



eComEngine

Private Label 101

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Amazon Private Label 101: From Development to Marketing

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Introduction

Have you considered creating an Amazon private label product? Whether you're just dipping your toes into the water or looking to streamline your product development process, the advice in this eBook from eCommerce consultant Liz Adamson can help.

Some Amazon sellers enter the marketplace with a unique private label product, while others become interested in developing products after reselling or wholesaling items on behalf of others. Private labeling can be quite lucrative. It also allows merchants to own the Buy Box, have more control over branding and can be a catalyst for growth in the eCommerce space.

In this eBook, Adamson shares her expertise on determining your opportunity, developing your product, optimizing your product page, getting your first Amazon product reviews, driving sales, expanding your private label line and much more. Good luck!

-The eComEngine Team

Chapter 1: Measuring Your Opportunity

As the Amazon marketplace becomes more and more crowded, reselling is becoming more and more competitive and the [Buy Box](#) is becoming increasingly harder to hold. One of the tactics Amazon sellers are turning to to help them get an edge is to develop their own private labels or brands.

I've seen several versions of this:

1. Pick a top-selling product, find a private-label manufacturer to create a competing product, slap your brand on it.
2. Find an up-and-coming product niche and create your own version of the product with your own design, features and brand.
3. Create a totally new product that solves a problem in a unique way and create a whole brand message with a distinctive selling proposition.

These three methods have all worked for sellers to one degree or another. The easiest to execute obviously being the first method, the hardest the third. Your return on investment will also vary by method and the quality of execution. Which is right for you depends on your resources, talents and interests, as well as which product niche you are focusing on and your existing competition. Over the next few months I will discuss these three approaches, how to approach your own branding and getting launched on Amazon. This month I'll review researching the opportunity for creating your own brand.

Do Your Homework

When it comes to choosing your opportunity for an Amazon private label product, don't fall into the trap of "everyone is selling product x, I should too!" While you can get lucky with this approach, without proper research you may be setting yourself up for thin margins, high competition and slow-moving inventory.

Instead, do your homework and ensure you are getting in early on the product life cycle, that demand is increasing and that there is room for more competition. Even better, determine if you can offer something unique that customers will like more than what is currently on the market.

So, how do you best size up the opportunity? Start with the data Amazon.com, Inc. ("Amazon") provides you. There are a number of software platforms that will aggregate this for you, or you can do a manual search yourself on Amazon.com. Enter in the main search term for whatever product idea you have. Use the most common term you think customers would use to search for this product. Now take a look at the first page of search results. Since only about [30% of shoppers](#) go past this page, you want to see what it will take to compete on this page for your main term.

What to Evaluate

Take a look at the following information:

- Price
- Product reviews
- Sales rank

Let's take a look at each of these in detail.

Price

How is the competition priced on the first page? Is this a price you can compete with and still maintain strong margins? Even better, will you be able to enter the market at a lower price than the competition? Use the FBA [calculator](#) with an ASIN for a similar product to determine what your FBA [fees](#) may be and factor these costs into your margin analysis. After all fees and cost of goods, do you have enough margin to cover overhead and turn a profit for your Amazon private label product?

Also look up historical pricing using software that tracks Amazon pricing. Find out if pricing has been stable or if there has been volatility or a steady decrease indicating price wars or slowing demand.

Sales Rank

Amazon's best seller [rank](#) is an indication of recent sales velocity. The lower the rank, the more products have sold in recent days. What constitutes a "good" sales rank will vary by category. There are tools that will help you determine how the ranking translates into daily sales. Ranking can change daily, sometimes dramatically if they had a particularly good sales day, so again it's good to look at the ranking history for trends.

Using Amazon sales rank to estimate daily and monthly sales, you can now size up your opportunity. If all the sellers on the first page of search results have estimated sales of 5 units per day each, is that enough volume to support your costs? Is demand expected to increase? Can you do something differently that will create more demand for your private label product? Conversely, if they are each selling 100 units per day, keep in mind that in order to get ranked alongside these sellers on the first page, you will need to somehow start generating comparable sales first.

Another point to consider: are all sellers ranking about the same, or is one dominating the category? What are they doing that is setting them apart from the competition? Can you do something similar or better to set you apart?

Product Reviews

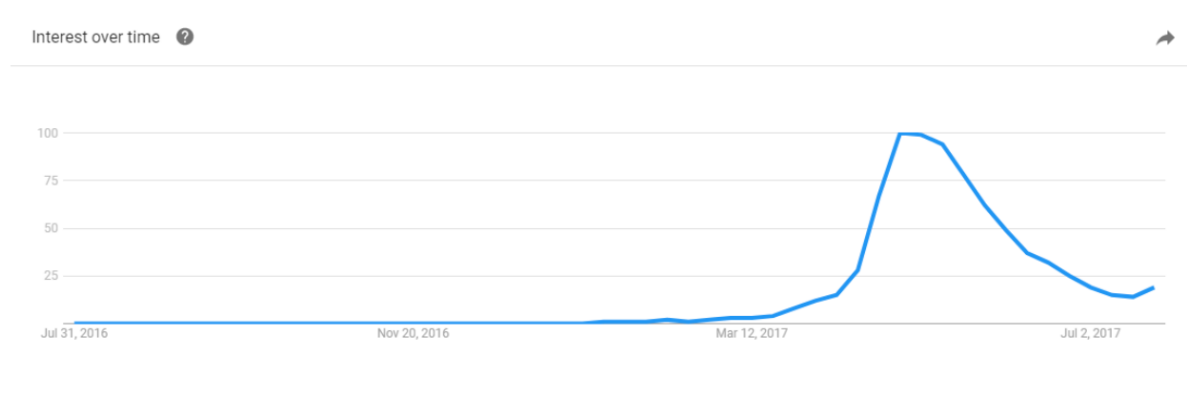
How many [product reviews](#) do the first page products have? A low number may indicate either low sales volume or that the product is new to market. A very high number may indicate high sales velocity or that it has been on the market for some time.

You will know which by cross-checking against sales rank. If there are few reviews (less than 200-300) and you are seeing an increase in demand (sales velocity), this may be a younger niche that will be easier to enter with an opportunity to grow. Too many reviews (1,000+) indicates that these are very established sellers with products further into the product life cycle and the niche will be harder to break into. Demand may also be due to start decreasing.

Take a look at how many stars the average review has. Three and a half stars or less indicates a general dissatisfaction with the existing products. Take a look at what customers are saying. Can you make a better product that will solve their problem? This could be a good opportunity if you can.

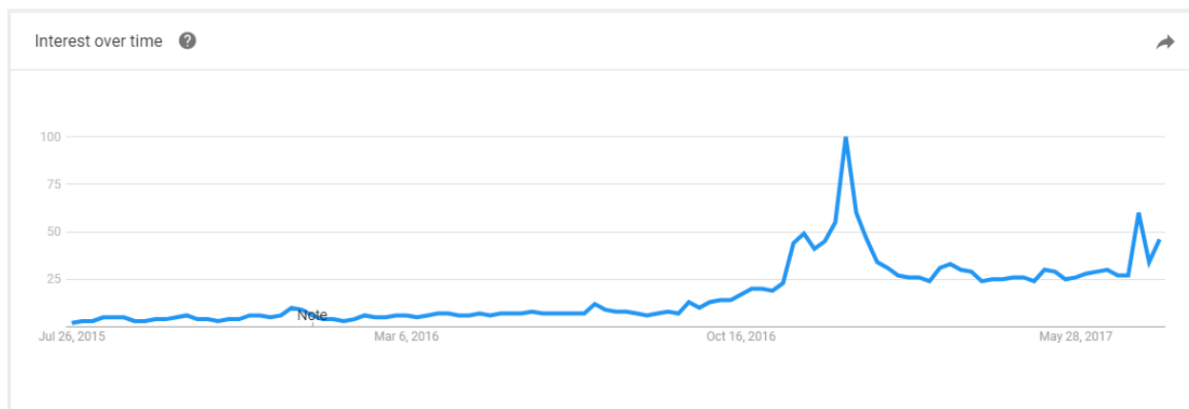
Using Google Trends

One non-Amazon tool I use to help determine where a product idea is in the product life cycle is Google Trends [tool](#). This tool can be a good indicator of changes in interest and demand over time. You simply type in a search term and it will show you relative volume of searches performed for that term over time. For example, a query for “fidget spinners” looks like this:



One year ago interest was virtually non-existent, dramatically increased this spring, and peaked in early May. It has since dropped off dramatically, indicating that this product's life cycle was quite short and may not be a good niche to get into.

A product with a longer life cycle that is just getting started would be Amazon's devices using the Alexa [feature](#). In this 2 year chart you can see the peak at holiday and more recently, [Prime Day](#), with a sustained interest in between, this will likely be a product that will continue to grow:



This is just a sampling of some of the data you can pull to help you size the market for your next big idea. The two things you really want to be concerned with are:

- Where are we in the trend or product life cycle?
- Is there room for another offering?

If you have determined that demand will continue to increase and there is still little competition, the next step will be to get to work to get your brand and private label product produced and onto Amazon.

Chapter 2: Choosing a Product Development Strategy

Private labeling is probably one of the hottest trends on the Amazon marketplace right now. With more and more resellers competing for the Buy Box, creating a new product that is exclusively yours can be enticing. There are three main ways you can do this, some more difficult or more profitable than others.

I'll go into what those are and how to approach your brand positioning on Amazon.

1. Amazon Private Labeling

The term private label gets thrown around quite a bit. Let's talk about what it really means. A common [definition](#) of private label is, "a retailer's name, as used on a product sold by the retailer but manufactured by another company." This essentially means that one company puts in all the work to research, design and produce a product. Retailers then purchase it from the manufacturer and sell it under their own brand or label. There has been a big influx of private label products on the Amazon marketplace in the past couple of years, and it has resulted in many sellers all essentially selling the same product under different brands. The Vitamin C serum niche is a good example of this.

This is probably the easiest way to get started with your own brand, but without careful research it can be the most difficult to really grow. You are basically buying someone else's product and reselling it. Quite possibly, so are a few hundred other sellers, so you have to be smart about which niche you get into and how you differentiate your brand.

2. Differentiating

This is the next step beyond basic private labeling. Instead of just buying whatever the manufacturer has to sell, you work with them to create new features to differentiate the product from other brands.

Some manufacturers can easily tweak a product that they already produce so you are not designing from the ground up, just making some changes. This could be adding new features, sizes or other benefits that similar products do not have.

While this requires more research and development, it will set you apart from similar items and give customers a reason to buy from you instead of a competitor. One way to explore how to differentiate your product is to read [product reviews](#) for existing products. What are customers complaining about? What features are they asking for? The Amazon marketplace is a treasure trove of ideas. Look for popular products that seem to be selling well despite having a less than four-star review. This is a good indicator that there is demand, but customers just aren't thrilled with what is currently available.

3. Developing a New Product

This will take the most time, expertise and money, but it can also have the biggest return if it is well executed. This can range from inventing something that doesn't exist yet to taking an existing product and totally reinventing it. You work with a manufacturer using your own designs and ideas, not being constrained with choosing from the range of products they mass produce. Again, you can get ideas from product reviews, watching market trends or by taking advantage of new technologies.

As an example, one industry that is always changing is health and wellness. New trends in exercise, diet and updates in medical research can lead to whole new niches for products not invented yet. In technology there is the smart home and solar trend that has exploded over the last year with new ideas. Being at the forefront of trends like these can be very profitable.

One brand owner I know simply didn't like the existing choices for a personal care product, saw an opportunity when some new research came out that cast a negative light on existing products, and hired an expert to totally reformulate the product in a way that was appealing to a very targeted niche of customers. Combined with a well executed marketing strategy, he is now outranking national brands on the Amazon marketplace.

I'd suggest starting with an industry you know well. Be sure you can offer insight into how to develop something truly unique that customers will want to buy.

Brand Positioning

No matter which approach you choose, you'll still need to create your own brand positioning. Simply coming up with a catchy name and sharp logo is not going to cut it long term. As one of my business professors used to say, you have to be prepared to tell customers why you are "different, better, special." That's a mantra I repeat with my clients: what makes you different, better, special and why should customers buy from you vs. someone else? What problem do you solve for them in a way that is better than any other brand? Unique selling or value proposition is another name for this.

Don't shortcut this step and just create a brand that looks cute. Create one with a story and a unique solution for buyers. Define your target audience and create a message that will specifically appeal to them. And no, "all men and women ages 20-65" is not a great target audience. Think smaller and more specific and create messaging that will speak to a very specific demographic. I'll talk more about this and marketing your private label brand in a future post.

Don't Forget the Homework!

Know your options and opportunities when choosing an Amazon private label strategy, choose one that matches your capabilities and interests and do your homework on existing trends and competition. Don't forget to put thought into the branding, as well. Private labeling can be a profitable venture if done thoughtfully instead of just following the next get-rich-quick scheme.

Chapter 3: Amazon Product Listing Optimization

You have spent time researching product niches, identifying opportunities and sourcing or developing the perfect product to sell under your own brand. The next challenge is to get it launched and selling on the Amazon marketplace. With millions of products for sale, you need to have a clear launch strategy that will set you apart from the competition.

This post will cover the foundation for any Amazon strategy: optimizing your Amazon product listings. In future posts, I'll cover the next steps (creating a product review strategy and marketing on the Amazon marketplace).

Amazon Product Listing Optimization

Before anything else, make sure you spend time crafting a high-quality product page for your Amazon private label product. No amount of marketing dollars will compensate for a poorly created product page. You are competing against so many products on the Amazon marketplace. You have to make your page stand out and convince the customer to buy. The front-end or customer-facing product pages consist of:

- Images
- Title
- Price
- Bullets
- Description
- Enhanced Brand Content

Back-end data includes search terms and other fields, such as Interest, Target Audience and many more, depending on your category. These are usually found on the same tab as the search-term fields.

Don't Forget About Keyword Research

Before writing anything, do your keyword research. This can be as simple as brainstorming all the search terms someone may use to find your product, or more in depth using third-party tools to estimate search-term volume and provide a long list of related keywords. Your title, bullets, description and search-term fields are all indexed for search. Make sure you know what the most important and relevant keywords are for your product.

What to Optimize

Here is a quick overview of the different fields you need to optimize for search and conversion:

Images: You should have six to nine high-quality product images for your Amazon product listing. The first one should be of the product only and on a white background. The others should be different angles of your product and some lifestyle images showing the product in use. Remember, customers can't pick up your product to examine it, so give them plenty of images to review.

Title: This is the most important field for keywords, but don't use so many keywords in your title that you make it hard to read or you risk confusing customers. I like the format:

Brand name > Product name > Attributes > Uses > Variation (size, color if applicable).

You can use the attributes and uses part of this to make sure you hit two or three of your most important keywords. For example “Acme Vitamin C Serum with Hyaluronic Acid and Vitamin E - Anti Aging Formula for Wrinkle Free, Younger Skin (2oz)”

Price: Do your homework here. Not only should you be making a profit that will allow your company to grow, you need to make sure that your Amazon private label product is priced competitively. You can price below and be seen as the low-priced option, stay in the same range as other products or you can price higher to communicate higher quality or more benefits. Remember, if you use the higher-priced tactic, explain to your customers why your product is worth the higher purchase price.

Bullets: This is the first thing customers browsing from a computer will see. It is also what mobile customers click for a quick overview. Again, use your keywords here, but don't keyword stuff. Copy should be focused primarily on describing and selling the product to the customer. Focus on features and benefits and make sure you give the customer a clear explanation of what the product is or does. Keep it easy to read. You'll have a chance to go more in depth in the description.

Description: This is a more thorough explanation of your product. Make sure it is well written and covers any details you didn't have room for in the bullets. You can use basic HTML formatting to create paragraphs and lists, perhaps using bold formatting to highlight important features.

Enhanced Brand Content (EBC): If you are brand registered you will have access to EBC which will replace your product description on the page. This is a great way to incorporate images into your product description and really grab the customer's attention.

Using graphics to point out product features and benefits can have a much bigger impact than copy alone. You can read more suggestions [here](#).

Search Terms: This field has undergone some major changes in the past year. The most recent update was announced in August 2017 stating that only 250 bytes would be indexed for search. If you enter more, you run the risk of none of the keywords indexing. Our internal testing has confirmed this. It's not a lot of space, so make sure that you have keywords in your front end and use this space for anything that did not fit naturally into your copy. Other guidelines are as follows:

New feature improving the quality of search results

Aug 28, 2017

Amazon launched a feature that limits the length of the generic keywords attribute to less than 200 bytes in India, 500 bytes in Japan and 250 bytes in every other marketplace except China. The limits have been shown to improve the quality of search results. It applies to newly registered and existing ASINs.

Key Guidelines:

- Keep content within the prescribed length limit (less than 250, 200 for India, 500 for Japan):
 - Length limit applies to total content in all generic keyword fields (a max. of 5 attributes).
 - Whole entry will be rejected upon exceeding limit.
 - Number of bytes equals number of characters for alphanumeric characters (e.g. a-z, 0-9) while other characters can be 2 bytes or more. Examples include ä (2 bytes), £ (2 bytes), € (3 bytes) or ♥ (3 bytes).
 - Spaces and punctuation (" ", " ", " ", ".") do not contribute to the length limit, but words should be space-separated. Punctuation between words is unnecessary.
- Optimizing keyword content for search discoverability:
 - Do not include keywords that are not descriptive of the product.
 - Do not include brand names (even your own) or other product identifiers.
 - Do not duplicate content present in other attributes, such as title and bullet points.
 - No need to repeat keywords; once is enough.
 - Use keywords that are synonyms, hypernyms or spelling variations of content in visible attributes (e.g. if product title is 'whiskey', use 'whisky' in generic keywords).

For further information, see how to [optimize listings for search and browse](#).

Other Attributes: Don't neglect all the other back-end fields that the Amazon platform provides. This varies by category and includes basic things like color, size and material, and often target audience, intended use and more. Remember that the more data you provide to Amazon, the more information it will have on your product and the more likely you'll be found for various search terms.

Why It Matters

Creating a keyword-rich, high-quality Amazon product listing will set you up for more traffic and a higher conversion rate. A well-optimized product page is the most basic part of any solid Amazon strategy. Without this step, promotion and marketing efforts will not reach their potential and ad dollars will be wasted.

Chapter 4: Gathering Amazon Product Reviews

Once you have a high-quality product page created, there is one more piece to the page that is a big part of the Amazon shopping experience: product reviews.

Gone are the days when you could do a large giveaway and quickly gather dozens or even hundreds of reviews. Amazon has banned that practice and does suspend sellers for perceived review manipulation. However, there are still ways you can be proactive in gathering those much needed product reviews for your brand new private label products on Amazon.

Amazon Early Reviewer Program

You'll find the Amazon Early Reviewer [program](#) in the Seller Central dashboard under Advertising. When you enroll products in this program, Amazon will reach out to randomly selected customers after they have purchased your product and ask them to leave a review. In exchange, Amazon will send them a small reward, usually a gift card between \$1-\$3. You can read more about how reviewers are selected and rewarded on [Amazon's help page](#). The program costs \$60 per parent or standalone SKU and will run for one year or until you have 5 reviews. There are a few guidelines to be aware of:

1. Must have fewer than 5 reviews on the website.
2. SKUs must be parent-level or stand-alone. Variations are not allowed. Child SKUs are automatically enrolled with the parent.
3. Offer price of each product must be greater than \$15. If the offer price falls below \$15, Amazon may cease requesting reviews from customers.

Amazon Vine Program

The Amazon Vine program is available for both vendors and sellers. This can be a great way to get initial Amazon product reviews from experienced reviewers.

Amazon Vine does come with a price tag. It can be a couple of thousand dollars per ASIN plus the cost of providing your product for free. For that price you will get high-quality reviews by top Amazon reviewers. Amazon Vine reviewers are chosen by Amazon based on the quality of their reviews and how helpful they are to customers.

Post-Order Email Series

While sellers cannot offer any sort of reward, discount or incentive in exchange for reviews, you can still send a follow-up email asking customers for a review of your product. Using a tool like [FeedbackFive](#) makes this very easy and allows you to create and send a message after the purchase.

I often get asked how many emails to send and what to say. I suggest limiting to one well-written, courteous email with a great subject line, remembering that Amazon already sends two emails after the purchase (order confirmation and shipping confirmation). Amazon now allows customers to opt out of messages from sellers, so don't give them a reason to opt out by spamming them.

As for content, think about what you want to communicate about your company and brand. Keep it short and be sure to invite them to contact you with any questions. Invite them to leave a review, but don't beg for it. Also be careful not to use language that asks for positive reviews only. Copy such as "if you feel like this was a 5-star experience, please leave a review" is prohibited by Amazon. You can only ask for an honest review; there should be absolutely no hinting at leaving a positive one.

Get Started!

Leaving the review-gathering to chance will give you a slow start. To increase your review rate and get a jump start on that vital part of your product page, you should use one or more of the above tactics. As long as you understand and play by Amazon's rules when it comes to [gathering product reviews](#), your account will not be at risk and you'll be off to a great start in selling your new private-label product. Next up, I'll talk about marketing and driving that initial traffic to your now-optimized Amazon product page.

Chapter 5: Driving Initial Sales for Your Private Label Product

Amazon does not offer an “if you build it, they will come” platform. You have to drive that initial traffic for your private label product.

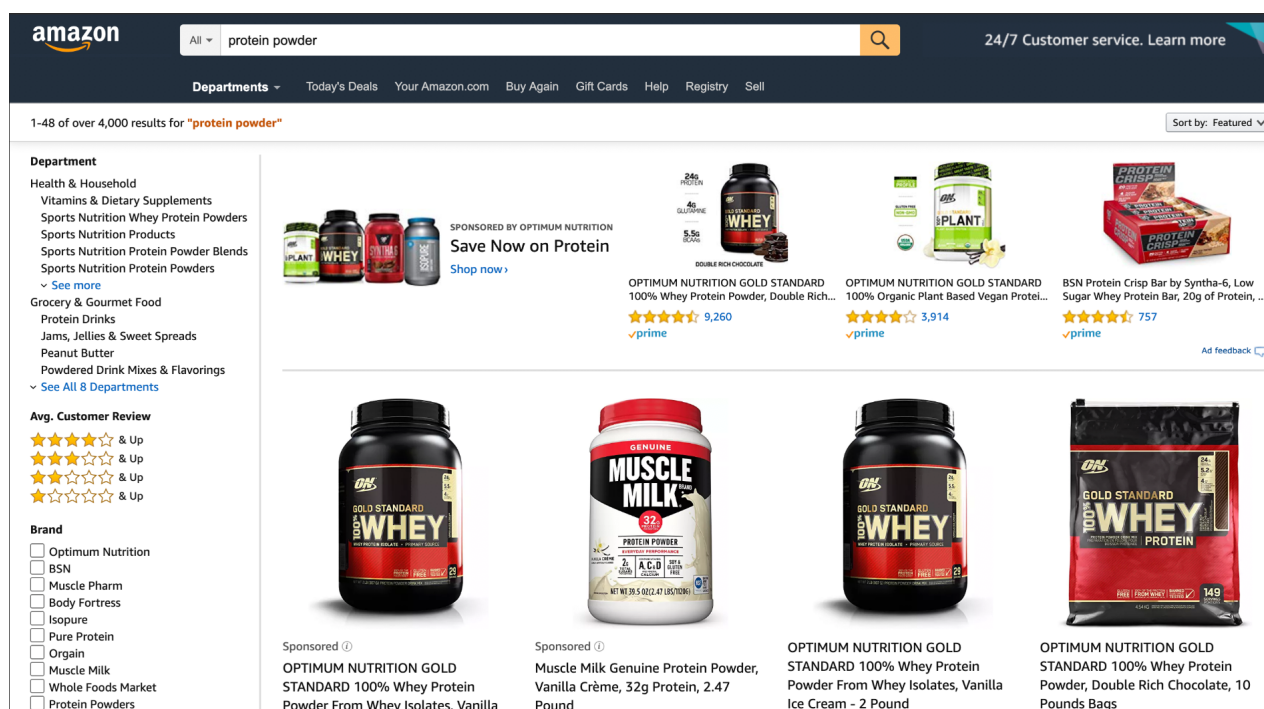
Amazon’s search engine is primarily based on sales and conversion rate. Don’t expect to be ranking well for your primary keywords without any sales history.

So how can you drive that initial traffic? There are several options to do this using Amazon tools, off-Amazon marketing and third-party services.

Amazon PPC

Amazon pay per click (PPC) [advertising](#) has become the foundation of any Amazon marketing strategy. Currently sellers have access to two platforms, [Sponsored Products](#) and [Headline Search](#). If you are a vendor, you will have access to these as well as Product Display [ads](#) through the Amazon Marketing Services (AMS) [platform](#).

A quick search on Amazon shows why these ads are so powerful. For some searches they are the only listings visible above the fold. In the screenshot below, you can see that the headline search ad creates a banner ad across the top of search results and the next two placements are sponsored product ads. Scrolling past these I finally get to the organic search results.



So, if you want to maximize visibility for your private label products in Amazon search, invest in Amazon PPC advertising. Once advertising is running, you can then use the search term reports to find out exactly what search terms are working well for your product. You can then use those search terms to further optimize your product page and fine tune your targeting.

Off-Amazon Marketing

With Amazon PPC ads becoming more and more competitive, using that tactic alone may not get you the results you need. If that is the case for your product, it's time to invest in some off-Amazon marketing.

There are so many options to drive traffic to the Amazon marketplace. Some will be better suited to your product and brand than others. With any of these options, you need to keep in mind that the goal is not just to send waves of traffic over to your listings, but to send high converting traffic or customers ready to buy. To do that you need to give potential customers a good reason to buy, usually through promotions. Here are a few ways to do that.

1. Product Giveaways

This is a popular option, with many third-party services available that have created marketplaces where customers can pick up coupons and discounts from Amazon sellers. Merchants create coupon codes for their products at a deep discount and then use one of these third-party sites to drive high-converting traffic to Amazon.

When using this method, remember that a one day giveaway will likely not get you the results you want. Amazon watches sales over time to determine your search placement, so your giveaway should extend over a week or more, driving that converting traffic to your page over a period of time. You'll need to do your research to determine how many units you need to move daily over that time period to be able to compete with products already on the first page of search.

2. Influencer Marketing

User-generated video marketing is becoming a powerful way to drive sales. In fact, a whole industry around influencer marketing has popped up. Amazon has even gotten on board, creating tools for influencers to create a page on Amazon showcasing the products they endorse.

Find an influencer who fits your product type and has sizable audience on their YouTube channel, Facebook group, Pinterest board, etc. Don't be surprised if the influencer asks for a fee plus the cost of shipping them a free product to shoot the video with. Give them a coupon code or custom URL from Amazon with a nice discount to post with the video review, and you'll get high-converting traffic coming to your product pages.

3. Social Media

Many sellers look to social media groups and advertising to bring in initial sales. Just be sure to keep your advertising tightly targeted so that you are not spending money advertising to customers who are not interested in your type of product. Be sure to include a percent-off coupon and consider driving that ad traffic to an intermediate landing page where you educate them on your product, and perhaps grab an email address in exchange for the coupon code. Using a landing page like this will help keep the window shoppers off your Amazon page (which drives down conversion rates) and will allow you to start building email lists for future marketing efforts.

With these tactics, especially any PPC or social media advertising, I do recommend hiring professionals to help you if you are not already knowledgeable on how to use these platforms. Poorly constructed campaigns will end up spending a lot of money with little results. Look for someone who has plenty of experience under their belt and is an expert in that specific type of advertising. For example, I would not have your Facebook ad agency managing your Sponsored Product ads or vice versa. The two platforms are totally different, and expertise in one area does not translate to the other.

Market Your Private Label Products

The saying “you have to spend money to make money” is especially true with Amazon product launches. Customers simply will not find your listing unless you invest in some solid marketing strategies to build brand awareness and drive sales. Don’t overlook this important step and be sure to build some marketing dollars into your budget when planning new product launches.

Chapter 6: Expanding Your Private Label Product Line

So, you have researched, developed and successfully launched your private label product on the Amazon marketplace. What's next?

The biggest mistake I see sellers making is stopping with their initial private label product and not moving on to working on the next one. Each product has its own life cycle consisting of four phases: introduction, growth, maturity and decline. It's good practice to start working on the next big idea shortly after your first launch to ensure you have new Amazon private label products ready before your initial product hits the decline state.

There are a few ways to begin expanding your new private label brand. These can include iterations of your existing product, including improvements to the original, designing complementary products or even launching a whole new product line in a new niche. I'll explore each of these methods in-depth below.

Improving Upon an Existing Product

This strategy is the simplest way to begin expanding your product line. It can include offering new flavors, colors, sizes, etc. You could also start finding ways to improve your existing product, with better ingredients, new features, and so on. As the marketplace changes, new competitors pop up and consumer needs evolve. It's important to continue to improve on your original offer.

One of the best ways to determine how to improve and expand is by analyzing your product reviews. Product reviews offer a wealth of information and provide extremely valuable feedback. Customers will tell you what they like, what they don't like, what features they use and what features are lacking. Look at [competitor pages](#) as well and find out what consumers are saying there. Find something that others are not offering but that customers are looking for and use that to create a new product variation or an upgraded version.

Complementary Products

This is another natural strategy for expansion. What products go well with yours? For example, if you sell phone chargers, add phone cases, screen protectors, etc. If you sell resistance bands, consider adding other exercise equipment that would go well with the bands. This is a great way to start creating some brand loyalty and bring customers back to buy more after their initial purchase. You may also want to consider [creating bundles or kits](#) with related products.

Again, you can look at Amazon reviews and competitor listings to find out what customers want and what products they buy together. Another great source is the “frequently bought together” section of the Amazon product page. This will tell you exactly what customers buy with your products. Take a look at product reviews for that item and figure out how you can improve upon it.

New Niches in Your Category

The last expansion strategy would be to start selling in a new niche and expand your customer base. Staying within the same general product category will keep the branding more cohesive and leverage any experience you have already had in that category. For example, if you sell dog toys, you could stay within the pet category and start offering fish supplies.

Use the same strategy here you that you used to initially launch your brand. Look for opportunities in the marketplace with high demand and low competition where you can easily differentiate yourself. Also be sure you cater to your strengths and experience. If you sell rubber dog toys, glass fish bowls will require a different type of product development and sourcing and will require a bigger leap than another product made of rubber.

Get Started With Your Next Private Label Product on Amazon

Don't be lulled into a false sense of security with the success of your initial product launch. I've seen sellers enjoy crazy success with a particular product, then wonder what happened a couple years later when sales begin to decline. Your best seller this year will likely not be a best seller next year. So get right back to work and [find your next big revenue generator](#).

About the Author



Liz Adamson is the VP of Account Management at [Buy Box Experts](#). In addition to extensive experience selling on the Amazon marketplace, she brings over a decade of experience in producing, marketing and selling consumer goods to her writing. She also holds an MBA with an emphasis in marketing and brand management.

About eComEngine

eComEngine's software tools fuel thousands of Amazon sellers all over the world, many of whom have developed their own private label products. Conduct product research, request seller feedback and product reviews, manage FBA inventory and more with eComEngine's tools for businesses that sell on Amazon. We share industry news and strategies on our blog, where Liz publishes her take on the eCommerce world each month. We also offer a variety of [free resources](#) for Amazon sellers in addition to information-packed [webinars](#).

Track Product Reviews with FeedbackFive