amazon prime day

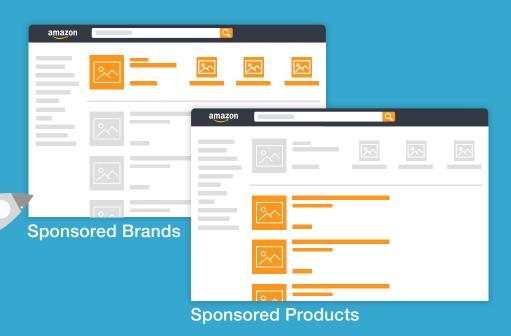## SELL MORE PRODUCTS WITH THESE 5 TACTICS

Amazon Prime Day 2018 broke all records, bringing in a grand total of 4.2 billion USD in just 36 hours. Many sellers even recorded a 500× boost in sales. Is your business ready to take full advantage of Prime Day 2019? These 5 key tactics can help you sell more this Prime Day!

1 LEVERAGE AMAZON ADS

Boost product visibility on Prime Day by running **Sponsored Products** or **Sponsored Brands.** These keyword-targeted, pay-per-aclick ads can secure your product a prominent placement on Amazon.com – boosting your sales potential.

100–150% sales uplift

Sponsored Brands

Sponsored Products

Sellers using Sponsored Products on Prime Day have seen a **150–200% boost in ad clicks** and a **100–150% resulting sales uplift.**

Tips:
> Educate yourself on Amazon advertising requirements ahead of time
> Start advertising well before Prime Day to test and reach eager Prime Day shoppers
> Up your budget to account for the increase in traffic
> Bid competitively

2 SET UP AMAZON PROMOTIONS

Prime Day shoppers are on the hunt for good deals. **Lightning Deals** and **Coupons** are great ways to capture the attention of these discount-hungry shoppers.

Coupons: *Static product discounts that appear on the product listing with a prominent green tag, and on the "Today's Deals" page of Amazon.*

Lightning Deals: *Time-limited offers with a prominent placement on the highly-visited "Today's Deals" and "Prime Day" page of Amazon.*

Note: Be sure to consider Amazon's application deadline and requirements for Lightning Deals ahead of time.

3 OPTIMIZE YOUR PRODUCT LISTINGS

No matter how good the deal, shoppers want to understand the product and how/why they should buy it. Ensure your Amazon product listing is ready for Prime Day by making sure your product feed is complete, clean, and accurate. This will not only help educate shoppers, but perfect product information can also boost your organic search rank and earn your product better visibility.

Tips:
> Add click-worthy titles
> Cleanse and optimize product descriptions
> Add compelling, story-telling images
> Aim for a high number of positive customer reviews
> Identify and insert powerful keywords

Title

4 DRUM UP AWARENESS WITH EMAIL AND SOCIAL MEDIA

Most Prime Day shoppers are eagerly awaiting news about upcoming deals. To build up more hype and awareness, you can leverage social media and email marketing.
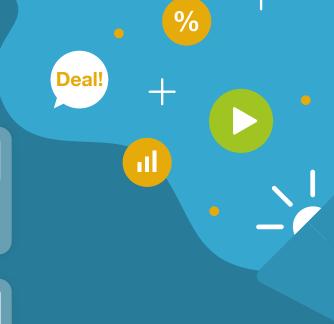
Deal!

Social tips:
> Publish 2-3 posts per week
> Consider when your customers will most likely be active
> Don't forget the hashtags like #PrimeDay and #AmazonSeller

Email tips:
> Include a clear, compelling subject line e.g. *Great deals coming from <your company> on Prime Day!*
> Send up to two emails, one before and one on Prime Day
> Include a nice header image that references Prime Day

5 PREPARE YOUR INVENTORY

Your inventory numbers need to reflect the likely influx of sales. Do all you can ahead of time to get a clear sales forecast so you can anticipate what kind of stock levels to prepare. You do not want to run out of products and list out-of-stock products on Prime Day.

Tips:
> Review sales numbers from previous Prime Day or Black Friday sales to gauge sales forecast
> Keep stock and availability up to date in your product feed