensure that it's positive. You can use an automated tool to help you, but you should always work on developing a personal touch that really speaks to customers.

Monitor all the feedback coming in – ideally every day – so you can remove for poor ratings that don't meet Amazon standards. If you're using FBA, anything about fulfillment can be removed. Product reviews also don't belong in the feedback section, so you can ask Seller Support to strike those off the list. Make sure that you know the difference

between negative feedback and inaccurate feedback. Feedback is about your performance as a seller, so if the rating applies to you, you can't request it to be removed. Instead, work with the customer to resolve their concerns, then ask them to update their feedback once they're satisfied.

8. Keeping Things Too Local

Don't ignore the international market if you see an opportunity to expand. Staying local may be more comfortable since you already understand the market. But you don't want to lose out on billions of additional customers if you know you can serve them.

Your Listing

9. Competing with Amazon

You can never win against Amazon, especially not on their own marketplace. They are the largest online retailer. You just can't hope for a good outcome by going head-to-head with this giant. Even if they end up selling at a loss to stay on top, they will because they can afford it.

Before you even think about selling a product, make sure that Amazon isn't selling the same items. Use a tool to help you check the trends, because you may not see it, buy inventory, then realize that Amazon was just out of stock at the time.

10. Not Investing in Quality Listings

You need to put conscious effort into your product listings. This means getting quality images and copy done so that you are putting your best foot forward. You want to make the best impression you can on customers to continually get the sale. Your main product image needs to be a high-definition shot of the best angle of the product alone on a

white background. Go with another neutral background color if your product is white.

Add other angles of the product to help customers get a good overall look at it. Then add lifestyle shots to show them how it feels to use it. Use the best keywords for your title and the second-best for the bullets. Use the remaining ones in the description, then enter the rest in the backend keywords field. Stay within the limits given for each area. Don't use HTML code, URLs, all caps, symbols, promotional information or boastful adjectives.

11. Selling Items that Don't Match Product Listings

If you're using existing product listings, make sure that your item is a perfect match. Almost isn't good enough. Customers will complain if they don't get exactly what they see on the listing, and Amazon doesn't like that at all. If your product is in any way different from a current offer, you need to create your own listing.

12. Ignoring Pain Points

Amazon customers don't shop for products – they shop for solutions to their problems. Everything you do to sell your product must, therefore, revolve around customers' pain points. This is your starting point. This is where you get your keyword ideas and decide what images to upload, and how you organize your bullet points and write your description.

13. Underestimating Costs

Always study the basic Amazon fees so you can create a realistic budget for your Amazon store. You need to be able to project your long-term costs for things like storage, advertising, and customer service.

Fees are subject to change, so stay updated and recompute your budgets accordingly. They are also different across Amazon marketplaces, so you need a separate budget sheet for each area you sell in.

14. Entering Incorrect Inventory Quantities

As soon as you create or use an existing listing for your product, the inventory quantity and price is visible almost immediately. If you indicate available inventory that you don't actually have, you'll get into trouble when you can't ship it right away. Always type in the correct inventory quantity.

If you list at a low price and people start buying, you'll either lose money or get into trouble when you have to cancel the orders.

Overpricing is also dangerous – your listings can get blocked. Always type in the correct price. You can use repricing software to help you stay competitive after the initial launch. They can bring prices down to attract customers so you don't get undercut by competitors. They can also be set to control these adjustments so you don't lose all your inventory at the sale price.

15. Forgetting Sales Tax

You should fill out your tax settings as soon as you sign up for your Amazon account so it's taken care of before you make any sales. Always add on the tax or you will end up paying a large liability. You can also use a tool or pay Amazon to collect tax on your orders. Don't forget that you, the seller, are responsible for remitting sales tax payments, not Amazon.

16. Not Seeking Reviews

One of the top Amazon seller mistakes is leaving reviews to populate organically. Reviews are very important, but you won't get many

because most customers won't take the time to leave one – or at least not a detailed one. They just want to get what they ordered, and when they're happy, that's the end of it. To make matters worse, they're only interested in reviewing a product if they're not satisfied, which means negative reviews.

The only way to get more positive reviews is to be proactive about them. Make sure from the very beginning that you are providing the best shopping experience possible. This ensures that most customers will be happy with their purchase. Those who aren't will receive such stellar customer service that their frowns will turn into smiles so fast that they'll forget their complaints and focus on how awesome you are. Then you have a field of happy customers who are ripe for the picking. Go after those positive reviews by asking politely and telling them how important their review is for other customers.

Your Inventory

17. Having a Slow-Moving Inventory

When you can't sell inventory, your capital is tied up and you're paying additional storage fees without money coming in. It's never good to run out of stock, so you need to figure out a good level of inventory. If you're selling a new item, figure out a test level based on projected sales and turnaround time from your supplier.

If you have real data on a current item, use it to compute how much inventory you need, considering how much time it takes from ordering it to having it available for purchase on Amazon.

In the event that you already have excess inventory that's not moving, you need to liquidate it, even at a loss, before you lose more from paying storage fees. There are several ways to do this. You can sell it

elsewhere, sell it at a discount, bundle it, or move it to a place where you aren't paying for warehousing.

18. Running Out of Inventory

You don't just lose out on the sales for the days that you were out of stock. Customers will look for a more reliable seller. This means you can lose them forever. Develop a system for inventory management or use software to help you make sure you don't run out of inventory and have the right stock levels at all times.

Fulfillment

19. Not Meeting Fulfillment Expectations

New Amazon seller mistakes often include late shipping, missing tracking information, and order cancelations. Using FBA easily eliminates these issues, but it may not be right for your business at this point. If you are fulfilling items yourself, you need a system to make sure that orders are fulfilled perfectly. New sellers need a perfect record for at least the first ten orders. Always make sure that you can ship out in the timeframe you indicated. Always enter correct tracking information for each order on Amazon. And always make sure you have enough inventory to fulfill each order on time.

20. Pricing Shipping Too High

A lot of sellers lower product prices then make up for it by increasing shipping costs. This is an old trick that customers hate. It kills their excitement at finding a great deal. They have wasted their time on you and they feel cheated. Make sure that you have a good base selling cost for starters – what you need to make a profit you're happy with. This will help you to keep your shipping costs as reasonable as possible. Shipping at 20% of the item's cost is too high.

It turns customers off. If actual shipping is high, then add a portion of it onto your item's price to balance it out.

Amazon customers prefer premium, free shipping, which is why the Prime program is so popular. If you can offer free shipping on merchant-fulfilled orders by computing it into your product pricing without jacking it up too high, then that's great.

Customer Service

21. Not Putting the Customer First

It's all about customer satisfaction on Amazon, therefore, you must treat customers like royalty at all times. This starts with making sure that you are providing them with all the information they might want before they ask for it. This also reduces the number of inquiries you need to handle as well as the risk of slipping up. Make sure that all the product details and store policies are clear, correct and readily available on your listings.

Don't try to mislead them or hide any details that will upset them later. Don't say anything you can't make good on, and always keep your word.

Sometimes customers will return perfectly good products, so you want to make sure that your returns policy covers all the bases while keeping customers happy.

When you do get complaints or negative feedback and reviews, never get upset or argue with customers. You will always lose, even if you're right.

Don't Interfere with Your Customers' Opinion About Your Product!

Never try to bribe or otherwise incentivize customers to leave positive feedback or reviews. You won't get away with it for long, and whatever it brings over the short-term will kill your business in the long run. Customers don't like discounts or freebies with strings attached. They also quickly realize that the other positive reviews on your listing are probably bought and therefore fake. They will spread the word.

Always track customer interactions and use all the available data to continually improve their shopping experience.

22. Slow Response Times

Amazon expects you to respond to each customer inquiry within 24 hours. They don't care about time zones and working days, or what the message is about. Figure out a way to monitor customer messages daily so you don't risk account suspension for low Contact Response Time. You can use software or hire help – whatever suits you best.

Plan ahead using these tips so that you're prepared to be the seller that Amazon loves to promote. Whether you're new to Amazon or a veteran seller, this list of Amazon seller mistakes is a great reference to keep you on your toes and hustling hard to be the best you can be. Don't be one of the tens of thousands of sellers who fail on Amazon – many within six months – because of one of these avoidable Amazon seller mistakes.



How to Rank for Keywords on Amazon

Every seller faces the challenge of getting their products ranking on Amazon. Identifying the main keywords that will convert is vital to sustained Amazon success. Ranking for those keywords is an entirely different battle. We've worked with some of the largest brands to optimize Amazon listings, develop, and implement strategies that will improve their Amazon ranking. Taking the steps below has worked for our clients and will help you rank for keywords on Amazon.

Creating SEO Copywriting for Your Listings

The first to step to rank for keywords on Amazon is to introduce keyword rich content into your Amazon product listings. Amazon's A9 algorithm tries to rank products by their relevancy for each keyword. Creating titles, bullet points and product descriptions that contain the most relevant keywords is the key to improve your Amazon ranking.

Start by researching the most relevant keywords to your products by using tools like Keyword Inspector or Google Keyword Planner. Keyword Inspector is a great tool you can use to crawl your competitors' listings to determine what keywords they are ranking for. It provides a detailed list of keywords that are in the listings and where they currently show

up in search engine results pages (SERPs). Google Keyword Planner can also provide great keywords; however, the results are more focused on internet searches and contain keywords not necessarily relevant to a shopping platform like Amazon.

Develop titles, bullet points and product descriptions that use your competitors' top keywords. We recommend using the bullet points to focus on a product's benefits rather than their features. Focusing on product benefits shows shoppers how this product can benefit their lives and can be useful for converting them to customers. As you develop a sales history, Amazon will index you for these keywords on SERPs.

Ranking Products through Sales History

Having the right keywords is the first step to rank for keywords on Amazon. Developing the sales history will increase your visibility on SERPs. The A9 algorithm determines product relevancy by ordered units, conversion rates, click-through rates and product price. All these items are related and it can be difficult to separate how one change influences product rankings on Amazon. We first recommend picking a price that is below the average price of all the products on page 1 for the specific keyword you want to rank for and sticking with that price. Fixing this variable at a specific price will help you identify changes in the other metrics.

Now we can focus on improving the sales history. We recommend starting with discounted products to develop your sales history. Amazon's new seller terms of service indicate that giving products away for reviews is illegal. However, you still can offer discounts to drive traffic. Try creating a promotional discount that you believe will entice shoppers and market that offering through your social media channels or an email list. This can be done by sharing the offer with your current

followers and/or, if you don't currently have much of a social media following, running advertisements on Facebook, Twitter and Instagram. Discounted sales still appear to hold equal weight to a full price sale and will begin to build your sales history.

Amazon should begin to index you for the main keywords in your content with these initial sales. The next step we recommend taking is to create automatic advertising campaigns on Amazon. Running these campaigns will make your products appear for the keywords in your listing as well as related keywords that shoppers may be searching for. This will lead to increased sales and provide you important feedback on what other keywords you should consider introducing into the front-end of your listing.

A final step that you can use to rank for keywords on Amazon would be to introduce manual advertising campaigns with Bid+ active. Bid+ is a feature that will increase the maximum cost per click (CPC) bid that are eligible to appear at the top of SERPs. The maximum increase is 50%. For example, say you are currently bidding \$1 for a keyword and the top bidder is bidding \$1.25. If you have Bid+ active, it will increase your bid up to a \$1.50 CPC and your ad will be appearing at the top of the SERP versus your competitor's. Bid+ campaigns can be expensive to run, but are a great way to get conversions on the main keywords you are trying to rank for. Expect higher ACOS and a lower ROI from Bid+ campaigns, but the benefit will hopefully be increased organic sales as your product listing continues to be indexed by Amazon.



The 4 Amazon Product Ranking Algorithm Factors You Can Impact

Many sellers are feeling slighted by Amazon lately. Policy changes to the product review guidelines have changed strategies. Using discounted products to drive reviews and increase customer conversions are no longer possible. We've been saying since the change that the only way to be successful now is to increase your sales. Amazon is attempting to help with the reviews, but how can you as a seller increase your sales? One simple change that you need to test out can impact the Amazon product ranking algorithm in your favor. We are going to go through a case study of a few changes we made for a client and how it ranked them on Amazon.

The Most Important Factors

Amazon's A9 algorithm is governed by a few main rules and have a single goal in mind; to provide the most relevant results and best deals for their customers. The A9 algorithm only uses data on the Amazon database to determine product relevancy, and does not consider relevancy factors that search engines like Google look for (i.e., backlinks, off-page SEO). Amazon wants to maximize revenue per customer. It

therefore tracks all customer data from what they search for to what products they click on after searching to what product they end up buying.

In our experience, there are 4 main factors that can increase product relevancy in the Amazon A9 algorithm. The most important factor is sales history. Amazon will index your product based on the search terms present in the listing and how many sales you get on each search term. Getting sales on search terms is a huge indication to Amazon that your product is relevant to the customers' search. It is important to optimize Amazon listings with search terms that are relevant to your product. Too often we see clients going after random keywords that are barely related to their product. Amazon will index for those random keywords and it ends up hurting the seller because the second factor is negatively impacted.

Conversion rates play a very important role in your product's ranking. Converting on a specific search term is another massive relevancy signal for the Amazon A9 algorithm. We've seen through our experience how conversion rates can help boost your product's visibility and we will share that with you. Therefore, focusing on keywords directly related to your product is incredibly important. You will end up killing your conversion rates by going after random keywords that are only slightly related to your product. Similarly, click thru rate is relevancy signal that Amazon values. Customer's clicking on your product listing shows product relevancy for the search term. While still important, we believe it is much more important to convert that click into a sale as much as possible.

The final factor is pricing, and it's the only factor that you can control. As we said, Amazon wants to show the most relevant results and best deals for the clients. We've noticed that pricing below market averages

can give you a huge initial boost to your product. By testing out new pricing strategies you can impact the Amazon product ranking algorithm in your favor.

Case Study: Pricing's Impacts on a Product Listing

We recently worked with a client that launched a product in early January 2016. The product was launched at an above market average price. Initially, the product did not start moving until they dropped the price down a few weeks later. In the chart below you will notice that as they decreased price, page views, orders and conversions increased:



These increases are directly related to the product becoming more visible on Amazon. Maintaining a consistent price continued to increase these factors. As the client began to run out of inventory, they started increasing price. The result was a drop in all 3 of those factors. The client killed their conversion rates by increasing the price and thus product visibility decreased drastically. The interesting thing is that even as they decreased price in the following months, product sales did not return. Correlation analysis shows a strong negative relationship between

price and sessions, page views and conversion rates. Their relevancy suffered directly from the increase in price.

We began working with this client in late August. They had ordered a thousand units of inventory after their initial success and were now stuck with a product that wasn't moving. We overhauled the product to create an optimized Amazon listing. Low relevancy keywords were removed. Then we began testing new pricing points to see how the product performed. As the product crossed the \$10 per unit threshold there was a massive up-tick in conversion rates, orders and page views:



The inventory began flying off the shelf and thus the product relevancy was confirmed in Amazon's eyes again. Conversion rates reached as high 50% and page views increased by ~700%. The client was achieving success similar to their initial launch. We attempted to increase the price slightly over time and these metrics began decreasing again. The correlation analysis again showed a strong negative relationship between price and conversion rates, orders and page views. The client had achieved page one visibility, but was doing it a reduced profit in exchange for higher volume. Dropping pricing can be a powerful, yet tricky tool to impact the Amazon product ranking algorithm.

What Does All That Mean?

Pricing will directly impact your visibility within the Amazon product ranking algorithm. More importantly, it shows that you need to differentiate your product. This client was in a highly competitive market with a product that was just like everything else on the market. The private labeled item had no unique value proposition to customers and could only compete on price. We're now working with the client to improve their offering and achieve higher profits in the future.

Anyone could implement these same strategies to begin dominating a market. Downward pricing pressure from competitors will kill your product on Amazon. When choosing a product to sell, look for opportunities to differentiate yourself through bundling with a complimentary product or possibly working with your manufacturers to design unique features. Amazon is a great sales channel, but it's also extremely important to grow your product outside of the Amazon platform.

Utilize effective pricing on Amazon to get your product moving initially. Be willing to break even on your sales for as long as possible to develop the sales history that you need. Having a high-quality product and high volume of sales will lead to increased product reviews (or social proof) that will highlight your quality in shoppers' eyes. Do not drastically increase price to prevent selling out your inventory. This will kill your listing's relevancy within the Amazon product ranking algorithm. Slowly test increased pricing over time and check the sales data to see the impact it has on your listing. A differentiated product that has a unique value proposition to a client will be able to be priced higher without product relevancy being impacted as drastically.



Creating a Sales Funnel for Amazon

Marketing campaigns through Amazon can drive additional traffic to your listings and hopefully increase conversions. A more powerful way to advertise your product on Amazon – or any ecommerce platform for that matter – would be to create a sales funnel. Being 100% reliant on the Amazon platform for sales is not a winning strategy and can set you up for hardship in the future. By creating a sales funnel for Amazon, you can find potentially interested customers to purchase your product and continue to target them in the future.

What is a Sales Funnel?

A sales funnel is what many ecommerce companies and service-oriented companies use to attract potential customers and turn them into consumers. Many companies use the image of an upside-down pyramid separated into different parts to represent it. The top of the upside-down pyramid (essentially the base) is all your marketing efforts to find potential customers that may be interested in your product. As customers enter the funnel they are funneled into the middle of the pyramid where the sales process occurs. This is where the customer learns more about your product and decides if this is something

that will make their life easier or better. Finally, at the bottom of the upside-down pyramid, you have your customers who decided to purchase.

Why are Sales Funnels Important?

Sales funnels are important as they provide a few different benefits to a seller. One of the benefits is that a sales funnel can be used to drive traffic to your listing. The depth of many of the categories on Amazon can make it very difficult for your product to show up on search results pages, particularly in competitive markets. Utilizing a sales funnel strategy can be a great way to get your product in front of potential customers, start converting sales and move up the Amazon rankings organically.

Another great benefit of a sales funnel is building a target audience. A good sales funnel allows a seller to collect email addresses of their potential customers through an opt-in page. You can use these emails to create target audiences on many advertising platforms and find more potential customers. The emails can also be used in email marketing campaigns to let customers know of new products you may be rolling out, discounts you are offering or possibly to retarget them for the original product.

How to Create a Sales Funnel?

The most effective way to create a sales funnel is through utilizing social media advertising. Use social media platforms to market to potential customers and to grow your product or brand awareness. Make sure your advertisement has some benefit to the potential customer that will entice them to click. As potential customers begin to click on your advertisement, they will need to be redirected to an email opt-in page.

Many social media platforms will not allow you to link directly to Amazon and will need to go through a landing page or your website first. Once they opt-in to receive the benefit that was advertised to them, they can be redirected to learn more about the product or redirected to the Amazon page to purchase the product.



Finding an Edge: How to Drive External Traffic to Your Amazon Listings

The key to long-term success on Amazon is and always has been staying ahead of the competition. There was a time when standing out with images and copywriting was enough. With an ever-growing number of competitors on Amazon, that is no longer the case, and we as sellers must find new ways to get traffic to our listings.

Why use off-platform advertising?

Truth is, being found on Amazon has never been more challenging. Every seller wants to be on page one of Amazon. But with over 1,000,000 new sellers joining Amazon in just the first half of 2019, competition is fierce. Furthermore, advertising on Amazon is more expensive than ever, and the average CPC only grows with every competitor that enters the market.

It's times like these when it is most important, we find our edge – an advantage over the competition – and use it to move us closer to our goal. This is where off-platform traffic comes in. Off-platform traffic may just be edging your listing needs to gain traction and rise through

the organic ranks. No one knows exactly how Amazon's A9 algorithm makes its decisions, but experience has taught us there are three critical factors in indexing:

- Sales Velocity – How many units are sold daily
- Sales History – How long has the products been getting sales
- Conversion Rate – How often people that find your product actually buy it

Getting shoppers to your listing, and more importantly – the right shoppers – has the possibility to positively affect all 3 of these metrics.

Where Should You Market Your Products?

Picking and working on different platforms may seem daunting at first. It seems like there are new sources of potential traffic popping up every day. The social media landscape seems to be changing on a monthly basis ever the mighty Myspace fell to the colossus we now know as Facebook. But keep in mind it is important to protect your metrics. The last thing you want is plummeting conversion rates because you're sending everyone straight to your product listing. Hooking your audience, and redirecting them to a landing page prior to Amazon, is the best way to increase traffic without potentially hurting your conversion rates and other metrics.

That's why it's important to understand your target demographic and what meets their social media needs. Below are some pointers for the big 4; Facebook, Instagram, YouTube, and Google Shopping Ads.

1) Facebook

Facebook and its subsidiaries Instagram and WhatsApp have a combined monthly active user (MAU) figure of 2.41 billion. That's right,

billion. With a B. That amount of user data translates to one of the most powerful advertising platforms on the planet, with the ability to target advertising to specific groups of people based on interests, activities, and location among many other parameters.

On Facebook, we have found that focusing on video advertising yields the best results for the following reasons:

- Cost of video engagement is significantly lower
- Video captures the attention of viewers
- Video is the highest converting advertising medium

Fact is, customers unknowingly seek emotional connections to products they are buying. There is no better and quicker way to catch those feelings than through video. Video engagement can cost less than \$0.01 and allows you to introduce your brand through compelling content.

2) Instagram

Instagram has operated under the Facebook umbrella ever since their acquisition back in 2012. What this means for us is that Instagram uses Facebook's incredibly powerful ad engine. However, consider that Instagram is a much more visual medium; qualities crucial to capturing attention. The image-based nature of the platform along with the scroll-to-navigate design makes it ideal for image and video publicity.

Also, Instagram's demographic is considerably more defined and overall younger: Over 71% of the 1 billion monthly users are under the age of 35. This is incredibly valuable, as it's also this demographic that makes up the bulk of the most frequent shoppers on Amazon. Finally, with Instagram you also have the possibility of resorting to influencer advertising. That is, getting users with a large following to review your

products and provide social proof that can entice potential shoppers to give your product a chance.

These influencers can post a link to send traffic to where you want it, so a link to your Amazon product will send warm leads that may be interested in purchasing. Of course, you must do your due diligence – follower numbers and cost of advertising are not always clear in this market, and having professionals take care of this negotiation may be best for you and your brand.

3) YouTube

We've established how great visual mediums are for capturing the attention of potential shoppers and YouTube videos are no different. YouTube, like Instagram, runs on the same massive collection of data as its parent company. In this case, that's Google. YouTube videos appear on Google search results and can be a very efficient way to provide both social proof, and in-depth information about how your product works.

Out of the four, YouTube is also the platform that offers the most creative freedom. Influencer sponsored content, reviews, and even the ever-popular unboxing videos, in which shoppers open the product as is delivered and give their first impressions to their audience. Although content creators must disclose whenever a video is sponsored, and YouTube itself places a "sponsored content" disclaimer, the resulting videos still offer a very organic feel and provide social proof unmatched by other platforms.

As if this weren't enough, 73% of shoppers watch a video prior to making a purchase. Securing your YouTube search results just as you would on Amazon could just be what converts a considerable portion of potential customers to a "yes" from a "maybe."

4) Google Shopping Ads

Speaking of gigantic collections of customer data, let's talk about Google. Amazon still leads the race in raw product searches, but shoppers that start their search on Google, on average, purchase products much quicker. Building out your Google shopping ads is a fantastic tool for moving traffic through your Amazon listings. Google has a list of requirements that make their shopping ads a little more complicated.

First and foremost, you need a verified domain to even get your hands on a Google shopping account. Then, you need a functioning e-commerce website with both cart and checkout features. It seems complicated, but a landing page is a way to kill two birds with one stone. A landing page on your brand's website can be used for ads, while simultaneously filtering potential shoppers before redirecting them to your Amazon listing.

As incredibly valuable as Amazon optimization is, sometimes we must find other ways to drive traffic. Maybe you have a new product that hasn't yet built a demand on Amazon, maybe you're looking to thrive in a heavily contested category, or maybe business is just great – but it could always be better. Bottom line is, off-platform traffic to Amazon is an excellent tool for increasing organic sales.

Every one of the platforms discussed has benefits – and drawbacks. Experts may spend entire careers learning the ins and outs to get the optimal results, but that's the beauty of the information age: We are free to experiment and learn. With proper management and precautions, it could just be the key to securing that page-one spot you're after. If you feel off-platform traffic is the key to your business succeeding, and it just may be, it is never a bad time to start.



Finding the Target Audience for Your Amazon Products with Facebook Ads

Utilizing Facebook ads to drive traffic to your Shopify store or Amazon listings is a powerful way to increase your products sales. The key to a successful, or cost effective, Facebook advertising campaign is to find your target audience – the consumers most likely to purchase your product. Running broad Facebook advertising campaigns will lead to higher cost per click (CPC) and will reach too many people who will never actually purchase your product. We're going to discuss ways to find the target audience for your Amazon products and how to refine that audience to maximize the return on investment from your advertising campaigns.

How to use Facebook Audience Insights to Your Advantage

Every Facebook Ads account has the Audience Insights page that is a powerful way to find the target audience for your Amazon products. You can look at audiences by location, age, gender and interests among many other factors. As you filter down through those factors, Audience insights will provide demographic information, the pages the like, their locations, online activity and purchasing behavior. We can use this information to begin creating a target audience for our products.

This is a great place to begin identifying your target audience. You will need to continually refine the audience by utilizing the Facebook Pixel. The pixel is installed on a landing page or in your Shopify store to gather information on the shoppers that click-through your advertisements on Facebook. You cannot, however, use a pixel if your ad is direct linking to your Amazon listings. Therefore, we recommend using a landing page service like ClickFunnels or AMZ Promoter if your goal is to increase sales on Amazon. Both services allow you to integrate the Facebook Pixel with your landing page.

2 Ways to Find the Target Audience for Your Amazon Products

The first step in finding your target audience will be to begin searching by interests. For this example, we will assume we are selling a camping product to illustrate how we choose the audience more effectively. We will search “Camping” in the interest field and check out the size of the overall audience. Audience Insights say that this interest has 10-15 million monthly active people on Facebook, which is a large audience. We are going to refine this audience down, but we typically want interest audiences that have 250,000+ monthly active users.

Next, we are going to look at the top 10 “Page Likes” for people in this interest category. We want to see how related the top page likes are to camping. Click through each page that comes up in the Top Categories section to see what these pages are related too. We typically look for about 80% or more of the pages to be related to camping. After we go through that, we are going to repeat that process by typing each page into the “Interests” search by itself to see how related those audiences are to camping. Not all pages will come up which typically means their audience is too small and Facebook does not have enough data on

them. Exclude those pages from our list. Spend a good amount of time identifying pages and products that are related to your product.

Now we are going to break these pages into a few segments so that we can begin testing what segment has the best conversion rate. There are 4 main segments we look at. The first would be influencers or personas associated with the interest. These typically have dedicated fan bases that may be passionate about the product category. Next, we would look for information websites or pages that provide help or tips in this category. These audiences are actively seeking information on how to do or use something so there is a strong likelihood that they currently consume similar or related products.

We are then going to look at publications or magazine pages, particularly those that have subscription services. People interested in these pages may own subscriptions to the publication and therefore have already purchased something in this category. Finally, we are going to look for product, program or service pages related to the interests. Like the prior category, these people have a higher likelihood of buying something in this category.

Set up the split test by creating 4 ad sets under 1 campaign – with each ad set focused on one of segments. We recommend setting a small daily budget of \$5 or so per ad set so you do not blow through money. Install the Facebook pixel into your landing page to track the click-thru rate. You may see positive results that point to one segment being better than the others in as soon as 1 day.

Another way to identify the target audience will be through cross-referencing, or flex-targeting, pages and targeting high affinity pages. What do we mean by this? Facebook Ads give you the ability to refine audiences by page like. So, to cross-reference a camping interest we may

enter the “Camping” interest into an ad and find an audience who likes camping and likes a related camping page we are cross-referencing it with. This leads to smaller, more targeted audiences. We split test that against the page affinities. Audience Insights also provides data on page affinities, which means the likelihood that the audience is going to engage with the content. Targeting high affinity pages can target people that are very interested in the category, and may also get us some free advertising if they share or like your content.

Take the list of pages that you have already researched and find their monthly audience numbers and affinity scores on the “Page Likes” section of Audience insights. Create a campaign and then create an ad set that we can use the cross-reference strategy on. Type in the main category interest into the “Detailed Targeting” section, so in this case Camping. Below that field, you will notice a link to “Narrow Audience” appears. Select it, and then begin typing in an interest to see how it affects the audience size. The goal is to get an audience size between about 75,000-500,000. You can do that by entering multiple requirements into the first “Narrow Audience” field – or by adding additional cross-references by selecting “Narrow Further.” Once we reach the ideal audience size, we will have a very focused audience to begin split testing with.

We will begin split testing the audience in the above paragraph against an audience of high affinity pages. Look at the list of page affinities and find what the average affinity is. Take those pages with the above average affinity scores for our comparison audience. We will then set up the campaign with two ad sets – one testing the cross-reference segment versus the affinity segment. Set the budgets for each segment at about \$5 per day. Make sure your ad is going to a landing page with the Facebook Pixel installed to track your click-thru rates.

There is no easy way to track actual conversions if your traffic is being direct to Amazon. You are not able to install the Facebook Pixel onto page listings. One thing you could do to see conversions coming through Facebook ads would be to create a unique promo code for a small percentage off that you use exclusively to market your content in the Facebook ad. You can then go back through your orders and see what orders had this code applied. It won't be specific to which ad set got the sale, but as you begin narrowing by pausing ad sets you can gain a better idea by seeing if your conversions increase or decrease with each change.

It's important to find the target audience for your Amazon Products to increase your products sales. Directing traffic through Facebook to your listings can be a great way to build your sales history and boost the product up the page rankings. These two strategies have led to increased sales for our clients and can do the same for you. You can also implement these same audience targeting strategies to drive traffic to Shopify, BigCommerce or WooCommerce stores as well!



Using Product or Mailing Inserts on Amazon to Increase Customer Engagement



One of the most exciting events for any shopper receiving a new product is the unboxing experience. Proof of this is the “Unboxing” trend, which emerged in the early 2000s on websites like Unbox.it and unboxing.com. People would use these platforms to upload videos of them opening a package that had just arrived and explain its features to viewers.

This was the start of a new approach to the art of packaging: Product Inserts.

What are Product Inserts?

Product inserts (also known as packaging inserts) come in the form of business cards or flyers and are added into packages before sending them to customers to either thank them for their purchase, sell other items in the catalog (cross-selling and upselling), or to give out a promo. Over the years, these small cards have become very popular in the e-commerce world, and they turned out to be an effective strategy for creating brand loyalty and increase customer engagement with many Amazon sellers adding them to their FBA packages.

Why Are Product Inserts Helpful?

Amazon encourages small and medium-sized companies to satisfy their customers with new approaches to meet their expectations and needs. However, Amazon wants customers to have a good experience. That's why in 2017 Amazon allowed customers to opt-out of emails from third-party sellers. Email was previously a way for sellers to get customer feedback and reviews from customers.

Our research shows that approximately 31% of customers on Amazon have opted out of emails. Furthermore, we typically see about 30% open rates on our customers email campaigns. That means you are only reaching about 20% of your total buyers to ask them for product feedback. Product inserts can be a cost-effective way to reach every customer. Each package sent can help you increase your sales and create a closer relationship with your customers, as long as you comply with Amazon's ToS.

What Type of Sellers Can Use Product Inserts as a Marketing Strategy?

Only Professional Sellers are allowed to add product inserts into packages. (In order to obtain brand registry, you must provide Amazon an image of your product packaging. So, make sure you have all of this figured out before attempting to add any product inserts into your packages.) Amazon Sellers have two primary selling options: Fulfilment by Amazon (FBA) or Fulfilment by Merchant (FBM).

The packaging requirements for both FBA Sellers and FBM Sellers are different.

FBA Sellers sell the product, and Amazon ships it. For this reason, they need to print the inserts and then insert them before sending products

to Amazon's warehouse. While for FBM Sellers it's a lot easier. Since they fulfill their own orders, they can just add the inserts to each package and send it off to customers.

Packaging Strategies

Since having branded packaging is one of the requirements to obtain your brand registry on Amazon, the last thing you want to do is to put your product into a clear poly bag with a barcode printed on it.

Follow these suggestions and get the most out of your packaging strategy:

1. Protect Your Product – Remember that packaging is the first impression a customer receives of your product. Most companies choose cost-effectiveness over quality when it comes to packaging, but as the saying goes “buy cheap, buy twice”—you don't want your products to become damaged, so, make sure you use the right size and material that will keep your products safe and sound.
2. Go Green – If your packaging materials are recyclable, your customers will appreciate it. An eco-friendly business is a business anyone would trust.
3. Make Your Brand Visible – What's the point of having a great logo if people can't see it? Both your product and packaging must be clearly labelled, so your customers are certain that your company is reliable.

Creating a fully enjoyable experience for the customer will increase the effectiveness of your packaging insert. Whether you are asking for a review, feedback or a second purchase – guaranteeing a great buying experience is necessary to get your there.

Amazon Prohibited Seller Activities and Actions

Amazon commits itself to ensure the privacy and security of its users. Therefore, it has established a list of guidelines that you should always abide by before implementing any product insert marketing strategy.

These are some of the things you **MUST** avoid when using product inserts:

- Attempts to divert transactions or buyers: Offering discounts to your product website in return for reviews or other channels that lead, prompt, or encourage Amazon users to leave the Amazon website is prohibited.
- Unauthorized and improper business names: You should always use the business name that you registered on Amazon, and that you have the right to use, of course. Also, you are not allowed to use a business name that contains an email suffix. i.e., .com, .net.
- Improper treatment of customer personal information: If you are an FBM Seller, Amazon will give you access to customer phone numbers, names and addresses so that you can comply with label requirements. However, you will be required to adhere to certain policies to ensure you use customer information correctly. Do not try to customize product inserts or use personally identifiable information in a product insert.

Playing by The Rules with Amazon Product Inserts

Now that you are aware of some of the things you are NOT allowed to do regarding product inserts, here's a clearer view of what you can do to make your product inserts useful:

- Promote other products from your Amazon store/catalogue.
- Create a sense of urgency by letting the customer know about a limited-time offer and redirect them to Amazon, NOT to your company's website.
- Ask customers about their satisfaction level and offer them assistance through the order page (this is a great way to avoid negative reviews).
- Remind customers of your product benefits by including detailed instructions on how to use it.
- Asking your customers to share a picture of them using your product on your social media is within Amazon guidelines, just remember: do not lead them to any other channels.

Tips and Best Practices

These are few different strategies you could take with your packaging inserts. Each one can help you achieve different goals; therefore, it is important to determine which is the best one for you.

1. Discount offers – You can use your product insert to offer a promotional discount if they purchase your product again. You can also use a discount to promote another product in your catalogue.
2. Product samples – Instead of using a card sample alone you could include a small sample size package of another product in your catalogue.
3. Thank-you cards and personal notes – This can help you increase customer satisfaction. Providing better customer service

is always one way to increase the likelihood that someone will leave you a review.

4. Product review – You can ask a customer for a review however it cannot specify what type of review they should leave.

No matter what type of insert you decide to use, aim for it to be appealing to the eye, by:

Using colors that are in-line with the ones that represent your brand

Providing instructions that are easy to follow

Not wasting valuable space by making letters or images too big

Making sure your offers are attractive

Adding time scarcity

Remember, the goal of product or mailing inserts is to improve customer experience. You should focus on trying to keep the customer satisfied and making them happy. That means you shouldn't push them to take any action that they don't want to voluntarily.

Product inserts are important because they allow you to exceed your customers' expectations at a low cost. Think of them as the equivalent of receiving a gift with a note from a loved one. Everybody loves surprises, and the package has been shipped, so—you might as well take the risk.



What is Transparency by Amazon

Counterfeiting on Amazon is a huge problem for all brands selling on the marketplace. Transparency by Amazon is the answer – or at least, it’s Amazon’s answer. Counterfeiting has become increasingly prevalent on Amazon and increasingly more difficult to control. It damages good brands’ reputations and destroys customer trust on top of stealing their profits. Amazon therefore decided to launch the Transparency program to protect its own products and labels in March of 2017. It has since been opened to Amazon’s third-party sales platform, and will help brands mitigate the severe threat to their businesses.

About Transparency by Amazon

Transparency by Amazon is basically a product tracer that allows customers to see where the product they’re looking at comes from, as well as when and where it was manufactured and what it’s made of. Every item with the Transparency label is associated with a unique code that is scannable through the Amazon app or the Transparency app, and pulls up the above information.

Similar in nature to the Brand Registry program but separate from it, Transparency by Amazon works at the item level rather than at the

brand level with logos and IPs. It's also automated, working in tandem with other such tools to deter counterfeit sellers and solve associated issues. This is a great tool for sellers, particularly because appealing to Amazon doesn't always result in a decisive, positive outcome – if any help can be had at all.

More than just protection for existing sellers, Transparency by Amazon also works preemptively. The tools work with automated systems that scan new seller registration information for red flags so that potential bad actors are blocked from ever entering the marketplace.

Extending Transparency

Amazon enrolled new brands to Transparency slowly as its beta tested the tool. Recently, more sellers have been invited to join the program, a sign that Amazon has worked through most if not all of the kinks. Brands now get to ride on Amazon's effort to block counterfeiting and enjoy the positive effects for sales and customer loyalty.

Amazon made no direct comment about Transparency by Amazon, but the retail giant clearly wants to make sure that more sellers get to use the tool. And we suspect it's because they want all their customers to enjoy a better customer experience. When customers receive a cheap knock-off instead of the item they thought they were ordering, they don't care if it was their own fault for not thoroughly checking before hitting Buy Now. To the online consumer of today, due diligence is not their responsibility but Amazon's.

By extending Transparency by Amazon to everyone on the marketplace, Amazon's investment in brand protection will pay off. The aim is for customers to be able to buy only genuine items and no longer face the trauma of paying top dollar for fakes and turning against sellers

and Amazon itself. This way, the teams of research scientists, software engineers, program managers, and investigators they have employed to develop and run Transparency will be well worth the cost.

How Transparency Works

The system is based on issuing unique Data Matrix 2D barcodes to each product sold by registered brands. Much like having a serial number or UPC code, each product can be traced all the way back to its origins. The codes are serialized, and the marketplace knows which code belongs to which brand. Without the code – or the correct code – counterfeiters can be spotted and removed before they can do any damage.

Amazon goes a step further, warning sellers who don't yet have codes on all their products. The risk of putting this off is too great – possible elimination of their products from Amazon. Amazon will also reject any items for sale that don't have the code. Any shipment of enrolled products that does not have the codes will come under immediate investigation at US Fulfillment Centers. The seller will be checked, and if Amazon declares the items fake, the shipment will be rejected or the inventory destroyed.

Brands enrolled in Transparency by Amazon purchase a series of codes. The price of these codes is based on quantity, so you can get a few for 5 cents apiece or many for one cent per code if you sign up early. Once purchased, the codes must go on every unit for sale, whether on Amazon or other sales channels. This may be seen by sellers as an annoying extra step, but Transparency by Amazon can be a plus. Customers will be able to authenticate product no matter where they purchase it.

Brands can sticker their own products, or coordinate with suppliers or labeling partners to do this for them, or to print the codes directly

onto packaging. This is the preferred option since it's more efficient and reduces additional costs.

Vendor Warning

Transparency by Amazon is not a way for vendors to cut out resellers on the marketplace. This is a violation of the program's terms, and Amazon promises that any brand that abuses the tool will face stiff penalties.

Potential Snag

Transparency by Amazon mostly relies on codes being added to product packaging. This is not nearly as secure as it could be if the Data Matrix 2D barcodes were indelibly marked on each product itself. Counterfeiters survive by being supremely cunning. They may, for instance, get their hands on legitimate packaging with the codes printed on them and then wrap their fake items in it to pass Amazon checks.

Or, they may even be able to hack the codes themselves. Counterfeiters may even be able to purchase legitimate items and copy the codes. It all depends on what kind of resources they have at their disposal. Brands must be careful to secure their codes and anywhere they are shared and used to minimize the risk of counterfeiters getting their hands on them. The codes' serialization makes this more difficult to achieve, but as mentioned, counterfeiters are a savvy bunch.

Who Uses Transparency?

Second to its own brands, Amazon is rolling out Transparency mainly to third-party sellers on the marketplace. It was originally a free and optional program, but we already know that it now comes with a cost.

Particularly the large initial cost is turning some smaller sellers away. If it proves effective against counterfeiters, however, Transparency by Amazon may become a requirement. In the meantime, it's the bigger brands who have been taking to the program more readily.

Still, some smaller brands who already suffer significant losses due to counterfeiting see Transparency as a boon. At the very least, undercutting on price goes down, and ideally, no one can steal sales or damage the brand's reputation with fakes. Other smaller brands see Transparency as a good investment; a way to protect the brand against possible future issues.

Especially since tariff laws are changing, and Amazon shows no signs of stopping, it can truly be a good business move to secure one's brand on the marketplace.

More stringent policies on product authenticity naturally bring greater trust and less risk. Amazon has been keen for a while now on attracting more luxury brands but failing to do so, mostly for brand security reasons. Transparency by Amazon could change worries centering on brand value. All they would need then would be storefront options worthy of these coveted luxury brands.

Enrolling in Transparency by Amazon

If you want to get enrolled in the Transparency program, here's what you need to prepare:

1. Documentation verifying that you are the brand owner of your products.
2. A Global Trade Item Number (GTIN) for each product you sell.

3. Assurance that you can place your unique Transparency codes on each unit.

Transparency by Amazon looks to be a huge leap forward in the marketplace's battle against counterfeiting. It's proactive and preemptive as well as actionable with regard to existing violators. The key to making it work is getting more sellers to participate. The cost may be prohibitive to some sellers, hence the probability that the program may become mandatory to ensure compliance and protection for customers.

Other major retailers may not be so easy to control, however. This is the biggest challenge that Amazon faces where Transparency is concerned. Without their cooperation it will be the retail giant's sole responsibility to educate consumers and in doing so effectively eliminate counterfeiting.

AMAZON SELLER CENTRAL



The Business of Selling on Amazon

Amazon provides one of the most unique opportunities to grow a business that can generate long term profits. Selling on Amazon provides incredible opportunities for first time entrepreneurs and seasoned businesses to tap a massive market. The potential for your business is almost unlimited!

It is important that you know how an Amazon business functions. Here we will discuss the *Fulfillment by Amazon* and *Fulfillment by Merchant* business models, the successful selling strategies, and the Amazon business life-cycle.

Choosing Your Business Model

We briefly touched upon the two primary Amazon business models. A new seller on Amazon can choose to use *Fulfillment by Amazon (FBA)* or what we call *Fulfillment by Merchant (FBM)*. Each model has its pros and cons, but how do you determine whether FBA or FBM is right for you?

The answer to that question will be different for every seller. There are a few factors that you should consider when choosing your fulfillment model:

- How much time you want to spend on the business?
- The volume of sales you expect
- Logistics
- Storage
- Customer service

Let's explore how these factors play into the FBM model. As an FBM seller, you will be posting your items for sale directly on Amazon. You will receive a notification in your seller central account every time you get a sale on Amazon. The notification will appear under "Your Orders" in the "Unshipped" row on the left side of the Seller Central Dashboard. You then need to ship out the products to your customers. How do the previously mentioned factors come into play?

FBM involves more time on the part of the seller. For each order, you will need to print out the packing slip, package the product and arrange for your delivery service to ship the product. This may not be an issue for low volume products, but some sellers may not want to do this for 10-20+ products a day. You also need to think about the size of your product and where you are going to store it. Unless you make the product yourself as orders come in, there will be boxes of inventory sitting around your house. Finally, anytime there is a complaint or a customer wants to return a product you need to handle that yourself. This may not be a viable option for a first-time entrepreneur.

FBA is way more hands-off and could be the right option for a first-time business owner or established business. You will post your products for sale on Amazon and ship your products to a Fulfillment Center. Amazon handles almost everything after that. They will package your product, ship it and handle returns. You may still receive messages

from customers with question that you will need to respond to. But that is it. The time spent on the business is drastically reduced, volume isn't an issue (except for having enough inventory), and the logistics, storage and customer service handle themselves. It is almost a passive income stream.

Your margins selling with FBA are lower as Amazon takes fees for doing all the additional work. But the time you save could be well worth the added cost.

Common Selling Strategies

There are 3 common selling strategies that sellers employ on Amazon: *retail arbitrage*; *selling generic products*; and, *private labeling*. Anyone can easily replicate any of these strategies however we would recommend starting with the easiest one. This will help you get your feet wet and learn the ins and outs of Amazon.

Retail arbitrage (RA) is the simplest way to get started selling on Amazon. RA is taking advantage of pricing differences between brick and mortar retailers and the Amazon platform. It is essentially “buy low, sell high.” Amazon has made it extremely easy for sellers to utilize RA. Once you have created your Seller account, download the *Amazon Seller* app from Amazon. This app allows you to view your sales, inventory and messages among other things.

The feature that is used for RA is “Scan.” You can scan any UPC barcode with the app and if the product is on Amazon it will show you what its Best Seller Rank is and where it is currently priced. Hit your local discount stores or big-box retailers (Walmart, Target, etc.) and start checking out the clearance section. You will be surprised at the selling opportunities you can find there.

An intermediate strategy is to sell generic products. This could involve selling anything from an unbranded pasta strainer to a shoe insert. With this strategy, you source your products from a manufacturer, wholesaler or distributor and list them directly on Amazon. Check if the product is already on Amazon by searching for the UPC code. Ideally the product is not on Amazon and you are the only seller of the product. If the product is already on Amazon, you may sell the product on that existing listing if it is an exact match and the listing is not restricted by Amazon.

You would need to be the lowest priced seller, or win the buy box, for your inventory to move. This can drive prices way down on a product and make it difficult to be successful long term.

The best way to be successful long term on Amazon is by private labeling your products. It is like the above strategy in that you will be sourcing from a manufacturer. The distinct difference is that you will have the manufacturer place your logo (that you design) directly on the product or packaging. Branding your product gives you more protection from other sellers selling on your product listing. This allows you to consistently have the “buy box” and ensure your product is being sold. Private labeling has slightly higher start-up costs; however, the costs are well worth the return.

An Amazon Business Life-Cycle

This mostly applies to entrepreneurs that choose the private labeling strategy on Amazon. I want to briefly mention the steps to running an Amazon business. The start of any private labeling is researching the product that you want to sell. You need to choose a product and category that you can easily compete in. This will involve studying trends, the competition and paid advertising.

From there, you need to find a manufacturer to source your product from. You will need to speak to multiple manufacturers and get samples of each product from them.

You want to make sure that your manufacturer produces a good quality product, is easy to communicate with and most importantly is trustworthy. The manufacturer may have the product in stock and can quickly apply your brand to it, but I would not expect that. More than likely the product will need to be made from scratch. Always try to negotiate the details with your manufacturer to avoid any confusion or frustration in the future.

The order will be placed and then you want to focus on creating the listing on Amazon. You will make the listing stand out by including SEO content, images and calls to action. The product will also need to have UPC codes to be sold on Amazon. These codes do not necessarily need to be on the product; however, it does make them significantly easier to get into inventory.

Have the completed order sent to you so you can review the inventory and ensure it meets the standards that were discussed with the manufacturer.

The listing will then go live when you send the inventory to Amazon (if you choose FBA) or when you update the available quantity on the listing (if you choose FBM). The rest of your time will be spent creating paid advertising campaigns, improving your listings, responding to customers' questions and promoting your products.



How to Set Up Amazon Brand Registry 2.0

If you are an Amazon seller who produces and sells your own private label products on Amazon, you have protection. You can sign up for Amazon's Brand Registry 2.0 to prove ownership of products and prevent forgeries from sneaking in.

The Brand Registry 2.0 is an updated service provided for sellers who are brand owners, manufacturers of products, and distributors or resellers who have written permission from the brand owner to oversee a specific product on Amazon. If you don't fall into one of these three categories, you won't be granted approval. If you do, you should waste no time in getting set up. Once Amazon has approved your Brand Registry 2.0 application, your product will be uniquely tied to your account and your brand will gain an added measure of protection on Amazon

Brand Registry 2.0 Benefits

The Brand Registry 2.0 is an improved service version. It is built for retailers who are brand owners, manufacturers of products, and distributors. It is also designed to help resellers with written permission from brand owners to manage specific Amazon products. If you don't fall into one of these three categories, you won't be granted approval. If you do, you should waste no time in getting set up.

When your Brand Registry 2.0 application has been approved, your product will be locked into your account to give your brand an added measure of protection on Amazon:

Benefit #1: Better brand control over counterfeits. New tools to search for infringing products.

Brand owners can search by brand, trademark or product name and find all results within the Amazon system, including those that have been previously archived and no longer have active seller listings. Brand owners can also upload product images and use them to search for other listings with the same or similar images, which might be violating their copyright. With this, you can quickly file infringement suits against as many listings as you spot from within the tool itself.

Benefit #2: Custom brand page

Your Amazon storefront brings customers who click on your brand name to a custom brand page that you have designed.

Benefit #3: Brand Registry 2.0 headline ads

Headline ads enable you to affix a line of text to the left of the ad, together with three other merchandise that receive preference at the top of the search results landing page.

Upcoming improvements to Brand Registry 2.0 for sellers are still pending. You get greater control over your brand because it's easier for you to spot and report companies that are infringing on your rights.

How to Apply for Amazon Brand Registry 2.0

In order to get started, you'll need an Amazon Seller central account, a registered trademark, and a way to verify that you are the trademark rights owner or an authorized agent.

Get started in three steps

Ready to enroll in Amazon Brand Registry? You'll need to complete the following steps:



1

Review eligibility requirements

Brands must have a registered and active text or image-based trademark.
[Review country-specific requirements here.](#)



2

Sign into Amazon Brand Registry

If you meet the eligibility requirements, sign in using your existing Seller or Vendor Central credentials. Or, if you don't yet have an Amazon account, [create one for free.](#)



3

Enroll your brand

Once you sign in, you will need to enroll your brand(s). After we have verified the information you submit during enrollment, you will be able to access Brand Registry's features to help protect your brand.

New Brand Registry Trademark Requirement

You need to have a registered trademark to join Brand Registry 2.0. Filing for a trademark is not enough; so, if you've recently filed for a trademark, you will need to wait until your trademark has been issued before you can participate in Brand Registry 2.0.

Sign up for Brand Registry 2.0

Go to the Brand Registry 2.0 eligibility page and look over the requirements before you enroll. You will be asked to sign into your account.

Create and validate your Brand Registry account:

1. Enter Corporate/legal information
2. Verify identity via SMS/Text
3. Accept the Brand Registry Terms & Conditions
4. Click "Save" to complete your Account Verification.

Enroll each brand separately.

To enroll a new brand:

Step 1: Answer the eligibility questions.

The very first question will ask for your Trademark Registration or Serial Number. Use the drop-down menu to select the office where you registered your trademark if it was outside of the USPTO – Canada, Germany, Spain, France, India, Italy, Japan, Mexico, United Kingdom and Europe. Then complete the section about your logo on the products and packaging.

Step 2: Upload your product, packaging and logo images.

Each of the image types have specific requirements, so make sure you meet them otherwise your application will likely be rejected. Any images on your product and packaging need to clearly show the product and branding while logo images must be the logo only. The final section of step 2 is focused on your online presence. Even though Amazon says that it's optional, filling them in increases your chances of being approved.

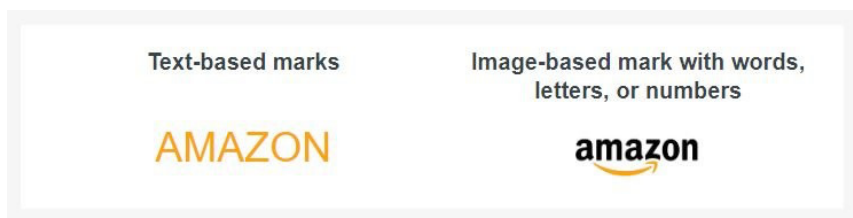
For your Brand social media page, we recommend using the social media page that has the most traction – the most followers and engagement.

Step 3: Complete the Characteristics section of the Brand Registry application.

Your ASINs should already have UPC codes and primary categories. Specify these on the form along with the country where your products are manufactured and distributed.

That completes the application, and after you submit, it will take about 2 weeks to hear back from Amazon.

Trademark Verification



After submitting, wait for Amazon to send a verification code to your trademark office. Contact them to alert them about this and have them forward it to you as soon as they receive it. You will also receive an email from Amazon Brand Registry Support.

Then, log in to Seller Central and locate the appropriate case in your Case Log. Respond to the message with the Verification Code. Brand Registry will pick that up and complete your application within a couple of 2 business days if there are no issues.

Activate or Enable Brand Registry

Even if you have your products listed and are accepted into Brand Registry 2.0, you may still need to activate it for your products. This most commonly happens when you select a brand activation method such as UPC code, Manufacturer Part Number (MPN) or Catalog Number.

If you do not see any or all of your products listed under Brand Performance, you will need to do a partial update using the UPC code, manufacturer part number or catalog number. To accomplish this easily, first activate the Category Listing Report and download it for the category your brand is listed in. Then remove all the data except the required data and the activation method and do a partial update using a flat file template.

Assigning Brand Registry Rights

With Brand Registry 2.0, you can assign rights to additional Sellers or Brand Managers, such as:

- Enhanced Brand Content
- Amazon Storefronts
- Headline Search Ads
- Report a Violation Tool

Go to Support on the Brand Registry 2.0 dashboard and click on “Update role for user account” under the “Update your brand profile” drop down. Complete the form, providing:

- Click on “Update role for user account” and complete the form provided, indicating:
- The user account’s email address, or phone number for mobile accounts;
- Brand(s) relevant to this request; and,
- The role (permission level) for that user account.

If you are planning on buying a private label FBA business, then you will gain peace of mind knowing that brand registration will protect your new business from counterfeiters and copycats. If you are an existing seller, being brand registered can increase the value of your business if you plan to sell. Build your own online selling empire and protect it with Amazon’s Brand Registry 2.0.



Amazon Seller Metrics: Your Way to Success in 2020

The all-important Amazon seller metrics are the result of the marketplace's customer-centric approach to business. Sellers must ensure a positive relationship with shoppers to remain relevant in the competitive Amazon arena. It's no secret that the e-commerce behemoth pushes its sellers to hit the highest performance targets.

What many sellers don't know is that these are not just rules they should follow to sell on Amazon.

Understanding them will show you how to optimize inventory, pricing, and sales to increase revenue – all while remaining in the good graces of the retail giant.

Amazon Seller Metrics

Account metrics on Amazon are more than numbers that show sales performance. They are part of how Amazon ranks sellers, both in the search itself and for Buy Box control. They also govern who gets to sell in gated categories and at certain times of the year — not to mention overall selling rights.

Ever been suspended?

You need to maintain a low percentage of negative feedback and work at resolving customer issues fast to avoid A-to-Z Guarantee Claims and ensure good account health.

The Basics

How you track data depends on your account type. If you're an individual seller, you have access to Seller Performance metrics, Payment, Returns, and Tax Document Library reports only.

Professional sellers, on the other hand, have access to additional Business and Inventory reports, which are important for tracking traffic, stock status, and sales.

If you sell less than 40 items a month, we wouldn't recommend a Professional Amazon seller account. It's worth a bit of thought, however, for these benefits as well as Buy Box eligibility.

How to Use Amazon Seller Metrics for Success in 2020

Order Defect Rate

The requirement for this metric is less than 1%. This means that no more than 1% of your products should be reported defective. This computation takes into account three factors:

1. Negative Feedback Rate,
2. A-to-Z Guarantee Claim Rate, and
3. Service Chargeback Rate

Orders that were placed within the last 17 days are not included in the percentage rating, however, because Amazon is still waiting to see if customers will file complaints.

The Order Defect Rate is not the most significant factor in Buy Box share. However, it can go down or disappear if you fail to meet Amazon's standards.

Note: The Refund Rate does not have a minimum requirement. However, if customers complain about the condition or quality of the items you've sent them, Amazon will check your Refund Rate.

Buyer-Seller Ratings

Don't confuse the Order Defect Rate with the Customer Service Dissatisfaction Rate. This latter metric measures the percentage of customers who were dissatisfied with your responses in Buyer-Seller Messaging.

Only their last "Yes" or "No" vote counts and the number of negative responses to whether you provided a satisfactory response should remain under 25%.

You must be aware of your Contact Response Time as well.

Buyer-Seller Messaging gives you 24 hours to respond to each message. This is a good general response time under any circumstances.

However, you will not be penalized by Amazon as long as less than 10% of your replies are no more than forty-eight hours later than the time the customer messaged you.

Pre-Fulfillment Cancellation Rate

The requirement for this metric is less than 2.5%. If you cancel more than 2.5% of your orders, before being fulfilled or confirmed as shipped, your account can be suspended. Any order cancellation from your end factors into this percentage, no matter the reason.

Your Buy Box share will not improve significantly if you maintain the standard <2.5% Pre-Fulfillment Cancellation Rate. A poor score, however, is a great danger to it.

Late Shipment Rate

The requirement for this metric is less than 4%; if more than 4% of your orders are not confirmed by the expected ship date, your selling metrics can go downhill. This date is set two business days after the order placement — as long as you hadn't entered a different handling time in your Seller Central account. Late shipment leads to customer frustration, which is reflected in bad reviews. Your chances of winning the Buy Box are therefore higher if you meet the standard. This metric is calculated every 7 and 30 days, so you need to be vigilant to maintain a good score. This is why Amazon FBA is your best bet.

Note: You'll receive a notification from Amazon when your ratings are nearing the minimum mark. Heed these warnings. They are there to give you time to recover your numbers so you don't get penalized. Amazon will require you to show measurable improvement, usually within 60 days before they even consider reinstatement.

In the worst-case scenario, you'll get suspended or blocked without warning. It's important to check your metrics and implement improvements immediately before appealing for account reinstatement.

Amazon will always look at these metrics and the trend when deciding whether or not you are eligible. They also tend to refuse reinstatement to sellers who do not have a plan of action to improve their performance.

Valid Tracking Rate

The requirement for this metric is less than 5%. Amazon could cancel your account if more than 5% of your confirmed shipments don't have valid tracking numbers. Amazon considers a tracking number as "valid" once it has been scanned by a courier. Any tracking number that has never been scanned – for example, a canceled order – will affect this score.

Simply, make sure that any seller-fulfilled orders have valid tracking numbers entered on or before the Expected Delivery Date to avoid getting flagged. It can be difficult to track your Valid Tracking rate because the numbers don't always add up to 100%. This is because some categories can overlap, and orders can be counted again for Order Defect Rate, for example. A good baseline is to target a Valid Tracking Rate of 96% along with the standard minimum rates for Order Defect, Pre-Fulfillment Cancellation, and Late Shipment.

Product Policy Compliance

Another metric that came out recently is Product Policy Compliance. This is just more proof of how much Amazon likes to change things up. They are continually developing more and better ways to gauge seller performance to keep their customers happy. It's well worth your time to look at this metric on your Account Health page under Performance on your Seller Central dashboard.

Under Product Policy Compliance, you will see the following information:

Listing Policy Violations

Number of complaints you get for Intellectual Property, Product Authenticity, Product Condition, and Product Safety

You'll notice here that Amazon is looking at complaints from other sellers rather than customers.

Succeed with Amazon Seller Metrics

By tracking these six metrics – or at least the first three – you can get a lot of insight into what you need to improve to succeed on Amazon in 2020. If you determine to take serious action to improve these scores, you will notice a significant positive impact on visibility and customer ratings, which will definitely boost your sales and revenue.



Amazon FBA and FBM: Compare and Choose the Best Fulfillment Strategy for Your Business in 2020

Amazon is very serious about customer service; therefore, it provides its Sellers with two fulfillment strategies to meet their customer needs: Amazon FBA and FBM.

Selling on the biggest eCommerce platform in the world can be overwhelming if – as a Seller or Vendor – you don't have enough information on how to ship your products in a way that both you and your customers are completely satisfied.

As mentioned in one of our recent posts for [Parcelhub.com.uk](https://www.parcelhub.com), one of the most exciting events for any shopper is receiving a long-awaited product. So, if you want to make a good first impression on your customers, be sure to have the right fulfillment program for your business.

What Is Amazon FBA?

The FBA (Fulfillment By Amazon) Program is a well-oiled machine that makes fulfillment smooth and easy for sellers. It's not a perfect machine, but it takes a lot of the hassle out of selling. In order to

expand its Premium Shipping capabilities, this year, Amazon invested more than \$15 billion not only in infrastructure but also in tools and services to cater to its sellers' and loyal shopper's needs.

These are some of the perks of using FBA as your fulfillment option:

Ratings

When you let Amazon take care of fulfillment, you don't have to worry about meeting all their requirements. The bottom line is, if you make a mistake, you'll get slapped hard.

If Amazon makes a mistake, they'll take care of it and the most you'll need to do is follow up to make sure the customer is happy so you don't get a bad review or negative feedback.

Fulfillment Convenience

You won't be able to manage stock as easily, but FBA takes almost everything involved in order fulfillment off your plate.

You should still be vigilant about complaints and make an effort to encourage positive reviews and feedback, but FBA means that you can focus on this and other growth strategies rather than the mundane aspects of fulfillment. Moreover, FBA gives you the option to do multi-channel fulfillment so that you don't have to worry about shipping for your own online store, in addition to many other sales channels you might have running.

Buy Box Boost

Fulfillment isn't the only factor that Amazon takes into consideration when awarding the Buy Box. It's naturally an important one, though,

because it helps Amazon make more money. As an FBA seller, you can have a higher price than another seller using FBM and still win the Buy Box.

Lower Cost

Because Amazon is so huge, they have great third-party arrangements for whatever shipping they can't handle themselves. This means lower rates than what you could probably find on your own.

Access to Prime with FBA

Prime is huge. Amazon customers are loyal to the marketplace because of the fast and hassle-free shipping it provides.

FBA gives you instant access to Prime versus all the strict requirements for applying to get seller-fulfilled Prime.

Let's Recap...

Before we get into the new fees that will take effect in 2020, let's take a quick look at the fees that changed the way Amazon had been handling storage fees in the past.

These changes also affected storage fees for the Multi-Channel Fulfillment program.

Long-term storage fee	
Inventory cleanup date	Items in a fulfillment center more than 365 days
15th of every month	\$6.90 per cubic foot

Toy: 11 x 8 x 2 inches	Storage duration	Applicable long-term storage fee	Applicable minimum long-term storage fee	Effective long-term storage fee
1 unit	More than 365 days	\$0.70	\$0.15	\$0.70
2 units	More than 365 days	\$1.41	\$0.30	\$1.41
10 units	More than 365 days	\$7.03	\$1.50	\$7.03

2019 Long-Term Storage Changes

On February 15th, 2019, Fulfillment by Amazon introduced the following storage changes:

Long-Term Storage

Amazon eliminated long-term storage fees for units that have been in a fulfillment center for 181 to 365 days. The last long-term storage fee charge for inventory in a fulfillment center for 181 to 365 days was January 15th, 2019.

Minimum Long-Term Storage

In 2019, Amazon reduced the minimum long-term storage fee on units that had been in a fulfillment center for more than 365 days from \$0.50 per unit to \$0.15 per unit. The last charge at \$0.50 per unit was January 15, 2019. These changes also affected storage fees for the Multi-Channel Fulfillment program.

Monthly Inventory Storage

Amazon introduced separate monthly storage fees for dangerous goods that require special handling and hazardous materials (hazmat) storage. This change was first reflected in April 2019 charges for storage that occurred in March 2019.

2020 US FBA, Referral, and Storage Fees Changes

On February 18th, 2020, Amazon applied a moderate increase – of about 3% – in fulfillment fees; however, referral fees will be lower than in 2019, and an FBA New Selection Program will be launched as well.

2020 US FBA Fulfillment Fees

Here's a comparison chart of some of the changes in FBA fulfillment fees, that took effect on February 18, 2020:

			Before February 18, 2020	February 18, 2020, and after
Size tier	Shipping weight	Packaging weight	Fulfillment fee per unit ¹	Fulfillment fee per unit ¹
Small standard	10 oz or less	4 oz	\$2.41	\$2.50
	10 to 16 oz		\$2.48	\$2.63
Large standard	10 oz or less	4 oz	\$3.19	\$3.31
	10 to 16 oz		\$3.28	\$3.48
	1 to 2 lb	4 oz	\$4.76	\$4.90
	2 to 3 lb	4 oz	\$5.26	\$5.42
	3 lb to 21 lb	4 oz	\$5.26 + \$0.38/lb above first 3 lb	\$5.42 + \$0.38/lb above first 3 lb
Small oversize	71 lb or less	1 lb	\$8.26 + \$0.38/lb above first 2 lb	\$8.26 + \$0.38/lb above first 2 lb
Medium oversize	151 lb or less	1 lb	\$9.79 + \$0.39/lb above first 2 lb	\$11.37 + \$0.39/lb above first 2 lb
Large oversize	151 lb or less	1 lb	\$75.78 + \$0.79/lb above first 90 lb	\$75.78 + \$0.79/lb above first 90 lb
Special oversize	N/A	1 lb	\$137.32 + \$0.91/lb above first 90 lb	\$137.32 + \$0.91/lb above first 90 lb

¹Units that are neither odd items that contain or are sold with them (such as additional \$0.13 per-unit fulfillment fee).

Amazon also eliminated the \$0.40 per-unit surcharge for clothing items.

2020 US Referral Fees

Each year, Amazon reviews its referral fees to ensure they reflect the changing industry dynamics and costs, as well as to respond to the feedback they receive from Sellers, all with the intention of helping you grow your business on Amazon.

Here's a list with the changes in referral fees, effective February 18th, 2020:

- Shoes, Handbags & Sunglasses – A reduced percentage from 18% to 15% for purchases above \$75.00.
- Outdoor Furniture – Amazon will consolidate outdoor furniture products into the Furniture category, reducing the referral fee percentage from 15% to 10% on any portion of the total sales price above \$200.00.
- Personal Care Appliances – A reduced percentage from 15% to 8% for items with a total sales price of \$10.00 or less.
- Activewear – This is now consolidated into the Clothing & Accessories category, with a percentage of 17%.
- Ring Accessories – This is now consolidated into the Amazon Device Accessories category, with a percentage of 45%.
- Amazon Business – Amazon will eliminate the “tiered fee structure” and apply one referral fee rate per category regardless of price. Products above \$1,000.00 will be charged the same rate that currently applies to products \$1,000.00 or less in each category.

What Are The “Referral Fee Discounts”?

Amazon offers you time-bound referral fee discounts to help you grow your business. These discounts, which can take up to 70% off your

referral fees, enable you to add new selection, provide competitive prices, and increase your availability of popular Prime-eligible products.

This is how it works:

These referral fee discounts are applied at the time an order is placed for any eligible items sold during the promotion. Referral fee discounts show up as a separate line item in your Transaction Details.

2020 Monthly Inventory Storage Fees

From January to September 2020, monthly inventory storage fees will increase by \$0.06 per cubic foot for standard-size items.

For storage that occurs in March 2020, the first change will be reflected in April 2020.

	Before March 1, 2020	March 1, 2020 and after
Month	Standard-size	Standard-size
January - September	\$0.59 per cubic foot	\$0.75 per cubic foot
October - December	\$2.40 per cubic foot	\$2.40 per cubic foot

Summary of “Small and Light” Changes for Long-Term Storage in 2020

In a nutshell, these changes will take effect on February 18, 2020:

1. Amazon will consolidate order handling, pick & pack, and weight handling fees into a single per-unit fee by weight.
2. A new \$0.10 per unit fee will be charged in the optional FBA Label Service.
3. For Small and Light units that have been in a fulfillment center for 181 to 365 days, no fees will be charged.

4. Amazon will discontinue Small and Light-specific long-term storage fee rates.

5. Effective February 15, 2020, all standard FBA storage fees will apply to Small and Light, which will reduce the per-unit fee from \$0.50 to \$0.15.

How to Set Up FBA For Beginners

Step 1: Create an Amazon Seller Account

Basically, before you can set up FBA, you need to create an Amazon Seller Account.

Read the “Before Your Register” section on the webpage for information about the two types of Amazon Seller accounts, Professional and Individual.

- Professional Account - It gives you the opportunity to sell an unlimited number of products with a monthly subscription fee of \$39.99. (This is the best choice if you plan to sell more than 40 items a month.)
- Individual Account - It has no monthly subscription fee, but a \$0.99 fee per item sold. (This is the best choice if you have fewer products.)

Log in or create a new Amazon account, then:

1. Provide your Business Name and Address
2. Acknowledge the Seller Agreement
3. Provide your Mobile or Telephone Number

4. Provide your preferred Billing Method / Bank Deposit Information – a Chargeable Credit Card for Professional Account
5. Provide your Tax Information for a Professional Account
6. Chose a Display Name for your Business – the name buyers see next to the item you're selling
7. Verify your Identity through a Phone Call or Text Message

Step 2: How to List Your Items on Amazon

Now that you have an account, you need to list the items you want to sell.

1. To add your first product, you want to go to “Inventory” at the top of your screen and click “Add a Product”.
2. Once you click “Add a Product”, you will be prompted to search for your product. You can search by barcode or product name.
3. Once you select your product, you'll be taken to a screen to enter important product information. There are three main things you must enter:

The price you want to sell your item for – what you feel comfortable selling your item at, but consider the competition as a reference to establish your prices.

What condition your item is in – be as honest and descriptive as you can. All you are required to enter is a selection from the dropdown:

- “Acceptable”
- “Good”

- “New”

A good description will help you sell more.

To set up FBA, make sure you select: “I want Amazon to ship and provide customer service for my items if they sell.” This is essentially the “I want to use FBA option”.

You’ll be redirected to a registration screen where you’ll need to accept Amazon’s terms of service.

Step 3: How to Convert Your Items to Fulfillment by Amazon Items

You may be asking yourself: “Why do I need to convert my items to FBA items if I just selected them to be fulfilled by Amazon?”

When you set up FBA, you are given the option to use Amazon FBA, but you aren’t forced to do so for every item you sell. You may want to ship them yourself. There are also some items that can’t be shipped through Amazon FBA. In this case, go into your account and manually select the allowed items that you want to fulfill through Amazon FBA.

- Go to the “Inventory” tab on your Seller Central account.
- Click “Manage Inventory” and “Actions” to reveal the dropdown to select “Change to Fulfilled by Amazon”.
- During processing, your listings will be temporarily unavailable on Amazon.com until your inventory has been received at Amazon’s fulfillment centers.

Inventory Tools to Monitor Your Long-Term Storage

You can use the Inventory Age and Inventory Health reports to identify which ASINs in your inventory would be subject to the long-term

storage fee on the next inventory cleanup date. For each ASIN, you can see your inventory by the amount of time it has been in an Amazon fulfillment center:

- 0 to 90 days
- 91 to 180 days
- 181 to 270 days
- 271 to 365 days
- 365+ days

FBA Label Service

You can have Amazon put a sticker label on your items instead of you doing it yourself.

In 2020, Amazon will charge 30 cents per unit to have them label your items. For FBA Small and Light, the per-unit fee will be \$0.10.

However, you may still consider printing your own stickers or talking to your manufacturer about labeling your products if you want to keep better margins.

Stickerless, Commingled Inventory

This means that Amazon will not distinguish your inventory with other sellers' inventory of the same type of units. If someone orders from you, Amazon might ship a matching unit that is actually from a different seller but in a warehouse close to the customer. This is done to provide faster shipping for better customer service.

(If you're choosing commingled inventory, please be aware of the risks. If another seller sells counterfeit products, they could be shipped in lieu of your authentic products before Amazon notices, giving you a bad reputation.)

In addition, note that this option will not work for private label products.

1. Once you select your options, you'll be prompted to either "Convert Only" or "Convert & Send Inventory".
2. Convert & Send Inventory if you are sending inventory for all your products. If not, select "Convert Only".
3. Your item should now appear in your "Amazon-Fulfilled Inventory" under the "Manage FBA Inventory" option in your main "Inventory" tab in Seller Central.

Step 4: How to Create an Amazon FBA Shipping Plan

When you "Convert & Send Inventory" or add another item, you will be prompted to create a shipping plan. Prepare your Ship from address – where your inventory is now – and note whether you are sending individual products or several items packed in boxes – "Case-packed products".

1. Use "Case-packed products" if you're sending a box with all the same exact type of item in it; otherwise, use "Individual products".
2. Once you set up a shipping plan, you will be prompted to add the items that you want to send to Amazon warehouses.

3. You can also add more items to the same shipment, selecting “Add to an existing shipping plan” rather than “Create a new shipping plan”.

Step 5: How to Ship Your Products to Amazon for FBA

So now that you have all your items in your shipping plan, it's time to finally ship your items. Navigate to “Inventory” then “Manage FBA Shipments” and then click “Continue with shipping plan”.

1. Enter the number of units you're sending, then select whether you need Amazon to prep and/or label them.
2. Arrange for an Amazon pick-up based on what you're sending.
3. After you approve your shipment, you can purchase shipping from Amazon. You should know how much your package weighs, though. You can either put it on a bathroom scale or just estimate the weight based on the items inside the package. Amazon may give you trouble, however, if the weight is very different from your estimate.
4. Print out your labels and stick them on your package, and it's ready to go!

What is Amazon FBM?

Amazon Fulfillment by Merchant (FBM) refers to the system where sellers – a.k.a. merchants – fulfill customer orders themselves. This program allows you to better protect your brand, and to become profitable on Amazon even if you don't sell a lot, as long as you can manage fulfillment efficiently enough to satisfy the Amazon customer.

It also gives you some freedom when you sell big and/or heavy items – including cheap items in bulk, but remember: you need to have a great seller rating to make it.

Fulfilling orders yourself keeps you in control of the entire process. This can be a great advantage, as long as you can maintain quality control to a degree that you rarely make mistakes, and can keep customers happy even when you do.

FBM is great only if you can keep a great seller rating so you can get on top of the search results and have a fair shot at the Buy Box.

Here's why FBM could be the best option for your Amazon business:

#1 – Lower Costs

If you sell big or heavy items, you can ship them for less than what Amazon would charge you. This can save your margins, especially when you don't sell very many of that particular product. FBA also involves a complex fee structure that can be difficult to wrap your head around. This includes higher fees for long-term storage, which can become a real headache when you're just starting to figure out sales on a particular product. You are likely to spend more on either shipping experimental quantities or having too much stock. This is a non-issue with Amazon FBM.

#2 – Inventory Convenience

Amazon FBM allows you to more easily manage inventory and stock levels and quality.

This comes in very handy, especially when dealing with returns and replacements. Also:

- You can see the exact damage on a returned product, for instance, and will most likely know exactly how it happened.
- There's no need to rely on Amazon to check items for you – which is not always reliable – or to spend to remove items and have them shipped to you so you can look at them yourself.
- You will also have the product on hand to make partial replacements – like when only one out of a 3-pack is defective – rather than having only the option of sending out a whole new 3-pack and taking the perfectly good other two items as a loss.

#3 – Branding Protection

If you worry about commingling products with other sellers, FBM is a great way to keep your items separate.

This helps you maintain control over what customers get and avoid issues that are due to the inferior product being shipped out and their repercussions.

#4 – Better Customer Service

Amazon does put the customer first, but because it's so huge, it really lacks the personal touch. It is also far removed from your specific product, and there's really no substitute for intimate knowledge of an item.

#5 – Start Selling Immediately

With FBM, you can start selling as soon as your product is listed. There's no need to wait because you will simply ship once an order comes in.

For cheaper items that don't usually make the Amazon \$25 add-on minimum, FBA can hinder you because customers won't buy the item

if they can't get shipping benefits. FBM gives you the ability to ship these items out regardless, and customers will likely place orders more because of this.

Why Not Get the Best of Both Worlds?

Amazon FBM forces you to be more involved in customer satisfaction, which is not at all a bad thing. Even with FBA, you really need to be involved in customer service because, at the end of the day, customers will always point the finger at you if something is wrong with their order. FBM allows you more flexibility to experiment with different items, or simply sell whatever is available to you for a lower price.

In other words, you can freely do retail arbitrage without worrying about a long-term commitment to any specific product. If it doesn't sell, you can most likely return it and move on to something else. There's no reason to have to choose between Amazon FBA and FBM if you see advantages in both fulfillment options. You can very well fulfill yourself where it makes sense, and use FBA to take care of other orders. Using the FBA calculator will help you get a better idea of which option is more feasible for you for each of your products.



How to Sell on Global Marketplaces with Amazon FBA

Amazon is known for catapulting small and medium-sized businesses into commercial success. However, the path to seller stardom poses many challenges, and doesn't come without hard work—and extensive trial and error. When a business achieves a solid position on Amazon, and gains a positive traction with shoppers locally, it might be the perfect time to expand into new territories.

One of the main concerns sellers should have when exploring uncharted marketplaces is being able to cater to their customers' shipping needs, without jeopardizing their brand's reputation. Fulfilling orders effectively and having a clean shipping record is not easy. Less-than-happy reviews from international shoppers could quickly tarnish a hard-earned history of stellar seller and product feedback.

Luckily, Amazon provides sellers with a variety of tools and services that simplify the art of selling internationally, and we have all the information you need to propel your Amazon business into global success.

Where to Start?

If you're already determined to expand your local business into new international Amazon marketplaces, the first thing you should ask yourself is: "Where do I want to sell?"

Amazon has global presence in North America, Europe, and Asia—and most recently, Israel. Once you've chosen a marketplace to expand your operations to, it is important that you carry out market research and consider your end consumer preferences, culture, and language to come up with well thought-out selling, shipping, and advertising strategies for expansion. This will also enable you to tailor your products to meet your customers' needs. Failure to take these important factors into consideration could cause great economic hardship for your business.

World's Top Amazon Marketplace Sellers

Webretailer.com released a list of the World's top 1,000 Amazon marketplace sellers. The top three marketplaces were:

- The United States – 512 sellers
- The UK – 221 sellers
- Germany – 110 sellers

Australia, Canada, Mexico, and Brazil are still among the many other developing marketplaces that function as importers rather than home-grown businesses.

Dave Cooley, Manager of Marketplace Channels at CPC Strategy suggests that it is not recommended to build an entire catalog in a marketplace that it is still in the drive for growth. Selling internationally is a

supply/demand situation, and if you decide to make your debut at an international developing marketplace, the smartest way to do it is by starting with your best-selling products rather than your entire catalog.

Handling Your Worldwide Logistics with FBA

Fulfillment by Amazon (FBA) is a pay-as-you-go program that aims to make Amazon Sellers' storage-and-shipping experience trouble-free. There's no minimum for the number of products you send; Amazon fulfillment centers can hold millions of items. The Amazon Baltimore Fulfillment Center, in the United States, spans the equivalent of 28 football fields. So, as you can see, Amazon has everything figured out for your international business expansion.

You can choose to fulfill orders yourself or use Fulfillment by Amazon (FBA) in all marketplaces. If you think doing things yourself is too much to handle, you can have Amazon pick, pack, and ship your orders on your behalf by using Amazon FBA. Amazon currently offers FBA services to sellers in Canada, China, France, Germany, India, Italy, Japan, Spain, the United Kingdom, the United States, and Mexico.

These are some of the things you must consider when opting for FBA:

- If you are already an FBA user, keep in mind that your current account does not automatically extend to another region. However, if you are selling in one of Amazon's European marketplaces, you can still fulfill your orders using your current FBA account.
- If you want to sell in a new marketplace, you must create a new FBA account and convert your listings to be handled in that marketplace.

- If you are selling in one of Amazon's European marketplaces, you can fulfill your orders using your current FBA account.

What is FBA Export?

FBA Export is a program available through FBA. Most sellers are enrolled in FBA Export by default at no extra cost; however, you can enable or disable this program at any time. With this program you'll be able to expand your business to more than 100 countries and regions if you are based in the US, and if you are a seller in Europe, FBA Export has presence in 26 European countries.

This what FBA Export can do for your international outreach:

- Amazon fulfills your international orders after analyzing which or your products are eligible for FBA export.
- FBA handles import duty and customs clearance, and ships your product to the international buyer's address.
- You can exclude products and you can exclude countries from FBA Export.
- Your international customers will cover shipping costs and customs duty.

To find out if your products are eligible and if they can be lawfully exported, visit Amazon Seller Central and FBA Export fees on Seller Central for more information.

Fulfilling Your Own Orders

As mentioned previously, another way of reaching your international customers is by fulfilling and shipping orders yourself. Just bear in

mind that customers don't want to be bothered with delays, additional fees, and much fewer missing products. So, if you decide to *go solo* on this journey, consider the following implications:

- You need to find a reliable and renowned international carrier that can safely ship your products. Remember, *cheap can be costly*.
- You should bear the costs for the following relevant customs:
 - Parallel importation
 - Markings and labels
 - Intellectual property rights
 - Environmental, Health, and Safety
 - Export controls
 - Product compliance
 - Taxes

But don't get discouraged, you are not completely alone in this quest, Amazon provides tools and services for individual sellers to help you cover your international customers' needs through the Seller Central Portal, these tools are:

- Business Analytics,
- Buyer Order Communications and Payment Management, and
- A-to-Z Guarantee (in the event of a delay or missing order).

Shipping Credit

When individual sellers fulfill their own orders, Amazon gives them a standardized shipping credit. In a nut shell, this is how Shipping Credit works:

1. Amazon charges the customer different rates for every order shipped.
2. The seller receives the same amount the customer spent in the form of credit.
3. If your customer submits a return claim, you need to provide an international return address, and **you must reimburse** your customer for any international shipping fees.

5 Reasons Why FBA is a Great Choice for Your Business Expansion

FBA is a cost-effective option because you are only charged for storage space and the orders Amazon fulfills. The shipping cost is already included in your fees, and you don't get an extra charge for Amazon Prime Free Two-Day Shipping and FREE Shipping on eligible orders. In addition to this, FBA provides a list of benefits

1. Amazon FBA provides customer service in the local language of the target marketplace, and it also handles returns
2. Your customers can send their returns directly to an Amazon fulfillment center located in the same country as the marketplace site
3. Fast shipping, package tracking, and gift-wrapping options
4. Your inventory is stored in the country in which you are selling, therefore, your order to local customers will arrive faster

5. FBA caters to your business' growth and helps you handle peaks during busier times of the year

Seller Fulfilled Prime

Those who most benefit from this program are the Prime members. This tool allows you to list your products as Prime-eligible and fulfill the orders yourself. When you list your products for the FBA program, your Prime customers become eligible for free shipping and you are able to display the Prime badge on the products you ship to your customers.

There is no additional fee to enroll in this program. However, you must meet certain performance requirements through a trial period to demonstrate you can meet your customers' expectations. If you pass the test, congratulations!

You're automatically enrolled in the program.

These are the requirements you must meet – on a minimum of 50 Prime orders -during your trial period:

- On-Time Shipment Rate of at least 99% for Prime orders
- Use of Buy Shipping Services for at least 99% of Prime orders
- Cancellation rate of 0.5% or less for Prime orders

The EOI and BIL Tools

The Expand Offers Internationally (EOI) and the Build International Listing (BIL) tools allow you to create offers and synchronize your prices across Amazon marketplaces to help you save time and to make the most of your business expansion. This is what each tool can do:

EOI Tool: It allows you to create offers for eligible products that you are selling across Amazon marketplaces. The way the EOI tool works is by generating an Inventory Loader feed file which is automatically populated with the following information:

- source marketplace
- target marketplace
- product categories, and
- pricing option

BIL Tool: BIL automatically synchronizes offer prices across regions and performs currency rate conversions any time the source marketplace price changes. In order to use this tool, make sure your products meet Amazon policies and regulations and that the marketplace where you plan to sell is eligible for this service.

This tool doesn't create product detail pages, nor offers FBA connections between North American marketplaces (i.e. US and Canada).

Optimizing your Distribution Channels

Growing your international Amazon business – outside Amazon – is now possible with Multi-Channel Fulfillment (MCF). This program allows businesses to submit order fulfillment requests for sales that they have received on other platforms. MCF is currently available in The United States, Canada, Mexico, The UK, Germany, France, Italy, Spain, and Japan.

This is what MCF can do for your international advertising strategy:

- You can send your inventory directly to Amazon Fulfillment Center.

- Customers purchase your products from Amazon or any other 3P channels.
- Amazon receives the order. Then picks it, packs it, and ships it directly to your customers.
- You can store your inventory in Amazon's warehouses
- Improve your customer experience with faster delivery and simplified operations
- Select standard, expedited, or next day shipping options
- Specify if they want the order to be fulfilled in an Amazon box, or a plain box that does not have any branding
- Handle all of the customer service and returns for orders fulfilled

Your customers can return items directly to a fulfillment center via a Returns Merchandise Authorization (RMA). You will be able to maintain the relationship with your customer by managing:

- all refund authorizations;
- exchanges;
- and customer service

Note: This option is currently available on Amazon.com, Amazon.com.mx, Amazon.in, Amazon.co.uk, Amazon.de, Amazon.es, Amazon.fr, Amazon.it, Amazon.co.jp, and Amazon.cn, and Amazon.com.au.

Taxes and Regulations

There are several important factors to consider when it comes to expanding your business to new marketplaces. Each region has specific

Tax guidelines and regulations, and you should be aware of how foreign legislation might affect your operations.

Other variables may include – but are not limited to – intellectual property rights, export controls, marking and branding, health regulations, safety and product compliance.

It is highly recommended that you consult local tax and regulatory professionals before deciding how and what you will sell in other marketplaces. Whether you decide to go solo as an independent seller, or to use FBA for your international business expansion, keep in mind that your main priority should always be ensuring a good customer experience for your shoppers. This can be achieved by choosing a fulfillment program that makes sense for your business capabilities.

Also, remember that you must let your customers know from which country you are shipping your product by displaying this information in your seller profile.

Last but not least, check your performance ratings constantly, don't expose your customers to unexpected fees, and make sure your customers enjoy their shopping experience.



How to Be Eligible for Amazon One-Day Delivery and Other Premium Shipping Options

As a general rule, customers don't like to wait, especially when they purchase a product online. Luckily, Amazon offers a fast-premium shipping option available to those stellar sellers who are known for their high-quality performance standards: One-Day Delivery.

Last April 2019, Amazon announced a major investment of more than USD800 million to make free one-day shipments standard and available to its US Prime members. In the past, this option was limited to purchases over USD25; however, the eCommerce giant has eased off on this minimum purchasing requirement, allowing customers to buy low-cost products under this shipping method.

Although this program was first launched in North America, it is expected to spread out internationally in the following months.

Premium Shipping Options

Premium Shipping is available to top Amazon Sellers and Vendors to ensure fast and reliable shipping for shoppers who have an Amazon

Prime account. In the US, Premium Shipping includes the following programs:

- Same-Day Delivery
- One-Day Delivery
- Two-Day Shipping

To participate in these programs, you must have sold on Amazon for more than 90 days, have a Valid Tracking Rate of 99%, and On-Time Delivery Score of 97% – or more – and a Cancellation rate of less than 0.5%. If you don't meet these requirements, you can submit a Plan of Action to file for an Eligibility Revocation.

Same-Day Delivery Eligibility

Same-Day Delivery is a Premium Shipping option for sellers that flaunt outstanding shipping and selling performance. This program is currently available in the following US cities:

- Los Angeles
- San Diego
- Miami
- Chicago
- New York

To be eligible for this program, you must:

- Have a Professional Selling account
- Have sold on Amazon for at least 90 days

- Be able to ship within 60 minutes of receiving the order, providing a valid carried tracking ID.

Note: You can check your performance metrics on the Account Health Dashboard or see your eligibility status in the Premium Shipping Eligibility.

How to Become Eligible for One-Day Delivery?

Throughout the years, Amazon has built up a culture of customer satisfaction around fast-delivery shipping with services such as Prime Now (one-hour delivery) and Two-Hour Delivery. For this reason, the eligibility criteria for the One-Day Shipping program involves a series of steps that sellers need to meet in order to boast of having this benefit.

Just as Same-Day Delivery, this program is only available to sellers with high performance.

To be eligible for this program, you must:

- Have sold on Amazon for at least 90 days
- Have an on-time delivery rate of at least 95%
- Have an on-time shipment rate of at least 99%
- Meet the following performance requirements on a trailing 30-day basis:
 - Have an On-Time Delivery Score of at least 92%
 - Have a Valid Tracking Rate, using IDs from UPS, USPS, FedEx, or OnTrac for at least 94% of orders

- Have a Cancellation Rate of less than 1.5%
- Have at least 10 orders across all shipping options

Note: For more information about shipping options and carrier fees, see Buy Shipping services and Shipping services fees.

If you don't maintain the following metrics, the One-Day Delivery program could be disabled on your offers:

1. An Active Seller/Vendor Account

You must have sold on Amazon for, at least, the last 90 days.

2. On-Time One-Day Delivery

You should be able to deliver at least 95% of your orders on or before the EDD (Estimated Delivery Date), which is one or two days after the date of order. Keep in mind that, if you receive an order on any business day (Monday – Friday) before 1:00 pm, the EDD will be effective one business day after the order was submitted. Conversely, if you receive an order after 1:00 p.m., or on a business day or a weekend/holiday, the EDD will be effective two business days after the order was submitted.

Note: If the delivery carrier attempts but fails to deliver a package, it counts as being delivered for the purposes of this requirement.

3. On-Time One-Day Shipment

You must ship at least 99% of your orders on or before the ESD (Expected Ship Date). Note that, if you receive an order on any business day (Monday – Friday) before 2:00 pm, an ESD will be reflected. On the other hand, if you receive an order after 2:00 p.m., or on a business

day or a weekend/holiday, the effective ESD will be one business day after the order was submitted.

4. Tracking

Provide your customers with a reliable and trackable shipping method such as UPS, FedEx, United States Postal Service (USPS), or OnTrac, along with valid tracking IDs. You must be able to meet a 94% tracking rate on Premium Ship orders: Same-Day, One-Day, and Two-Day delivery. Although opting for FBA (Fulfillment by Amazon) could represent a higher investment for you, keep in mind that with this program you would be minimizing risks by letting Amazon take care of all sorts of hassles.

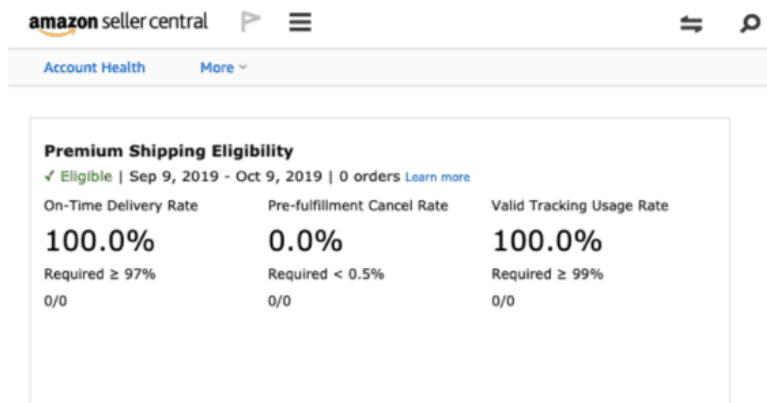
Note: Amazon assesses eligibility to offer Premium Shipping options based on the past 30 days. Tracking numbers are only considered valid if they have at least one carrier scan recorded.

5. One-Day Delivery Performance Standards

You must maintain a cancellation rate of less than 1.5% and an order count of ten or more over the course of 30 days across all Premium shipping options.

You can keep track of your One-Day shipping performance metrics on the Customer Satisfaction page in the Premium Shipping Eligibility tool. This tool displays your eligibility status to offer One-Day Delivery and your performance metrics. If you'd like to offer One-Day Delivery:

1. Go to Shipping Settings.
2. Activate One-Day Delivery on a shipping template.



Note: If your performance standards are currently below the minimum thresholds, One-Day Shipping will not display as an option for your offers. If the Premium Shipping Eligibility tool shows a Not Eligible status, Amazon will review your metrics over the course of 30 days, and if your metrics meet the eligibility criteria, the status will change to Eligible.

For more information, see One-Day Delivery “Not eligible” status and Restore One-Day Delivery eligibility. Go to Qualify for One-Day Delivery to learn more about your eligibility.

How Can I Enroll in the One-Day Delivery Program?

If you are interested in this program, keep in mind that enrolling will not allow you to automatically offer your products for One-Day Delivery. You’d still have to meet the above requirements.

If you are eligible to offer One-Day Delivery, follow these steps to set it up:

1. From the Settings drop-down menu, select Shipping Settings.

2. Select a shipping template you would like to enroll in One-Day Delivery
3. Click the Edit Template button on the far right.
4. For a non-Prime template, check the One-Day Delivery checkbox, and click Add New Region to add your One-Day Delivery regions.
5. For a Prime template, click Edit Prime Regions.
6. Go to the One-Day Delivery tab and select your One-Day Delivery region.
7. After you select regions, you can enter your shipping rates in the One-Day Delivery section, and then click Confirm.

Two-Day Shipping Eligibility

To become eligible for this fast-Premium Shipping option, you must be able to ship your products on or before the Estimated Delivery Date (EDD) for at least 92% of your orders on a 30-day basis.

The Estimated Delivery Date (EDD) will be two or three business days after the day the order was submitted. Any orders received on a business day (Monday-Friday) before 2:00 p.m. ET/11:00 a.m. PT will show an EDD that is two business days after the day the order was submitted. If you receive an order after 2:00 p.m. ET/11:00 a.m. PT on a business day, or on a weekend /holiday, the EDD will be three business days after the day the order was placed.

The tracking requirements are the same as the One-Day Delivery program.

This is what you can do if you want to review your performance metrics to see if you are eligible for the Two-Day Delivery program:

1. Go to the Account Health Dashboard page.
2. Open the Premium Shipping Eligibility tool to see your eligibility status.

If you are eligible and would like to offer Two-Day Shipping, follow these steps:

1. Go to Settings > Shipping Settings, and
2. Select Two-Day Shipping as a shipping option.

We understand that being eligible for any of the Premium Shipping Options above can be challenging. However, it is not impossible.

Remember you can always make use of Amazon fulfillment options to avoid any setbacks and those not-so-pleasant customer reviews. Also, keep in mind that you can contact an Amazon expert to help you achieve the metrics you need to improve your performance and keep your customer base happy.

The Amazon Frustration-Free Packaging (FFP) Certification Program

The Amazon Frustration-Free Packaging Program (Tier 1) aims – among other things – to eliminate waste and regulate packaging to ensure products arrive undamaged. Amazon created this program back in 2008, intending to not only reduce waste but delight customers with easy-to-open, 100% recyclable packaging.

Last year, in a launch announcement for their FFP Vendor Incentive Program, Amazon specified that over the course of 10 years, this

initiative has eliminated more than 244,000 tons of packaging materials and, in 2017 alone, saved the equivalent of 305 million shipping boxes.

This reduction in waste helps both the bottom line along with the environment, and Amazon is working on its packaging guidelines to create awareness on the issue and to encourage manufacturers worldwide to create sustainable packaging.

This certification is given to a piece of packaging based on four criteria:

- Easy to open,
- Protective,
- Low waste, and
- Cost effective

Three tiers govern this program, based on the type of packaging materials used and the amount of preparation involved:

- Tier 1 – FFP – minimal product packaging that is curbside recyclable and easy to open
- Tier 2 – product is Shipped in Own Container (SIOC) – comes with protective vendor packaging that isn't recyclable or easy to open, and doubles as a shipping box
- Tier 3 – Prep Free Packaging – no prep required by Amazon, ships in an Amazon overbox, minimal damage/defect rates

Remember, more consumers than ever take values into account when making their purchase decisions. Customers, and Amazon, appreciate if your packaging materials are recyclable.

Amazon FFP ‘Ships in Own Container (SIOC)’ Certification

This packaging option, considered Tier 2 in Amazon’s packaging certification tiers, ensures that a product can survive normal transportation hazards. This means that there’s no extra packaging, materials or preparation required to ship it, just a label.

The standards for this certification are based on the following criteria:

- Height,
- Width, and
- Size,

On September 3rd, 2019, Amazon began requiring certain packages to be ISTA 6 certified and shipped in their own containers: *“Any FBA package larger than 18” x 14” x 8” or 20 lbs. or more, must be designed and certified as ready-to-ship (Tier 1 – FFP or Tier 2 – SIOC) within their Frustration-Free Packaging programs.”*

After this deadline, Amazon will charge those who are not in compliance a \$1.99 per-unit penalty.

The Amazon FBA Small & Light Program

This free, 3-5 business day shipping program allows you to compete with big brands by selling low-cost products while ensuring a high degree of customer service. Some of the greatest advantages of using this fulfillment program are:

- Low fees – the minimum long-term storage fee is \$0.25 per unit
- Promos – you can create new offers for your products, or enroll existing SKUs

- Customer trust – this program is backed by the A-to-Z Guarantee
- Reduced costs – you can improve your performance metrics and save on fulfillment costs on qualified items, allowing you to pass the savings on to your customers
- Global exposure – you can access global markets with international fulfillment

Just keep in mind that only ASINs with sales of 25 units or more – in the trailing four weeks – are eligible for this program.

What products are eligible for the FBA Small & Light Program?

- 10 oz or less
- 16 x 9 x 4 inches or less
- \$7 or less
- Fast-moving ASINs

This program uses a standardized packaging weight of 0.7 oz for every package.

The delivery experience is one of the most critical aspects of a purchase. Make sure you provide your customers with the best service possible to maintain your seller performance, build your brand loyalty, and prevent not-so-pleasant customer feedback. Good rules of thumb are:

- Choosing a shipping method that provides tracking and delivery confirmation for high-value merchandise
- Not shipping either before or after the ship window

- Keeping clear shipping records with shipping dates, method, tracking, receipt, and photo evidence of labels and other requirements for six months after the order date

Most importantly, use the shipping and fulfillment program that makes sense for your business capabilities, bearing in mind that your customers' needs should always be your number-one priority.



Amazon Seller Central Features That Can Help You Sell More Now

Amazon Seller Central is a platform that helps people sell their products from the ground up. In 2018, small and medium-sized enterprises (SMEs) made more than \$90,000 in the U.S. alone. One of the many benefits linked to selling your products on Amazon is that you don't need to create your own website to gain credibility. Amazon is already backing you up. Note that all new Amazon Selling subscriptions include access to sell in the U.S., Canada, and Mexico. Fees, product categories, and requirements may vary between the three countries.

Maximizing Sales with Amazon Seller Central Features

Your customers should be your number one priority, whether you sell online or through a brick-and-mortar store. One of the main challenges of selling online is standing out from the crowd. Competitors can quickly enter the market and almost immediately impact your sales. Creating a great shopping experience and providing helpful customer service is the way to help you differentiate yourself.

Customer experience and satisfaction play an essential role in your selling strategy. Luckily, Amazon is aware of this and offers a variety of options to improve the customer shopping experience and get you more sales.

These features will help you get the most out of the Amazon Seller Central platform:

1. Seller Central Coupons

The way Seller Central Coupons work is simple, they are visible in Amazon search results, and even have their own landing page. All of this comes at a price, however. You will be charged \$0.60 every time one of your customers clicks on a money-off or a percentage-off coupon. It's important to make sure your sales offset that cost so you're not losing money on your coupons.

This feature allows you to:

- Limit the audience of your coupons to all buyers or prime buyers
- Set a budget
- Schedule an expiration date
- Keep track of the coupon usage in real-time
- Link up to 50 different products to the same promotion

Monitor your results closely, but don't be afraid of using this strategy to engage your high-value customers.

2. A+ Content

Amazon sellers are always looking for ways to make their products stand out.

People won't often take the time to read large blocks of text; especially in the fast-paced world of e-commerce, where shoppers are constantly bombarded with tons of ads. This is where A+ Content into play.

Amazon A+ Content, a.k.a. "Enhanced Brand Content" is available to Professional Sellers (brand owners). This tool allows you to present your product in a concise and appealing format, which can result in higher conversion rates and increased traffic.

Some other benefits of adding EBC to your page:

- It's free
- Amazon offers templates to customize your page
- It can reduce product returns and negative reviews due to the clarity in which the information is presented
- You can upload videos on the product detail page
- You can edit your content in case it doesn't get approved

The way you present your product images plays an important role in your selling strategy.

Make sure to keep your product images consistent by:

- Choosing the correct lightning
- Providing all necessary angles
- Using high-resolution photos and alt text
- Compressing the images to improve load time
- Providing at least one close-up image

You likely know the saying, “A picture is worth a thousand words.” In this case, a picture could be worth a thousand dollars.

3. Early Reviewer Program

Amazon rewards customers for leaving reviews on products through its Early Reviewer Program. This initiative was designed to help new sellers gain credibility, which will eventually turn into higher sales.

These are some of the requirements you need to meet to qualify for the program:

- Be brand registered
- Pay a \$60 fee per product (it will be charged until your first review is successfully obtained)
- Have very few reviews
- Products listed must have a price of at least \$15.00
- None of your relatives can leave reviews for your products

In a nutshell, this is how it works:

1. Randomly, Amazon contacts customers that don't have a poor reputation for leaving consistently negative reviews
2. Reviewers share their real experience, and Amazon rewards them with a gift card
3. Sellers are not allowed to contact their reviewers, nor can they receive more than five reviews per product

Whether you decide to use this program or not, the best way to get positive reviews is by offering the best service. And handle the not-so-positive reviews with promptness, patience, and respect.

4. Create Your Own Promotions

Promos are a great way to get feedback from customers, and Amazon gives you the opportunity to create your own. Some of the promos available at Seller Central are Percent-Off, Free Shipping, and Buy One, Get One. However, bear in mind that giving away promotions too often or for too long can hurt your brand. For this reason, try using other strategies like EBC, Automated Pricing, or Amazon Lightning Deals, which are limited-time offers that will increase the traffic to your page by raising awareness around your product. Show your customers that your brand can be competitive not solely on price.

5. Pricing Management/Automated Pricing

This feature, included in the Professional selling plan, uses algorithms to automatically adjust prices based on inputs you set. This add-on is easy to use, and it has an intuitive interface that displays a list of the items to be repriced. Adjusting your price, or creating a pricing rule, helps you compete for the Buy Box (the white box on the right side of the product details page where customers can click “Buy Now”). Make sure your prices are competitive and in-line with other similar products listed on the platform to position your brand and increase your sales.



Amazon Storefronts on Seller Central: How to Use Them

Amazon Stores: Eligibility and Restricted Products

Before we wade deeper into Amazon Storefronts, we want to make sure you are familiarized with Amazon Stores. Amazon Stores is a free service available on Seller Central where Sellers, Vendors, and agencies with a registered brand get to create meaningful and appealing content through the advertising console or Seller Central. This content will potentially attract more shoppers.

One of the many advantages that this service has is that you can link the content in your store to any other of your sales channels. You can also optimize your Store using insights about performance, campaigns, traffic, and sales. As a Vendor, Seller, or agency you must comply with Amazon's Restricted Products Policies (sign-in required), all applicable laws, and regulations that apply to the content of the Store, and any location where the Store appears.

Restricted Products

Here's a list of some of the products restricted on Amazon Stores:

- Alcohol – It is only permitted to sell: wine sold by pre-approved sellers, wine and beer making kits and products that don't contain alcohol, and alcohol-related accessories and memorabilia.
- Animals and Animal-Related Products – It is only permitted to sell: Live shellfish and crustaceans, live insects and worms used for agricultural purposes, faux fur, and animal parts or products not restricted, such as shark teeth jewelry.
- Art / Fine Art – It is only permitted to sell: One of a kind paintings, secondary-sale works (artwork with a sales history), ex-libris are qualified but they must have a named artist, be hand-signed or numbered and from an edition of less than 200.
- Automotive and Powersports – It is only permitted to sell: New catalytic converters that are certified to conform to the Clean Air Act standards, new tires, automotive batteries, and portable fuel containers certified by the Environmental Protection Agency (EPA).
- Cosmetics & Skin/Hair Care – Since cosmetics are products that are in direct contact with the body (skin creams, perfumes, lipsticks, fingernail polishes, eye and facial makeup, shampoos, hair colors, toothpastes, and deodorants), your product must comply with all federal, state, and local laws – and Amazon policies – before listing them. There is an extensive Compliance Checklist that you can consult to be sure that your product can be sold on Amazon.

Some Other Prohibited Listings

- Currency, Coins, Cash Equivalents, and Gift Cards – Please refer to Amazon's Help page on Collectible Coins to be sure that

your items can be sold on Amazon. Also, you need to make sure that you qualify as a dealer of precious metals, precious stones, or jewels by complying with 31 C.F.R. Part 1027 and other laws and regulations applicable. Upon Amazon's request, you must be able to provide copies of your anti-money laundering program to Amazon.

- Dietary Supplements – Dietary supplements are vitamins, minerals, herbs, or other substances (like amino acids or fatty acids) eaten to supplement the diet. They often come in forms like tablets, capsules, soft gels, gel caps, powders, and liquids. There is an extensive Compliance Checklist that you can consult to be sure that your product can be sold on Amazon.
- Electronics – Some of the devices that require FCC authorization include, but are not limited to Automatic identification system (AIS) devices, broadcast transmitters, mobile phones, signal boosters, tablets with cellular connectivity, and two-way radios walkie talkies.

How to Create your Store

You can create or edit your Store using Amazon's self-service Store Builder. It's easy to create a multi-page experience, and no design expertise is necessary.

This is how you can create a new Store for your brand on Seller Central:

1. Click on Stores
2. Click Create Store next to your brand name.

Note: If your Brand Registry registration status is “Approved” but you’re seeing an error when you try to create a Store, contact us for further assistance.

3. Enter your brand display name. This is your brand’s shopper-facing name and will be used in the Store’s URL and breadcrumb.

Note: the brand display name is case-sensitive. Upload your brand logo.

4. Click Next.

5. Enter your page meta description for your Store’s home page. This will appear underneath the page title in search engine results. It should be a brief summary of the page content.

6. Select a template.

7. Click Create page and start adding content to your Store. To learn more, see [Manage content in your Store](#).

8. Once you’ve completed your Store, click Submit for publishing.

9. After you submit your Store, it will be reviewed to ensure it meets Amazon’s policies. You will be notified when the review is complete, and you can check the status in the status bar. To learn more, see [Store moderation \(sign-in required\)](#).

Amazon Storefronts on Seller Central in Brief

If you are a Registered Brand, you are now able to create a fully customizable storefront where you can add unique features like video content, lifestyle images, featured products, and your brand’s story in text boxes.

The creative guidelines for these new Seller Central Storefronts are quite broad and the content restrictions fairly low.

Is the Amazon Storefront Feature on Seller Central Easy to Use?

Yes, it is. Amazon has designed pre-made mobile and desktop layouts that allow you to choose when and where to add in your content.

You are also able to create multiple pages within your Seller Central Storefront to activate a navigation feature on your home page. This allows you to make it easy for shoppers to browse your catalog and see what products your specific brand has up for offer.

Tiles

There are currently eight “tiles” – as Amazon calls them – that you can add to your brand’s storefront. In addition to a Best Seller Slider that automatically features your top-selling products and a Recommended Products slider that automatically populates based on previous shopper searches.

You can add:

- photo sliders for product or lifestyle images;
- product grids;
- images;
- video;
- text;
- and product-specific tiles

You further have the ability to use a variety of split sections to combine these different tiles into the page your brand deserves. You can

also include links to your Amazon marketing campaigns, and to online campaigns outside Amazon.

Add tile



Amazon Storefronts on Seller Central enables you to utilize the available content features of your products to explain why your brand does

what it does, how it solves the shoppers' problem, and what the solutions are. This strategy is powerful since you can create feature-product pages that will help you increase your conversion rates while positioning organically in the rankings.

In the past, using Facebook or other social media advertising allowed you to drive traffic to a very boring, generic storefront or individual product offer page. You can now feature a variety of your products and engaging content which should help convert more shoppers into customers. One idea that you can try in your Store is including a text tile at the top indicating a special promotion or offer that your Seller Central storefront has, i.e. XX% Off, BOGO.

Each additional page will be fully customizable as well; so, you can choose to feature all your products – or your top products – and the content related to these.

Why You Should Start Using Amazon Storefronts on Seller Central

Did you ever imagine that you would be designing your own business page without the help of a web developer? Well, not only that. Amazon Storefronts on Seller Central allows you to drive your customers' engagement by:

- Picking a unique design that highlights your brand's features
- Using a free and intuitive builder to organize your content in customizable templates
- Creating multiple pages to sort your products by level of demand or category

- Conveying trust by letting your customers know how your business started so they can create an emotional bond with your brand
- Having a store that can be used as a landing page
- Sharing your store page outside Amazon once it has its own URL to create more traffic

How to Access Amazon Storefronts as a Vendor

This feature is available for both Vendors and Sellers. If you are a Vendor, you can access Storefronts via Amazon Marketing Services (AMS). If you are a Vendor and you haven't created your Amazon Store, proceed as follows:

1. Apply for an AMS account on <http://ams.amazon.com/>. It can take up to two weeks for approval.
2. Once your account is activated, log in and click Stores at the top center of your AMS dashboard.
3. Click Create Store.
4. Enter the Brand Display Name and upload the Brand Logo image.

On providing the Brand Display Name and Logo, you will be able to build your Storefront.

Amazon Store provides templates for featured placement tiles for you to create imagery in the correct specs.

How to Access Storefronts as a Seller

1. Go to your Amazon Store on Seller Central.

2. Click on Storefront in the main navigation bar.
3. Click on Edit Page and start adding your content into the Page Builder.
4. Upload a squared Brand Logo image (at least 400px wide and 400px tall).
5. Create your Home Page, customize the header for each individual store page, and make sure the images you upload do not contain text or logos.
6. Create your Pages and Navigation Bar.
7. Edit Tiles.
8. Proofread your content and make sure you are abiding by Amazon's Content Guidelines before publishing your page.

Wait for approval (up to 72 hours). Keep in mind that you will not be allowed to make any subsequent changes during this time.

Amazon Storefronts is a powerful tool that you can use to increase your customers' engagement. And, considering that a few years ago this feature was only available to Amazon Vendors, you should give it a try!

By using it, you might increase the prevalence and visibility of your brand storefront in related searches while allowing you to tell your brand's story through a combination of unique video and text content – which can be important for many customers.

We recommend building out your page and testing out additional ways that you can utilize to position your brand with Amazon Storefronts.



How to Advertise Using Amazon Seller Central PPC (Sponsored Products)

Catching shoppers' attention on Amazon involves much more than listing your products.

If we consider that, as of June 2019, there were 105 million Amazon Prime users, only in the US, it is worth playing the Amazon Ads game to increase your visibility and shine above competitors. This does not mean that your organic ranking is not important, however, a PPC strategy will help you sell your products faster.

Fortunately, Amazon provides sellers with a vast array of marketing and advertising services. And as daunting as it may seem, it is your responsibility to create a pay-per-click (PPC) advertising strategy to remain relevant and reach larger audiences. This is why ad placement and rank are very important to Amazon sellers; it plays a big part in increasing exposure and therefore, revenue.

As is well known, any pay-per-click (PPC) advertising strategy requires bidding. Let's get down to the nitty gritty of Amazon PPC and all things related.

What Is Amazon PPC?

Before we get started, it is important to review what Amazon PPC is.

Amazon PPC is an advertising method in which sellers/advertisers pay every time a user clicks on an ad.

Currently, Amazon offers three paid ad formats:

1. Sponsored Products - These ads are available to all third-party sellers on the marketplace. These ads are for individual product listings, displayed to consumers as they shop. They use keyword targeting to bid for placements above and within the search results and on product detail pages. They can appear on desktop and mobile devices and direct shoppers to the product page.

There are two types of ads you can create:

1. Automatic-targeting ads - Amazon automatically adjusts your ads based on previous data and matches your products to keywords that better suit your listing.
2. Manual-targeting ads - You choose which keywords to use based on your past sales behavior. You can make as many changes as needed. These ads are divided into two categories:
 - Manual-keyword targeting ads
 - Manual-product targeting ads
3. Sponsored Brands - Sponsored Brand ads, formerly known as Headline Search ads, are only available to vendors and sellers who are brand registered. Their purpose is to generate brand awareness with featured placements of your brand logo and up to three products. These ads are also keyword-targeted,

pay-per-click ads. But they feature your brand logo with a custom headline alongside three product listings instead of just one.

4. Product Display Ads - These ads appear on product detail pages and can be targeted to a product, category, or shopper interest. Their purpose is to divert customers from your product, and to send them to the advertiser's product detail page for the win.



Bidding on Amazon (2020 Updates): Finetuning Your PPC Strategy

How Does Bidding Work on Amazon?

Amazon runs real-time auctions every time a shopper searches for products to decide which ads will appear on their results. How does Amazon decide which ad gets the top placement? That's a well-kept secret. However, we know that optimized listings, ad rank, and keyword relevance play a big role. The cost per click you are willing to pay when a shopper clicks your ad is called cost-per-click bid (CPC).

As in any other second-price auction, the price you pay will depend on how much the seller who came in second place bid on a keyword, but only a penny more. For example, if Seller A bids \$2 for the keyword “dog shampoo” and Seller B bids \$4.00 for that same keyword, Seller B would win the auction because he came in second place and was the highest bid. As a result, Seller A's CPC would be \$4.01.

The average CPC on Amazon is \$0.97, although this mainly depends on the product category/subcategory.



How to Bid Smart

First, you probably don't want to put your CPC too high for fear of draining your ad budget too quickly. A higher CPC, however, gives you more chances of winning against the competition bidding for the same keywords. Of course, you won't always pay what you set as your CPC – this is just the maximum that you're willing to pay for a click.



Second, you need to sort out whether you're setting CPCs at the ad level or at the keyword level. Setting bids at the ad level is super convenient. If you set a high CPC at the ad level, however, you could be losing out on keywords that aren't really performing well. Yet, you can avoid this by including negative keywords to prevent your ad from being triggered by a particular word or phrase. Consider setting separate bids for both the ad group and each keyword individually (this is a little-known strategy that is very useful and effective). Basically, you need to know how high you should go, and fine-tune your CPC settings for each keyword.

Adjust Bids by Placement (Former Bid+)

Throughout the years, Amazon has constantly tweaked its bidding optimization process, aiming to simplify and improve sellers' ad placement and ranking. Some years ago, the tech giant unveiled Bid+, an Advanced Setting which purpose was to raise bids up to 50% more than the default bid when ads were eligible to show at the top of research results.

Daily budget 	<input type="text" value="\$25.00"/>
Date range	<input type="text" value="07/24/2016"/> - <input type="text" value="No end date"/>
Campaign targeting 	Manual

Advanced Settings

Bid+  <small>Raises bids in this campaign up to 50% more than your default bid when ads are eligible to show at the top of search results.</small>	<input checked="" type="radio"/> Off 
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Source: Abadger.com

This setting only worked on ads that were already quite successful and would give ad campaigns a push up to increase the chances of converting. However, some sellers were hesitant of using it since it worked at the campaign level, so all of the keyword bids in a given campaign were affected.

Recently, Bid+ evolved into a new feature called ‘Adjust Bids by Placement’. Now, you can choose from three bidding strategies, and the good thing is that this setting applies to all bids within your campaign:

- a) Dynamic bids - down only - Amazon automatically decreases your bid by 100% for clicks that may be less likely to convert to a sale.
- b) Dynamic bids - up and down - If Amazon believes you will earn conversion, it automatically increases or decreases your bid by 100%.
- c) Fixed bids - Amazon uses your exact bid for all opportunities and doesn't adjust your bids based on likelihood of a conversion.

Dynamic Bidding on Amazon, allows you to boost your ads placement by as much as 900%. With a solid foundation for your campaigns,

you could considerably increase sales for your products using this one feature.

Ad Placement Across Amazon

As mentioned previously, ad placement is extremely important to Amazon sellers. And with Adjust Bids by Placement you can now differentiate your bids and view performance of your Sponsored Products Ads by three placement groups:

1. Top of search (first page) - They appear at the top row on the first page of results.
2. Rest of search - These are shown in the middle or at the bottom of search results or in the second page.
3. Product pages - These refer to Sponsored Products placement on the product details page, and all non-search placements such as the add-to-cart page.

The chart below describes how bids partake on ad placement:

Campaign bidding strategy	Final bid applied on placement			Explanation
	Top of search results (page 1)	Product pages	Rest of search	
Fixed bids	\$1.50	\$1.25	\$1.00	Different fixed bids applied by placement
Dynamic bids - down only	\$0-\$1.50	\$0-\$1.25	\$0-\$1.00	'Adjust bids by placement' sets different bids by placement, and 'dynamic bids - down only' adjusts bids down from there for opportunities where a click is less likely to convert to a sale
Dynamic bids - up and down	\$0-\$3.00	\$0-\$1.88	\$0-\$1.50	<p>'Adjust bids by placement' sets different bids by placement, and dynamic bidding adjusts these bids further based on likelihood of a click converting to a sale. Under 'dynamic bids - up and down', Amazon may increase a bid by up to 100% for top of search (first page) and up to 50% for other placements. This leads to</p> <ul style="list-style-type: none"> • Top of search (first page): \$1.00 increased by 50% = \$1.50; which may be further increased to a maximum of \$3.00 with dynamic bidding (100% increase from \$1.50) • Product pages: \$1.00 increased by 25% = \$1.25; which may be further increased to a maximum of \$1.88 with dynamic bidding (50% increase from \$1.25) • Rest of search: \$1.00 may be increased to a maximum of \$1.50 with dynamic bidding (50% increase from \$1.00)

Amazon specifies:

“Different placement groups may have different performance (click through and conversion rates) due to their locations on Amazon. If your objective is sales, consider using the strategy dynamic bids - up and down – this strategy will try to maximize conversions from all placements at a similar ACOS (Advertising Cost of Sales) across them. If your objective is not purely short-term sales, you can use the “adjust bids by placement” settings to shift your ad impressions to a particular placement.”

Amazon also suggests that when testing your bidding strategy, it is best to choose a campaign that is stable and that shows that conversions have been relatively steady across weeks. Consider limiting your changes while testing strategies. It is not recommended to create a new campaign with ‘dynamic bids-up and down’ and then compare it to an existing ‘dynamic bids- down only’ as there will not be enough data for Amazon to collect and show an accurate result.



Maximize on Amazon Sponsored Products

Active sellers might find it challenging to manage their time between tasks to run advertising campaigns. However, it is important to keep in mind that in order to maintain a loyal customer base, shoppers need to be aware of new offerings. At the end of the day, a well-planned advertising program can definitely attract new customers. While this may not increase sales immediately, it can potentially bring in more revenue over time.

Another way of creating successful campaigns – if done right – is through a Pay-Per-Click (PPC) model. Simply put, to launch a successful PPC campaign, you'd have to do the following:

- Use a keywords tool to check the demand;
- structure and organize your PPC keywords;
- include negative keywords to prevent your ad from being triggered by a particular word or phrase;
- limit yourself to a budget;
- research the competitive scene;

- strive to write good ad copy; and
- create relevant calls to action.

If you want to play the Amazon game, these and other strategies can help you understand the logic behind the PPC model. Read on to learn more about which practical steps you should take to advertise using Seller Central PPC and optimize your ad campaigns through Bulk Operations.

Seller Central PPC Advertising

Seller Central PPC, also known as Sponsored Products, is a platform used by sellers (also known as “marketplace” or “third-party sellers”) to manage and view their orders. Being a Seller Central user gives you access to a section called Advertising, where you can create, monitor, and optimize ad campaigns.

Amazon Campaign Manager

Campaign Manager is a tool within Seller Central PPC that helps advertisers optimize their Sponsored Products and Sponsored Brands (formerly Headline Search Ads) campaigns by making their product listings more visible on the Amazon website.

Some of its features include:

- Bulk editing
- A combined “All Campaigns” view
- Searching and Filtering

- Data Exporting

Sponsored Products

This option allows you to choose which products to advertise. You can also assign keywords (words that describe content) or product attributes to target and set a cost-per-click amount.

If a shopper searches for one or more of your targets, your ad is eligible for display.

These are some of the requirements you need to meet to be eligible for this advertising solution:

- You need to have either a Professional Seller or Vendor active account
- You need to be able to ship to the country you are advertising for
- You need to have a valid payment method
- Your product listings need to be eligible for the Buy Box

Used or refurbished products are not eligible (all products must comply with retail policies)

Sponsored Products is available for the following Amazon search categories:

Apparel	Cell Phones & Accessories	Grocery & Gourmet Food	Music	Software
Appliances	Clothing & Accessories	Handmade	Musical Instruments	Sports
Arts, Crafts & Sewing	Collectible Coins	Health & Personal Care	Office Products	Sports Collectibles
Automotive Parts & Accessories	Computers	Home & Kitchen	Outdoors	Tools & Home Improvement
Baby	Electronics	Industrial & Scientific	Patio, Lawn & Garden	Toys & Games
Batteries	Entertainment	Luggage	Pet Supplies	Video Games
Beauty	Fine Art	Movies & TV	Shoes	Watches
Camera	Furniture			Wine

With this option you create awareness of your product by building an ad creative that includes a headline, logo, and product images. So, when shoppers click your Sponsored Brand, you can redirect them to the Amazon store for your brand, or to any other page on Amazon that displays your products.

Seller Central advertising can have a significant influence on how quickly you can increase your sales. As Amazon suggests on its Seller Central page “...Campaign Manager tools and reports allow you to see how much you are spending for clicks on your ads, keywords shoppers are using, and measure the impact of your campaigns. You can adjust your budget and bids at any time... and test new keywords.”

How Keywords Work

Your keywords determine your visibility on Amazon’s search results pages. When you add a keyword to an ad group, you will place a bid on that keyword. Similar to an auction, bidding is

naming the price that you will pay for each time someone clicks on an ad that is displaying for that keyword. Balance is vital to placing the right bid. The Amazon A9 algorithm decides the order in which products are displayed. Bidding on a keyword can give you visibility for it even if the algorithm doesn't rank you well. If your bid is too low, your ad will not show up near the top, which is what most customers end up clicking on. If your bid is too high, you will get the top spot, but you'll be spending way too much on your ad. Lastly, a good keyword should be highly relevant to your product. If your ad doesn't take the customers to the product that they want, they will bounce.

Types of Campaigns

Your campaigns are the general categories of the products that you are advertising, and ad groups are the smaller groups of keywords that you will run and test for effectiveness.

There are two kinds of Seller Central PPC campaigns – Automatic Campaigns and Manual Campaigns, and both have the same KPI (Key Performance Indicator): Advertising Cost of Sales (ACOS).

Automatic Campaigns

These campaigns are easy to set up. You don't need to enter any keywords bids because Amazon collects data for you that you can later use for different campaigns. The downside is that you have less control on what keywords Amazon is selecting for you, which translates into risking money for potential irrelevant terms. Therefore, we suggest you to run auto campaigns for a few weeks to gather real-time data and extract the keyword phrases that perform well.

Manual Campaigns

Although manually entering keywords may take a lot of time and keyword-research might be overwhelming, the fact that sellers can choose the keywords they want to bid on gives them a great opportunity to maximize their sales. Just try to not go overboard with more than 40 keywords, otherwise you'll waste a lot of money because you'll have less chances of getting word matches of your product.

The two variables of any campaign are the budget and the bids. The testing you will want to perform depends on what the current state of your campaigns are. If you are not currently maxing out your advertising budget, you will want to start by testing increased keyword bids.

Keyword Match Types

You will be asked to choose a keyword match type when you create an ad campaign. The match types Amazon prompts you to choose from are: Broad Match, Phrase Match, and Exact Match.

These are the differences between the three of them:

1. Broad Match – The cheapest and least specific keyword match type. This means that you'll show up for all words related to the keyword you are bidding on. But don't worry, this type of keyword match is great for Automatic Campaigns. As long as the search term typed by the customer has the individual words in your phrase somewhere in there, your ad will get triggered.
2. Phrase Match – These types of matches are more specific. They will help you gather more data on your phrase and also give you more suggestions on different combinations that are

actually being searched. We recommend you to select this keyword match type for your Manual Campaigns.

3. Exact Match – The most expensive type. With this type of match, you will be ranking for the exact keyword you bid on. Exact matches take plural and singular forms as well as misspellings into account, so don't worry about being too precise.

If after a while of running your campaigns you begin to notice that your keywords don't convert well enough to be worth it, you can then start to use Negative Keywords, to remove these specific phrases from your ad group.



Using Sponsored Products Negative Keywords in Amazon Seller Central PPC

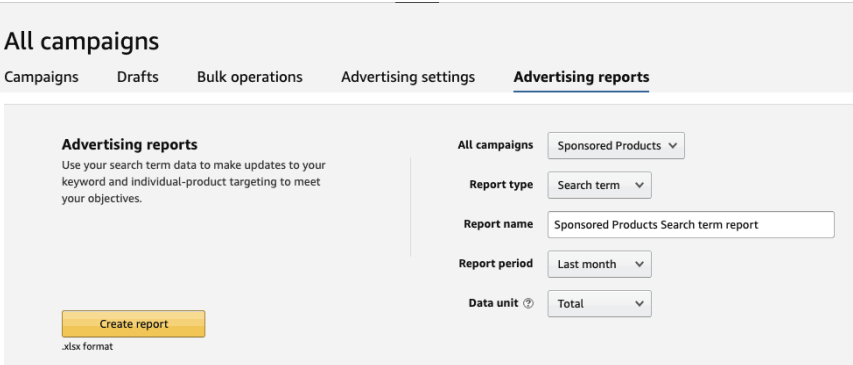
Pinpointing keywords that are not beneficial for your campaigns is essential. Why would you want to use negative keywords? Well, basically, to prevent your ad from appearing on an Amazon results page. Considering Amazon will still charge you for every time a customer clicks on your ad – even if they do it by mistake – keeping your keywords as specific as possible would definitely come in handy. Keep in mind that your ad might be appearing for thousands of unprofitable and irrelevant searches that will only lead to low conversion rates.

The Sponsored Products Negative Keywords option has been around for quite some time. But before you start using this feature, it's important to know that there exist some limitations. Neither ASINs (Amazon Standard Identification Number), nor Broad Matches can't be used as Negative Keywords. You can only set Negative Keywords, Phrases, and Exact matches. Negative Exact Matches have the same 10-word and 80-character limit as all regular keyword matches, but Negative Phrase Matches have a 4-word limit per keyword.

Keep these limitations in mind as you make your selection of Sponsored Products Negative Keywords.

Using Sponsored Products Negative Keywords Effectively

Now that you have your products and your list of popular keywords, and you've figured out all the factors involved in your campaign structure, it's time for you to identify all the bad keywords that could slip through on Broad Matches. Amazon Seller Central offers a great tool that helps you identify Sponsored Products Negative Keywords: The Amazon Sponsored Products Search Terms Report.



All campaigns

Campaigns Drafts Bulk operations Advertising settings **Advertising reports**

Advertising reports
Use your search term data to make updates to your keyword and individual-product targeting to meet your objectives.

[Create report](#)
.xlsx format

All campaigns: Sponsored Products ▾

Report type: Search term ▾

Report name: Sponsored Products Search term report

Report period: Last month ▾

Data unit ⓘ: Total ▾

This report allows you to see which terms are not producing results:

Run this report once a month to be aware of those keywords that show the lowest click-through and conversion rates. Follow these recommendations:

- Rank the search terms by highest impressions and highest spends and mark them.
- As you sort through the terms, keep an eye out for other obviously irrelevant matches and mark them as well.
- The worst offenders of them all will be what you add as your Sponsored Products negative keywords.

Because of the limitations, you might not be able to add them all. At least, however, you'll be able to minimize your losses by choosing the worst ones.

Make your Ad Campaigns Successful with These Tips

- Do Research to Find Negative Keywords. This lowers the chances of wasted ad spend before your campaign goes live. For instance, you can eliminate terms that you absolutely don't want to be associated with your products right off the bat.
- Be consistent. Choose to form campaigns based on product category, top sellers, or brand. Sticking to one method also prevents you from creating duplicate ads that will just drain more ad spend without giving you additional relevant data.
- Group Intelligently. Similar products should be kept in the same ad group because they are a contextual match. Similar products likely have similar keywords, and this keeps your ads cost-efficient. For example, you can create subsets based on variant identifiers like material or size.
- Choose your Negative Keywords Carefully. Search trends change as people's habits and interactions with search tools change. The search data you gather is the only way you have of knowing the two most important trends in terms of your sales: how people are searching for your product (actual relevant matches), and how their searches in general trigger your ads (actual irrelevant matches).
- A/B Test with Amazon Automatic Campaigns. Run a manually targeted campaign and add group and an automatic one at the same time. Test what Amazon has identified for you as relevant

keywords against what you have selected for the same exact products. Evaluate after a week or two to identify the search terms that have generated the most sales and incorporate them into your manual campaign, with a higher CPC bid. Always go about a dollar higher because these new keywords won't have any click history yet.

But most importantly, make sure that your listing title, attributes, description, and search terms include the keywords that you have in your campaigns.

How to Add Negative Keywords with Bulk Operations

Here's how you can add negative keywords with Bulk Operations on Seller Central, according to Amazon: First, download a bulk file following the directions in [Create a Bulk File for Sponsored Products](#).

Tip: Once you have downloaded the file, open it in a spreadsheet application such as Excel. Create a filter so you can easily sort and filter the data to find the information you need.

1. Open the bulk file in a spreadsheet application such as Excel.
2. Locate a campaign that you want to add negative keywords to. You can add negative keywords to campaigns with automatic or manual targeting.
3. Enter one negative keyword per blank row providing the following information:
 - Campaign name — Must match the name of the campaign it applies to
 - Keyword

- Match Type — “Campaign Negative Exact” or “Campaign Negative Phrase”
4. Save the file to your hard drive.
 5. Upload the file to Campaign Manager following the instructions in Create a Bulk File for Sponsored Products.
 6. Open the bulk file in a spreadsheet application such as Excel.
 7. Locate the campaign and ad group that you want to add negative keywords to. You can add negative keywords to campaigns with automatic or manual targeting.
 8. Enter one negative keyword per blank row providing the following information:
 - Campaign Name: Must match the name of the campaign it applies to
 - Ad Group Name: Must match the name of the ad group it applies to
 - Keyword
 - Match Type: “Negative Exact” or “Negative Phrase”
 9. Save the file to your hard drive.
 10. Upload the file to Campaign Manager following the instructions in Create a Bulk File for Sponsored Products

Tip: To reduce processing time, delete rows that do not contain updates, and save your changes before you upload the file. Deleted rows will not be changed when you upload the file.

How to Win the Buy Box

Only sellers with excellent performance, positive reviews, competitive prices, and outstanding customer service get to appear in the Buy Box (the white box on the right side of Amazon's product detail page). With multiple businesses trying to position similar products at the same time, Amazon becomes a battle field. Yet, as long as your item is in stock and you qualify for the Buy Box, your ad will run over the long term without any problem. Therefore, the way you manage your ad campaign will determine whether your brand is being competitive or not.

How to Refine Your Ad Campaigns Using Bulk Operations

The Amazon Advertising Bulk Operations tool, gives you the opportunity to create new campaigns and optimize processes from the comfort of your chair. Not to mention all the valuable performance metrics, and many other helpful features you can find within Campaign Manager.

How Does Bulk Operations Work?

Anything you do on your Amazon Advertising account is considered an "operation"; for example, creating campaigns, pausing and restarting campaigns, adding keywords, adjust budgets, placement settings, and bids, etc. Bulk Operations makes creating new campaigns and testing existing campaigns easier. Instead of making changes one at a time in Campaign Manager, Bulk Operations allows you to download and upload bulk files (.xsl file format) at once.

To create a new campaign, go to Campaign Manager and click Bulk Operations. You can then download your existing campaign data to an excel file and use that file to create new campaigns, or download a blank template. (We would recommend using the blank template to

create new campaigns. We have used the downloaded file of existing campaign data to create new campaigns and make changes in the past, and it has not always been accepted by Amazon.)

If you choose to download a blank template, it is worth mentioning that there are four different types of records you'd need to fill out:

- Campaigns – they need to have a daily budget, start date, targeting type (manual or automatic), and campaign status (enabled, paused, archived)
- Ad Groups – the required fields for an ad group are: ad group name (created by you), max bid, and ad group status (enabled, paused, archived).
- Ads – under your ad groups you will want to list your ads or SKUs that you will be advertising. Populate the ad group name, SKU and status (enabled, paused, archived) columns for all your ads.
- Keywords – they will be added under all the ads

The proper way to set up the file is in the descending hierarchy above for each Ad Group.

Bulk Operations Metrics

Bulk Operations allows you to examine your advertising metrics more in-depth than Campaign Manager; you can pick any specific time frame that you want to look at and download the data into excel for easier analysis. While Campaign manager only allows you to view performance metrics in time frames of Today, Yesterday, Week to Date, Last Week, Month to Date, Year to Date and Lifetime.

These metrics are key in testing and improving advertising campaigns because it makes you aware of what changes need to be made from period to period. Although Bulk Operations will not replace your workflow, this feature will definitely optimize your time – try updating your keyword bids and let your campaigns run for a specific time (at least for a week).

To gauge the effectiveness of Bulk Operations, compare your before and after test results and pay close attention to how your advertising expenditures and sales have changed. Also, consider moving better performing ads to new smaller ad groups so you can focus on using the best converting keywords—and make your Ad Campaigns your number-one priority until you gain a competitive position in the Amazon field.



Product Targeting: How to Use the New Sponsored Products Feature

In late 2018, Amazon unveiled a feature that is having great success among Seller Central users: Product Targeting. This new advertising capability is rapidly becoming the e-commerce titan's most efficient – and lucrative – traffic source.

Sponsored Products is an advertising tool that has traditionally targeted keywords. A great way to promote your Amazon listings in search results and on other listings.

In addition to targeting by keyword, you can now target by product within the Sponsored Products tool. But what exactly is Product Targeting?

What is Product Targeting?

Simply put, Product Targeting is a sophisticated version of Keyword Targeting. Until recently, Sponsored Products offered two targeting options:

1. Automatic targeting
2. Manual targeting by keyword

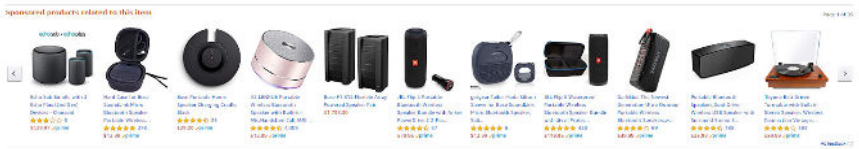
With this release, advertisers will receive two new targeting features:

- New Automatic targeting campaign management controls
- Manual targeting by product, category and brand (Product Targeting)

This PPC (Pay Per Click) feature is for manual campaigns. It allows you to strategically reach relevant shoppers and to increase control over where your ads appear. This way, shoppers can find your products easier. And you can target and manage campaigns based on specific attributes such as:

- Category,
- Brand,
- Price,
- Rating, or
- Other product features similar to the product in your ad

These results can be found under the section “Sponsored products related to this item”.

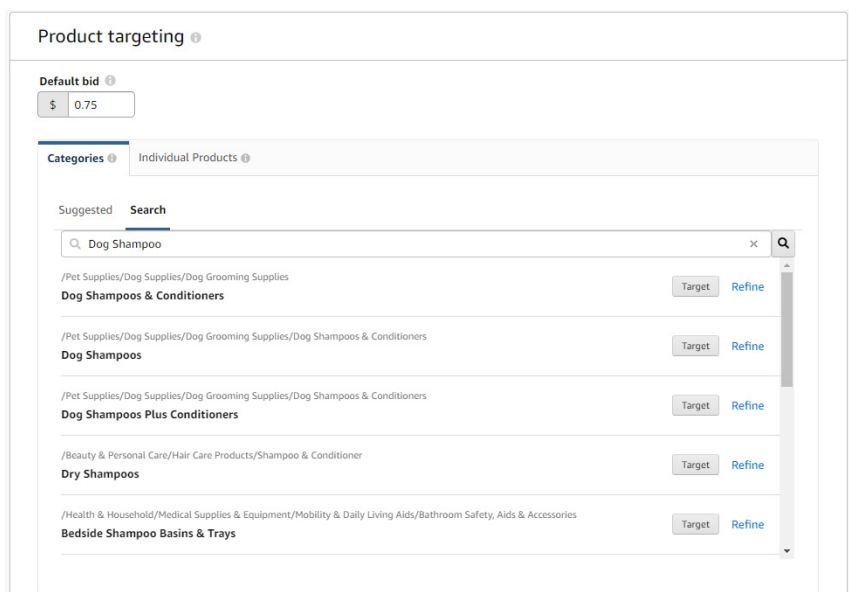


Getting Started with Product Targeting

Let’s say the product you want to advertise is a shampoo for dogs.

You can refine your targeting by selecting the following categories:

- Dog shampoo
- Best dog shampoo
- Dog grooming
- Shampoo for dogs
- Dog care
- Dog grooming tips



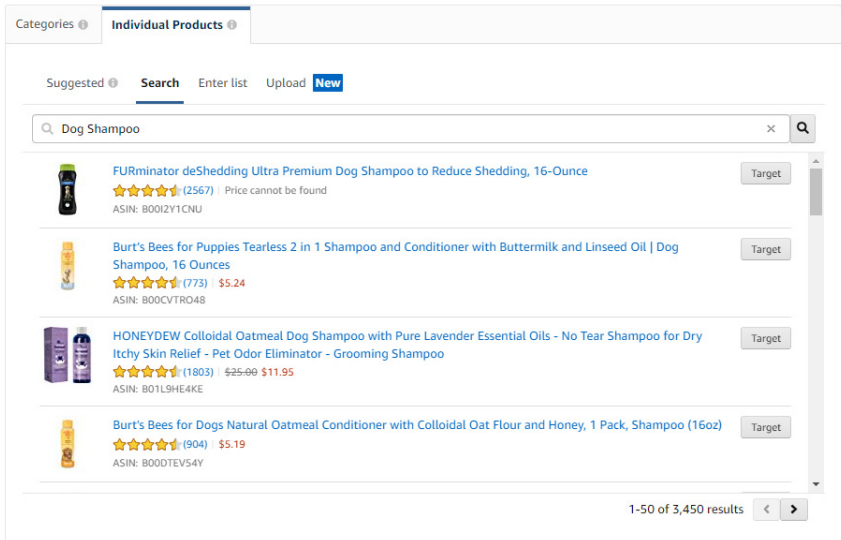
Source: Content by AMZ advisers - Image by Landing Cube

However, you can also choose to target similar products /categories that fit into the category “bought together.” This can help reach wider audiences. For example:

- Conditioning treatment

ADVANCED AMAZON SELLING GUIDE FOR 2020

- Pet clippers
- Pet skin problems
- Dog grooming supplies
- Pet products



Source: Content by AMZ advisers - Image by Landing Cube

Additionally, you can refine both by:

- Price points
- Star reviews
- Prime eligibility

Refine category: Dog Shampoos & Conditioners
Refine category by specific brands, price range, star ratings and Prime shipping eligibility.

Brand
Select

Price range
\$ No min - \$ No max

Review star ratings
0 1 2 3 4 5 0 - 5 stars

Shipping
 All Prime eligible Not Prime eligible

Products targeted: 40 - 66 Cancel Target

Source: Content by AMZ advisers - Image by Landing Cube

Manual Targeting Updates

Another more advanced option allows you to choose products to target shopper searches and set custom bids. You can now customize your PPC campaigns to target:

- Categories,
- Brands, and
- ASINs

Category Targeting - With this feature, you can target product categories within the price range you sell in. It is also very useful for products that don't have a high-volume keyword search.

Brand Targeting - You can target brands you want your ad to show up for, and this feature can be beneficial for almost any product.

ASIN Targeting - Enables you to target specific ASINs you want your ad to show up for.

Negative Targeting

Keep in mind that your ad might be appearing for thousands of unprofitable and irrelevant searches. These will only lead to low conversion rates. Therefore, you should keep your keywords as specific as possible.

*We recommend lowering your bid before excluding them altogether. *

Take these factors into consideration when using negative keywords:

- They can only be used with exact match types.
- You cannot change the match type of an existing negative keyword.
- You can have up to 10 search terms in a negative exact match type.

After your campaign has been running, you can view your campaign's performance in Campaign Manager. Based on the performance data, you can modify the targeting to meet your business goals. But wait for a week, at least, to collect enough data before making any changes or adjustments.

How to Create a New Campaign with Product Targeting

1. Log in to Seller Central.
2. Select Campaign Manager under the Advertising tab.

3. Choose Sponsored Products from the Campaign Type options.
4. Click Continue.
5. Create a new Sponsored Products Campaign.
6. Under Settings, choose a descriptive name for your campaign, so you can easily identify it later.
7. Set your Start date and Daily budget.
8. Tick “Manual Targeting”, from the Targeting options.
9. Give your Ad Group/Campaign a descriptive name, and choose the products you would like to advertise.
10. Next, choose your bidding strategy:
 - Dynamic bids – down only
 - Dynamic bids – up and down
 - Fixed bids
11. Finally, choose Product Targeting, from the Targeting options.

You will see two new ways to target:

1. Categories (Products that are grouped by similarities)
2. ASINs (Individual products)

12. Now, you are ready to launch your campaign. Within 12 hours, you can start reviewing your performance in Campaign Manager.

Note: You can target both Categories and ASINs within the same Ad Group by searching for a category that is similar to your advertised product. Once you’ve decided a category, you can either add the entire

category to your target or refine the category by Brand, Price or Star reviews.

Product Targeting Done Right

When launching your first product targeting campaign, take these suggestions into account:

- Compare your products with the market and make sure that your price, reviews, added value, and the quality of your pictures are better than those from the competition.
- Increase your visibility by choosing a category in which your presence is limited. Amazon allows you to choose multiple categories within one campaign, however this practice can be too broad, and, if you do that, it will be a lot harder to reach/target specific audiences.
- Since generic words are more expensive, avoid targeting products with generic keywords. Refine each category and try out different combinations.
- Use one product per campaign. With other campaigns, you are allowed to include a few products in the same campaign, but remember that with Product Targeting you want to be as specific as possible to obtain better results.
- Target your own products. Monitor your sales and identify which product targeting strategy was implemented more effectively and which products targeted were more profitable. Imagine which of your items could be sold with other products and then target those ASINs so your items appear there.

- Avoid unnecessary spending by using negative keywords, and prevent your ads from appearing for thousands of unprofitable and irrelevant searches. Low performing ASINs can go in an automatic campaign marked as NEGATIVE.
- ASINs with the highest conversion rates and lowest Advertising Cost of Sale should be targeted manually to reduce the margin of possible errors, since they can bring you higher profit.

* Most importantly, find your competitors that are right for the picking. The low-hanging fruit that you can go ahead and stick your ad on their page. *

It's likely they have a high-star rating and a good amount of sales, but their listing might not have as many pictures as yours or their product description isn't as thorough. Having said that, make visiting your competitors' Product Detail pages an every-day practice. Whether you are a newcomer figuring out how to play the Amazon game or an existing/experienced seller striving to win your way through to the top brands, the new Sponsored Ads feature, Product Targeting, is a fantastic opportunity to boost sales and keyword rankings.



Amazon A+ Content: Your Secret Weapon to Boost Conversions

Amazon's A+ Content is worth taking a closer look at. This high-end content incites us - Amazon regulars - to engage with the platform and buy more. The tech giant is known for continually improving the quality and effectiveness of its Seller and Vendor Central features, in order to provide both merchants and vendors with sufficient powers and resources to keep up with the high demands of customers.

Here's where A+ Content comes into play.

The much-vaunted features - once referred to as "Amazon Enhanced Brand Content (EBC)" by sellers and "A+ Enhanced Marketing Content (A+ EMC)" by vendors - now receive the name of A+ Content and it has decisively claimed the top position among the many tools available in the platform. Even better, it's free!

We took on the task of putting together everything you need to know about A+ Content on Seller Central, so you can take advantage of this great resource to the fullest.

The Birth of Amazon EBC and A+ EMC

In 2016, Amazon introduced EBC to Brand Registered sellers, allowing them to apply this feature to ASINs that belonged to their approved brand catalog. It started out as a promotional free trial, which was enough to amaze sellers by giving them the chance to showcase their products in an exquisite and tasteful display.

Back in those days, EBC wasn't available in the following categories:

- Video
- Book
- Media
- Digital

On par with EBC on Seller Central, A+ EMC was unveiled on Vendor Central, further empowering vendors and pleasing the eye of Amazon shoppers. Of course, A+ EMC had a fuller feature package than EBC. But with time comes change, and Amazon decided that it was the right moment to simplify and optimize their processes by consolidating both tools as "A+ Content" and to make it available for sellers and vendors alike at no cost.

What Does the Amazon A+ Content Editor on Seller Central (SC) Contain?

The A+ Content editor on SC allows you to customize your content into 6 different modules:

1. Company Logo
2. Image Header with Text
3. Multiple Image Module A

4. Product Description Text
5. Standard Comparison Chart
6. Standard Four Image & Text

Make your content stand out by using high-definition images, and avoid rejection from Amazon by following the image and text placement guidelines that correspond to each module.

Dip into the chart below to learn more:

Module	Image Guidelines	Text Placements
Brand Logo	1 image – 600 x 180 pixels	-
Product Description	-	1
Feature 1	4 images (line) – 220 x 220 pixels each	4
Feature 2	3 images (line) – 300 x 300 pixels each	3
Feature 3	4 images (grid) – 135 x 135 pixels each	4
Header 4	1 image (left) – 300 x 300 pixels	1 (right)
Header 5	1 image (right) – 300 x 300 pixels	1 (left)
Header 6	1 image – 970 x 300 pixels	1
Header Image	1 image – 970 x 600 pixels	-
Comparison Chart	5 images – 150 x 300 pixels	2
Single Image and Sidebar	2 images – Main (300 x 400 pixels); Sidebar (350 x 175 pixels)	6
Four Image Highlights	4 images – 300 x 300 pixels	4
Single Image and Specs Detail	1 image – 300 x 300 pixels	2
Single Image and Highlights	1 image – 300 x 300 pixels	2
Image and Light Text Overlay	1 image – 970 x 300 pixels	1

Source: Amazon

Last but not least, consider using modules that prioritize images over text. As a rule of thumb, online shoppers don't enjoy reading long

blocks of text, and you'll lose a potential buyer's attention if you cram your product features and description into your A+ Content layout.

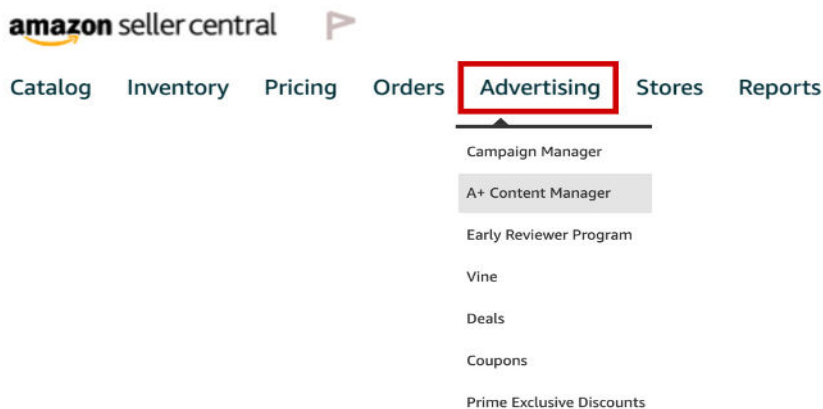
Keep it short and simple.

Create A+ Content on Seller Central in 9 Simple Steps

Crafting A+ Content on Seller Central is easier than you think. However, keep in mind that only Professional sellers who meet Amazon's eligibility requirements are able to use this feature.

Follow these steps:

1. Log into your Seller Central account.
2. Select A+ Content from the Advertising menu.



3. Click "Start creating A+ Content".

A+ Content Manager [Learn more](#)

Search for ASIN or product name

[Start creating A+ content](#)

Use the A+ Content Manager to add rich content to the detail page that showcases your brand and educates customers about product features.

ADVANCED AMAZON SELLING GUIDE FOR 2020

Content details

Content name:

Language:

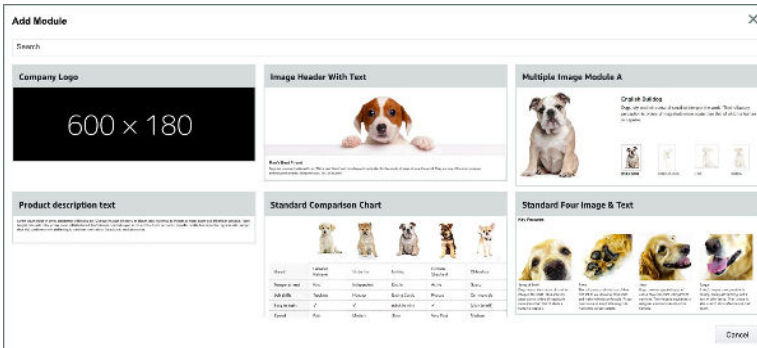
Content Type: **EBC**

Status: **Draft**

Applied Asins: **0**

[Add Module](#)

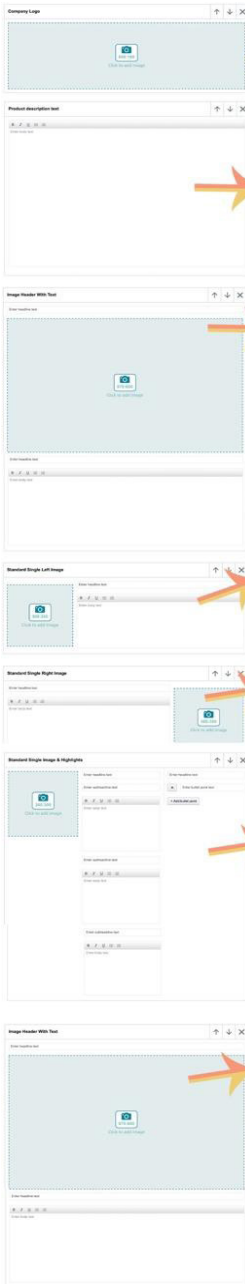
4. Fill out the Content details form, and click “Add Module” to start creating content.
5. Choose from the six different module choices within the A+ Content editor:



Note: The Company Logo module and the Product description text box are predetermined by Amazon, and although you can't change the location of those, you can choose whether or not to use them.

6. Populate the text and image slots. This is an example of how your detail page will look like after it's done:

ADVANCED AMAZON SELLING GUIDE FOR 2020



NAKED RAMEN | proudly made by **lemonilo**

Quick and Healthy Ramen

Lemonilo Naked Ramen instant noodles are baked, not fried, reducing trans-fats to ZERO. Additionally, all the ingredients in this ramen are natural, with no any artificial colors, preservatives, or flavors added.

Lemonilo Naked Ramen

- CHICKEN CHOW MEIN -

Nakedly Natural Noodles

4
PACK



Convenient Meal

In less than 4 minutes, anyone can make this healthy ramen. All you need to do is boil the noodles. The 3 included seasoning packs provide exactly what you need for a deliciously flavored Chow Mein dish for one.

Perfect Side Dish

These ramen packs are great on their own, but they also make a tasty side dish that will have your guests thinking your chef skills are amazing. Add some extra mushrooms, onions, baby corn, bok choy, or water chestnuts for added "wow."



All-Natural Ingredients

Lemonilo decided it was time to create a ramen that is actually healthy. They did not forget that people also want FAST. So, they baked the noodles instead of frying them, eliminating the trans-fats, without increasing the cook time. They added natural seasonings and eliminated all artificial preservatives. No MSG here, either. Quick ramen just got reinvented, and we think you're going to love it.

Naked Ramen

- Baked, Not Fried
- 0g Trans Fat
- No Preservatives
- No Artificial Coloring
- No MSG
- All-Natural



Nakedly Natural, Everyday

Naked Ramen by Lemonilo is free from harmful chemicals such as artificial flavorings and preservatives, leaving you with nothing but a satisfying and guiltless meal.

A+ Content Layout Breakdown by AMZ Advisers

Don't be afraid to make mistakes! The A+ Content builder is intuitive, and you can try out different arrangements and layouts.

You can also click Preview to see what your content will look like in both Desktop and Mobile versions.

7. You'll be required to submit image keywords, also known as alt-text when you upload your images.

What Is Alt-Text?

These descriptions are placed below images and help customers with visual impairments to learn more about your products.

They also help your product be indexed properly by search engines like Google, Yelp, Bing, etc.

Here's a good example of alt-text:



Source: Moz.com

- Now, it's time to apply ASINs to the content in the ASIN management section.

Get support Program Policies English

© 1999-2020, Amazon.com, Inc. or its affiliates

Home > content > new > revision > draft > edit

Cancel Save as draft **Next: Apply ASINs**

Content details

Content name Language Content Type Status Applied ASINs

EBC Draft 0

Add ASINs

Search for ASINs to apply to this content. Note search results will be returned within the context of product families.

Search for ASINs

Applied ASINs (0)

Find Remove

Product name ASIN	Date applied	ASIN status
No ASINs found		

Tip: Another great asset of A+ Content is that you can also create language variations within a marketplace for your international shoppers!

- If you want to review the final draft of your content click Review & Submit. And finally, click Submit for Approval.

According to Amazon, “Review can take up to 7 business days or longer (during periods of high volume), and the status will reflect in the A+ Content home page.

If the A+ status is Not Approved, view the rejection reasons by clicking Edit for a specific piece of A+ content and make the changes.

After the A+ content is Approved, it can take up to 24 hours to publish on the detail pages of the applied ASINs.”

What Is Premium A+ Content (A++ Content)?

This option, released in 2016, is a remastered version of A+ Content. It comes with a hefty premium fee (\$250K-\$500K), and it’s exclusively available to vendors and huge brands like Apple, Dove, and Sony, to name a few. Predictably, access to its mind-blowing features is invite only.

What are the perks of this extended version of A+ Content?

With A++ Content you can add:

- More module slots than A+ Content on SC
- Carousel modules
- Full-width imagery
- Interactive comparison charts
- Testimonials
- HD videos
- A Q&A section

In general, its approach is much more visual than the basic version of A+; therefore, the use of text is minimal. We could easily say that with Premium A+ Content, not only is a picture worth a thousand words, but it will also set you back a couple of thousand bucks.

A+ Content Restrictions

It is paramount that you abide by Amazon’s terms and policies to avoid any rejections from their part.

Here are some guidelines you must take note of if you want to jump on the A+ Content bandwagon.

Don't:

- Use blurry or low-quality images.
- Write content in a language that is not authorized in the marketplace you're selling, including HTML tags.
- Advertise your company by making any subjective claims. i.e., "top selling product", "#1 selling product", etc.
- Mention seller authorization such as "product only sold by authorized resellers".
- Offer any warranty or guarantee.
- Make any promotion references such as "affordable", "cheap", "bonus", "free", "buy now", etc.
- Provide information about shipping details.
- Use any registered symbols such as trademark or copyright.
- Use web links to redirect to other sides outside of Amazon.
- Publish any content without reviewing it for proper grammar. (Bold and italic should only be used to highlight headings or a few words.)

Why You Should Use A+ Content

It is clear that online shopping has gained more popularity over the last years.

Even those who swore to never rely on eCommerce platforms to acquire their day-to-day essentials are giving in, enraptured by the convenience of shopping from the comfort of their home. For this and other reasons, A+ Content can help you build a solid customer base by allowing you to present your products in an appealing way. Everyone appreciates reading through good content, and Amazon is providing you with all the tools to improve the way you showcase your products to the world.

AMAZON VENDOR CENTRAL



How to Become an Amazon Vendor in 2020

It's no secret that running a successful business comes with challenges, and becoming an Amazon Vendor is undoubtedly one of those. The Amazon Vendor Central program is offered by Amazon reps to those active Seller Central users (especially manufacturers or distributors) who have built a strong reputation on the platform over time; and of course, who have always abided by Amazon policies.

How to Become an Amazon Vendor

First, let's lay out the differences between Sellers and Vendors. Sellers, on Amazon Seller Central, use the platform to sell their products directly to customers; whereas Vendors, on Amazon Vendor Central, sell their products in bulk directly to Amazon at wholesale prices; Amazon holds inventory in its fulfillment centers, and sells them to end customers; you may have noticed these products on the Amazon platform before with the tagline "Ships from and Sold by Amazon.com." Vendors can also ship orders directly to customers.

On March 9th, 2019, Amazon sent a communiqué to its Vendors stating that it is now mandatory to register their brand(s) in the Amazon Brand Registry program – while in the past, this was optional. This

allows Amazon's automated ordering system to continue placing orders more efficiently, giving preference to those companies that are brand registered. While this initiative is beneficial for those brands already in the program, Amazon suspended many Direct Fulfillment accounts that weren't enrolled, impacting thousands of businesses and potential millions of dollars in sales.

It is important to mention that with Amazon Vendor Central, Amazon manages your product pricing. Your business sets a minimum advertising price and Amazon adapts this rate to generate sales. Although Vendors can submit a minimum advertised pricing (MAP) request, it is common to hear that Amazon rarely takes action.

The Invitation-Only Party

Unfortunately, the Amazon Vendor program is offered on an invitation-only basis. There are a few ways that you could have an invitation extended to you:

- Through Buyer Reps – Each product category on Amazon has buyer reps that are responsible for managing relationships and orders with their suppliers for their specific category. These buyer reps are also the ones responsible for inviting companies, brands and sellers to the Amazon Vendor program. They make the invitations based on whether they believe your product would sell well for Amazon.
- Being a Top Brand – If you are a well-recognized brand, chances are you will receive an invitation from Amazon for the Vendor Program. Amazon wants to have the largest brands on their platform and will work to have your products sold by Amazon.

- FBA or FBM User – Alternatively, Amazon buyers may also invite you to the Vendor program if you are using the FBA or FBM model with products that are selling really well in their category.
- Attending Trade Shows – Amazon buyers are also regularly on the road at trade shows looking for new products that they believe could do well, or products that they believe will compete with top sellers that are FBA or FBM.
- Requesting an Invitation from a Buyer – There is hope for all FBA and FBM sellers that want to go this route. Your request to become an Amazon vendor will be reviewed by Amazon buyer reps and the invitation will be offered or you will probably never hear anything again about it. The best chance of receiving an invitation when you request one is if your product is a top seller on Amazon, your account health is good and you have an established track record of selling on Amazon.

What to Do Once I've Received Amazon's Invitation?

Once you receive the invitation to join the Vendor Central program, you will have to:

1. Accept the trading terms.
2. Enter your banking details.

You can try negotiating the terms, but Amazon will always have the final say. Take into consideration as well that Amazon will require margin improvements annually from you; hence, make sure you also include these in your costs.

Setting Up Your Vendor Account

Amazon's Vendor Setup Process is a bit long and can be somewhat confusing, particularly in the areas of New Items Setup (NIS) and Commitment Plans. The first thing to do is to make sure that you have properly completed the first steps to set up your vendor account to start doing business with Amazon:

1. If you have not received confirmation regarding your account within the prescribed timeframe, contact Amazon to follow up.
2. If you have not yet completed the setup process, sign in to Vendor Central as a new vendor and begin setting up your account.
3. If you already have access with the email and password that you entered during the setup process, you should be able to log in to Vendor Central.
4. Locate the Show Your Progress table on the Setup Process Welcome Check in what stage you are for each module and the steps that you need to take to move forward:
 - Incomplete – Enter the required information. Some of these concerns: Accepting terms and agreements, adding banking information, adding contacts, adding return addresses, and Adding warehouse addresses.
 - Pending Amazon Action – Waiting on Amazon, no action required. Check back at a later date to verify that the module is Completed, and enter any required information if it is Incomplete.

- Completed – Access this module to review your information and make any necessary updates.
- 5. When all your modules are complete, make sure that you have submitted them for final approval. Locate the Submit for Final Approval button to do this. Once approved, your ordering relationship with Amazon is established and you can proceed to do business.
- 6. Update your contact information, credentials, warehouse addresses, new users and user permissions under the Settings.

Getting Paid as an Amazon Vendor

Amazon Vendor Central payment terms aren't as attractive as you may think:

- Net 90 Plan – Amazon will pay you after 90 days.
- 1/60 Net 61 Plan – Amazon will pay you after 61 days. (Amazon will get a 1% discount on their payment if they pay you within 60 days.)
- 2/30 Net 31 Plan – Amazon will pay you after 31 days. (If Amazon pays you within a 30-day period, Amazon will get a 2% discount on their payment)

As a Vendor, you will have to pay Amazon for the following services:

- Marketing – Any fees related to the advertising of your product
- Remittance – Any costs for transferring funds from Amazon to your business
- Co-op – Any fees related to the cost of Amazon hosting of your product

- Packaging – Any costs related to the fulfillment and shipment of your product

Optimize Your New Items Setup

As a new Amazon Vendor, you can manage most areas of your account and orders from your account home page. One of the first steps at this point is to add your products to the Amazon catalog by creating ASINs to display your items. Before you do so, however, there are a few steps to ensure that your items are optimized.

Taking the time to do your NIS correctly is vitally important to avoid:

- customer dissatisfaction;
- barcode and delivery errors;
- item unavailability; and
- grave pricing mishaps.

All your product information should be saved in a spreadsheet, whether it is an offline document, in a Google Drive, or in a database that you have prepared for this purpose.

Optimizing Your Items Check List

- Check your UPCs/EANs/GTINs to make sure that each of your products has a unique barcode at the consumer packaging level and not just the master carton identifier. Check also that the proper consumer barcode is labeled on the packaging according to Amazon standards.
- Download and review the Amazon Setup Form to familiarize yourself with how different product titles are created. Some

forms will combine information from different columns while others will permit you to enter your desired product title or suggest an alternate product title. In some cases, strict compliance with the <Brand><Model Number><Product Title>, <Size>, <Color> format is observed. Maximize the available flexibility in your product title for readability and to get your relevant keywords indexed in Amazon's search engine.

- Take some time to compose compelling bullet points for each product. These key features and benefits of your product are what will entice a shopper to read more about your product. Use the third person voice and speak plainly about your product without exaggerations. Explain why the product is good and what value it has.
- Add a description in the same manner, putting in more keywords that will help shoppers find your listing, whether they search on Amazon or Compose your sentences in a positive and matter-of-fact tone, avoiding the sales pitch.
- Have professional images done, and optimize them for mobile. Most shoppers are using the Amazon app, so they need to be able to see your product clearly on their mobile devices. Keep your images in online storage to prevent artifacts and name them by UPC code.

Processing Your NIS Items Check List

1. Check your template to make sure that it is ready for upload.
2. Navigate to the Items tab to begin adding your products and uploading your images. Each product should have at least one image.

3. If you get errors from Vendor Central, check the mandatory fields again and re-upload.
4. Request variations of styles such as color or size on a single page. This will aggregate reviews and improve the search relevance of your listing and the shopping experience of your customers. Check the attributes that you select so that bullet points and images will change as shoppers click or use drop-downs to see the different choices.
5. Download and browse the Variation template from the Resource Center to become familiar with how it works.
6. Review what you have so far to make sure that it comes out the way you intended. Sometimes, what shows up on Amazon does not follow as you entered it on the NIS form.
7. Make sure your product information, variation sets, and images are correct and render nicely.

Build your Amazon ASINs in Vendor Central to retain control over the content. If you allow third-party sellers to build ASINs, you will not have much control over its content, including bullet points and descriptions. To ensure that you maintain control, don't release your setup information to any channels until you have assigned ASINs from Amazon. When third-party sellers do this setup, they will likely use your UPC and part number, and Amazon will assign that ASIN to your Vendor code. Third-party sellers may use a different UPC, and this will create a separate page and ASIN. This means more trouble for you as you will have to create a ticket to get this manually merged into your page and your ASIN.

What Next?

Amazon will process your submission, troubleshoot errors, and create your ASINs. When the process is complete, you will receive a notification. When you are done uploading your new items, give Amazon three to five days before you check if they are live.

Within another few days, Amazon should place an order. Note that Amazon prefers Electronic Data Interchange (EDI) integration for exchanging order-related information. If your company is or might soon be integrated, visit the Technical tab of the Resource Center to get familiar with EDI. One benefit of EDI is that you will no longer need to provide warehouse address information to send the EDI 856 document.

***Note also that with EDI, your freight terms are set to Prepaid.

Adding Products to a Commitment Plan

You can add products to the Amazon catalog for an existing commitment plan. You may also be eligible to add product details for an existing commitment plan. Below are the steps.

1. Navigate to Items and Add Products in Vendor Central, and select what action you want to process: Add commitment plan products, or Add details for commitment plan products.
2. Select a Template to work with and navigate to the Commitment Plans. Choose the commitment plan that you want. Alternatively, click the box in the header row to select all commitment plans listed in the table. Select the version of Microsoft Office that you are using and download the template, or click Import products from Inovis.

3. Save your downloaded Excel template. Do not change the default file extension. Open the template and add any missing product details. When you are done making additions, click the Amazon menu and Validate Template. Review once more for errors and save the template.
4. Go back to Vendor Central and navigate to the Add Products. Click Browse, select the template file, and Submit file.

Once you have submitted your file, all you need to do is wait for Amazon to confirm, and you are all set.



Amazon Vendor Agreements

Receiving an invitation to become an Amazon vendor or thinking about signing up for Amazon Vendor Express is an exciting step for any product. With the recent global expansion of Amazon and plans to grow even further, the platform opens access to billions of potential customers. Amazon Vendor Agreements can be tricky, however. A full understanding of what your options are is key to setting up and maintaining a comfortable relationship with the online giant.

If you are a potential vendor looking to tap the Amazon market or an experienced vendor seeking a more beneficial arrangement, read on for information and tips on how you can negotiate the vendor agreement that suits you best.

What a Vendor Agreement Means

When you enter a direct relationship with Amazon, you sell them your products as a wholesaler and they become a full-time distributor. A vendor agreement makes Amazon the legal owner of any product they order from you. Amazon then takes care of most of the marketing, merchandising, and pricing of those products. This takes much of the burden off you, and you agree to give Amazon your best wholesale price and fulfill your part in shipping what they order to their fulfillment centers.

In addition, Amazon vendor agreements may include cash consideration, which consist of cooperative marketing reimbursements, rebates, and the like. Amazon looks at these as reductions of what they pay for products. They generally apply when Amazon meets minimum purchase thresholds, which they estimate based on past performance and forecasts for the current year.

Vendor Agreement Benefits

By entering a vendor agreement with Amazon, you can benefit from their

reach, reputation, advanced analytics, and premium services. Amazon boasts hundreds of millions of active customer accounts around the world. Even if you are not ready to launch your products globally, your vendor agreement opens global access to your products managed by Amazon. Amazon is fast becoming the go-to place for online shopping; not only in North America but also in Europe. Soon Asia could join the ranks of loyal Amazon shoppers.

The Amazon experience continues to build customer trust which you can take advantage of with a vendor agreement. Your listings will show as Shipped and Sold by Amazon, leveraging that trust in their logistics and customer service reputation.

As Amazon has grown over the years, it has developed a powerful system for collecting and analyzing customer data. Your vendor agreement gives you access to that data, helping you to better understand customer behavior. This system combines with premium services such as Lightning Deals, A+ Content, and targeted email campaigns that increase visibility. These various marketing and merchandising services available to Amazon vendors can significantly boost sales. Amazon

Prime is the icing on the cake. It gives customers the free shipping option on your product listings.

Know Your Options

Before considering becoming an Amazon vendor, there are a few things that you need to be prepared for. First, you need to have a warehouse in the US where Amazon can conveniently pick up product. Second, you need to barcode your products with their valid UPCs and/or an ASIN-embedded barcode. These are Amazon requirements. Third, you need to know within what bounds you can negotiate the terms of your vendor agreement. This includes such aspects as accruals, setting up new items, optimizing listings, streamlining operations, and troubleshooting.

You may be considering setting up a new vendor agreement or terminating an existing one. Before you decide on either, it is vitally important that you know your options for negotiating trading terms and fees.

Accepting Amazon's proposed terms at face value can be a big mistake. Many times, these vendor agreements prove unfavorable and may even be completely intolerable in the long run. In the excitement to join Amazon, many do not realize how much they are setting themselves up to lose. It is much more sensible to carefully review the terms beforehand to ensure that you are getting a deal that you will be happy with one, five, and even ten years down the line.

Balance is the Key

Amazon is in business just as much as any would-be vendor on the platform. Any counter-proposal that you offer must therefore remain beneficial to Amazon. If your suggestions on the vendor agreement do

not bring value to the Amazon marketplace, your application will not be accepted.

The Proper Approach

The vendor agreement is a partnership and this entails getting to know the people you will be dealing with. Vendor Managers, also known as buyers, have their own primary goals laid out before them when they assess new vendor agreements. The first thing to note is that they have their hands full and you will get a better response if you clearly and concisely communicate your proposed terms.

Second, Amazon Buyers are geared towards furthering Amazon's drive to be the go-to spot for any product. You will do well to show them that you can add to their selection with quality variations, unique products, and ASINs that are in high demand.

Third, Vendor Managers will always pay closer attention to the accounts that hold greater potential for Amazon. If you can show them your profitability, you have a greater chance of successfully negotiating your seller fees. Before you contact Amazon to propose alternate terms, make sure that you have already decided your minimum offer, your middle ground, and your solid bottom line so that you know what wiggle room you have at every turn.

Remember what leverage you have so that you can offer concessions that will grab and hold Amazon's attention. In addition to the qualities of your products, good press coverage, and participation in marketing campaigns, promotions and merchandising can tip the scales in your favor. Finally, note that the best time to open negotiations with Amazon is near the time when your vendor agreement is due for renewal.

Items to Negotiate

Not everything on your vendor agreement is flexible. You are most likely to get somewhere in your negotiations if you ask for changes on cost price, allowances, accruals, returns, freight, and payment terms.

First, look at the sum of your cost prices and allowances before you settle allowances and accruals. Some adjustments can be made in costs if Amazon asks for more allowances. Amazon will want to get several types of accruals and allowances, such as marketing, damages, freight and Subscribe and Save (SNS), depending on the agreed product category, freight, and return rights. Amazon will push here to meet their minimums.

Second, press for no returns or at least a lower rate on overstock before you sign off on full return rights on undamaged overstock. You will likely have to accept full returns on defective products and those damaged by the carrier, but not for warehouse damaged returns.

Third, Amazon can be flexible on prepaid or collect for freight. Fourth, Amazon will ask for the longest possible payment terms, but you can resist to get shorter payment terms that will be better for your business. Amazon will be more likely to agree if you can give them a quick pay discount, even if it is as little as 1% for payments made within sixty days from the date of invoice.

Fifth, try to follow the system that is laid out in the vendor agreement, for instance, how payment dates are counted. Understanding how they word things can save you a lot of headache.


Keep in Mind

Whatever points you are trying to negotiate or re-negotiate, remember that you will be in a much better position to get things to swing your

way if you have a good relationship with your Vendor Manager. If you are in a very tough position and you are considering cancelling your vendor agreement, make sure that you are willing to leave Amazon if you are set on taking an aggressive stance with them. Be clear about what you are risking in any case, and do not use last-resort tactics such as stopping all orders to push Amazon to enter negotiations unless you are serious. At the end of the day, however, maintaining good relations with Amazon will benefit you even if you will no longer be selling on the platform.



How to Use Amazon Vendor Central Promotions & Coupons to Generate Sales

 One of the challenges of growing on the Amazon Vendor Central platform is generating demand for your product. Vendors have a variety of options that they can use within Amazon Vendor Central – from marketing to promotional services. They are also able to request access to Amazon Seller Central to drive sales. We are going to discuss the many Amazon Vendor Central Promotions that you as a vendor have access to. Combining these promotions with advertising can create a strong Amazon Vendor Central marketing strategy that will increase your purchase orders from Amazon.

What types of promotions can I create on Vendor Central?

There are currently three types of promotions that vendors can offer through Amazon Vendor Central. Each promotion can be used to impact your products sales. The promotions boost your products' visibility on Amazon, and can improve your product ranking through lower pricing. Effective pricing provides the benefit of increased conversions, page views and ordered items. Promotions also allow your product to be sold for less without having to adjust your cost to Amazon. Amazon looks for ways to push their costs down. It is more than likely if you

every drop your cost to Amazon you will not be able to increase it again in the future. Promotions allow you to temporarily drop your product's retail price without having to adjust your cost.

Lightning deals are available in both the Vendor Central and Seller Central platforms. These promotions have the most visibility on the "Today's Deals" page and run for up to 6 hours. Amazon requires that the promotion be at least 20% off to be accepted. You can limit the amount of inventory you want sold. After all the promotional units have been added to a cart, your offer appears with a button that says "Join Waitlist" in case a customer who has currently claimed the promotion removes it from their cart. Lightning deals can provide quick sales boosts for your product, but this may not be enough to provide a long-term benefit. These are our least preferred deals to run for our clients. The lack of clarity around any long-term benefits and needing to provide a substantial discount to maximize visibility makes it difficult to justify the value of these promotions.

Best deal promotions provide much more value for the discount provided. The product still appears on the "Today's Deals" pages and can be run for up to 2 weeks. You can add multiple products within a single Best deal promotion. This allows you to feature your entire catalog or complimentary products at discounts. One listing will show up as the discount and when a customer clicks on the offering it will bring them to a page that features all your offered discounts within the Best deal promotion. We prefer these types of promotions for our clients. The product gets additional visibility by being on the "Today's deals" page and you can employ an Amazon Marketing Services (AMS) campaign to maximize visibility on search engine results pages (SERPs). The increased conversions, page views and orders can greatly increase your

products' relevancy within the Amazon A9 algorithm, and provide great long-term sales benefits.

Price discount promotions also provide great value. This type of promotion does not appear on the "Today's Deals" page – the promotion only appears on the product listing itself. These promotions can be approved within as short as 24 hours and can run for a maximum of 5 weeks. We've previously discussed the effects that pricing can have within the A9 algorithm. Effective pricing of your product (in the form of a discount) can boost your products visibility on Amazon. By partnering these promotions with a AMS campaign you can greatly impact the relevancy of your product. The increased page views and conversions can boost your product up the SERPs and can lead to great long-term sales benefits. These Amazon Vendor Central Promotions are great ways to improve your purchase orders from Amazon.

How can I use coupons to boost my products sales?

Coupons are the other type of Amazon Vendor Central Promotions available. Coupon promotions charge small fees every time the coupon is clipped and redeemed, in addition to the discount that is provided. Coupon promotions are featured on the "Coupons" page within the "Today's Deal" page. These also appear on the product display page and on the SERPs. Multiple products can be submitted for coupons at the same time. You can also limit the number of coupons redeemed per customer or only make the coupons available when a customer signs up for "Subscribe and Save."

One unique feature of coupons is the Coupon Landing Page (CLP). CLPs are created when a coupon promotion is submitted within Vendor Central. These landing pages are great for off-site marketing campaigns. You can utilize a CLP within an email marketing campaign or

social media marketing campaign. The CLPs are within social media sites like Facebook's advertising Terms of Service and can be used to drive more traffic to your page. We typically employ ad campaigns leading directly to the CLP from sites such as Facebook. The additional traffic and sales can improve your products' ranking within Amazon and provide long-term sales benefits as well.

Now that you have a better understanding of the Amazon Vendor Central Promotions you can employ these same strategies to boost your products sales. These strategies can lead to long-term purchase orders from Amazon and sustained success on the Amazon platform. Finding the right strategy for your product is important. Be sure to consider all the costs to you and compare it to the future benefits to see if these are right for you.



The Amazon Vine Program

Amazon Vine is another great program developed by Amazon to benefit their vendors. The program is open to vendor and vendor express users only, and allows vendors to access Amazon's top reviewers. Vine allows vendors to set-up deep product discounts for top reviewers in exchange for their fair and honest reviews. This allows vendors to launch their products with a significant number of product reviews – giving their product a level of social-proof that can help them convert Amazon shoppers into customers.

How does Amazon Vine work?

The Vine program works in two parts; the reviewer side and the vendor side. Membership for reviewers is on an invitation-only basis. Vine members, or Vine Voices as Amazon calls them, are invited based on the helpfulness of their reviews as judge by other Amazon members (the “Was this review helpful to you?” buttons at the bottom of a review) and their interest in the products being offered for review in the vine program. Amazon wants the Vine Voices to have a great reputation and expert knowledge of products in their specific product category. “Vine Voice” shows up as badge next to their name and is how you can distinguish your Vine reviews from organic customer reviews. Voices are required to submit reviews for the products within 30 days of receiving or risk having their account suspended.

Vendors can use the program by enrolling a product or ASIN into the program. Amazon will give you a price to list the product within the Vine program. The price can range anywhere from \$2500-\$7500 based on the product category. Amazon limits the amount of inventory that you can enroll in the program based on the category. In our experience, the limit is around 30 units per product. Once an ASIN is enrolled, Amazon will have you send the product to a distribution center to be distributed to Vine Voices. You can select when you want the product to be available to Vine Voices and Amazon will not place the product in queue until that date.

The Amazon Vine program is useful for vendors to garner reviews for their products. As we've mentioned before, reviews are the social-proof that can help you get more conversions. One of the unique features of the Vine program is a vendor's ability to enroll pre-launch products. This can allow a vendor to gain a slight advantage on competition by starting with product reviews from day one. We also believe that having reviews from top ranked reviewers on your listing is weighted heavier in the Amazon algorithm. At the very least, Vine Voices tend to write long reviews which can help you show up in search results with all the added keywords. The cost of the vendor program is certainly a drawback and may not make it worthwhile for each Amazon Vendor.



How to Create Amazon A+ Content on Vendor Central

Amazon is helping first-party vendors boost sales with an important vendor update called A+ Content. The feature allows Vendor Central users to add additional flare and pop-to their product listings with additional images, text and other unique features. Learning how to create Amazon A+ content can help you get a leg up on your competitors.

We are going to explore what A+ Content is and how to create the content within Vendor Central. We will then provide some of the most important tips for creating great A+ content and some of our favorite examples that we have seen on Amazon. Finally, we will share some success stories on how A+ content has helped our clients increase Amazon sales.

What is Amazon A+ Content?

A+ Content is available through the Enhanced Brand Content (EBC) tool. A+ content is only available to first party (1P) vendors on Amazon. This tool allows vendors to add custom detail page sections with elements like line breaks, formatted text, special images, videos, charts and more – all of which are unavailable on regular detail pages. This

offering allows vendors to showcase their brands and better convey the value of their products to help customers overcome purchase hesitations, make informed buying decisions, and drive brand affinity. Amazon says that A+ Content boosts sales, showing a 3% to 10% improvement, and boosts conversion rates as well with its visual product comparison charts.

How to Create Amazon A+ Content Detail Pages

1. Log into Vendor Central and select “A+ Detail Pages” from the “Merchandising” menu, then submit an A+ Detail Page promotion request.
2. Choose between the Self Service and Amazon Builds for You modules.

Self Service Module

With self-service, you can enter the ASIN of the product you want to add A+ content to. Per Amazon, vendors should focus premium priced products that are already being promoted and that have special benefits and features, or products that have a strong brand story.

First, enter a name to identify your A+ Content project, ideally the product title and ASIN. Continue to the next page and use the drag-and-drop tool to begin designing a layout using up to 5 of the 12 available modules (10 Standard and 2 Advanced module designs). Add your desired images and text to each section and preview your A+ content. If you think your customers will like what you see, review the pricing information and click submit at the bottom. Check back in a few days to see if Amazon has approved your A+ Content or requires some modifications.

Will Amazon Create A+ Content for Me?

Previously Amazon was creating A+ content for Vendor Central users who did not have the capabilities to create the content themselves. Vendors would submit images and other content and Amazon would utilize that content to build out an A+ Detail Page. This feature is no longer available as of 2019 and every Vendor must create their own A+ pages.

Many vendors may not have the experience or capabilities to create the correct types of content that will help increase conversion rates on Amazon. We frequently partner with vendors who need this type of help. If you are a vendor and believe your product listings can be improved with A+ content, feel free to contact us and we will give you our feedback and advice on what could be done.

What to remember About Amazon A+ Content

1. A+ content does nothing for your organic page ranking.
2. Amazon A+ Content only shows up on desktop for now.
3. You have to pay more to create A+ Enhanced Marketing Content pages for products that are already listed by another vendor.
4. You must submit content for your A+ pages within a month of confirming the Purchase Order for the eligible product to qualify for the promotion.
5. The promotion is limited to five or less pages per vendor.
6. Changes are only permitted within 2 business days after an A+ page goes live.

7. Amazon can take down a page at any time, but usually when a vendor closes their account, fails to fulfill Purchase Orders, or violates Amazon policies.
8. All images and text on A+ pages must be unique and focus on the product; however, you may use lifestyle images if they are useful for showing the product in use.
9. Mentioning competitors or their products on A+ pages is prohibited.

When is Amazon A+ Content Worth It?

1P Sellers were sometimes hesitant in the past to pay for A+ Content on their listings. However, Amazon has now made the program free in 2019. This means that all Amazon Vendors should consider adding A+ Content to their listings. The challenge is to create good content that will help conversion rates. Poorly design content can have a negative effect on listings just as much as great content can boost them. We believe there are certain things you should consider when determining whether you want to add Amazon A+ Content to your product listings. We have laid them all out here for you to check out:

Sales Revenue

It is generally a good idea to start adding A+ Content to your top selling listings. Creating the content does take time. And focusing on lower traffic or revenue listings to start may not provide the immediate return you are looking for.

Great A+ Content can help you increase conversion rates bringing in even more sales to top selling listings. The 3%-10% increase that Amazon claims A+ Content adds can mean thousands of dollars in

additional sales. We believe you should always look to start adding high quality content to these listings first so you can see the benefit yourself. Seeing the sales increase will show you the return on investment and that it is worth adding it to other listings in your product catalog as well.

What is the Competition Doing?

Another great determining factor should be what the competitive landscape looks like for your listings. You should constantly be comparing yourself to your competition to see where you could improve. Search for competitive ASINs on Amazon to see if they have A+ Content on their listings. Both Vendor and Seller Central users have the ability to add this content although the names are slightly different on each platform.

Even if your competitors do not have the content it could be a good opportunity to help your listing stand out. You should consider where your product ranks for certain keywords. Research that indicates ranking higher will dramatically increase your sales is a good sign that it is worth adding. The additional content will help your product stand out more – which can lead to more conversions and better visibility on Amazon.

Product Complexity

Products can often have a level of complexity that makes it difficult to explain in bullet point or a normal product description. A+ Detail Pages are a great opportunity to discuss the primary features, benefits or ways to use a product that cannot be conveyed through text alone. Explaining the product better and how it can be used can be a great way to convert more customers.

Upselling Your Catalog

You can also use A+ Content to provide a better shopping experience for the customer by comparing multiple products in your catalog. This can help a customer see what features each product has and ensures that they are purchasing the correct one. It can also help you upsell higher priced products by showing the additional benefits. Amazon will sometimes do product comparisons of their own products on your listing pages. This seems to be an unfair practice, but fighting back with your own comparisons can help convince a customer they are making the correct decision. You cannot directly mention a competitor product in comparison charts, but explaining your product benefits and features better across your catalog can help convert a shopper into a customer.

Amazon A+ Tips & Best Practices

Optimize your product detail pages to gain ground over your competitors with the following tips:

- Image Size and Resolution - Amazon will only accept A+ Content applications that have images of the proper size and resolution as dictated by the module selected.
- Prohibited Elements - Certain elements are prohibited, such as the registered brand and registered trademark symbols and hyperlinks to other websites. You are allowed to add links to other ASINs in certain modules, however.
- Proofread - Any grammatical errors or typos can run live on an approved A+ page for up to a week, so it's worth the effort to make sure there are no errors before you click submit.

- Use Banners - Banners break up product detail page content to make it more readable for customers. It shows them where new sections begin and are useful for grabbing attention and providing more information about your product and brand.
- Leverage Charts - Use charts to display different ASINs so your customer can compare products and see offerings that they may not have been previously aware of without leaving your page.
- Visual Focus - Customers prefer images because they don't have time to read long descriptions. Images are also more attractive, so use more images than text in your A+ Content. Keep the text simple to communicate your message. In addition, use a good balance of lifestyle and product images to highlight features.
- Maintain Branding - Your design should carry elements of your branding to create a uniform experience. A+ Content is an extension of your brand and your website, so make sure customers get that feel, even though they are not consciously aware of it.

What is Good Amazon A+ Content?

Defining what is well designed A+ detail pages is tough. There are many different opinions on what works and why. We believe that A+ Content should be conveying the benefits and features of your products first and foremost. It can also be an opportunity to introduce your brand as well, but consumers on Amazon care less about brand names and more about value and price. We are going to take a look at a few of

our favorite A+ Detail Pages that we have done on Amazon and why we believe that the content is great. We will breakdown exactly what benefits each one has and the reasons for adding certain design features. Here are a few examples:

Example #1: Zest Tea Sparkling Teas



Variety Pack Sparkling Teas

The Rush Without The Grind

Power walk to the gym, run that marathon and add another set of 30 reps to your squat routine. Zest Tea will fill you with new-found energy and focus. One serving of Zest contains as much caffeine as a strong cup of coffee (about 3x as much as regular tea), but without the downsides that tend to come along with most caffeinated drinks.

Voted Top New Product at the 2015 World Tea Expo, Zest Tea's bold combination of tasty flavors and energizing boost proved to be the perfect substitute for coffee. Try its rare set of amino acids and the premium natural ingredients that are used to create a truly revolutionary tea experience.

MORE CAFFEINE THAN COFFEE

Zest Tea is the most caffeinated tea on the market! And yet, its unique combination of caffeine and L-Theanine, a rare amino acid, create a successful long-lasting alertness on which you can rely.

TRY THE 3 FLAVORS VARIETYPACK

No passport needed for the juicy Pomegranate Mint twist on the Cuban classic. The classic Spiced Chai infusion without barista misspelling your name. And the tantalizing Passionfruit Berry fusion of bergamot and passionfruit that will have your tastebuds dancing.

FUEL YOUR AMBITION. NO JITTERS. NO CRASH.

COFFEE ZEST TEA

No Jitters. No Crash.

The caffeine and L-Theanine in Zest Tea have a synergistic relationship that creates a prolonged, steady alertness without the jitters and crash typically associated with caffeinated beverages. Studies have shown that L-Theanine increases relaxation without causing drowsiness, reduces stress and anxiety, lowers resting heart rate, and improves immunity.

An Award-Winning Cup of Tea

Featured in The Washington Post, Huffington Post, Forbes, Digital Trends, Entrepreneur, The Inquirer, and Geek magazine, this award-winning tea casts a shadow on the long American tradition of coffee-drinking.

THE MOST CAFFEINATED TEA ON THE MARKET.

ENERGY
300MG CAFFEINE
3X REGULAR TEA

Energy

Each cup of Zest Tea has 3x the amount of caffeine found in regular teas.

FOCUS
300MG L-THEANINE
NO JITTERS, NO CRASH

Focus

No more slumps! You can rely on Zest Tea to keep your focus.

HEALTH
LOW SUGAR
NATURAL INGREDIENTS

Health

Our Sparkling Teas are made with natural ingredients, and have a low amount of sugar, and calories, perfect for low carb diets.

Content Layout:

This A+ Detail page utilizes text and images to express the product features and benefits to shoppers on Amazon.

Design & Implementation:

The A+ content uses text and image modules to convey the information to the customer. Colorful image module draws the attention of the customer to main product features.

What We Like About This A+ Detail Page:

This A+ detail pages uses both banner images and large text sections to speak about the product. The text sections help to convey the main benefits of the product and educate the customer on the sparkling tea market. The use of colored backgrounds draws the consumers attention to each image section, and the images clearly detail the benefits of the product.

Example #2: Burt's Bees Canine Grooming Products

ADVANCED AMAZON SELLING GUIDE FOR 2020



PRODUCT	Relieving Shampoo	Hydrating Coat Protection Foam	Hydrating Waterless Shampoo	Relieving Itch & Hot Spot Spray	Nourishing Shampoo
FEATURED INGREDIENTS	Chamomile & Rosemary	Coconut Oil	Coconut Oil	Chamomile & Rosemary	Avocado & Olive Oil
CARE PLUS +	Soothes & Rejuvenates	Moisturizes & Protects	Moisturizes & Cleanses	Nourishes & Revitalizes	Nourishes & Revitalizes
SIZE	16 oz	8 oz	12 oz	12 oz	16 oz



PRODUCT	Nourishing Conditioner	Paw & Nose Relieving Lotion	Hydrating Shampoo for Puppies	Nourishing Leave-In Conditioner Spray
FEATURED INGREDIENTS	Avocado & Olive Oil	Chamomile & Rosemary	Coconut Oil	Avocado & Olive Oil
CARE PLUS +	Nourishes & Revitalizes	Calms & Soothes	Moisturizes & Cleanses	Nourishes & Revitalizes
SIZE	12 oz	6 oz	16 oz	12 oz



PRODUCT	Hydrating Shampoo for Dogs	Hydrating Conditioner	Relieving Ear Rinse	Relieving Conditioner
FEATURED INGREDIENTS	Coconut Oil	Coconut Oil	Chamomile & Rosemary	Chamomile & Rosemary
CARE PLUS +	Moisturizes & Cleanses	Moisturizes & Hydrates	Gently Soothes	Soothes & Conditions
SIZE	16 oz	12 oz	4 oz	12 oz



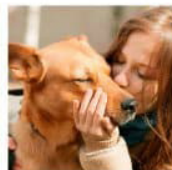
Safe, Natural, Effective

Honest, Vet-Recommended Formula is pH Balanced for Dogs



Made With Nature's Finest Ingredients

No Colorants, No Sulfates, No Added Fragrances



Cruelty Free

Because We Love All Animals

Content Layout:

Content uses product comparison charts to show the exact ingredients, benefits and quantity of each product in their product line.

Design & Implementation:

Burt's Bees A+ content is utilized across multiple products within the product category. It reduces the amount of A+ detail pages that need to be made and creates a standardized look across their product line.

What We Like About This A+ Detail Page:

This page displays a full catalog of potential products that customers could be interested in. All the products are related and makes it easy for a customer to ensure they are getting the right product. It also has the potential to upsell the customer. Someone searching for a shampoo may also be intrigued by a conditioner offered in the same product line.

Example #3: Kanapa Nourishing Facial Oil

KANAPA

A Nourishing Formula for Facial Scarring and Acne

Have you tried treatment after treatment for those persistent acne scars on your face without actually getting rid of them? It sure is annoying to keep putting your trust in products that promise but never deliver. What you need is a step further, more than just a promising treatment, a clinically tested solution that can simultaneously tackle the damaged skin, the dryness, and the scarring.

Our **Nourishing Facial Oil** not only contains the effective Kanapa™ blend, but also a robust concentration of rosehip, avocado, and pomegranate seed oil, as well as the superpower antioxidant Ataxanthin. A carefully selected combination of natural ingredients geared towards treating the scarring and acne traces on your face.

Cleanse the Acne from Your Face

Reduce the appearance of the scarring and discoloration of your skin while hydrating and protecting it against future damage.



Heal with Rosehip's Curative Properties

Treat your acne-prone skin and remaining scars with a fast absorbing and moisturizing daily application made with rosehip oil.



The Kanapa™ Blend's Treatment of Wrinkles

Xtend-Life's original formula included in this Nourishing Facial Oil was carefully designed and clinically tested to not only even out your skin tone and texture, but also to reduce the appearance of wrinkles as well.

Proven Benefits of Our Nourishing Facial Oil

- Reduce the presence of scarring and acne
- Minimizes the visible signs of aging, such as wrinkles and fine lines
- Help in the reduction of age spots, pigmentation, and discoloration
- Restore & Rejuvenate dry, irritated, or dull skin
- Leaves no oily film when absorbed into skin



Healthy Cell Nourishment

Give your skin a health boost by feeding your cells with the right amount of bioavailable nutrients conveniently contained in our Nourishing Facial Oil – an essential treatment for your wellbeing.



Scientifically Tested Product

After extensive research and testing on our Nourishing Facial Oil, we've assured no presence of Hydroquinone, or any harmful chemicals that could interfere in the natural processes of your body.



The Best of Nature's Healing Properties

Our mission is to support your body to reach its optimal health. Our secret: the Kanapa™ blend's carefully designed antioxidant and botanical oil mixing formula for healing and hydrating your skin.

Content Layout:

The A+ Content uses images and text modules to display the benefits and reasons to choose the product. It focuses on asking a question, discussing the challenges and then providing the solution.

Design & Implementation:

The page design focuses on using a clean layout to give the feeling of the benefits of the product – cleanliness. The color scheme and design of the page clearly matches the product and packaging design and gives a good flow throughout the entire A+ detail page.

What We Like About This A+ Detail Page:

The product detail page clear answers a doubt or question that a consumer looking for skincare products is asking. The images used are clean and feature a variety of ages so that more than one age group can relate to the product. The clean feel gives the feeling that the products does what it says and the benefits are clearly spelled out with eye-catching images throughout the A+ content.

How Creating A+ Detail Pages Has Helped Our Clients

We understand how A+ Detail Pages can benefit Amazon product listings because we have seen the results for our clients. We are going to take a quick look at how we were able to help Plackers design A+ Content that increased sales and helped them earn an Amazon's Choice Badge for the term Dental Night Guard.

Determining the Client's Needs

Designing great A+ Content requires us sitting down with each client to determine what aspects are the most important for them. We ask a

series of questions related to their goals, product catalog and design preferences. This helps us determine the layout and design aspects of the content that are the most important to them. We analyze our client's sales data to determine which Amazon listings will benefit the most from adding A+ Detail Pages.

Our team goes through the same research as mentioned earlier to determine where to start creating content. We look for the highest selling listings, perform a competitor analysis and considering product complexity before setting our goals and targets for when we Create Amazon A+ Content.

Designing The A+ Content

Our project management and design teams take what we gathered during the client consultation and create the A+ Detail pages. We utilize a variety of images provided by the client, that we take our selves and that we get from stock image websites to create the pages. The goals for the page determine what modules are used and how our copywriters prepare the content for the pages. The copywriting team will create sales copy from the most important features and benefits of the products communicated by the client. We then pull it all together into a finished product. After the client has approved our design, we upload it to the listing and ensure it goes live.

The Results We Have Seen

Vendor Central analytics are extremely limited in the data they provide to 1P sellers. It is nearly impossible to measure the exact conversion rate or traffic to each product listing. As we said before, Amazon claims that A+ Detail Pages can increase conversion rates by 3%-10%. That

claim cannot be substantiated without Retail Analytics Premium or a Seller Central account.

What we can measure is the sales performance before and after the content is added. The content itself will not rank within the Amazon search algorithm. Any increases in sales is therefore somewhat attributable to the addition of the Amazon A+ content. The growth can vary between products and categories, but what we have seen is that sales typically increase between 5%-15% after A+ Detail pages are created.

Adding A+ Content your product listings can be an effective way to increase your overall sales on Vendor Central. A failure to see any measurable impact on sales is a good indication that your content is lacking something. If you see this on your pages, you should consider reworking the content or creating new content from scratch to see how that performs.

Summing Up Amazon A+ Detail Pages

Using great Amazon A+ content on your product listings will help you increase your sales on Vendor Central. Building out the modules on your own is intuitive, however sometimes working with an experience provider or agency can make it easier. Amazon no longer provides a service to help you build your content as they did in the past. There are a few things you should look for when you consider adding A+ content to your product listing pages.

Start by focusing on your top selling products, checking what the competitors are doing and trying to understand where your customers may run into problems.

Following our best practices and tips will help you design the best converting content for your product listing pages. Our examples provide a simple template that you can follow and be on your way to start creating incredible Amazon A+ content. Be sure to follow the guidelines and you will be on the way to creating a great listing that helps turns shoppers into customers.



Amazon Retail Analytics: The Go-To Strategy to Improve Your Operations

Retail Analytics is revolutionizing the e-commerce environment, and Amazon has decided to jump into the analytics game by adding two reporting tools to its Vendor Central portal: ARA Basic and ARA Premium. This strategy is helping companies worldwide to keep up with consumer needs while providing insights to improve their marketing practices. The Amazon Retail Analytics dashboard provides its users with reporting tools that allow them to streamline core functions like procurement, revenue, and inventory. (You can even identify sources of fraud or unusual patterns with these tools.) If managed correctly, retail analytics can be the solution to a wide range of organizational concerns. Learn how you can increase your conversion rates with the Basic (ARA) and Premium (ARAP) versions of the Amazon Retail Analytics dashboard, and improve your operations in the short run.

ARA Basic and ARA Premium: A Smart Way to Track Data and Make the Most of It

Amazon offers a Retail Analytics strategy to vendors who want to improve their operations through Amazon Vendor Central. This platform

allows businesses the opportunity to sell their products to Amazon and avoid the trouble of selling them directly to consumers.

Among other benefits, ARA provides you with performance insights on where your sales are coming from, the competition, your customers' behavior, and what shoppers seem to be interested in your products. Therefore, knowing all this business intelligence can be a big help in guiding you on what is working, what needs to be improved, and where to start making the necessary changes.

Within the platform, there are two modules in which vendors can get reports with metrics on different topics: Amazon Retail Analytics Basic (ARA) and Amazon Retail Analytics Premium (ARAP). As a vendor, you can use ARA to track your sales and inventory data. ARA reports are free but limited; therefore, if you'd like to get a more robust and detailed package of analytics reports, you'd probably want to invest in ARAP. These are the differences between the two tools:

ARA Basic

Amazon Retail Analytics Basic (ARA) is the primary reporting tool available to Amazon Vendors. Even though ARA Basic reports are not as robust as the data you have access to as an Amazon third-party seller, there is valuable data that can be extracted from the ARA Basic reports.

These are some of the reports ARA gives you access to – for free – once you set up your account. They can all be filtered based on Brand, Category, Subcategory, Product group, and Replenishment Code to obtain full particulars:

1. Amazon Search Terms - Finds and tests the effectiveness of new keywords, along with the ones you already have in your paid search, and analyzes search trends by season and location.

2. Customer Reviews - Compares customer reviews per item, with average ratings, and lifetime data to report-specific periods.
3. Fast Track In-stock Report - Gives vendors information about a product ASINs (Amazon Standard Identification Numbers) and whether it is eligible for Amazon Fast Track or Prime, based on your performance.
4. Lead-Time Details - Tracks the time it takes to fulfill a purchase order (from days to confirm a purchase to the number of shipping days); the vendor with the shortest lead time will receive the order.
5. Operational Metrics - Reflects your performance metrics on a monthly basis. This metric allows the Fulfillment Center (FC) at Amazon to monitor your overall Vendor Lead Time (VLT) goal. The metrics FC uses to assess this output are PO Submit-to-Confirm, Prep Time, Transit Time, and Delivery-to-Receipt Time.
6. Vendor Catalog Listing - Provides useful insight into inventory metrics and allows you to update listings that are missing images.
7. Demand Forecast - Estimates the purchase orders you will receive for the next 26 weeks, along with your replenishment needs.

Sales Reports

Although there are several different reports relating to sales, tracking specific sales information becomes easier with these reports:

- Category Sales and Share

- Top Items
- Sales History by Week

These are also part of ARA Basic, and they'll give you access to the following in-depth data analysis:

1. Sales and Inventory Dashboard - Provides an overview of your Shipped Cost of Goods Sold (COGS) and on-hand inventory at Amazon. It separates the information into four different time periods: Year-to-date, quarter-to-date, month-to-date, and week-to-date.
2. Sales and Inventory Monthly Summary Report - Reflects month-to-month data going back 25 periods. It allows you to view your Shipped Cost of Goods Sold (COGS), on-hand inventory values and quantities, and your open purchase order quantities.
3. Sales and Inventory Product Details - Allows you to view sales and inventory data on a product-by-product basis. This can provide valuable insight into how to grow your overall sales.

You must be aware that, with this version, your ability to use historical data is limited to the prior month. Therefore, it is important to download and save the data you may want to access in the future.

ARA Premium

Unlike ARA Basic, this Vendor Central add-on is available to users for an additional fee. The annual payment for this package runs from a minimum of about 30,000 US dollars.

You can upgrade your ARA Basic account to ARA Premium via Amazon Support. Navigate to Support in your Vendor Central account.

After entering your Business group, select the topic Reports > Amazon Retail Analytics and the Specific issue. Finally, Upgrade to ARA Premium.

Once you get your Premium account, you will have access to all of ARA Basic reporting, plus a variety of actionable data and robust features that will allow for more complete and detailed reports. These are some of the reports you'll have access to:

- 1) Snapshot - It allows vendors to see their performance on Amazon based on metrics like Ordered Revenue, Ordered Units, Replenishable Out of Stock (OOS), Net Pure Profit Margin (PPM), Lost Buy Box (LBB), and Buy Box (top ASINs winning the Buy Box).
- 2) Sales Diagnostic - This comprehensive report includes most metrics. It determines relevant factors such as traffic, glance views, price, or out of stock. It also reflects a summary of the timeframe and ASIN level detailed data (including the 6-key metrics from the snapshot) that can be organized by ordered revenue, units, Shipped COGS, Weekly, or Monthly.
- 3) Sales Performance Trends - Presents an overview of weekly and monthly metrics and compares them against the prior period.
- 4) Net PPM - Net PPM stands for Net Pure Margin (Product Revenue – Product COGS – Vendor Funded Coop / Product Revenue). This report analyzes and identifies what products are profitable by viewing percentages of the prior period and the previous year.
- 5) Traffic Diagnostic - Estimates the overall performance to calculate an in-stock position for viewed products by analyzing

changes in Glance Views, Conversion, Unique Visitors, and Fast Track Glance views (by prior period or previous year).

- 6) Real-Time Sales -Targets a specific time frame for a Lightning Deal.
- 7) Forecast and Inventory Planning - This report is the new version of the ARA Basic Demand Forecast. It includes data such as OOS, Fill Rate, and VLT. Basically, without this report, the vendor wouldn't be aware of his replenishment needs, which could lead to his purchase orders not being generated.
- 8) Inventory Health - Tracks the health of the inventory on 30- and 90-day timeframes through weekly updates. It also calculates potential oversupply in an FC (Fulfillment Center).
- 9) Amazon Search Terms - It allows you to have a clearer view of which products are getting the most clicks and to create strategic campaigns based on this information. This data can be analyzed by search term or by ASIN.
- 10) Repeat Purchase Behavior

Shows your high-recurring purchase rate. This report is a great tool to assess your campaigns by determining which products tend to be repeated purchases and thus attract new shoppers.
- 11) Market Basket Analysis - Provides insight on the products your costumers are purchasing and allows you to control the pricing to enhance your profitability. It also notifies you of cross-selling and marketing opportunities.
- 12) Item Comparison and Alternative Purchase Behavior - It can be used in conjunction with Market Basket Analysis to identify

which products were actually purchased instead of yours, and how customers got to your detail page.

- 13) Demographics - Displays key factors such as sales data by age, household income, education, and gender.
- 14) Customer Reviews - This report gives you the average of reviews. It targets ASINs with less than 4-star reviews and analyzes them as potential fixes, allowing you to have better control of ASINs performance.
- 15) Additional Reports - Additional reports – such as Product Catalog, Data Availability, and Scheduled Email – will allow you to classify and find products on your page, consolidate your information, and have access to historical data. Further, you can have your report results emailed to you automatically right after completion.

In addition to this robust reporting package, you can view the reports or download them as .csv files to browse later.

Net Received is a measure of the units the vendor sent to Amazon. This can also be known as **Sell-In** in traditional retail. Vendors can look at reports from two different views:

- Sourcing - Shows the sales and inventory for each specific vendor. It does not aggregate the data for each product across the total units sold.
- Manufacturing - Aggregates the sales data, and therefore shows vendors what each product in their catalog sold in total. This view is only available to manufacturers.

These features help manufacturers see the profit that possible distributors make.

Program Drawbacks

- Terminology - ARA Premium and Basic use different terminology, and Seller Central users may find this issue challenging. For example, Vendor Central measures sales by Shipped COGS, which is the profit that the vendor is making from the products Amazon sold to customers; whereas in Seller Central, they are called Shipped Units.
- Privacy - Amazon makes use of third-party data providers, including vendors like yourself, to get all of the data together. This can be an issue for some, especially with regard to data privacy.
- Data Availability - At the moment, Amazon Retail Analytics is not capable of providing data – on some specific instances – but rather presents trends over time. Some key information is not available on ARA reports, such as traffic sources and visitor paths. Even for vendors who use split testing, there is no way to see which campaign brought in the shoppers.
- Search Terms - ARA Premium shows the top 100 search terms for each Amazon department but does not show vendors how many sessions or page views they have. The terms ranking are simply presented by popularity.
- Historical Data - There are questions about the historical data available to vendors. We have noticed that pulling prior month reports can reflect drastically different numbers than the reports that were previously pulled.

Choose Wisely

Like any other platform, Amazon Retail Analytics has its pros and cons, and getting acquainted with its features might not be easy at the beginning.

Although many users find both versions complex, it is important to keep in mind that Amazon is constantly upgrading its features and content and that you can always find alternatives to take advantage of Amazon's tools to improve your operations and increase your sales.

Also, we recommend vendors using a hybrid approach to selling on Amazon; combining the analytics of Seller Central with that of Amazon Retail Analytics can give much deeper insight into how your brand is performing on the platform.



What Is Amazon Posts (Beta) and How Will It Work?

Amazon just launched a tool that promises to revolution advertising: Amazon Posts (Beta).

In recent years, online shopping has become increasingly popular. Millennials and GenXers are more influenced by advertising than the older generations and, of course, social media plays a key role here. The rapid evolution of eCommerce is due, in part, to the fact that this new wave of shoppers prefers making purchases online versus going into a brick-and-mortar store, and that seems like a great deal for the eCommerce industry.

But like everything else in business, there's a downside to disproportionate growth.

For new entrants, selling on Amazon can turn into a “fight for survival”, and staying relevant to retain customers has become a latent concern among established brands. With so many businesses offering similar products, keeping up with competitors represents a challenge for several small and medium-sized companies that strive to gain ground in the Amazon arena.

The reality is that Amazon sellers around the world are using on-site and off-site advertising strategies to attract shoppers to their Stores, and the platform has done its utmost to streamline these practices and cater to the ever-changing needs of its sellers and shoppers. How? By creating new advertising and fulfillment alternatives, like Amazon Multi-Channel Fulfillment (MCF), to make their brand-positioning experience as varied, convenient, and straightforward as possible.

Added to these efforts, Amazon launched this tool aiming to engage shoppers by displaying products in a more appealing and relatable way.

Learn about how Amazon Posts (Beta) can help you stand out from the crowd, stay relevant among shoppers, and increase your conversion rates with a simple Post.

What Is the Amazon Posts (Beta) Tool?

Since social media plays such a key and important role in the lives and purchase decisions of these new generations; Amazon just released a new tool that focuses on brand-shopping and replicates the look and feel of a social media feed.

This free-of-charge tool is currently available to Amazon vendors in the US, and most recently to brand owners on Seller Central, and it allows them to publish brand-curated content that can be linked directly to their product detail pages where customers can buy their products.

These are some of the benefits that come from using this feature:

- You will be able to share the product-focused content that you are currently posting on your social media, with shoppers on Amazon.

- Amazon Posts give you access to comprehensive reports displaying engagement metrics such as Views, Clicks, and Click-through rates, so you can measure the performance of your Posts.
- You can upload different types of content to see what engages your customers, and you can do it with the same frequency you do it on social media; there's no limit to the posts you can create.
- If you want to have other users posting content on your behalf, you can grant permissions to new users through <https://posts.amazon.com/>.

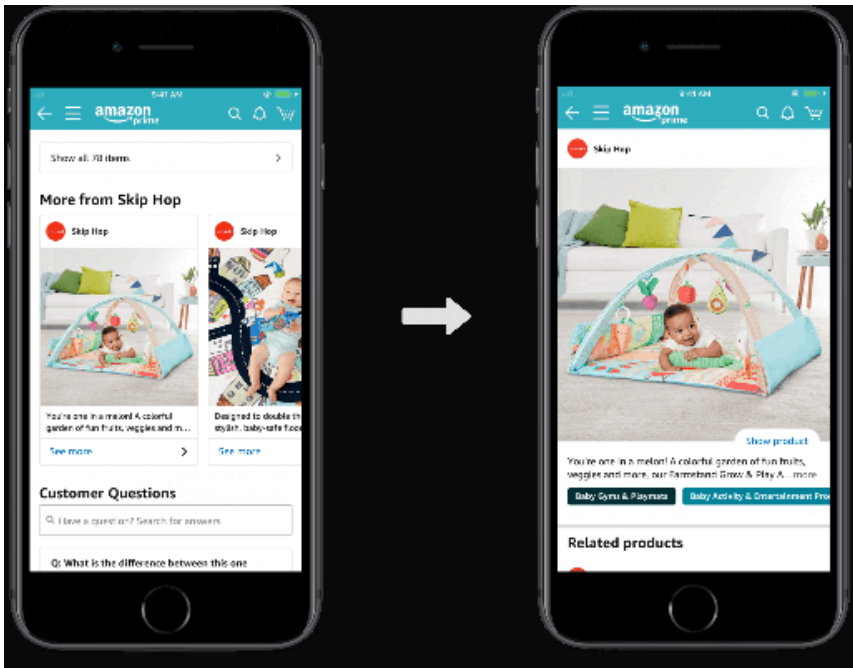
All in all, this feature will help shoppers discover your products in a more relatable and user-friendly way – just as if they were browsing through Instagram's feed.

Carousel Ads

Carousel Ads is an appealing and interactive marketing strategy used by important platforms such as Instagram and Facebook to promote different products and campaigns, and it's now available on Amazon Posts (Beta). Facebook, on its Facebook Business page, states that Carousel Ads generates a 72% higher click-through rate versus single image mobile app ads. Therefore, we believe that these ads could even tenfold the traffic to a Product Detail Page than standard Sponsored Products Ads.

Carousel ads can drive awareness and engagement to your brand by allowing you to:

- List multiple products at once and feature different offers for each one
- Describe each product's different characteristics
- Draw attention to customer feedback either on a seller's performance or a product's functionality



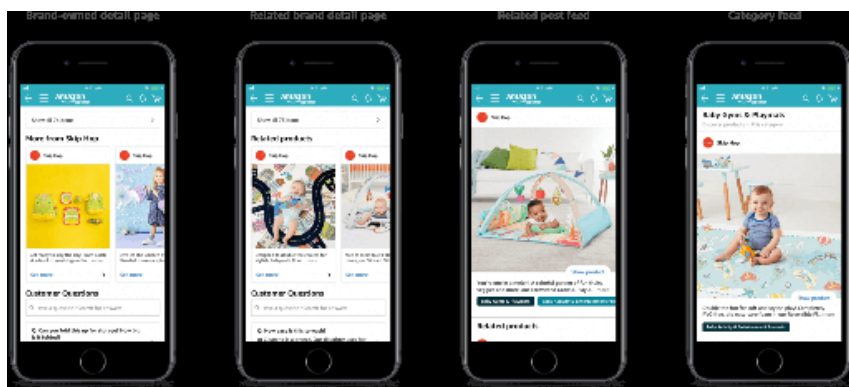
Source: <https://advertising.amazon.com/lp/beta-posts>

These types of cost-effective ads aim to reach a specific audience. They are interactive because they allow shoppers to click through your carousel to learn more about your products and services, and they can potentially promote engagement since they're more appealing than a static post. Customers will be able to browse through these ads and pivot to browse feeds of posts for products in related categories.

Publishing Amazon Posts (Beta)

When you publish an Amazon Post, your content could be displayed to one or more of the following categories:

- Brand-Owned Detail Page
- Related Brand Detail Page
- Related Post Feed
- Category Feed



Source: <https://advertising.amazon.com/lp/beta-posts>

The category tags you use will determine the feed in which Amazon will decide to publish your content. Any of these categories will allow shoppers to find your content easily, and the way these posts are designed simplifies the purchasing process.

This is the anatomy of an Amazon Post:



Source: <https://advertising.amazon.com/lp/beta-posts>

- A. The profile banner shows the name and logo of your brand.
- B. The image you choose will demonstrate your product features and help customers become engaged with them.
- C. The “Show product” icon allows you to hide or reveal a product card containing details like:
 - Price

- Star rating, and
 - Prime eligibility
- D. The Caption text will enable you to highlight your product features and to insert a call to action. Keep in mind that even though you are allowed to write up to 2,200 characters, only the first two lines of the caption will be displayed by default; so, make sure you highlight the most important characteristics of your product in two lines of text.
- E. Amazon will auto-tag your posts with relevant product categories. When shoppers tap on a specific category, this will take them into a vertical feed of related posts.

Amazon Posts (Beta) Content Specifications

As you can see, publishing content on Amazon Posts (Beta) is very straightforward. However, there are certain specifications that you need to take into consideration when uploading your images:

- Your Profile Name and logo must be the same ones you used when you registered your brand. This field is case sensitive.
- Profile logos can't be product or lifestyle images and must be a 1×1 square image no smaller than 640×640 pixels.



Bear in mind that your logo will be cropped in a circular format. You can download Amazon's Safe Area Guide to make sure your logo complies with these requirements.

Source: <https://advertising.amazon.com/lp/beta-posts>

How to Get Started

As mentioned previously, you must be a brand-registered vendor or seller on Amazon (US) with an active Store to be eligible to participate in Posts Beta.

Follow these easy steps to start using this amazing tool:


1. Go to posts.amazon.com.
2. Sign-in using your advertising console credentials.
3. Create your profile.
4. Verify your brand's name.
5. Upload your brand's logo.
6. Start creating posts.

Using Amazon Posts (Beta) is a smart move if you want to build credibility for your brand, increase your conversion rates, and engage your customers with appealing and interactive ads while simplifying their shopping experience.

Although this is a very intuitive and user-friendly tool, keep in mind that your brand's success will still be determined by the good-quality content and eye-catching images you upload.



Amazon is Transitioning from a Vendor Central to a Seller Central Focus

 In March 19, 2018, Amazon announced that they would be closing the Vendor Express program and that they would no longer place new purchase orders with Vendor Express users. Vendor Express was a platform that allowed manufacturers, wholesalers and sellers to sell directly to Amazon, and possible allow them to get into the Vendor Central program – an invitation only platform. Over the past few months Amazon has signaled that they do not have as much interest in the Vendor Central platform. We believe that Amazon is transitioning from a Vendor Central to Seller Central focus.

Why is Amazon not Interested in Vendor Central?

The main reason for transitioning from a Vendor Central to Seller Central focus is the cost of the program. In the Amazon vendor program, Amazon purchases products wholesale directly from manufacturers or wholesalers. Amazon then sold these products directly to customers. The products can be easily identified on Amazon as they say “Ships from and sold by Amazon.com”. Amazon would typically look to undercut the pricing of all third-party sellers on the products they were listing.

They would almost always win the buy box which would lead to them requesting better pricing from the vendors selling to them. The tech giant initially opened this program to increase the number of products that were available within the Amazon Prime membership. By buying the products directly, they could ensure that the warehouses have stock and inventory is ready for prospective customers. The cost of maintaining the vendor program is high. Amazon needs to pay the workers that manage the categories on

Amazon, the customer support teams, the purchasing teams and the actually cost to hold all that inventory. Vendor managers also have an extremely high turnover rate which leads to a reduced experience for vendors on the platform. The majority of vendor managers are part of Amazon MBA rotational program. Many vendors would get accustomed to working with a vendor manager only for them to leave in a few months.

Our Views on the Situation

We don't think Amazon will get rid of vendor arrangements entirely though. We believe that they will continue the vendor relationships for only the largest and highest volume brands. Maintaining agreements with companies such as Johnson & Johnson or Unilever that produce so many day-to-day items used by customers is vital to the Prime program. These companies are mostly built for selling in a wholesale model versus a direct-to-customer model. Removing them from Vendor Central could lead to issues with products becoming unavailable.

Why We Believe Amazon is Transitioning from a Vendor Central to Seller Central Focus

There are a few reasons that we believe Amazon is making this shift. One of the main reasons is the increasing number of FBA fulfillment centers opening. Amazon now has centers in greater than 50% of the states. The increasing Amazon footprint allows them to store and deliver more products within the Amazon Prime program. More and more Amazon sellers are using the FBA program to get their products to customers. The program allows them to make quick deliveries to customers, outsource the customer service, and provides increased visibility on Amazon.

FBA allows Amazon to increase their margins significantly while also reducing their costs. Amazon collects at least 15% of the sale price of each product sold with a referral fee. Amazon also collects FBA fees for products shipping out within the program. This typically can come out to be about another 15% of the sale price for most products. So Amazon is collecting almost 30% of the products sold without having to pay for any of that inventory. It also allows them to reduce the cost of their workforce by shifting from typically higher paying jobs in account management and purchasing to lower paying warehouse jobs.

Signs for the Shift

The closure of the Vendor Express program is also a clear sign of the shift. In the announcement to close the program Amazon stated that “After careful evaluation, we’ve decided to retire Vendor Express and refocus the business on other selling programs.” As we said at the beginning of this post, Vendor Express was a great way for companies to get an invitation to the Vendor program. By taking that route out, the vendor program is exclusively by invitation which allows Amazon to pick and choose who they want.

One last clear signal about this transition is the 2018 Vendor Agreements that Amazon sent out to vendors. The terms that Amazon requested on a large number of vendors was almost double the terms for 2017. The increased cost for vendors to be on Vendor Central makes the platform unsustainable for many businesses. We've reviewed several Vendor Agreements from our clients and the costs are impossible to work with for the long term.

What Vendors Do Now

Vendors need to be looking toward the Seller Central platform now to remain on Amazon. An area of focus over the past year is establishing presence for all our Vendor Central clients on the Seller Central platform. While many vendors may lack the capability to fulfill inventory themselves, FBA allows them to almost seamlessly create the same relationship they had with Amazon. Instead of selling products directly to Amazon they now are selling direct to customer and allowing Amazon to handle all of the inventory fulfillment.

Another option that we have heard discussed is the wholesaling of products to experienced sellers on the Amazon platform. We've heard of sellers reaching out to vendors since these new agreements have come out asking to establish wholesale relationships. This also allows the vendor to maintain a wholesale relationship. In the process they get their money up-front for the inventory compared to after a sale as it does on the direct-to-customer side.

We believe that the signs are clear that Amazon is transitioning from a Vendor Central to Seller Central focus. It is important for existing vendors to create a presence on the Seller Central platform for sustained success on Amazon. Getting proactive with creating the Seller Central account gives the vendor another sales channel in case Vendor Central

becomes unsustainable for them. Even if you continue on the Vendor Central platform, we still believe it is important to establish the Seller Central presence as a backup plan.

How to Use a Hybrid Vendor Central and Seller Central Strategy

The Amazon platform allows retailers two options to sell on the Amazon platform: selling directly to Amazon through Vendor Central – commonly known as 1P, or; selling directly to Amazon shoppers through Amazon Seller Central. We frequently receive inquiries from businesses asking which Amazon platform is the right one for them.

But lately current Amazon Vendors are asking us more than ever about getting started selling 3P on Amazon Seller Central after Amazon cut off purchase orders to thousands of vendors. Our belief is that starting with a hybrid Vendor Central and Seller Central strategy is a good way for current vendors to hedge their dependency on Amazon or slowly start to transition to Amazon Seller Central.

Many Amazon Vendors were scrambling in the immediate aftermath of the purchase order shut-off. All sorts of conspiracy theories started floating around like Amazon One Vendor during the panic and many business owners are frightened by how instantly Amazon can impact their business. Since then, purchase orders have slowly started coming back and Amazon has made it clear that they will only be making purchase orders from brand registered vendors.

That has eased the minds of many Amazon Vendors – for now. It is important to recognize the volatility of Amazon's decisions and then any decision can wipe-out part of your eCommerce sales channel. We recognized that Amazon was moving away from Vendor Central a long

time ago and that's why we believe utilizing an Amazon hybrid model is the best way for Amazon vendors to safely move forward.

Advantages of Vendor Central

Vendor Central still has a lot of advantages for businesses and is why we don't recommend abandoning the platform entirely. Selling 1P on Amazon gives shoppers increased confidence, provides additional advertising opportunities and simplifies the management of the platform. And these features will become incredibly helpful in the Amazon hybrid model.

Your products will automatically be slapped with the "Shipped and Sold by Amazon" label when you are a vendor to Amazon. This provides much more confidence to consumers that your product is legitimate and not a counterfeit good. The number of counterfeit products on Amazon is becoming more and more visible to the general public so consumers want to trust that they are buying a real product now more than ever.

Selling 1P on Amazon will also give you access to Amazon DSP which was formerly known as Amazon Marketing Services. Some of the old features of Amazon Marketing Services such as headline search ads have been rolled out in Seller Central. However, other advertising features like Display and Video ads are only available through Amazon DSP.

Vendor Central is much more hands-off than Seller Central. Amazon handles all customer service and individual order fulfillment. You really just need to handle purchase order fulfillment and advertising on an on-going basis. Combining these 3 features with the advantages of Seller Central will help your business develop a great hybrid Vendor Central and Seller Central strategy.

Advantages of Seller Central

Selling 3P on Amazon gives your business access to the Amazon Seller Central platform. Being on Amazon Seller Central gives you much more direct control of your products versus just shipping them 1P to Amazon and hoping they sell. Additional features, better quality analytics and simplified product control makes this platform attractive to businesses that are looking to be more hands on with their Amazon sales.

One of our favorite features about the Seller Central platform is the marketing features are much more simplified than Vendor Central. While most of the marketing options are available in some form on Vendor Central, the UI for Seller Central is much more intuitive. Utilizing the marketing features such as promotions and coupons are a powerful way to generate additional sales on the Seller Central Platform.

Seller Central provides some incredibly high-quality analytics for no-cost to 3P sellers. The data is much easier to organize and utilize than on Vendor Central and does not come with the high costs of the Amazon Retail Analytics Premium program. Information such as sessions, page views and conversion rates are incredibly helpful when it comes to optimizing content and images on product listings. The wide-variety of different reports on Seller Central can even be overwhelming to truly locate the information you are searching for.

Being a Third-Party Seller also gives you much better control of listing content, product pricing and inventory management. It is easy to quickly make updates on Seller Central to product features or images, update pricing or change fulfillment options. Inventory forecasting and management is much more in your control which can be a challenge for some businesses, but working with an inventory management

software or Amazon agency such as AMZ Advisers can help you manage the inventory planning and forecasting.

The advantages of both of the Amazon Vendor Central and Seller Central platform can be combined to create a powerful hybrid selling on Amazon model for your business. However, there are some challenges that you will need to overcome with using a hybrid Vendor Central and Seller Central strategy.

Challenges of a Hybrid Amazon Approach

The Amazon hybrid model is a great way to protect your eCommerce channel and hedge against Amazon making an adverse decision for your business, but it does create some obstacles for your business as well. Learning a new platform is a challenge within itself and managing the platform requires a more hand on approach. It also creates additional liabilities for your business so it's important to consider every aspect when going down the hybrid Amazon selling route.

It may make sense to bring on an agency like AMZ Advisers or making a full-time hire to help you manage both platforms. Selling 3P on Amazon is a much different user experience than utilizing the Vendor Central platform. It takes a while to learn the navigation of the Seller Central and where you need to go to find what you are looking for. Seller Central is particularly much more in-depth for inventory management and reporting, and also uses terms that you may not have heard before on the Vendor Central side.

Along with a different layout comes much more time required to manage your account. Selling 3P on Amazon means that you now need to manage your own inventory, prepare your own forecasts, and handle customer service inquires among other things. It will take time or help

to understand how to utilize different features strategically to grow your Amazon sales.

There are some different marketing tools in Seller Central than Vendor Central – and even some difference between tools that are on both platforms like lightning deals and coupons. Managing your own content in the hybrid Amazon model can also be trickier. Typically, content that is submitted through Vendor Central is given priority over content submitted through Seller Central.

Listing a product in both accounts means you need to submit any listing changes through Vendor Central even though you may no longer be selling that specific product on that platform anymore. Failing to do so will just create frustration when you reach out to Seller Support and they tell you they can't make the changes because of Amazon retail contributions – even though you are more than likely the business who made those contributions.

Finally, hybrid selling on Amazon can create additional liabilities for your business. selling 3P on Amazon means that you are responsible for collecting and remitting sales tax on your products. This can be difficult and we recommend that you reach out to your accountant to better understand what your liabilities can be under the Amazon hybrid model. Now that you can better understand the advantages of each platform and the challenges of using them both, let's see how your business can benefit from a hybrid Vendor Central and Seller Central strategy.

Taking Advantage of the Hybrid Vendor Central and Seller Central Strategy

The hybrid Amazon model has certain techniques you can use to optimize, manage and track your products' performances on the Amazon

platform. Both platforms serve a purpose for growing your overall Amazon sales and also protect you against any unannounced changes that Amazon makes to their processes.

Product Launches

One way you can use both platforms for hybrid selling on Amazon is to launch new products in your Vendor Central account. Getting initial purchase orders on Vendor Central can be an extremely frustrating process. The Amazon algorithm is looking for sales history on your product, but your product can't get any sales because Amazon does not have any inventory.

The Amazon hybrid model works great here because you can list the product on your Seller Central account to try to drive the initial sales that you need. Create a great looking and SEO optimized listing on Vendor Central and then add that product to your Seller Central account. We then would recommend sending some inventory into FBA, and using the marketing features in Seller Central to get the product moving. After your product has enough sales history Amazon should start sending purchase orders to your Vendor Central account for the product.

Price Management

As a vendor you have almost no control of where Amazon initially lists your product. You put your cost into the pricing template and can even suggest a MSRP, but that does not guarantee that Amazon will adhere to it. Pricing has a direct effect on how your product performs on the Amazon platform – and pricing your product too high can kill your conversion rates which creates a negative feedback loop for your product performance. The hybrid Amazon model can help you here.

Amazon will always try to compete for the buy box when they are a seller of a product.

You can use this to your advantage by manipulating your pricing on Seller Central. If you are selling at a lower price than Amazon, they will adjust their pricing downward to win the buy box back from you. Utilizing this technique, you can essentially reverse the feedback loop we described above – leading to increased conversions, relevancy, appearance in search results and traffic. Adjusting your price upwards on Seller Central after Amazon has lowered their pricing does not necessarily mean that they will likewise adjust upwards. They may leave their price the same or gradually make increases overtime.

Inventory Management

The inventorying ordering algorithm that Amazon uses on the 1P side is not the most accurate. If you've ever checked the weekly forecasted quantities against what they actually order you would be quite surprised to see the differences. This can cause stock-out issues for brands that are growing quickly on the Amazon platform. One fix for this is to utilize the hybrid Vendor Central and Seller Central strategy by adding your Vendor Central products to Seller Central and then stocking inventory at Amazon Fulfillment Centers. In the event that your Vendor Central offer runs out of inventory, your Seller Central listings will be able to handle the demand until Amazon can place more purchase orders.

Marketing & Advertising

The Vendor Central platform gives you access to a powerful advertising platform in Amazon DSP. And the interesting thing is that you can actually use this platform to market any product on Amazon – including

products that are not yours. This allows you to use the Seller Central platform to generate your sales and utilize advertising features like display ads and video ads that are only available to Amazon vendors.

Hybrid selling on Amazon also allows you to build the demand when you are launching a new product on Vendor Central. You can utilize coupons and promotions in Seller Central to increase your conversion rates, average order units and build your sales history. You can also use other promotion types like giveaways to boost initial traffic to your Amazon listings.

Optimization and Split Testing

Selling 3P on Amazon has one more unique feature that you can utilize to optimize and test new listing content. Vendor Central has a wide-variety of reports and data points available, but two of the most important metrics are missing. Vendor Central does not allow you to see your listings traffic numbers or conversion rates which are key when it comes to measuring your performance on Amazon. The Amazon hybrid model can help you capture this data and take advantage of it. You can list your products in Amazon Seller Central and utilize the business reports section to see listing traffic.

Amazon aggregates the total listing traffic for all sellers on a specific product which can allow you to see exactly how many people are making it to your listing. Because Amazon always tries to win the buy box you can assume that any sales on that listing can be attributed to your Vendor Central account, and then estimate a conversion rate based on the number of sessions visible on Seller Central. You can then take that data and use it to split test how changing images, product titles or details effect your traffic and conversion rates. The hybrid Amazon Vendor Central and Seller Central strategy can allow you to systematically

improve your Amazon Vendor Central account and lead to long-term growth on the Amazon platform.

Going Forward on Vendor Central

It is nearly impossible to know exactly what Amazon is testing with each change it makes on the platform. And likewise, it is impossible to know exactly what the future of Vendor Central will be. What we have seen over the past few years suggest that Amazon is slowly moving away from the Vendor Central platform and pushing more people to the Seller Central platform. We believe that Amazon will continue to maintain some strategic vendor relationships for essential products moving forward, but that they will continue to phase more vendors over to Seller Central.

Utilizing a hybrid Amazon Vendor Central and Seller Central strategy going forward is one way to protect your business no matter what they decide.

The features on both platforms provide powerful tools for your business to continually grow on the Amazon platform. Implementing the hybrid Vendor Central and Seller Central strategy can be a challenge for many businesses to implement on their own and utilizing an agency or making a full-time hire can help you begin the transition successfully. The techniques discussed here will help you get the most out of the strategy and have hopefully helped you realize the value in utilizing each for your business today.

Continuing with a hybrid Amazon model will help protect and grow your business against any obstacle you face on Amazon.



Conclusion

At this point you should be aware of how incredibly fast Amazon is growing. The new opportunities afforded by this growth need to be harnessed by every company looking for long-term growth. Amazon will continue to expand and open new avenues to sellers and vendors. Implementing our blueprint or working with us will create a powerful sales channel for your business.

We hope our expertise will guide you to success on Amazon.

We've made this book to provide as much information as possible about how we grow our clients' sales. Our blueprint has led to massive growth for our customers, and implementing the same strategies can help you grow as well. This guide will require some testing and experimenting on your part to discover what strategies work the best for your business.

Expect that you will face failures or obstacles as you begin to refine and harness the power of these strategies. Do not quit on these strategies quickly when these challenges arise. Use them as opportunities to grow, expand upon and refine our advice to work for you. We hope that you have enjoyed learning more about the Amazon platform and our blueprint for success. The opportunity to grow on, and with, the Amazon platform are almost unlimited. Our hope is that these strategies change the course of your company and business forever.

Thank you for giving us the opportunity to help you realize your brand's eCommerce potential. We understand that implementing many of the strategies in this book may be a challenge for business owners to focus on. We strongly believe that focusing on your strengths and finding others to compliment your weaknesses is the best way to grow. If you need help implementing any of the strategies that we have mentioned in this book, please reach out to us at www.amzadvisers.com. Take advantage of what you have learned and take your business to the next level on Amazon today!



Resources:

Amazon Seller Central

Selling on Amazon Business fee schedule

www.sellercentral.amazon.com

Amazon Seller Central

Fulfillment Services Included in The FBA Program

www.sellercentral.amazon.com

Amazon Seller Central

Advertise with Amazon

www.sellercentral.amazon.com

Startup Bros

How to Sell on Amazon: The Ultimate (Step by Step) Beginner's Guide

<https://startupbros.com/how-to-sell-on-amazon-fba/>

Amazon Seller Central

Selling Policies and Seller Code of Conduct

<https://sellercentral.amazon.com/gp/help/G1801>

Amazon Seller Central

How to Set Up Amazon Brand Registry 2.0

<https://amzadvisers.com/how-to-set-up-amazon-brand-registry-2-0/>

Tinuiti

Amazon Packaging Requirements for FBA and FBM Sellers

<https://tinuiti.com/blog/amazon/amazon-packaging-requirements/>

Feedvisor

How to Leverage Product Inserts to Drive Consumer Engagement

<https://feedvisor.com/resources/amazon-shipping-fba/how-to-leverage-product-inserts-to-drive-consumer-engagement/>

Feedback Express

Amazon Has 1,029,528 New Sellers This Year (Plus Other Stats)

<https://www.feedbackexpress.com/amazon-1029528-new-sellers-year-plus-stats/>

AMZ Advisers

How to Increase Amazon Conversion Rates for Your Products

<https://amzadvisers.com/increase-amazon-conversion-rates-for-your-products/>

AMZ Advisers

How to Use Facebook Pixel for Amazon Sales

<https://amzadvisers.com/how-to-use-facebook-pixel-for-amazon-sales/>

Hootsuite

37 Instagram Stats That Matter to Marketers in 2020

<https://blog.hootsuite.com/instagram-statistics/>

Google Keyword Planner

Free keyword research tool that can provide valuable insight to high traffic keywords on the Google Search Engine

www.adwords.google.com/KeywordPlanner

Keyword Inspector

A keyword research tool developed for Amazon sellers that focuses on finding the keywords that customers use while searching for a product or niche
www.keywordinspector.com

Sellics

A suite of tools that offers a free trial and is designed to help research keywords, optimize listings and grow your business
www.sellics.com

AMZ Advisers

What Is Amazon Seller Feedback?

<https://amzadvisers.com/what-is-amazon-seller-feedback/>

Practical Ecommerce

7 Common Mistakes of New Amazon Sellers

<https://www.practicalecommerce.com/7-Common-Mistakes-of-New-Amazon-Sellers>

Feedback Express

Mistakes to Avoid When Selling on Amazon

<https://www.feedbackexpress.com/mistakes-to-avoid-when-selling-on-amazon/>

Brand Services Amazon

Protect Your Brand and Customers from Counterfeits

<https://brandservices.amazon.com/transparency>

New York Times

U.S. and China Near a Trade Deal to Drop Tariffs

<https://www.nytimes.com/2019/03/03/business/us-china-trade-deal-trump.html>

Amazon Seller Central

Fill orders from other sales channels (Multi-Channel Fulfillment)

https://sellercentral.amazon.com/gp/help/help.html?itemID=200332450&ref=ag_200332450_shel_xx

Amazon Seller Central

2020 US FBA Fulfillment Fee Changes

https://sellercentral.amazon.com/gp/help/GABBX6GZ-PA8MSZGW?language=en_US&ref=ag_GABBX6GZPA8MSZGW_cont_201411300

Amazon Seller Central

Fulfillment by Amazon

<https://services.amazon.com/fulfillment-by-amazon/pricing.html>

AMZ Advisers

The Guide to Using the Amazon FBA Calculator

<https://amzadvisers.com/the-guide-to-using-the-amazon-fba-calculator/>

Webretailer

The World's Top Amazon Marketplace Sellers 2020

https://www.webretailer.com/b/top-amazon-marketplace-sellers/#Which_Amazon_marketplaces_have_the_most_top_sellers

Amazon Seller Central

FBA Export fees

https://sellercentral.amazon.com/gp/help/help.html?itemID=200804980&ref=ag_200804980_shel_201062890&

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