

The Four Pillars of Amazon Selling

Amazon.

We all know it. It's hard not to think of Amazon when it comes to online shopping. But how many of us actually know how to leverage the world's largest eCommerce marketplace?

Being a seller on Amazon goes far beyond just creating a seller account and listing your products on the platform with the hopes of driving in traffic and sales. There's a strategic method to rank and capture consumers' attention. It entails four distinct components that must work in tandem; without them, there will be little traffic or sales, hardly any exposure, a lack of profit, and, well, you get the idea!



So, again, how does one leverage the world's largest eCommerce platform and make their business boom?

Not Everything Sells

If you ever want to be an Amazon seller, it's important to know that not every product sells. Amazon, like all marketplaces, has its own niche markets. Hence, its extremely loyal customer base.

Researching and understanding what they are, is the first step in understanding how to make your business profitable and scalable, rather than just diving into sales.

Fashion has always been the top-selling niche on the platform. However, electronics, books, and homeware are also popular. And ever since the pandemic, other categories, such as exercise equipment, have started to trend, though not to the same extent as its constants.

So, you see, not every product sells, even on a place like Amazon.

Let's Talk About Pricing

The one cardinal rule you must remember about Amazon is that it's so much bigger than you'd ever expect it to be. There are thousands of competitors and millions of buyers, so price points have to be competitive. After all, money is the driving factor for most consumer purchases in general, and Amazon customers are no exception. And let's be honest, when you see a better price point on a similar product, are you really telling us you won't opt for that product?



Therefore, the right price point will make or break your listing. So, higher volumes and smaller margins are highly advisable in order to succeed on a platform like Amazon.

Product Listings are the Key

They're the little bullet points and product descriptions on the right of the images we all read, but very few understand their importance. In short, they explain what your product is to consumers, which essentially converts them into sales.

In detail, good quality product listings include keywords. They're essentially Amazon's version of SEO words. Just think of it as little lightbulbs turning on as potential consumers read the keywords in your listings.

Therefore, as you can imagine, the more keyword-rich your listings are, the more likely you are to rank higher on Amazon. This will allow you to be more visible and garner more organic traffic, which will lead to better conversion rates. All things the Amazon bot looks at when ranking sellers on the site.

Amazon PPC, Have You Heard of it?

Let's first understand what Amazon PPC is before we talk about how crucial it is to winning on Amazon.

Amazon PPC, or Amazon Pay Per Click, is Amazon's advertising platform that allows its sellers to promote their products on the marketplace. In other words, it's Amazon's version of billboards. But here's what makes it fascinating; rather than a seller paying up front, they only pay when potential consumers actually click on their ad. Hence the name, "Pay Per Click".



Now, let's talk about its importance. As established earlier, Amazon has thousands of competitors. So, whether you're scaling or maintaining your business on the platform, utilizing Amazon PPCs is *the*

crucial element to making your business boom. Without them, the likelihood of potential consumers ever viewing your products is next to nil.

Organic traffic is important, but ranking on the first page organically usually takes months, sometimes years, while PPCs allow that to happen almost instantly. Therefore, it's always better to use them.

Conclusion

At the end of the day, Amazon is a mass platform. And with so much competition, it's hard to stay on top of the game. It becomes even harder to do so with millions of consumers, who each have their own preferences and buying strategies. However, like every marketplace, there will always be factors that are constant. And understanding what they are and how to leverage them is the key to winning at Amazon.