100+ Tips for Mastering Amazon Marketing

Data-backed Strategies for Improving Organic & Paid Marketing Performance

kaspien
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Current Trends in Amazon Marketing

AMAZON ADVERTISING REVENUE GROWTH 2018-2021

Source: AMAZON

WHAT 3 SERVICES DO YOU SEE AS MOST IMPORTANT FOR YOUR COMPANY’S ECOMMERCE SUCCESS

Source: KASPIEN SURVEY

KASPIEN’S AMAZON AD SALES

Source: KASPIEN

KASPIEN’S AVERAGE CPC FOR AMAZON ADVERTISING

Source: KASPIEN

KASPIEN’S AVERAGE ACOS FOR AMAZON ADVERTISING

Source: KASPIEN
EXECUTIVE SUMMARY

Digital marketing can significantly improve sales growth on Amazon. This reality has led to fierce competition, raising the question: What are the most effective tactics for each marketing tool?

In this eBook, we approach that question in two ways:

1. What are the most effective ways to use the given marketing tool on its own?

2. What are the most effective ways to use the marketing tool in relation to your other marketing efforts?

Through this holistic approach, we aim to provide advice that can be immediately implemented for individual services, as well as high-level strategy that amplifies the performance of your marketing efforts as a whole.

When it comes to digital marketing, the whole can be greater than the sum of its parts. It’s up to you to make it so.

About Kaspien

Kaspien optimizes and grows brands on today’s leading online marketplaces. Founded in 2008 in Spokane, WA, Kaspien has spent the last decade building and utilizing proprietary technologies for marketing optimization, brand protection, and fulfillment efficiency to generate rapid revenue growth for brands. Kaspien has earned the trust of many leading brands, including 3M, Strider Bikes, ZippyPaws and others, driving over $1 billion marketplace sales. For more information, visit kaspien.com.
As Amazon advertising costs continue to rise, more brands are leveraging organic and paid social media marketing, Google advertising, and Amazon’s Demand Side Platform (DSP) to reach shoppers off-Amazon.

Once on Amazon, shoppers are immediately met with obvious and subtle ads alike. The home page and the search results page are dominated by sponsored content that vie for attention and try to draw shoppers in. Once shoppers click into a product listing, they review more images, possibly videos, titles, bullet points, A+ Content, and customer reviews to decide if the given product satisfies their needs (all while additional ads try to divert their attention).

In this way, we see the Amazon shopping experience divided into three loose stages:

1. **Awareness**
   Through largely off-Amazon marketing, make shoppers aware of your brand and products, and attract them to Amazon.

2. **Consideration**
   Through paid and organic Amazon marketing efforts, capture on-platform shoppers’ attention and pull them into product listings.

3. **Decision**
   Through listing images, text, and other features, give shoppers the information they need to have enough confidence in the product to purchase.
THE CONSUMER PATH TO PURCHASE ON AMAZON

Holistic Marketing Funnel
We can take these three stages and use them as a loose template for an Amazon marketing funnel.

AWARENESS
- Create awareness and bring off-site traffic to Amazon
  - Amazon Attribution
  - Brand Referral Bonus
  - Social Media Advertising
  - Amazon Live
  - Social Media Marketing
  - Amazon Posts
  - Influencer Marketing
  - Amazon DSP

CONSIDERATION
- Capture on-platform shoppers’ attention and draw them into listings
  - Sponsored Display Ads
  - Sponsored Product Ads
  - Sponsored Brand Videos
  - Sponsored Brand Ads
  - Amazon Deals
  - Amazon Coupons

DECISION
- Give shoppers the information they need to purchase
  - Listing Optimizations
  - Reviews
  - Images
  - A+ Content
  - Videos
  - Brand Stores

SALE
*Brand registry is required to access many of these services

Do note, the categorization of marketing strategies and ad types in this graphic are not rigid. Many of the strategies can live in multiple stages of the buyer’s journey depending on how they are used.

At Kaspien, we have long advocated for a holistic approach to Amazon marketing, directing concerted efforts at every stage of the funnel instead of focusing on just one.

In doing so, you increase not only the size of your audience, but also the percentage who convert.

Build from the Bottom Up
While shoppers progress through the marketing funnel from the top down, sellers should build their marketing experience from the bottom up. Failing to do so is akin to building a house upon sand.

Just imagine the shopper experience if they click a Sponsored Product Ad only to be met with a barren product listing. Without information in the form of images, videos, and text needed to feel confident in a purchase, shoppers are more likely to bounce than to convert.

Start with a strong foundation. Optimize your product listing, A+ Content, and Brand Store before you start advertising.
Jane is an outdoor enthusiast who enjoys rock climbing, and she follows several Instagram accounts dedicated to the sport. One day while browsing Instagram, an account she follows features rock climbing gear from a brand she hasn’t heard of before: Fictional Climbing Brand, or FCB.

One week later, Jane decides to buy some new gear for an upcoming trip. She goes to Amazon and enters a non-branded search query. On the search results page, she sees a banner ad featuring FCB’s logo. The top products on the page are also FCB.

Recognizing the name, Jane clicks into the FCB listing, where she is met with high-quality images that show the product from multiple angles and settings, as well as a demonstration video that shows the product in use and highlights FCB’s brand values.

Jane reads through the bullet points, scrolls down and sees an A+ Detail Page that reinforces the brand’s professionalism, and below that, customer reviews.

Jane scrolls back up to the top of the listing, but she’s not in love with the color of the gear. Fortunately, this product listing has color variations built in, so Jane can easily select the desired color.

At this point, Jane trusts that FCB’s products are credible because of the Instagram post and customer reviews on Amazon. The listing images, bullet points, and A+ Content gave her enough information to feel confident that this product meets her needs. And, she even found a color variation that suits her taste. Satisfied with her findings, Jane clicks Add to Cart and checks out.
AWARENESS

Goal: Make shoppers aware of your brand and products and attract off-site shoppers to Amazon.
What Is It

The Amazon Attribution Program allows advertisers to create unique tags that are then added to an Amazon URL so sellers can track off-Amazon marketing’s impact on Amazon sales. The tag can represent any depth of granularity, such as campaign, channel, or keyword.

Why Use It

The program allows marketers to reliably attribute nearly all off-Amazon digital marketing efforts’ impact on Amazon engagement and sales.

How to Use It Effectively

- Use Amazon Attribution links for all off-Amazon product promotions, such as social ads, influencers, Facebook/Instagram catalog links, YouTube links, Pinterest links, and your direct website if it links to Amazon.

- Use the Attribution Program when running Google ads to Amazon so you can see which keywords are converting the best.

- Schedule Attribution reports to automatically send to designated email addresses at your desired frequency.

- Add all of your products in the order settings. This way, if someone converts on any of your products, not just the one being promoted, it will show up in your attribution reporting.

Learn More >>
What Is It
Amazon's Brand Referral Bonus program allows participating sellers to “earn a bonus averaging 10% of product sales driven by your non-Amazon marketing efforts,” which is credited to the seller through their referral fees, reducing them from 15% to 5% for the applicable sales.

Why Use It
Off-Amazon marketing is already a proven tactic for growing brand awareness and Amazon traffic. This program offers additional financial incentive at no cost.

How to Use It Effectively
- If you do not have an ecommerce-enabled direct website, use the Brand Referral Bonus Program whenever promoting products on your brand’s social media accounts or newsletter.
- If you have an ecommerce-enabled website, you may be better served by directing shoppers there instead of Amazon so you can collect consumer data. In this case, you have less need for this program.

Learn More >>

What We’ve Learned…
The existence of the Amazon Attribution and Brand Referral Bonus programs show us that Amazon wants sellers to promote Amazon listings to off-Amazon shoppers. Why? Well, it benefits Amazon, of course, but it also benefits sellers by capturing more traffic and sales. In that spirit, let’s also explore social media marketing for Amazon.
Social Media Marketing

What Is It
Promoting a brand or product through organic social media activity, including posts, shares, comments, messages, and networking.

Why Use It
Build trust and rapport with your target audience, as well as differentiate your brand from competitors based on brand personality, values, and customer service.

How to Use It Effectively

- Fully set up your Facebook, Instagram, Twitter, and Pinterest accounts before starting any social media advertising. You need a strong presence organically to set a strong foundation.

- Network with other social accounts and repost their content to build an engaged social community. Be sure to get written permission first via a direct message and tag the account.

- Spend at least 15 minutes per day liking and commenting on others' photos, following new accounts, and interacting with your followers to grow your audience.

- Do not use paid services that claim to gain followers or likes quickly. These tactics violate Facebook/Instagram's terms of service and undermine your brand's credibility in the long run.

- Don't worry about posting perfect content. Especially with the rise of raw video content (largely due to TikTok), you no longer need to worry about curating the perfect-looking feed.

- Partner with other accounts to have them host giveaways for you, drumming up excitement and gaining new followers (make sure the partner is legitimate before you send products).

Learn More >>
What Is It
Influencers are content creators with large and engaged followings on social media. Influencers can be hired to review and promote products to their audiences on their blogs, social media, and/or YouTube channels.

Why Use It
Shoppers follow influencers because they enjoy their personality, knowledge, and recommendations. As such, brands can reach highly targeted audiences through influencer marketer.

How to Use It Effectively
- Hire influencers that are members of the Amazon Associates Program and/or have an Amazon storefront. They already know how to integrate Amazon into their promotions and their commission incentivizes them to drive sales for your brand.
- Don’t underestimate the power of micro influencers - influencers who work in exchange for free products. While they may have smaller audiences, their followers are highly engaged. They can produce raw, honest content that is ideal for re-sharing on your social media channels.
- Leverage influencers to produce a stream of fresh creative assets for your social media channels, website, product listings, etc. Be sure to clearly state upfront that you want to retain commercial rights for their images.
- Promote new products with influencer campaigns to jumpstart awareness and sales. Hire influencers of all sizes, from micro influencers with under 1,000 followers to macro influencers with over 500,000 followers, depending on your budget.
- Utilize an influencer platform software that gives you insights into the influencers’ followers’ demographics, such as ACTIVATE by Impact. Many software applications only give you insights into the influencer’s demographics, but what you’re really after is data on their followers.

Learn More >>
Social Media Advertising

What Is It
Paid advertising run on social media platforms, such as Facebook, Instagram, TikTok, Pinterest, etc.

Why Use It
At the start of 2021, 82% of U.S. adults had a social media account. Advertising on these platforms increases awareness and keeps your brand at top-of-mind when shoppers are ready to purchase.

How to Use It Effectively

· Run ads through influencers’ accounts. If influencers tag your brand as a “brand partner” on Facebook, you can boost their post directly. The ad will display from the influencer’s account with their content, but you can choose where to direct the traffic. This technique almost always leads to better results than running ads directly through your brand’s accounts.

· Use the Amazon Attribution Program to create individual attribution links for each ad so you can track Amazon sales, listing views, etc. down to the ad.

· Use custom audiences such as customer lists or website viewers to serve ads directing them to Amazon.

· Create lookalike audiences from your top customer lists or your website visitors to reach potential customers that are relevant to your brand.

Learn More >>
What Is It
Amazon Live allows brands to broadcast live or pre-recorded videos to Amazon shoppers demonstrating product usage and features. Shoppers can watch the livestreams across devices and platforms.

Why Use It
Amazon Live is free, adds additional product placements, engages shoppers, and drives sales and keeps your brand at top-of-mind when shoppers are ready to purchase.

How to Use It Effectively

· Hire Amazon Live influencers to review your product for you. Influencers can livestream and earn a commission from any purchases their livestream drives.

· Offer coupon codes in your livestream to encourage purchases. When setting up your livestream via the Live Creator app, there's a section to add an Amazon coupon code.

· If you produce high-quality videos and regularly livestream, review the qualifications for “leveling up” on Amazon Live and apply if you’re eligible. Leveling up unlocks additional placements.

· Have a coworker interact with your viewers in the chat while you livestream. Encourage viewers to ask questions, share their experience with your product, etc.

Learn More >>
Amazon Posts

What Is It
Amazon Posts allows brands to create Instagram-style posts that are published directly on Amazon. Posts are visible in Brand Stores, product listings, competitor listings, related post feeds, and category-based feeds.

Why Use It
Amazon Posts is free, adds additional product placement, alerts shoppers who “follow” your brand on Amazon anytime you post, and offers cross-promotion opportunities.

How to Use It Effectively

- Re-purpose your social media post content for Amazon Posts. Think of this tool as another channel to share your Instagram and Facebook content.
- Post often. There’s no limit to how many times you can post and it’s free.
- Focus on lifestyle images over plain product images, as these tend to generate higher engagement.
- If you outsource your social media management, grant your social media team access to create Amazon Posts on your behalf.

Learn More >>
What Is It
Amazon Demand Side Platform (DSP) allows advertisers to programmatically buy ads that display on and off Amazon. Brands can reach targeted shoppers with display, video, or audio ads across a variety of Amazon-owned properties.

Why Use It
Amazon DSP uses Amazon's extensive first-party data to target highly relevant audiences. Amazon also provides detailed reporting using first-party data about category landscape, brand positioning, competitor positioning, customer buying behavior, and more.

How to Use It Effectively
- Prepare your budget. DSP may be the single largest ad buy you make on Amazon all year, as the minimum budget is $35,000.
- Use DSP during your peak sales season. DSP is best used to capitalize on large volumes of traffic going to your listings, such as holidays or seasonal sales spikes.
- Start small and build up. If you are running DSP for the first time, keep your targeting segments narrow and use a smaller portion of your budget to start. This will maximize return on ad spend while you collect data needed to expand DSP.
- Re-target shoppers who have viewed your listings or shoppers within your subcategory before expanding to higher funnel ad placements.
- Feature your best-selling ASINs. As sales and rank improve on those ASINs, you should see a halo effect on other ASINs in your catalog.
- Don't be afraid to pivot. If ASINs or customer segments are not converting, change the featured ASINs and/or work with your Ad Agency or Amazon DSP rep to change the target audience.

Learn More >>

Amazon Sales During DSP Campaign

Kaspien DSP campaigns have generated as high as a 4.9 return on ad spend, generating nearly $250K sales during a three-month campaign.
CONSIDERATION

Goal: Capture on-platform shoppers’ attention and draw them into product listings.
CONSIDERATION
Sponsored Display Ads

What Is It
Sponsored Display Ads target shoppers based on previous engaged with designated ASINs rather than by keywords. These ads can appear on and off the Amazon marketplace.

Why Use It
Sponsored Display Ads blur the lines between Awareness and Consideration, inciting interest in shoppers both off and on Amazon. They are a potent tool for retargeting, while less expensive than DSP.

How to Use It Effectively

- Start by launching a “Views Remarketing” campaign, running ads for your top-selling ASINs. By retargeting high purchase intent shoppers, this campaign type helps increase conversion rate.

- For “Views Remarketing” campaigns, use the “Similar to Advertised Products” ad group instead of the “Advertised Products” ad group to generate higher impressions, clicks, and orders.

- Utilize “In-Market” audience targeting to reach shoppers actively looking to purchase your products in the next 30 days. This is particularly good at reaching new-to-brand shoppers.

- Launch “Lifestyle and Interests” audience segmentation to expand top of funnel reach, increase brand discoverability, and acquire new shoppers.

- Launch “Lifestyle,” “In-Market,” and “Views Remarketing” campaigns to create a full funnel Sponsored Display Ad marketing approach, engaging shoppers across their path to purchase.

- Use the product targeting option for Sponsored Display Ads to target your own ASINs, defending your digital shelf space from competitors

Learn More >>

“In a Kasprien test, a “Similar to Advertised Products” ad group drove 197 orders over 30 days, while an "Advertised Products" ad group for the same product drove only 2 orders over 30 days.”
CONSIDERATION

Sponsored Product Ads

What Is It
Sponsored Product Ads are the most common ad type on Amazon. They resemble organic search results, except for featuring “Sponsored” below the product image.

Why Use It
Sponsored Product Ads are the highest converting ad type on Amazon and the top marketing revenue driver for most brands. Because they have multiple placements available per search results page, sellers have a good chance to populate ads for target keywords.

How to Use It Effectively

· Know your goals and success metrics. Work with stakeholders to set your budget, target outcome (ROAS, impressions, orders, etc.), and analyze the data to see if you are meeting your goals.

· Set up your campaigns in a way that enables you to scale as you add products/keywords. Kaspien generally recommends a 4-campaign build.

· Explore all ad types. Take advantage of auto targeting, manual keyword targeting, and product targeting to get as many ad placements as possible.

· Use a tool to automate optimizations. Adjusting bids and search terms manually or using bulk reports and flat files is challenging and time consuming. Software that can optimize your campaigns effectively is key to growing ad revenue.

· Regularly review, test, and optimize campaigns. Setting ads on autopilot is a surefire way to fall behind and lose market share. Keep adding new keywords and trying new ad types.

Learn More >>

Sponsored Products are highly effective when done right. In the first half of 2021, Kaspien’s Sponsored Product campaigns have averaged a 12.43 return on ad spend! That means that for every $1 spent, we’ve returned $12.43.
What Is It
Product Targeting is a subset of Sponsored Products, Sponsored Display Ads, and most recently, Sponsored Brand Videos. This ad type allows sellers to target specific ASINs rather than specific keywords. Ads appear on the product carousel section in Amazon listings, above customer reviews.

Why Use It
Product targeting ads are important for both defending and growing market share on Amazon.

How to Use It Effectively

· Target complementary and substitute competitor products to erode competitor market share and support cross-sell.

· Bid on your own branded ASINs. This protects digital shelf space from competitors, making it harder (and more expensive) for competitors to place ads on your listings. This strategy also creates up-sell and cross-sell opportunities.

· Utilize Category Targeting campaigns to place ads on competitor product pages across your category. This helps increase reach, visibility, and overall market perception.

· Use the “Amazon Refinement” tool to narrow Category Targeting by price range, star-rating, shipping logistics and other factors, helping you compete with your most direct competitors.

· Regularly review Amazon for new ASINs to add to Product Targeting campaigns. New competitors constantly surface.

· Use the “Negative ASIN” targeting tool to prevent your ads from appearing on irrelevant product listings. This tactic helps reduce campaign ACOS.

Learn More >>

In one of Kaspien’s longest continuously running Product Targeting campaigns, we’ve generated over 13 million impressions and $200K sales at a 16.68% ACOS and $0.48 CPC, demonstrating the high efficacy of this ad type.
Sponsored Brand Ads

What Is It
Sponsored Brand Ads are banner ads that can appear at the top, middle, and bottom of the search results page. Like Sponsored Products, Sponsored Brands appear for seller-selected keywords.

Why Use It
According to Amazon, 69% of customer searches on Amazon don’t include a brand name. Sponsored Brand Ads are a great way to introduce your brand to them and draw them into listings.

How to Use It Effectively

- Direct Sponsored Brand Ads to your Brand Store to provide them more information about your brand and products, bringing them closer to conversion.
- Advertise like-products together. Sponsored Brand Ads display three products. Featuring variations or complementary products supports multi-unit orders and return customers.
- Use Custom Images to better engage shoppers on mobile devices. They show shoppers your product in use or in context, which can lead to higher click-through-rates.
- Test your headlines. If you aren’t seeing conversions, switch it up!
- Continue to add and optimize keywords. Sponsored Brand keyword bids are competitive, so keep a close eye on your CPC and ad spend to make sure impressions and clicks are leading to orders.

Learn More >>

Kaspien has seen very promising results from Sponsored Brand Ads. On average, our Sponsored Brand Ads have a 14% conversion rate and a 7:1 return on ad spend (ROAS).
CONSIDERATION

Sponsored Brand Videos

What Is It
Similar to Sponsored Brand Ads, Sponsored Brand Videos are CPC ads on Amazon that generate brand awareness and support conversions. These ads appear on the SERP for desktop and mobile.

Why Use It
Video ads are still relatively new, so they readily capture shoppers’ attention and grow brand awareness. They also face less competition, making them cost-effective.

How to Use It Effectively

- Keep videos short and product focused. Limit videos to 15-30 seconds, show the product in use, and bring attention to key features.

- Use high quality video only. Shoppers respond more positively to brands and products supported by high quality, professional content. If you don’t have suitable video already, create new content in-house or hire an Amazon marketing agency before launching these ads.

- Use text overlay. Most shoppers watch videos on silent, so include text overlay to call out key product features.

- Feature top selling ASINs first to drive revenue more quickly and help determine the viability of videos for other ASINs.

- Leverage your current keyword data from Sponsored Product and Sponsored Brand Ads to jumpstart traction for Sponsored Brand Video campaigns.

- Test product targeting Sponsored Brand Videos to cross-sell your own products and draw shoppers away from competitor listings.

Amazon reports that some advertisers see 55% lower CPC’s for Sponsored Brand Videos compared to Sponsored Brand Ads, which can be attributed to lower competition for the ad type.

Learn More >>
What Is It
Amazon Deals are short-term promotions that can be used to accelerate sales velocity. Amazon offers three types of deals: Deal of the Day, Lightning Deals, and 7-Day Deals.

Why Use It
The Today’s Deal page is the second most-visited page on Amazon, making them ideal at capturing new traffic. They can also dramatically increase orders.

How to Use It Effectively

· Choose high traffic times for deals. Lightning Deals and 7-Day Deals work best when traffic on Amazon and/or interest in your product is high. Running deals during Prime Week, Black Friday, Cyber Monday, or your peak seasonality will drive the most revenue.

· Allocate enough units for the deal and the days that follow. Brands often see increased sales velocity after a deal. Stocking out during or after a deal erodes product rank.

· Freeze pricing before the deal runs. If you change product price within 30 days before the deal, you may have to price down even further to remain eligible to run a deal.

· Make sure your listing is optimized and accurate before the deal. You want shoppers to have a good experience when they land on your listing to maximize your conversion rate.

· Promote your deal. While the deal is active, run Sponsored Product Ads and Sponsored Brand Ads on Amazon, post on your social channels, and drive outside traffic to your listing to maximize the deal potential. Don’t promote the deal early, as it may reduce sales in the days leading up to it.

Learn More >>

Bonus Tip: While deals can deliver fantastic results, brands should be aware that Amazon will determine the deal price, the minimum inventory order quantity, the duration of the deal, and deal fees. As such, deals tend to work best for products with a strong performance record.

In Kaspien’s experience, Amazon Deals yield, on average, a 60x increase in sales, 150x increase in listing traffic, and 80x increase in orders. This graph from a Kaspien Deal of the Day demonstrates the lingering impact deals can have on units ordered.
CONSIDERATION

Amazon Coupons

What Is It
Amazon coupons function the same way as traditional brick & mortar coupons: A seller offers a percentage or dollar amount off, and shoppers can redeem the coupon to activate the discount.

Why Use It
Amazon coupons bridge Consideration and Decision. The coupon tag catches the eye on the search results page, and the discount encourages conversions. They also require have a low minimum budget requirement ($100 per campaign), making them an affordable and effective option.

How to Use It Effectively

- Group like-products or product lines together in the same coupon. If you have a varied catalog, split products into separate coupons based on what will make the most sense to the customer.

- Experiment with different discounts to find what moves the needle. To retain as much margin as possible, start with the minimum discount of 5% off. If that doesn't drive the desired coupon redemption velocity, gradually increase the discount.

- Use dollar-off discounts over percentage-off discounts. Kaspien tests have found dollar-off discounts tend to perform better, perhaps because a simple dollar-off figure is easier to mentally calculate.

- Run coupons on ASINs for which you’re also running Amazon ads. The ads increase product visibility, and the coupon further encourages a click and conversion.

- Use coupons for best sellers instead of supporting slow movers. In tests, Kaspien has found that offering a lower discount on a high-volume item performs better than a large discount on slow-moving items.

- Use coupons during holidays and other seasonal events. Shoppers are accustomed to looking for deals during such times.

Learn More >>

According to Amazon, coupons increase sales by 12%!
At Kaspien, we averaged a 5.5 return on ad spend (or 18% ACOS) for 200 coupon campaigns in 2020.
DECISION

Goal: Give shoppers the information they need to feel confident in their purchase.
PRODUCT LISTING OPTIMIZATIONS

Your Amazon product listings are where the rubber meets the road; all marketing efforts thus far have led shoppers here. Your listing content will be the deciding factor in whether shoppers decide to buy, save for later, or bounce.

Because of their incredible importance for your Amazon success, we’re taking each element piece by piece. We’ll start with tips for the listing title, then review tips for bullet points, product description, images, and videos.

Learn More >>

“At Kaspien, our listing optimizations increase conversions by up to 50%. Optimizing your product detail pages lays the foundation for your success. Don’t neglect this fundamental step.”
How to Use It Effectively

- Optimize to include top-performing keywords without sacrificing readability. Titles are a key ranking factor in Amazon’s algorithm and are one of the first things shoppers see. They must be optimized to appease both.

- Mobile listings and ads may only display the first 50-80 characters, so ensure the product specifics are in the first characters.

- Do not use any special characters, symbols, all caps, or promotional phrases/messaging.

- Always include product-identifying information.

- Capitalize the first letter of each word.
DECISION

Key Product Features

Character Maximum
500 characters per bullet

Character Suggestion
100-150 characters per bullet

Structure Suggestion
Quick Callout – Followed by a more detailed explanation providing another opportunity for more keywords

Example
Built for Standard U.S. Crib Mattress – Measuring 28 inches by 52 inches, the crib sheet’s fitted sides ensure a smooth, snug, and secure fit.

How to Use It Effectively

- Dedicate the first 1-2 bullet points to defining exactly what the product is. After that, list unique features and benefits.

- If you have an extra bullet point, use it to share your brand values, history, and mission.

- Place all keywords within the first 500 overall characters. Kaspien tests have found that Amazon’s algorithm indexes the first 500 characters of your bullet points (that’s total; not 500 characters per bullet).

- Use the remaining text after the first 500 characters to appeal directly to shoppers, and don’t worry about writing for the algorithm anymore.

- Do not use all caps, as Amazon considers this non-compliant and may suppress such listings.

About this item

- 100% Parent Approved - Crib sheet bedding designed by parents, the hypoallergenic JumpOff Jo Fairy Blossoms Crib Sheet is made out of 100% cotton, for a softer and more breathable crib sheet for your baby boy or girl. This crib sheet is also OEKO-TEX Standard 100 certified, which means it was made without harmful chemicals and met human-ecological requirements for baby articles (18.HCN.47343). We’re setting a new standard for crib sheets.

- Original Design Crib Sheet – You won’t be able to find this dreamy floral pattern anywhere else. The unique whimsical design of fairies and sprites tending their purple, yellow, and pink flowers will transport your little one to a wondrous land. The soothing hues on the soft white will fit in any nursery, bedroom, or playroom.

- Better Night’s Sleep For Baby - As a caring parent we only want the best for your infant. The JumpOff Jo Fairy Blossoms fitted sheet is soft on your baby’s skin.

- Built For Standard U.S. Crib Mattress - Measuring 28 inches by 52 inches, the crib sheet’s fitted sides ensure a smooth, snug, and secure fit, so your baby can move and wiggle, but the bedding will stay in place.

- Easy To Clean - The JumpOff Jo Fairy Blossoms Crib Sheet is machine washable and dryer safe, 100% cotton, hypoallergenic, and doesn’t hold odor or stains. It will only get softer with each wash.
DECISION

Product Description

Character Maximum
2,000 characters

Character Suggestion
(non-HTML)
500-1,000 characters

How to Use It Effectively

- Customers who read the description do so to learn more specific details about the product. Describe the major product features, such as size, style, and uses. Include product dimensions, care instructions, etc.

- Be concise and write for scannability. Most shoppers are not interested in reading a wall of text.

- Do not use HTML or all caps. Amazon previously allowed HTML line breaks and all caps in the descriptions, but changed their policy in 2021. Violations can result in listing suppression.

Product Description

An Apple A Day Keeps the Wrinkles Away
We haven’t found the fountain of youth yet, but this cream might just convince others that you have! Our renewal cream moisturizes skin and reduces the visibility of wrinkles so your skin looks young and healthy. Apply the anti-wrinkle cream in the morning and at night for the best results. It’s a great asset for men and women who want to look as vibrant and energetic on the outside as they feel on the inside.

INGREDIENTS:
Water, Helianthus Annuus (Sunflower) Seed Oil, Glycerin, Stearic Acid, Cetearyl Alcohol, Squalane, Ceteareth-20, Malus Domestica Fruit Cell Culture Extract, Glycerin, Polyacrylamide, Sodium PCA, Sodium Hyaluronate, Amica Montana Flower Extract, Humulus Lupulus (Hops) Extract, Epilobium Angustifolium Extract, Pinus Sylvestris Cone Extract, Citrus Limon (Lemon) Bioflavonoids Peel Extract, Rosmarinus Officinalis (Rosemary) Extract, Cyclopentasiloxane, Caprylyl Glscol, Cetyl Alcohol, Fragrance (Parfum), Polybenzylidene, Stearyl Alcohol, Phenoxyethanol, Caprylyl Glycol, Disodium EDTA, Caprylyl Glucone, Xanthan Gum, Carbomer.

Product Information

Feedback
Would you like to tell us about a lower price? —
DECISION

Images

How to Use It Effectively

- Your main image must show the product on a white background and fill 85% or more of the image.

- Do not include graphics on the main image. Amazon periodically reviews listings, and non-compliant images risk suppression.

- Upload as many relevant images as possible. Amazon states that in a 2020 customer survey, customers say they require at least 3-5 images to feel comfortable purchasing on Amazon.

- Include lifestyle images in the media gallery. These images show your product in use in a natural setting to help customers imagine using your product.

- Use images to set clear expectations about size, texture, functionality, etc. Such images help increase sales, lower return rates, and improve customer satisfaction.

Learn More >>
DECISION

Images Continued...

TECHNICAL REQUIREMENTS

- TIFF (.tif/.tiff), JPEG (.jpeg/.jpg), GIF (.gif) and PNG (.png) format
- CMYK or SRGB color mode
- File name must have a product identifier (Amazon ASIN, EAN, UPC, or 13-digit ISBN)
- File name cannot include any additional characters, dashes or spaces
- Minimum: 500px on longest size (1000 preferred)
- Recommended: 2000x2000
- Maximum file size: 10mb
- Pure white background
- Image must be clear, focused, realistic, and professional; no drawings or blurry images allowed
- Books, Music, and Video/DVD images should be the front cover art, and fill 100% of the image frame. Jewel cases, promotional stickers, and cellophane are not allowed.
- CMYK or SRGB color mode
- File name must have a product identifier (Amazon ASIN, EAN, UPC, or 13-digit ISBN)
- File name cannot include any additional characters, dashes or spaces
- All other products should fill 85% or more of the image frame.
- Must not include additional graphics, texts, logos or inset images
- Product featured must not be cropped
- Offensive images and pornography is not allowed

MAIN IMAGE REQUIREMENTS

- Image must pertain to the featured product
- Image must be clear, focused, realistic, and professional with realistic color and smooth edges
- Other products used to demonstrate the use and/or scale of product are allowed
- 85% or more of the image frame must be used
- Cropped or close-up images are allowed
- Non-white backgrounds are allowed
- Text and demonstrative graphics are allowed
- Pornographic and offensive materials are not allowed

ALTERNATE IMAGE REQUIREMENTS
What Is It
Product videos appear in the media gallery of an Amazon listing. In most cases, they are product demonstration videos, but they can also be brand overview videos.

Why Use It
According to a survey by Wyzowl, 68% of consumers prefer to learn about products or services through video.

How to Use It Effectively

- Upload videos that are about 60 seconds long. While you can upload shorter or longer videos, 60 seconds seems to be the sweet spot for displaying the product while keeping shoppers’ attention.

- Don’t include any URLs (including social media links) in videos. Amazon automatically flags these and rejects the video.

- Prioritize videos for complex products, such as an outdoor game or survival gear. Simple products can benefit from video, but it’s far less necessary.

- Include subtitles or text overlay. Many shoppers keep videos on mute when scrolling on mobile devices.

Learn More >>

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Survivor Filter Pro - Hand Pump Camping Water Filter - Emergency Water Filter

Visit the Survivor Filter Store

Price: $66.50 prime & FREE Returns

Pay $11.08/month for 6 months, interest-free upon approval for the Amazon Prime Rewards Visa Card

Brand: Survivor Filter
Capacity: 100,000 liters
Product: 3.15 x 1.97 x 8.5 inches, 8.16 ounces
Purification Method: Hollow Fiber Membrane, Activated Carbon

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Review Generation

What Is It
Review generation is using Amazon-compliant tools and tactics to encourage customers to leave honest reviews for products that they purchased on Amazon.

Why Use It
Half of Amazon customers report that positive product reviews are one of their main considerations for their purchasing decision, and almost 90% of surveyed Amazon customers indicated they would not consider purchasing a product with less than 3 stars.

How to Use It Effectively

- For sellers with a smaller number of orders, manually click “Request a Review” on all of your eligible orders.
- For sellers with a high number of orders, enroll in a service provider that automates the clicking of “Request a Review” on all of your eligible orders.
- Send only one message per order. Sending multiple messages for a given order violates Amazon policy and may lead to suspension of messaging capabilities.
- Never offer a coupon code in exchange for a review or encourage only positive reviews. Such verbiage violates Amazon policy and could cost you your messaging privileges.

Learn More >>

Order details

Order summary

- Ship by: Mon, Jul 12, 2021 to Tue, Jul 13, 2021
- Purchase date: Fri, Jul 9, 2021, 12:05 AM PDT
- Shipping service: Free Economy
- Sales channel: Amazon.com

More details

- Tax Collection Model: Marketplace Facilitator
- Tax Collection Responsible Party: Amazon Services LLC

Order contents

- Item: Throwbacks | Triple-Heave Ornament
- ASIN: B0099555PS
- SKU: 171-1888825
- Condition: New
- Order ID: 603906027992
- Quantity: 1
- Unit price: $12.48
- Item subtotal: $12.48
- Tax: $0.75
- Item total: $13.23

Learn More >>
What Is It
A+ Content is supplementary material that can be found further down in a product’s Amazon listing. This additional real estate is most often used to share additional information about the product and brand.

Why Use It
A+ Content is a conversion tool. This content does not affect organic product ranking on Amazon, but it does affect product placement on Google.

How to Use It Effectively

· If you have enough products (at least 2, but ideally 5), include a comparison chart. This helps shoppers find the ideal product for their needs and presents cross-sell and up-sell opportunities.

· Include an About Us section so consumers can get to know you! This engages shoppers who are more selective about the brands they support, and it fosters brand recognition for future purchases on or off Amazon.

· Use exciting images to liven up the page. To generate fresh images, engage with influencers. In a pinch, you can reuse images from the media gallery.

Learn More >>

Amazon has previously claimed conversion rate can improve by 5%. In Kaspien tests, A+ Content has grown orders by as much as 12%.
What Is It
Amazon Brand Stores are a digital storefront native to the Amazon marketplace. These stores are made by Amazon sellers using templates provided by Amazon, which can be customized to use a brand’s colors, images, and copy.

Why Use It
Brand Stores feature all your products in a centralized location largely removed from the competition. Once a shopper is in your Brand Store, they are browsing only your products.

How to Use It Effectively

· Use your social media image assets in your Brand Store. (Just be sure you have permission if you don’t own the photos!)

· Share your brand story and any extra product information that could be helpful for consumers to know.

· Organize the navigation bar by category, product type, age, or holiday.

· If you have less than 35 products, create an All Products page as well.

· Link to your Brand Store from Sponsored Brand Ads and Amazon Posts. Amazon states Sponsored Brand Videos will be able to link to Brand Stores in the near future.

Learn More >>

Kaspien launched a new brand on Amazon in 2018. In October 2019, we built their Amazon Brand Store. 18 months later, their store had driven over $250K sales and welcomed over 60K visitors.
**What Is It**
Variation Listings are product detail pages that include multiple ASINs within the same page. The ASINs in question differ in size, color, pattern, bundle, or similar factor. Variations can be created by using the Variation Wizard or by using a template flat file.

**Why Use It**
Grouping like-products together makes it easier for shoppers to find desired items. It also allows listings to aggregate traffic and occasionally reviews, ultimately improving conversion rates.

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**How to Use It Effectively**

- Create variations for items that vary by size, color, style, material and more.
- Add swatch images for each variation. This gives customers a quick idea of all the colors or styles available at a glance.
- Add new products to variation listings when possible, as it can aggregate reviews. In 2020, Amazon announced that reviews would no longer aggregate for variation listings. However, we still see reviews aggregate more often than not.

Learn More >>
What Is It
The “Manage Your Customer Engagement” tool allows brand owners or their authorized sellers to directly message shoppers who “follow” the brand on Amazon.

Why Use It
This tool is free, requires low effort, boosts product visibility, encourages brand loyalty, and bypasses competitor ads.

How to Use It Effectively
· Encourage followers on your website, social media, and other channels to follow you on Amazon. This tool will contact only Amazon followers.

· Since a low percentage of your followers are reached with a single campaign, don’t shy away from running multiple campaigns for the same product or running multiple campaigns at once so you can reach more of your followers.

· Utilize this tool for all new products (within 6 months of first available offer) to immediately start building relevancy.

Learn More >>

Kaspien ran a one-month long test promoting a new product. The email was sent to 1,700 followers and had a 21.47% open rate and 0.92% CTR. We reached 32% of the audience, driving a 29% sales lift for the ASIN while the campaign was running.
Amazon Experiments

What Is It
Amazon’s “Manage Your Experiments” tool allows brands and their authorized agents to create A/B tests in the Amazon platform. The tests can be run for A+ Content, titles, and images.

Why Use It
Without data to inform you, your marketing strategy relies on anecdotes, gut feelings, and third-party data. Amazon Experiments allows you to confidently identify best practices specifically for your brand.

How to Use It Effectively

· Use advertising to drive more traffic to listings that you’d like to run an Amazon Experiment on. An ASIN is only eligible if it has received "enough" traffic in recent weeks.

· If you want to run an experiment on A+ Content, make sure you’ve already submitted A+ Content for the ASIN in question. Otherwise, your ASIN won’t be considered eligible.

· Run tests for at least 6-8 weeks. The minimum run time is 4 weeks, but we advise running longer tests to mitigate the chance of seasonality or other factors skewing the data.

Learn More >>
CONCLUSION

To overcome rising competition and costs, brands need a robust marketing strategy both on and off Amazon. The most effective strategies create multiple touch points with consumers across their shopping journey, building and maintaining top-of-mind awareness.

Since 2008, Kaspian has offered leading digital marketing services for marketplaces like Amazon, search engines, and social media. If you’d like a consultation for how Kaspian could assist your digital marketing efforts, reach out at kaspian.com.