

PRIME DAY PREP 2022

Did You Know?

In 2020 and 2021 Amazon Prime Day marked the two biggest shopping days for small and medium-sized businesses.

Deadlines

Deal Submissions | April 29, 2022

Inventory to Fulfillment Centers | June 20, 2022

**More deadlines to come*

HOW TO SELECT THE BEST PRODUCTS

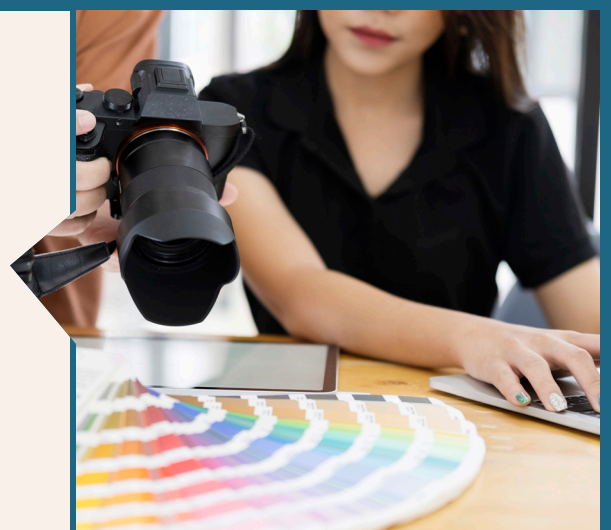


1 REVIEWS

Amazon is strict about reviews. Products with quality, informative reviews are helpful in moving products. Remember, customers can easily spot a fake review, and that can jeopardize your sales and credibility.

2 OPTIMIZED IMAGES

Online shopping relies heavily on images. Your images should speak to the product and help answer any questions consumers may have. Also, make sure you are utilizing all available image slots.



3 KEYWORDS

Keywords can drive shoppers to your listing. Use relevant keywords in your copy (title, bullet points and description). This will be helpful in driving traffic to your listing and improving conversions.

Before

At this time, you should be running tests with your PPC advertising to fully optimize your campaigns. This will help your advertising efforts become more efficient as Prime Day draws closer. Determine your return on advertising spend (RoAS) and also your ad spend divided by total sales (TACoS) to set your baseline.

During

Turn on your Sponsored and Display Ads to drive shoppers to your product sales and deals.

After

Re-engage your audience. Sponsored Ads should be used to re-sell, upsell and cross-sell to those who have already made a purchase from you, while Display Ads retarget those who have not yet purchased. Recalculate RoAS and TACoS to see how effective your campaigns ran during Prime Day.

AVOID THIS BIG MISTAKE

DO NOT slow down your advertising efforts once Prime Day has passed. In fact, there is a higher category search volume in the two weeks AFTER Prime Day!