Impact Difficulty Examples

Prime Day Checklist

Amazon Prime Day has become synonymous with one of the year's most significant retail extravaganzas. Shoppers eagerly anticipate substantial markdowns on beloved items, often stumbling upon exciting new finds at enticingly reduced prices.

While the benefits for customers are evident, Amazon Prime Day also presents substantial advantages for Amazon sellers.
This event typically signifies a surge in visitor traffic and a dramatic spike in product sales. However, for novice sellers, understanding how to equip their venture for such a major occasion adequately can be challenging.

Delve deeper to glean comprehensive insights about Amazon Prime Day 2023

What is Amazon Prime Day?

Amazon Prime Day represents an annual retail phenomenon tailored to Amazon Prime subscribers.
This event typically unfurls around mid-July, although the date may oscillate yearly.

In 2022, Amazon inaugurated an additional sales spectacle in October, aptly termed the Prime Early Access Sale.
This two-day shopping spree granted Prime members an exclusive preview of the season's holiday deals.

Throughout Prime Day, Amazon and its third-party vendors proffer an expansive range of special offers and discounts.
Products spanning various categories - from electronics and home & kitchen to fashion, beauty, and beyond - come with enticing markdowns.

Customarily, Prime Day spans a 48-hour window, during which Amazon frequently introduces new deals regularly.

When is Amazon Prime Day 2023?

The much-anticipated Amazon Prime Day 2023 is slated for July 11-12. The 48-hour discount extravaganza will commence at 3 A.M. EST on July 11th.
To guarantee a thriving Prime Day as a seller, it is crucial to adhere to the guidelines outlined in this article.

Unfortunately, the window has closed for those who haven't already arranged exclusive Prime Day deals via Seller Central.
The deadline for submissions was April 28, 2023.

How?

Below will go into detail on different strategies to take advantage of these shopping events.

However, one way to deal with these shopping events is to ignore them completely, take whatever traffic/sales benefit they offer and move on once they have passed.

Some sellers even choose to turn off their advertising completely for a couple of days during the prime day because the costs are so high, Amazon will spend double or triple your set budget, and there are a lot of window shoppers that do not convert, so ACOS is not necessarily always lower during these shopping days.

By turning off ads completely, you are choosing not to play the game Amazon is laying out, taking advantage of the extra traffic and sales that is provided by these days and boosting profitability. This is only recommended for products with a strong organic ranking. Ads should be turned back on the day after prime day.

History

1. Prime Day Performance Data 2022

   2022-Amazon-Prime-Day-Infographic.pdf?_gl=1*135cb2c*_ga*MTU4MTU1NTE5Mi4xNjg4MDQxMTEw*_ga_T49FMYQ9FZ*MTY4ODA0MTEwOS4xLjEuMTY4ODA0MTY3OC4wLjAuMA..

General PPC

Prime Day Checklist

Prime Exclusive Discount	Lightning Deals aren't the sole source of savings on Prime Day. Sellers also have the option to extend what is known as a Prime Exclusive Discount. A Prime Exclusive Discount is a reduced rate extended specifically to Amazon Prime subscribers. It showcases the slashed price alongside the original cost, which is crossed out, with the saved percentage clearly indicated. To configure a discount within Seller Central, navigate to the Advertising tab and select Prime Exclusive Discounts. Normally, these discounts can be set up during the week of Prime Day. Therefore, sellers are advised to remain vigilant and monitor Seller Central for this opportunity. In 2022 there will be a second Prime day - the **Fall Prime Deal Event**. Running Prime Exclusive Discounts is highly recommended for this event.	medium impact	low difficulty	
Coupons	A coupon is the best way to let customers know you're offering discounted prices because it shows up as a bright green tag next to the list price on the product detail page — customers can't miss it, and they don't have to go hunting for deals on a separate page.	medium impact	low difficulty	
Create a Promotion	Within Seller Central, Amazon vendors have the flexibility to design an assortment of promotional deals, including "buy one get one free" or "buy one get one at 50% off." Furthermore, sellers can generate tailored promo codes for social media, perfect for sharing with their online community or collaborating with an off-Amazon influencer. Each seller is granted a unique marketing page for directing prospective customers.	medium impact	low difficulty	
Prime Day Deals	Buyers flock to Amazon on Prime Day in search of lucrative deals. While offering a discount isn't strictly necessary to witness a boost in sales during this event, it could undeniably enhance your prospects. Unfortunately, the deadline for submitting "Prime Day Deals" for the July event is already behind us. According to Amazon, ensure to register your deals by August 11, 2023, to partake in the Prime Fall Deal Event sale. Let's understand how this mechanism operates. Venture to the Deals section in Seller Central (Navigate: Advertising > Deals) and observe what you have ready to submit during the Prime Day window. Remember, the fees associated with running deals on Prime Day are escalated compared to standard times. Amazon bumps up the fees due to the massive surge in customer traffic on these days, promising your products significantly broader visibility. For example - we have the opportunity to launch a Lightning Deal during the "Prime Day window," which will carry a cost between $300 - $500, in addition to the discount you offer. The usual Lightning Deal fee is $150, so evaluating whether the extra expenditure is justified for your business is essential. Is the increased fee worthwhile? If you've previously enjoyed success with Lightning Deals, or your product consistently exhibits a high conversion rate, we'd recommend taking a chance on this deal, as it could potentially elevate your product's visibility and sales. However, if your product is relatively new and lacks an extensive sales history or your advertising budget is limited, you might want to forgo this deal. Instead, consider opting for a Prime Exclusive Discount or a coupon.	high impact	medium difficulty	
Inventory Preparation	This might seem self-evident, but it's crucial to begin procuring inventory in preparation for Amazon's mega-sale events. It could be too late to dispatch inventory for the upcoming Prime Day in July. The deadline for the arrival of your inventory at U.S. fulfillment centers for Prime Day was June 15, 2023. If your inventory wasn't sent in time, consider enabling Fulfillment by Merchant (FBM) offers during Prime Day to compensate for any Fulfillment by Amazon (FBA) inventory shortage. While Amazon has yet to provide a specific timeline for the Prime Fall Deal Event inventory arrival, it's reasonable to anticipate a mid-September deadline. It's advised to initiate discussions with your suppliers to ensure your inventory is prepared for October and to ship as soon as possible, accounting for any potential hiccups. For those who use the FBA model, verifying your FBA capacity limits is important before procuring excessive inventory. Thanks to the revised capacity limits, sellers can forecast their inventory needs three months in advance. If your current capacity limits are on the lower end, focus on amplifying your sell-through rate and minimizing excess inventory, as these factors significantly impact your inventory limits on Amazon.	high impact	high difficulty	
Develop FBM Offers if FBA Inventory is Insufficient	If your inventory capacity limits fall short of your expectations or you cannot ship your inventory into FBA in time, consider creating FBM (Fulfillment by Merchant) offers on your listings. This strategy allows you to continue presenting deals and meeting customer demand by managing your own order fulfillment or utilizing a third-party fulfillment center. Sellers have the capability to provide both FBA (Fulfillment by Amazon) and FBM options under a single ASIN. To add an FBM offer, follow these steps: 1. Navigate to "Add Products" in Seller Central. 2. Input your ASIN. 3. Click on "Sell this product". 4. Generate a new SKU to distinguish the FBM offer and select "I will ship this item myself" as the fulfillment method. If your FBA inventory depletes, your FBM offer will occupy the Buy Box, given that you have inventory available for the FBM offer.	low impact	high difficulty	

Optimize your listings	In preparation for any significant sale event, sellers should devote attention to optimizing their listings. Even though competitive prices appeal to today's buyers, an enticing product listing is paramount to secure conversions. Here's how you can enhance your Amazon listings for Prime Day: **Audit your listings:** Review your title, bullet points, images, and descriptions to ensure they are current and engaging. If you need assistance crafting your listing copy, consider **using SophieSociety's SOP.** **Split test your A+ content:** If your brand is registered, you may want to utilize Amazon's split-testing feature to maximize your listing's conversion capacity. **Boost your reviews:** Though it may seem challenging, using tools like Jungle Scout's Review Automation/Zoof/Helium10 can facilitate this process. It aids in augmenting your review count by automatically sending review requests to all your customers. Initiating these strategies now, rather than right before Prime Day, could prove advantageous as it may boost your sales and Best Sellers Rank ahead of the main event. By gaining traction for your listings now, you'll be better positioned to benefit from the extraordinary surge in Amazon traffic on Prime Day.	high impact	high difficulty		
Amplify Your Marketing Strategy	Ensure customers can discover your listings on Prime Day by enhancing your brand's visibility on and off Amazon. Begin your efforts now so that you can lure your expanded audience with irresistible deals by the time the sale arrives. Here are some Prime Day marketing suggestions: **Revisit your PPC** (pay-per-click) campaigns: You might want to consider bidding more assertively on your product's key keywords to boost your organic ranking. If you're a brand-registered seller, seize the opportunity to exploit your access to Amazon's advanced PPC advertising solutions like Sponsored Brands, Sponsored Brands Video, and Sponsored Display ads. **Implement off-Amazon ads:** Stimulate external traffic to your deals to increase sales. Take advantage of the sophisticated targeting capabilities offered by Facebook and Google ads. Don't forget to monitor your off-Amazon traffic and conversions with Amazon Attribution. **Leverage social media:** Consumers are increasingly inclined to discover products on platforms like Facebook, Instagram, YouTube, and even TikTok. Captivate their attention with posts, Instagram Stories, and brief videos highlighting the savings they can enjoy on your products on Prime Day. You can even repurpose some of this content through Amazon Posts. Research has shown that 90% of marketers think influencer marketing is effective, and a further 61% of shoppers are likely to trust recommendations from friends, family, or influencers on social platforms. These statistics clearly indicate that influencer marketing can be a valuable tool for creating brand awareness and generating sales.	high impact	high difficulty		
Create Product Bundles	Your primary goal on Prime Day must be to boost sales by moving your inventory as much as possible. Besides, customers love bundles when they are effectively grouped to solve customers' problems, making it convenient for them to buy. So, get creative and find ways to create product bundles that complement each other. It also saves money on shipping and packaging, and you can give that money back to your customer as a discount. It's also an excellent way to increase the average order value. By offering convenient product bundles, you also save customers browsing time and provide them with a one-click solution for their needs. This added convenience can encourage customers to spend more and improves your bottom line.	medium impact	high difficulty		
Create an Amazon Store subcategory page for Prime Day	If you already have an Amazon Storefront, plan to create a dedicated Prime Day subcategory. It can serve as your landing page for all Prime Day deals and discounts. You can redirect shoppers to this landing page with the PPC ads, make it easier for shoppers to find and browse your deals, and improves the conversion rate.	medium impact	high difficulty		
Use Amazon Posts to create buzz	Amazon Posts is a relatively new tool that allows sellers to create social media-style content on Amazon to enhance product discovery, brand visibility, and customer engagement. These posts appear on product detail pages, feeds, and related product sections, giving your product multiple touchpoints to attract potential customers. This helps the products stay top-of-mind to consumers' minds during Prime Day and increases the conversion rate. **Note**: We recommend featuring the top-performing products on Amazon posts to stir up buzz and awareness of your products. Learn more about it from the Amazon Posts detailed guide.	low impact	medium difficulty		

What to do During & After Prime Day 2023	**During Prime Day** Now that the big day has arrived, it's time to put your well-crafted strategy into action and make the most of this momentous event. During Prime Day, allocate a significant portion of your budget to Sponsored Products, Sponsored Displays, and Product-Targeted ads, as these can generate high conversion during this time. Utilize branded and generic short-tail keywords to reach a broader range of shoppers using Sponsored Product ads. Additionally, use Sponsored Display and DSP ads to retarget shoppers who have already shown interest in your products on and off Amazon. By combining different types of ads, you can capture the attention of different audiences and maximize your chances of driving sales on Prime Day 2023. Take advantage of this by selling products on other marketplaces during the Prime Day timeline to maximize sales and your business's bottom line. **After Prime Day** Prime Day may be over, but the work doesn't stop there. In fact, this is the perfect time to leverage the valuable sales data you've gathered and gain insights into your customers' preferences and behaviors. Take a moment to reevaluate and analyze the following: • What were your best-selling products during Prime Day? • Who was your primary customer demographic? • Were there any trends you've seen in customer habits? Understanding all these will help you create successful post-Prime Day strategies. This phase is called the lead-out phase, where customers are still warm, and you have the perfect opportunity to re-engage your audience and drive further sales. **In fact, the two weeks following Prime Day often see higher category search volume than the two weeks prior.** So, during this period, focus on reselling, upselling, and cross-selling your products to your existing customer base. Use Sponsored Display Ads to target those who have already purchased from you, offering them complementary or upgraded options. This helps foster customer loyalty and maximize the value of each transaction. Simultaneously, retarget shoppers who showed interest but didn't make a purchase during Prime Day, providing them with an enticing offer. With the competition likely decreasing after Prime Day, it's an opportunity to fine-tune your advertising strategy, engage your audience and capitalize on the post-Prime Day shopping frenzy to drive further sales.	low impact	low difficulty	
**Leverage your email list	—-	high impact	low difficulty	
PPC: Strategy #1	CPCs and budgets will increase during the days of BF / PD, therefore your account should be prepared for this in advance. Allowing for a 3X - 4X ad budget on these days is essential. You can bid a little higher as well if you want to make sure that you keep some crucial top positions on your ads - a 35% increase would be the maximum that would be recommended. Unless your bids were very low to begin with, in which case you could go higher than that. Conveniently for Amazon and PPC managers, you can now set specific bids for BF / PD in the ads console on the suggested bids column. Several ad types on Amazon will allow you to customize images & headlines for your ads.. This can help increase CTR. Sponsored Brands, and Sponsored Display ads allow us to create headlines and add custom images that might appeal to a shopper on BF / PD. Using Amazon terms like "prime day" is not allowed, but you can say things like "Big Savings on XYZ", "10% Off XYZ", "Save 10% on XYZ".	high impact	medium difficulty	
PPC: Sponsored Display: Views and Purchase (Follow-Up)	After Prime Day, **Sponsored Display - Views Remarketing** can be used to do a 7, 14, 30, 60, or 90-day lookback of audiences who viewed your product but did not purchase. This is a powerful way to keep your product top-of-mind by re-engaging audiences on and off Amazon and redirecting them to your product listing. The shopper may not have been ready to purchase initially, but they may after a second look. **Sponsored Display - Purchases Remarketing** can be used to do a 7, 14, 30, 60, 90, 180 or 365-day lookback of shoppers who purchased your advertised products and/or purchase products related to advertised products. This is another powerful way to re-engage shoppers both on and off Amazon. Shoppers may be ready to purchase your product again after Prime Day, especially if you are in categories like consumables, household, or personal care.	medium impact	medium difficulty	
PPC: Optimizing Targets & Focus on the 80/20	**Filter to the products that produce the greatest return** and qualify for Prime Day: - Which products have the highest conversion rate (CVR%)? - Which products have 4.5+ start rating?	high impact	low difficulty	