



GAIN AN ADVANTAGE OVER YOUR COMPETITION WITH AMAZON MARKETING TACTICS

ALIGN
MARKETING
WITH BUSINESS
GOALS



BUILD
BRAND
RECOGNITION



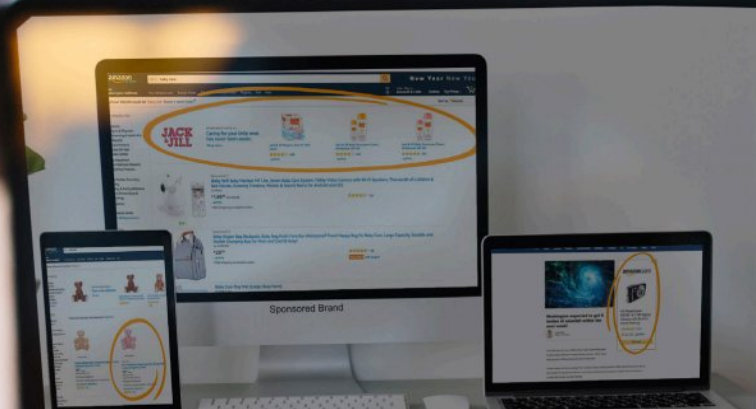
DRIVE TRAFFIC
TO LISTINGS
AND STORES

MARKETING OPPORTUNITIES

ADVERTISING

Advertising gives your products an advantage and boost in a popular and crowded marketplace. Amazon has four types of PPC (Pay Per Click) ads. They are available for sellers in either Seller Central or Vendor Central.

	Cost	Pros	Cons
Sponsored Products Appears in the search results and on product listing pages	<ul style="list-style-type: none"> • Pay Per Click and set your own budget • Good starting budget is about \$16/day/variation 	<ul style="list-style-type: none"> • Cost effective • Best cost-to-sale ratio • Can be used to promote other discounts • More metrics available 	<ul style="list-style-type: none"> • Competitive market, which increases the cost to compete
Sponsored Brands The banner ads displayed at the top of search results	<ul style="list-style-type: none"> • Pay Per Click and set your own budget • Amazon recommends a minimum budget of \$30/day 	<ul style="list-style-type: none"> • High visibility 	<ul style="list-style-type: none"> • Larger brands drive up the cost
Sponsored Brands Video Video ads that appear both on Amazon and in outside markets	<ul style="list-style-type: none"> • Pay Per Click and set your own budget • Amazon recommends a minimum budget of \$30/day 	<ul style="list-style-type: none"> • Videos are attention grabbing • Link customers to your product detail page 	<ul style="list-style-type: none"> • Larger brands drive up the cost
Sponsored Display Ads that appear both on Amazon and in outside markets	<ul style="list-style-type: none"> • Pay Per Click and set your own budget • Amazon recommends a minimum budget of \$100/day 	<ul style="list-style-type: none"> • Best visibility 	<ul style="list-style-type: none"> • Highest cost

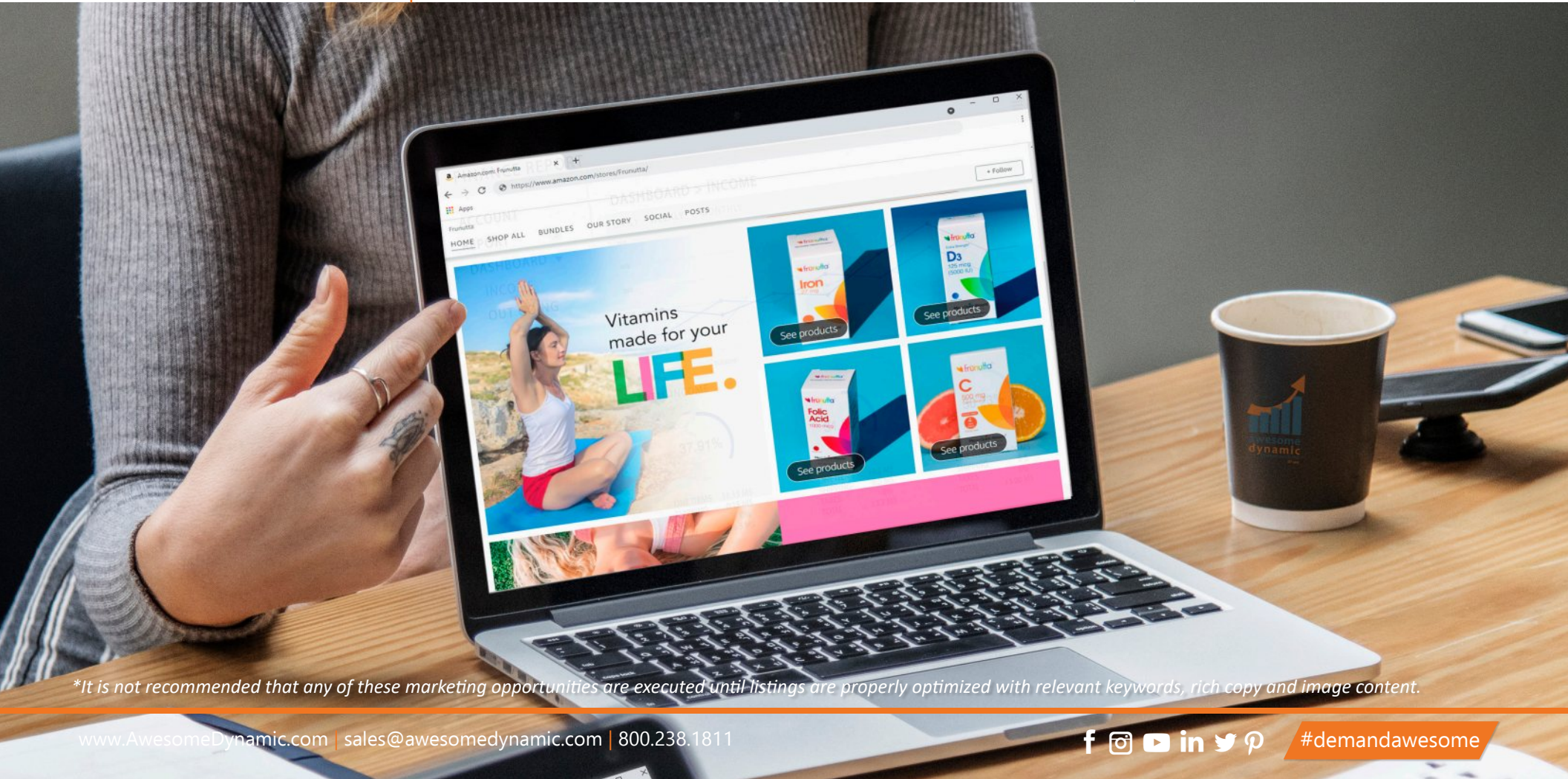


**It is not recommended that any of these marketing opportunities are executed until listings are properly optimized with relevant keywords, rich copy and image content.*

BRAND STORE

Creating a Brand Store within Amazon allows you to enhance the customer experience by providing more information (pictures, video and copy) about your products and business.

	Info	Pros	Cons
Store	<ul style="list-style-type: none">• A dedicated brand destination on Amazon available for Brand owners	<ul style="list-style-type: none">• No fee to set up• Create a customized store with drag-and-drop tiles or use a predesigned template• Gain powerful insights on sales, visits and page views	<ul style="list-style-type: none">• Must be enrolled in Amazon Brand Registry



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PROMOTIONS

A discount, coupon or promotion of any sort builds interest and sets your product apart from the competition.

SELLER CENTRAL

	Info	Pros	Cons
<p>Coupons Visible in search results and on the top of discounted listings</p>	<ul style="list-style-type: none"> • Seller sets discount • Maximum duration of 90 days • Recommend at least 10% discount but 20-30% discounts perform better 	<ul style="list-style-type: none"> • Coupons provide traction • This promotion option has seen the most benefit for sellers 	<ul style="list-style-type: none"> • \$0.60 fee for each coupon used
<p>Discount Offer Two options available</p>	<ul style="list-style-type: none"> • Percentage Off: Seller can offer tiered discounts • Buy One, Get One: Seller determines product for free item 	<ul style="list-style-type: none"> • Good for offering one-time discounts to buyers • No additional fees 	<ul style="list-style-type: none"> • Not as visible as other promotion offers
<p>Lightning & 7-Day Deals Discounts offered during a specific time frame; Lightning Deals: 4 hours, 7-Day Deals: 7 days</p>	<ul style="list-style-type: none"> • Amazon recommends which products are eligible • Discounts need to be at least 20% • Seller sets the number of units offered for Lightning Deals; 7-Day Deals do not have a limit 	<ul style="list-style-type: none"> • Marketed by Amazon • Frequently shopped by savvy buyers 	<ul style="list-style-type: none"> • Amazon picks the products, approves the deals and sets the day/time to offer the deal • \$150/deal; \$300-450 during Black Friday/Cyber Monday • Need substantial margins to profit
<p>Prime Exclusive Discounts Discounts only available for Prime Members</p>	<ul style="list-style-type: none"> • Run discounts any day of the year • No fee to run; discounts need to be at least 10% off lowest price (20% minimum discount for Prime Day and other events) 	<ul style="list-style-type: none"> • Marketed by Amazon • Frequently shopped by savvy buyers • Adds strike-through pricing and special badging during event days 	<ul style="list-style-type: none"> • Amazon picks the products, approves the deals and sets the day/time to offer the deal • Need substantial margins to profit
<p>Launchpad Amazon's marketing assistance program</p>	<ul style="list-style-type: none"> • Primarily utilizes social media to promote products • The success rate is highly variable 	<ul style="list-style-type: none"> • Amazon helps promote your products internally and externally using Amazon's platform 	<ul style="list-style-type: none"> • 5% additional referral fee on all sales of your products on Amazon (your entire catalog) • Minimum engagement is 1 year
<p>Subscribe & Save Scheduled purchase program</p>	<ul style="list-style-type: none"> • Buyers can get up to 15% off • Discount is taken off the price of the product 	<ul style="list-style-type: none"> • Seller picks the products • Gain data on the number of buyers who have subscribed 	<ul style="list-style-type: none"> • Amazon determines if the products are eligible

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PROMOTIONS

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VENDOR CENTRAL

	Info	Pros	Cons
Coupons Visible in search results and on the top of discounted listings	<ul style="list-style-type: none"> • Seller sets discount • Maximum duration of 90 days • Recommend at least 10% discount but 20-30% discounts perform better 	<ul style="list-style-type: none"> • Coupons provide traction • This promotion option has seen the most benefit for sellers • No additional fees 	
Price Discount A percentage off	<ul style="list-style-type: none"> • Seller determines percentage discount on products • Lasts up to 365 days 	<ul style="list-style-type: none"> • No additional fees 	<ul style="list-style-type: none"> • Not as visible as other promotion offers
Lightning Deals Discounts offered during a specific time frame	<ul style="list-style-type: none"> • Deals run for 4 hours • Amazon recommends which products are eligible • Discounts need to be at least 15% • Seller sets the number of units offered for Lightning Deals 	<ul style="list-style-type: none"> • Marketed by Amazon • Frequently shopped by savvy buyers 	<ul style="list-style-type: none"> • Amazon picks the products, approves the deals and sets the day/time to offer the deal • \$150/deal; \$300-450 during Black Friday/Cyber Monday • Need substantial margins to profit
Best Deals	<ul style="list-style-type: none"> • Minimum 10% discount 		<ul style="list-style-type: none"> • \$150/deal; \$300-450 during Black Friday/Cyber Monday
Promo Code Discount code for eligible products	<ul style="list-style-type: none"> • Code is applied at checkout by the customer • Minimum 5% discount 	<ul style="list-style-type: none"> • Each promo code has a unique page that you can market • No additional fees • Amazon can share promo code with Associates and Influencers to increase traffic 	<ul style="list-style-type: none"> • Not as visible as other promotion offers
Subscribe & Save Scheduled purchase program	<ul style="list-style-type: none"> • Buyers can get up to 15% off 	<ul style="list-style-type: none"> • Seller picks the products • Gain data on the number of buyers who have subscribed 	<ul style="list-style-type: none"> • Discount is taken off the price of the product

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REVIEWS

The more reviews your product has, the better your product will sell. Cultivating reviews is vital to sellers but it is also time-consuming and there are rules to follow.

SELLER CENTRAL

	Info	Pros	Cons
Request a Review	<ul style="list-style-type: none"> This can be done manually or automated through software 	<ul style="list-style-type: none"> Only sellers can request a product review on any order placed More reviews, better your product will sell 	
Amazon Vine	<ul style="list-style-type: none"> Ideal for new products with less than 30 reviews Products are offered for free to selected buyers by Amazon, in return for a review 	<ul style="list-style-type: none"> No fee Amazon selects buyers who have a history of leaving helpful, honest reviews 	<ul style="list-style-type: none"> Positive reviews are not guaranteed; just honest reviews

VENDOR CENTRAL

	Info	Pros	Cons
Amazon Vine	<ul style="list-style-type: none"> Ideal for new products with less than 30 reviews Products are offered for free to selected buyers by Amazon, in return for a review 	<ul style="list-style-type: none"> Amazon selects buyers who have a history of leaving helpful, honest reviews 	<ul style="list-style-type: none"> Positive reviews are not guaranteed; just honest reviews \$2,500/SKU enrolled



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