

# PRIME DAY PREP 2023

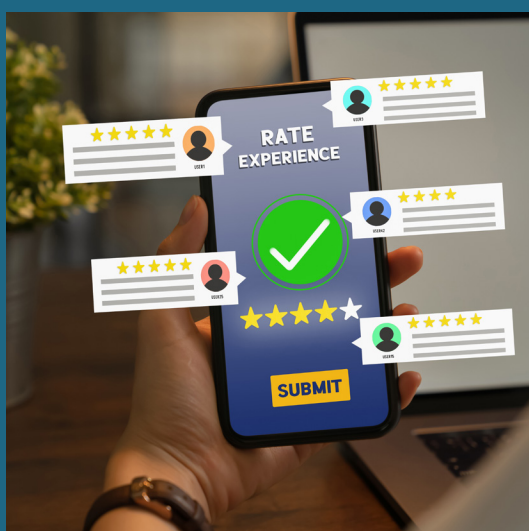
## Prime Day

2022 marked the biggest shopping event for small and medium-sized businesses as they saw their sales outpace Amazon's retail business.

## Deadlines

Lightning Deal Submissions | April 28, 2023  
Inventory to Fulfillment Centers | June 15, 2023  
*\*More deadlines to come*

## HOW TO SELECT THE BEST PRODUCTS

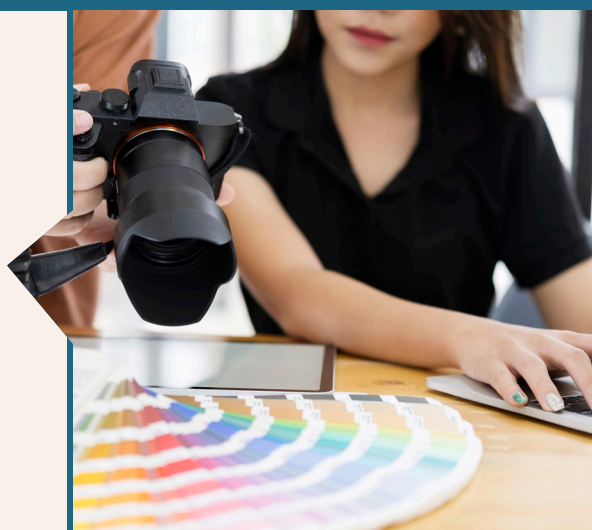


### 1 REVIEWS

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. Our advertising specialists recommend an increase of 200% in your ad budget to compete during this high traffic event.

## 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!