



Prabhat Shah

Online Seller UK

**ONLINE
SELLER UK**

Digital Marketing Events,
Training & Consultancy

Finding the right products to sell on Amazon and
best practise selling techniques

@onlineselleruk

<https://www.slideshare.net/daytodayebay>

Background

- OSUK is a National eCommerce / Digital Marketing Training Organisation
- Our services includes: Training, Consulting and Services

Our Amazon training courses are delivered in Birmingham, London and Manchester and are attended by Brands, Manufacturers, Retailers.

We have worked with clients in UK, USA, EU, Middle-East, India

Rosewood
It's a pet thing!

CELESTION

Sandleford

Joe Browns

PZ
Cussons

AGENDA

1. Understanding market size and the competition
2. Determining if it is a fad or a growing market
3. Who is your target market?
4. Setting a price and understanding the margin
5. Optimising your product listing for Amazon's search criteria and using Amazon's marketing services
6. Planning for the future – is your product scalable?

1

Understanding market size and the competition



Deliver to Oxford...

Shop by

Hello, Postcard

Account ▼

Try

Prime ▼



Results

143

Avg. Monthly Sales

38

Avg. Sales Rank

75,492

Avg. Price

£9.63

Avg. Reviews

44

Avg. Net Margin

67%

Potential Score

Options



Amazon Assistant

Sort by

#	Product Name	Brand	Price	Price 30	FBA Fees	Net Margin	LQS Category	Sellers	Rank	BSR 30	Est. Sales	Est. Revenue	# of Reviews	RPR	Available From	Rating	EBC	Weight	Seller
1	Mens 3 Pair Gentle Grip Plain Bamboo ...	Sock Shop	£8.70	£8.70	£2.83	58%	67 Clothing	1	#822		123	£824	327	£3	03/01/13	4.4	×	0.28	MCH
2	6 Pair of Bamboo Ankle Socks - Trainer ...	Vincent Cre...	£12.95	£12.95	£3.29	75%	71 Clothing	1	#1,131		161	£2,085	86	£24	04/08/16	4.4	×	0.14	MCH
3	Yomandamor Men's 5 Pairs Bamboo Cr...	Yomandamor	£13.49	£13.33	£3.86	71%	86 Sports & Out...	1	#8,749		72	£971	24	£40	06/07/17	4.3	×	0.34	FBA
4	6 Pairs Mens Luxury Bamboo Socks	INSIGNIA	£11.99	£10.68	£3.63	70%	77 Clothing	1	#5,345		64	£767	3	£256	06/06/16	5	×	0.30	FBA
5	Invisible Sock - YousonGirl Bamboo Fib...	Youson Girl	£8.99	£8.99	£2.84	59%	82 Clothing	1	#274		231	£1,615	127	£13	02/05/18	4.6	✓	0.18	FBA
6	Jasmine Silk 3 Pairs Supersoft Mens Ba...	JASMINE SI...	£8.99	£8.99	£3.14	65%	67 Clothing	2	#10,178		62	£557	89	£6	01/24/13	4	×	0.08	FBA
7	12pairs Mens Super Soft Bamboo Sock...	Louise23	£8.08	£8.08	£3.02	63%	55 Clothing	13	#7,416		43	£347	83	£4	11/08/14	3.8	×	0.72	MCH
8	Mens 3 Pair SockShop Comfort Cuff Stri...	Sock Shop	£8.99	£8.99	£2.87	59%	80 Clothing	2	#6,923		49	£343	85	£4	02/17/13	4.6	×	0.28	FBA
9	Mens 3 Pair SockShop Comfort Cuff Ba...	Sock Shop	£8.99	£8.99	£1.86	73%	65 Clothing	1	#5,718		53	£370	72	£5	09/07/15	4.3	×	0.12	MCH



Adapted Compression Socks (9-12, Black - 1 Pair)

★ 164

Next Page

x 5

x 20

Refresh

Filter

Trends

Export to CSV

Suggest Niche



Hints

FAQ

Girls' Socks

Sports & Outdoors

Sports & Outdoor Clothing

Women's Outdoor Socks

See All 13 Departments

★★★★★ 327

£12.95 ✓prime

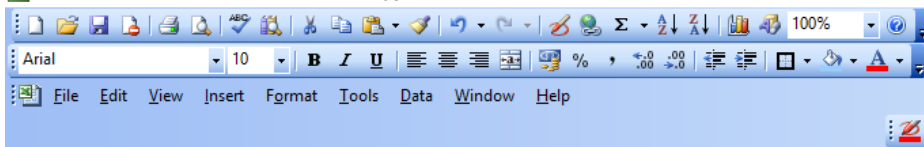
★★★★★ 64

Sponsored

Bamboso Original 3-Pack Super Soft Premium Men's Bamboo Socks (Black, Grey or Red)



Sign up here for free 1 month trial
onlineselleruk.com/amzscout



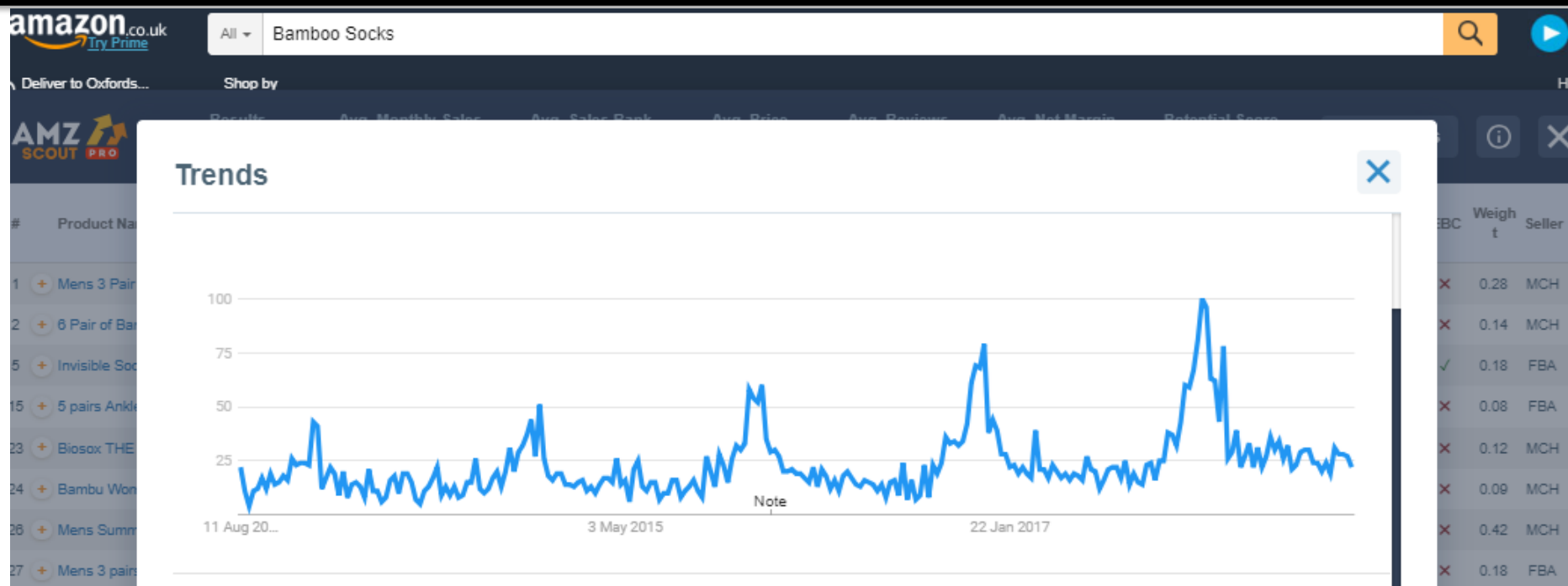
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	#	Product Name	Brand	Price	Net	FBA Fees	Net Margin	LQS	Sellers	Rank	BSR 30	Inventory	Est. Sales	Est. Revenue	# of Review	RPR	Available F	Rating	Best S
2	1	Mens 3 Pair Gentle Grip F	Sock Shop	6.7	3.88	2.83	58	67	1	622	1697		123	824.1	327	3	#####	4.4	
3	2	6 Pair of Bamboo Ankle S	Vincent Cr	12.95	9.66	3.29	75	71	1	1131	782		161	2084.95	86	24	#####	4.4	
4	5	Invisible Sock - YousonGi	Youson Girl	6.99	4.15	2.84	59	82	1	274	312		231	1614.69	127	13	#####	4.6	
5	15	5 pairs Ankle Socks Bam	HBF	6.58	3.79	2.79	58	80	2	124	190		268	1763.44	363	5	#####	4.5	
6	23	Biosox THE BAMBOO RL	Biosox	13.2	9.46	3.74	72	77	1	2936			141	1861.2	10	186	8/31/2017	4.6	
7	24	Bambu Women's Premium	Bambu	14	10.11	3.89	72	69	1	1443			145	2030	173	12	6/14/2016	4.3	
8	26	Mens Summer Anti Sweat	Sock Snot	5.99	3.18	2.81	53	72	1	1540			142	850.58	34	25	#####	4.1	
9	27	Mens 3 pairs loose wide n	Sock Snot	7.99	5	2.99	63	91	2	2712			109	870.91	6	145	#####	5	
10	46	HOEREV Men's Bamboo	Hoerev	9.99	6.69	3.3	67	75	1	567	566		175	1748.25	200	9	7/22/2015	4.3	
11	81	Mens Socks Cotton Rich,	RioRiva	10.89	7.42	3.47	68	70	1	861	111		320	3484.8	149	23	#####	4.3	
12	101	SNOCKS Women & Men	Snocks	12.99	9.47	3.52	73	82	1	50	55		395	5131.05	46	112	#####	4.8	Wome
13	107	12 PAIRS - Charles Wilso	Charles-W	9.95	6.56	3.39	66	58	1	3742	1911		119	1184.05	189	6	10/18/2016	4.2	
14	109	8 Pack No Show Socks V	Okany	9.99	6.69	3.3	67	92	1	109	120		319	3186.81	155	21	#####	4.6	Wome
15													125	1623.75	7	232	5/28/2018	3.2	
16													2773						

IAaps%2Ck%3A+Bamboo+Socks&tag=www.warriorsof-20

Total monthly revenue helps to decide whether the product worth investing

2

Determining if it is a fad or a growing market



Google trends data helps prove if the the search term is consistently looked on search.

: product Data Variations Settings → ebay

Keepa Box News Comments Manage Price Watches Product Finder Find Deals Related Best Sellers Log In / Register



able-click to reset. = shipping included
ing on the legend.

is of parent ASIN and not of this specific variation.

	New	Sales Rank
Lowest	£ 5.95 Aug 22, 2015	#325 Jun 17, 2018
Current	£ 6.70 34 days ago	#622 29 minutes ago
Highest	£ 8.99 Apr 8, 2017	#6,604 Mar 5, 2018
Average	£ 6.82 last 90 days	#1,315 last 90 days
	£ 6.86 last 180 days	#1,965 last 180 days
Drops	0.7 per month	68 per month

Statistic Compare Amazon prices Share Graph More Historical Data

Best Sellers rank was in a good position 3 months before

<https://keepa.com>

Keepa graph on a product page shows historical product best sellers rank in root category. Here - 1,965 rank 6 month ago proves the product has been consistently sold.

3

Who is your target market?



Ask these questions:

- Are there enough people who fit my criteria?
- Will my target really benefit from my product/service? Will they see a need for it?



- Do I understand what drives my target to make decisions?
- Can they afford my product/service?
- Can I reach them with my message? Are they easily accessible?

4

Setting price and understanding
margin

by Anova Culinary



63 customer reviews | 27 answered questions

Amazon's **Choice**

for "anova sous vide"

Price: **£139.00** & **FREE** Delivery in the UK. [Delivery Details](#)

In stock.

Consider these 3 with other costs for pricing / margin.

- Competitor Analysis - stay competitive
- Marketing Cost - leverage sponsored ads but stay profitable
- Loss Leaders - significant for product launch

[Profit Calculator Link](#)

5a

**Optimising your product listing for
Amazon's search criteria and using
Amazon's marketing services**

Show results for

< Any Category

< Electronics & Photo

Camera & Photo

Digital Cameras (397)

Point & Shoot Digital

Cameras (200)

Compact System Cameras (7)

Digital Camera

Accessories (12,000)

Screen Protector Film (23,000)

SLRs (67)

Compact Camera Cases (42,000)

Camera Lenses (7,300)

Adapters & Converters (2,300)

+ See more

Refine by

A TYPICAL AMAZON SEARCH RESULT

Brand

Leica

Leica

Optima

YONGNUO

Samsung

J&J

SPY & J

SOLAR

+ See more

Camera Sensor Resolution

1 up to 7.9 MP

8 - 9.9 MP

10 - 19.9 MP

20 - 29.9 MP

30 - 39.9 MP

40 - 49.9 MP

50 - 59.9 MP

60 - 69.9 MP

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2580 -

Optimising product for Search

1. Sell via Amazon FBA (Fulfilment by Amazon)
2. Dispatch on time
3. Improve Product Reviews
4. Price

Optimising product for Search

5. Product Titles

6. Key Features

7. Product Description

8. Structured Data: Brands, MPNs, Other data

9. Search Terms

Optimising product for Search

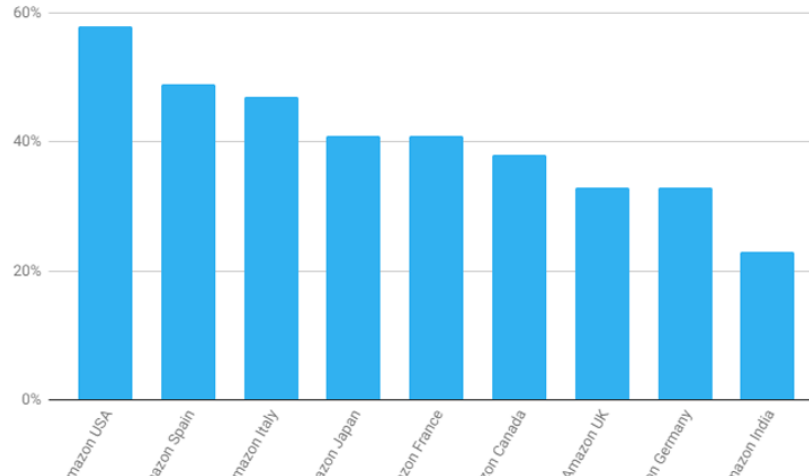
1. Sell via FBA – increased conversion means better ranking

- Amazon FBA products are free for delivery with Amazon prime and becomes automatically eligible for Alexa
- Prime has now become a successful loyalty tool with 3.8 millions customers in the UK and 90 millions in the US (2017 data)
- Customer Trust is high with Prime because of Next day delivery, free returns, and brilliant customer service

Statistics from [Marketplace Pulse](#), of top 10,000 sellers suggest

- About 58 % of the top 10,000 US Amazon marketplace sellers makes use of Amazon's fulfilment service, about 40% of the European Sellers use Fulfilment by Amazon
- When product is right FBA increases sales velocity quicker than FBM

Share of FBA Sellers in top 10,000 of Amazon marketplace sellers



Optimising product for Search

2. Ship to Stock on time (FBA / FBM)

- Keeping your inventory with 4 week's supply is a good idea.
- Overstocking can result additional storage fees which starts after your stock is > 6months.
- For FBM – express delivery guaranteed 24 hours deliver can help

Optimising product for Search

3. Improve Product Reviews

- New Reviews, Verified Reviews and Reviews that are most helpful are given more weight.
- Proactively check your reviews. Create a process to deal with negative reviews.
- Encourage customers to write reviews.
- Follow up emails is acceptable and it can be automated via 3rd tools like [Xsellco](#)
- Negative reviews does impact negatively. So, get in touch with buyers to resolve issues.



Optimising product for Search

4. Price

- Low price have a direct impact on where products show up in the SERP
- We cannot always “race to the bottom”
- Price Comparison before listing is recommended
- Price reduction can help
- Sale price is taken into consideration



Price: £71.40
Sale: **£49.99**
You Save: **£21.50 (30%)**

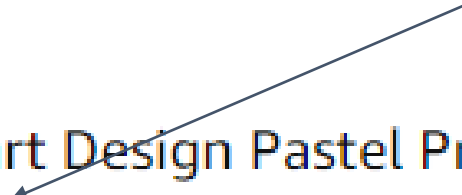

* FBA items of £20.00 or over are
free shipping for all (including non-prime members)

* Sale price / Strike through
price impacts sales positively

Optimising product for Search

5. Product Titles

- Each word in the Product Title is searchable on its own
- Relevant title will drive traffic to your product.
- Include the brand, material, size, color, product type, and descriptive keywords in your product title for all of your products.
- Optimal title lengths are between 80 and 100 characters, although this does vary by category, and are being policed more aggressively by Amazon.
- If your titles are over Amazon's character limit they will be suppressed from the website or will not appear on the search. Please check your "Manage Inventory" to see character limits.



Say Nice Things A5 Clover Heart Design Pastel Premium
Quality Thick Notebook/Journal/Diary with Soft Touch
Laminate Cover - 192 Pages



by Say Nice Things



3 customer reviews



Stay within Amazon's character limits

Limits can vary based on category

Vital Info Variations Offer Compliance

Max. 80 characters. Please include the size and color of the item in the Product Name, if available.

Item Name (aka Title) ⓘ Fill

Vital Info Variations Offer Compliance Images

An alphanumeric string up to 2000 characters.

Product Description ⓘ

Ex: "This ham collection is a bedskirt, two d collection com member of you"

An alphanumeric string up to 500 characters per bullet point.

Key Product Features ⓘ

Ex: 3D glasses "required."

member of your family will e

Vital Info Variations Offer Compliance Images Description Keywords

Search terms that describe your product: no repetition, no competitor brand names or ASINs.

Search Terms ⓘ

Luxury love notes postcards Valentines day cards

How to find the right keywords for your title?



- Use Amazon Keywords Tools like sonar <http://sonar-tool.com/us/>

Keywords	Search Volume
117 found	
welly boots	
welly boots children	
welly boots women	
welly boots kids	
ladies welly boots	
short welly boots women	

Optimising product for Search

6. Key Features

- Bullet points are searchable
- You have 5 Bullet points with character maximum length for bullet points. (Limit can differ based on category)
- Include keywords you want to rank
- Highlight crucial product features to give customers the confidence to make a purchase decision.
- See example on next slide >

Dispatched from and sold by [Primrose](#).

Colour Name: **Brown**



£12.99



£12.99



£12.99



£12.99

- Create crisp edges in your garden - Easily create borders between flower beds, vegetable patches and your lawn to keep your garden neat and tidy without the need for trimming
- Flexible design - Flexi-Border can be curved up to a 70° angle, making it great for installing in curved beds or around trees and other garden features
- Child friendly - Made from recycled rubber with soft, round edges Flexi-Border is a safe solution for gardens with children
- Easy to install - Simply place the Flexi-Border on the edge of your beds and borders and pin it down with the included stakes
- Lawnmower friendly - This practical edging can be installed flush with the lawn to be completely lawnmower safe

Optimising product for Search

7. Product Description

- Searchable
- 2000 characters limit
- Differentiate your product from competitor products.
- Rich descriptions helps conversion
- See example on next page >

- Amazon allows only bold and paragraph change HTML on descriptions
- Use <https://wordhtml.com/>

Info zu diesem Artikel

Beschreibung

Das Tidy Tot-Lätzchen und Tablett-Kit besteht aus einem abwaschbaren Tablett und einem alles abdeckenden Lätzchen, die einander komplementieren und die Lücken zwischen Baby und Hochstuhl vollständig s ...



Merkmale & Details

- Umweltfreundlich: Das Tidy Tot-Tablett ist 100% geeignet zum Lebensmittelverzehr. Kein weiterer Bedarf von Schüsseln oder Tellern notwendig.
- Ideal für Baby-led Weaning: Bei der Gewöhnung des Babys an feste Nahrung ist das Tidy Tot-Lätzchen zusammen mit dem Tidy Tot-Tablett der perfekte Begleiter. Das Tidy Tot-Tablett fängt es fallengelassene



Optimising product for Search

8. Structured Data: Brands, MPNs, Other data

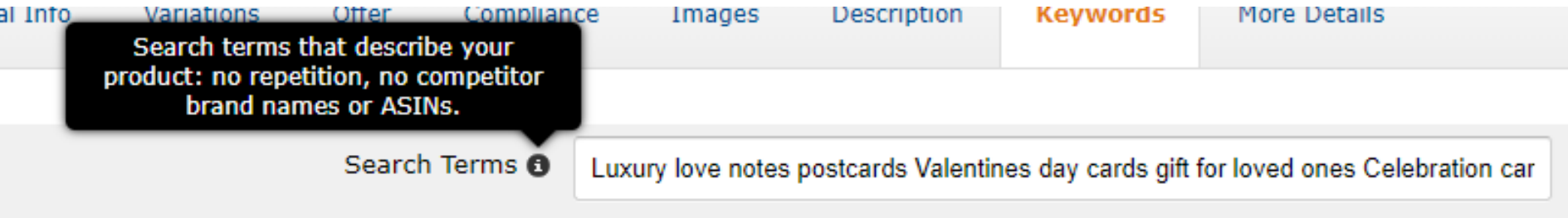
- The brand of our product is indexed for search.
- Avoid common spelling errors
- Include brand as the first word in your product title.
- A products' manufacturer part number (MPN) and product ID (UPC, EAN, or ISBN) are indexed
- These are generally commonly searched in categories: electronics, automotive, computers, and appliances

* Get EAN from [GS1UK](https://www.gs1uk.co.uk/)



Optimising product for Search

9. Search Terms



The screenshot shows the 'Search Terms' section in Amazon Seller Central. A navigation bar at the top includes tabs for 'Product Info', 'Variations', 'Offer', 'Compliance', 'Images', 'Description', 'Keywords', and 'More Details'. The 'Keywords' tab is selected and highlighted in orange. A black callout box with white text points to the 'Search Terms' label, stating: 'Search terms that describe your product: no repetition, no competitor brand names or ASINs.' Below the navigation bar, the 'Search Terms' label is followed by an information icon (i) and a text input field containing the search terms: 'Luxury love notes postcards Valentines day cards gift for loved ones Celebration car'.

Search terms that describe your product: no repetition, no competitor brand names or ASINs.

Search Terms ⓘ Luxury love notes postcards Valentines day cards gift for loved ones Celebration car

Don't ignore this warning !

Search Terms best practices

- They do not appear on product detail pages and are indexed for search
- Most commonly underutilised
- The best search terms are synonyms and common abbreviations
- Consider using converting search terms from automatic sponsored campaigns
- Use words that cannot be filled in fields such as product name, key product features, product description, brand name etc.

Example of Keywords from Amazon

Product	Acceptable keywords	Reason
Lord of the Rings	Lotr	Customers might use famous abbreviations to search for books, movies etc.
TEKTON 3057 20-oz. Jacketed Fiberglass Claw Hammer	nail pounder, nail puller, ripping tool	Customers might use alternate names to search for products.
Harry Potter and the Deathly Hallows	Hermione Granger, Ron Weasley	Customers search by key characters to find books, movies etc.
2015 Fox Racing 180 Drezden Pants	Racewear, motocross gear	Customers might use alternate names to search for products.
The Shadow Beast (An Adventure in Time)	Time travel	Customers search by topic to find relevant books etc.

Example of Keywords from Amazon

Title	SearchTerms1	SearchTerms2
Premium Chocolate Fudge	quality gourmet candy	large box chocolates
Godevsky's Chocolate Hearts	gourmet gift box valentine's day mother's day birthday 24 pieces ribbons flowers	large foil-wrapped caramel white peanut almond macademia raspberry nuts
Premium White Chocolate Fudge	white chocolate	premium fudge

*Creative example here

Some don'ts

- **Use a single space to separate keywords.** No commas, semicolons, carets are required.
- **Don't include common misspellings** of the product name. Amazon's search engine compensates for common customer misspellings and also offers corrective suggestions.
- **Don't provide variants of spacing, punctuation, capitalisation, and pluralisation** ("80GB" and "80 GB", "computer" and "computers", etc.). Our search engine automatically includes different case forms, word forms and spelling variants for searching.
- **Abbreviations, alternate names, topic (for books etc.), and key character (for books, movies etc.)** could be included as keywords.

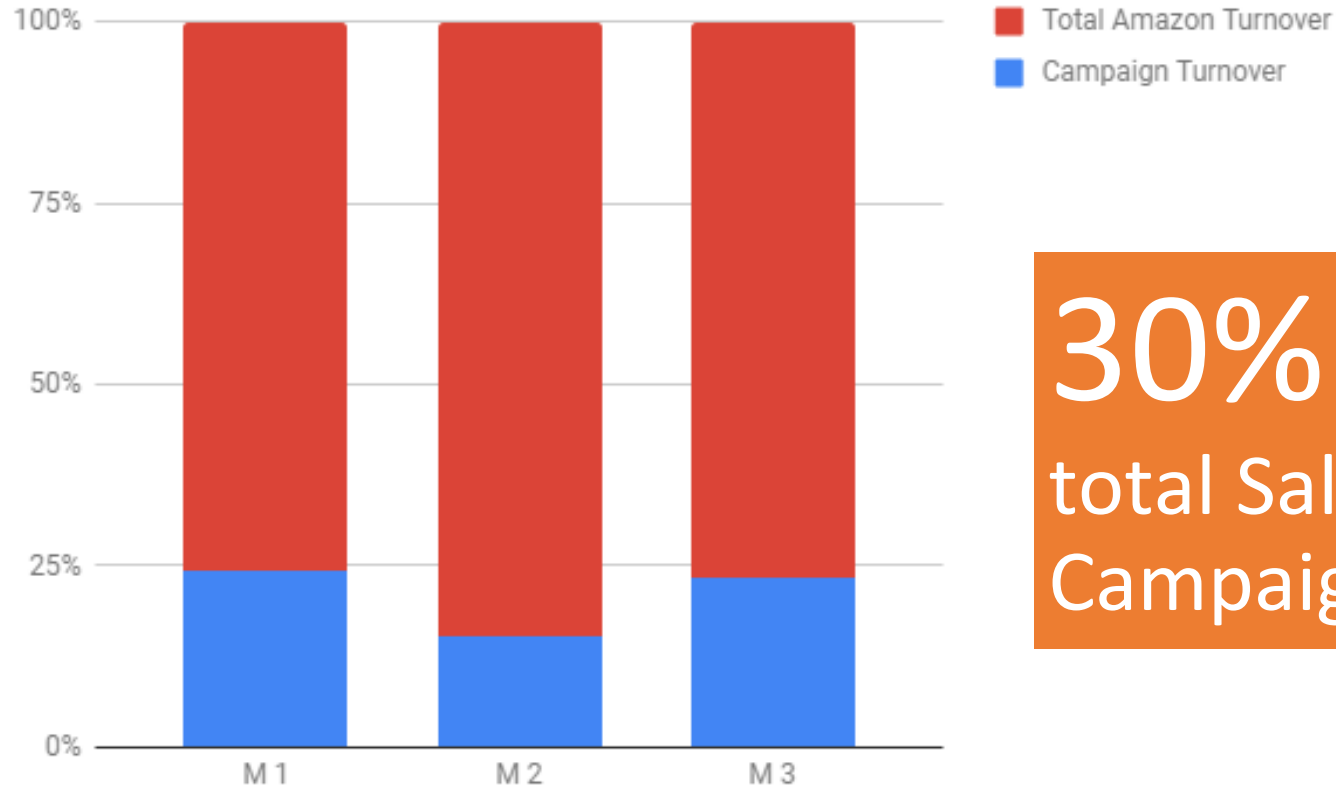
5a

Optimising your product listing for
Amazon's search criteria and **using**
Amazon's marketing services

Paid Ads: **Sponsored**, Product Display, Headline Search

- Free £20.00 Voucher available for all
- Only products with buy box are eligible
- Helps to generate additional sales
- Use both automatic and manual campaigns
- Eligible Categories: Electronics & Photo, Music, Toys & Games, VHS, DIY & Tools, PC & Video Games, Software, Film & TV, Baby, Kitchen & Home, Garden & Outdoors, Health & Beauty, Computers & Accessories, Grocery, Jewellery, Pet Supplies, Sports & Outdoors, Stationery & Office Supplies, Watches, Car & Motorbike, Shoes & Accessories, Beauty, Large Appliances, Musical, Instruments & DJ and Lighting.

Our Client Campaigns Result



30% of the
total Sales from
Campaigns

Sponsored Product Ads

These are Keywords targeted Ads

Appearance: Top, Below, Right hand side of the search and product details page

Types: Automatic and Manual

Who is for?: Seller central and Vendor Central

Analysis: Can measure ACoS, Search Terms effectiveness

Tip: Use optimised content to get best out of Automatic ads



Sponsored ⓘ
OUTAD Bike/Skate Safety Helmet (S, Blue)
by OUTAD
£12.99 Prime
Eligible for FREE UK Delivery
★★★★☆ 33



Sponsored ⓘ
Zacro Cycle Helmet for Medium Size(54-62cm)
by zacro
£11.99 Prime
Eligible for FREE UK Delivery
★★★★☆ 15



Sponsored Product Ads

Best Practices

- Keyword suggestions can be good if content is good.
- Optimise your campaigns in a periodically
- Don't set minimum bid when you start
- Adjust bids depending on performance
- Keep Automatic ads always on to appear on product details page



Sponsored ⓘ
OUTAD Bike/Skate Safety Helmet (S, Blue)
by OUTAD
£12.99 Prime
Eligible for FREE UK Delivery
★★★★☆ 33



Sponsored ⓘ
Zacro Cyc
Medium S
by zacro
£11.99 Prime
Eligible for F
★★★★☆



Sponsored Ads Best Practices

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	Campaign Name	Ad Group Name	Customer	Keyword	Match Type	First Day c	Last Day c	Impression	Clicks	CTR	Total Spen	Average C	ACoS	Currency	Orders pla	Product Sales within 1-week of a C
2	SKU Level	FL-brn-30-086	tote bag	*	BROAD	#####	#####	1240	10	0.81%	1.56	0.6	3.90%	GBP	1	39.99
3	05-Mar-16	Ad Group 1	black cros	*	BROAD	#####	#####	138	2	1.45%	0.42	0.1	2.10%	GBP	1	19.99
4	SKU Level	DB-blk-20-125	clutch bag	*	BROAD	#####	#####	244	2	0.82%	0.34	0.7	1.36%	GBP	1	24.99
5	SKU Level	FL-gry-32-069	leather har	*	BROAD	#####	#####	835	3	0.36%	0.52	0.7	1.30%	GBP	1	39.99
6	SKU Level	FM-rvy-28-056	leather bag	*	BROAD	#####	#####	70	2	2.86%	0.4	0.2	1.14%	GBP	1	34.99
7	05-Mar-16	Ad Group 1	leather bag	*	BROAD	#####	#####	1765	3	0.17%	0.58	0.9	0.97%	GBP	1	59.99
8	SKU Level	DB-brn-17-153	leather bag	*	BROAD	#####	#####	55	1	1.82%	0.17	0.7	0.68%	GBP	1	24.99
9	SKU Level	FM-blk-50-050	leather tote	*	BROAD	#####	#####	489	2	0.41%	0.32	0.6	0.64%	GBP	1	49.99
10	SKU Level	DB-ble-17-154	leather bag	*	BROAD	#####	#####	35	1	2.86%	0.15	0.5	0.60%	GBP	1	24.99
11	05-Mar-16	Ad Group 1	leather tote	*	BROAD	#####	#####	183	1	0.55%	0.2	0.2	0.00%	GBP	0	0
12	05-Mar-16	Ad Group 1	leather shc	*	BROAD	#####	#####	57	1	1.75%	0.18	0.8	0.00%	GBP	0	0
13	05-Mar-16	Ad Group 1	black leath	*	BROAD	#####	#####	30	1	3.33%	0.25	0.5	0.00%	GBP	0	0
14	05-Mar-16	Ad Group 1	black leath	*	BROAD	#####	#####	847	4	0.47%	0.62	0.5	0.00%	GBP	0	0
15	05-Mar-16	Ad Group 1	shoulder b	*	BROAD	#####	#####	756	1	0.13%	0.22	0.2	0.00%	GBP	0	0
16	05-Mar-16	Ad Group 1	shoulder b	*	BROAD	#####	#####	756	1	0.13%	0.22	0.2	0.00%	GBP	0	0
17	05-Mar-16	Ad Group 1	shoulder b	*	BROAD	#####	#####	756	1	0.13%	0.22	0.2	0.00%	GBP	0	0
18	05-Mar-16	Ad Group 1	shoulder b	*	BROAD	#####	#####	756	1	0.13%	0.22	0.2	0.00%	GBP	0	0
19	05-Mar-16	Ad Group 1	shoulder b	*	BROAD	#####	#####	756	1	0.13%	0.22	0.2	0.00%	GBP	0	0
20	05-Mar-16	Ad Group 1	blue bag le	*	BROAD	#####	#####	19	2	10.53%	0.24	0.12	0.00%	GBP	0	0
21	05-Mar-16	Ad Group 1	cross body	*	BROAD	#####	#####	20	1	5.00%	0.18	0.18	0.00%	GBP	0	0
22	05-Mar-16	Ad Group 1	genuine le	*	BROAD	#####	#####	28	2	7.14%	0.26	0.13	0.00%	GBP	0	0
23	05-Mar-16	Ad Group 1	black bag	*	BROAD	#####	#####	797	4	0.50%	0.62	0.15	0.00%	GBP	0	0
24	05-Mar-16	Ad Group 1	messenger	*	BROAD	#####	#####	3106	1	0.03%	0.21	0.21	0.00%	GBP	0	0
25	05-Mar-16	Ad Group 1	leather cro	*	BROAD	#####	#####	19	2	10.53%	0.34	0.17	0.00%	GBP	0	0
26	05-Mar-16	Ad Group 1	black hanc	*	BROAD	#####	#####	746	3	0.40%	0.54	0.18	0.00%	GBP	0	0
27	05-Mar-16	Ad Group 1	business b	*	BROAD	#####	#####	127	1	0.79%	0.12	0.12	0.00%	GBP	0	0
28	05-Mar-16	Ad Group 1	leather tote	*	BROAD	#####	#####	86	2	2.33%	0.42	0.21	0.00%	GBP	0	0
29	05-Mar-16	Ad Group 1	clutch bag	*	BROAD	#####	#####	14	1	7.14%	0.16	0.16	0.00%	GBP	0	0
30	05-Mar-16	Ad Group 1	b0082bipa	*	BROAD	#####	#####	8	1	12.50%	0.16	0.16	0.00%	GBP	0	0
31	05-Mar-16	Ad Group 1	totes hand	*	BROAD	#####	#####	91	1	1.10%	0.17	0.17	0.00%	GBP	0	0

Use Search term report to find keywords that converted and use them in manual ads

Use Search term report to find keywords that converted and use them in manual ads

- Start with Automatic Ads and harvest converting search terms for manual ads

Sponsored Ads Best Practices

- Add non converting keywords as negative keywords to reduce wastage
- Start with optimal budget so we ensure maximum exposure as possible in the beginning and then refine it afterwards
- Spend based on your profitability, find your Cost of sale to determine how much you can spend

E.g $SP - (PRODUCT\ COST + ALL\ AMAZON\ FEES) = Profit$

$Profit / SP = Profit\ Margin$

$27 - (14+4)=9$

$9/27=33\%$ * Our ACOS must be less than 33% to make profit

Sponsored Ads Best Practices

- Use Amazon search tools (sonar tools) to find relevant search terms
- The main advantage of the Reverse ASIN search function is that you do not need a source keyword in order to start your keyword research.

The screenshot displays the Sonar Chrome Extension interface. At the top, the 'sonar' logo is centered. Below it, there are tabs for 'Keyword', 'Extended', 'ASIN', and 'Translate'. The 'ASIN' tab is selected, and the input field contains the ASIN 'B018QE4PJI' with a 'PING' button to its right. A checkbox labeled 'Exclude permutations' is checked. On the right side, there is a promotional banner for the 'Sonar Chrome Ext' with an 'INSTALL NOW' button. Below the main interface, there is a section titled 'Keywords' with a 'Download' button and an 'FAQ' link. It shows '225 found' results. Two keywords are listed: 'cricket box' and 'gift for him', both with 'PPC' status and green bars indicating search volume. To the right of this section, there is a 'Tell others about Sonar' section with 'Share 928' and 'Tweet' buttons. At the bottom, there is a 'Frequent Words' section with a list of words: 'for', 'gifts', 'for men', 'gift', 'birthday', and 'experience'.

*** I struggled initially to get good paid result on Amazon US platform and reverse ASIN helped a lot*

Sponsored Ads Best Practices

- Run your advertising campaigns for **4 weeks** without making any adjustments.
- Amazon's advertising reports have a several days latency, which means that it takes 48-72 hours sometimes for conversions to be reported.
- In manual ads - Remove non-converting keywords and targeting
- Increase bids if needed for keywords that convert well
- Campaigns/ Ad groups can be created based on category

- Separate campaigns or ad group level based on product type / profitability

[illegible]

European Sponsored Ads

- Works mostly the same way as UK ads
- Use Sonar tool for keyword research

blw

PING

☒ Exclude permutations ⓘ

Graph View ☐

Create campaign

Add filter ▾

Enabled ▾

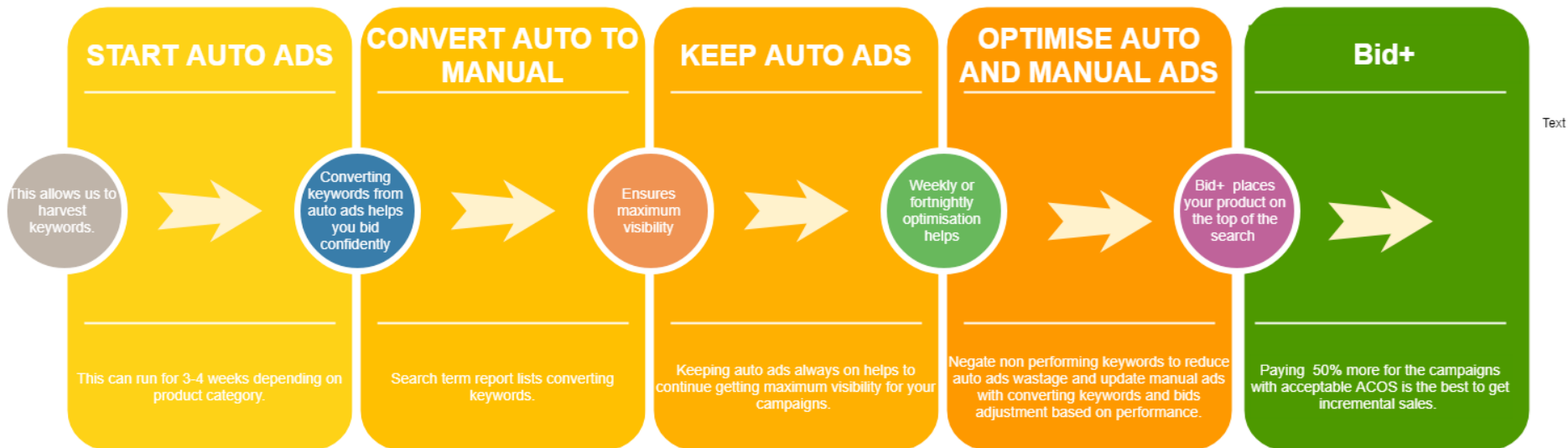
Find a campaign

Columns ▾

☐ Date range: Lifetime

<input type="checkbox"/>	<input type="radio"/>	Campaign [?]	Status [?]	Targeting [?]	Start date	End date	Daily budget [?]	Spend [?]	Sales [?]	ACoS
		Total: 4						1.011,66€	9.826,10€	10,3
<input type="checkbox"/>	<input checked="" type="radio"/>		Running	Manual	01/11/2017	No end date	10,00€	32,94€	227,10€	14,5
<input type="checkbox"/>	<input checked="" type="radio"/>		Running	Automatic	02/10/2017	No end date	25,00€	236,15€	2.443,60€	9,6
<input type="checkbox"/>	<input checked="" type="radio"/>		Running	Manual	01/11/2017	No end date	25,00€	327,60€	4.526,40€	7,2
<input type="checkbox"/>	<input checked="" type="radio"/>		Running	Automatic	02/10/2017	No end date	25,00€	414,97€	2.629,00€	15,7

Create a Progressive plan.




[Read blog post](#)

6

Planning for the future – is your product scalable?

Consistent sales growth

<input type="checkbox"/> Ordered Product Sales	Sessions	Average Offer Count
<input type="checkbox"/> €5.71	16	4
<input type="checkbox"/> €84.75	81	6
<input type="checkbox"/> €211.09	319	8
<input type="checkbox"/> €214.56	692	9
<input type="checkbox"/> €1,814.02	19,164	19
<input type="checkbox"/> €1,618.96	3,510	19
<input type="checkbox"/> €1,219.97	2,502	19
<input type="checkbox"/> €1,797.56	3,924	20
<input type="checkbox"/> €1,139.80	2,274	23



Increase product range



See Size Options

REEHUT 2-in-1 Foam Roller Trigger Point massage for Painful, Tight muscles + Smooth Rollers for Rehabilitation! FREE USER E-BOOK +... by REEHUT

£15.99 prime

Some sizes are Prime eligible

FREE Delivery on orders over £20 dispatched by Amazon

★★★★★ ▾ 29



See Size Options

REEHUT Foam Roller - Firm High Density Muscle Massage, Pain Relief & Pilates With FREE USER E-BOOK (12 Inches 18 Inches 24Inches & 36 Inches) by REEHUT

£6.49 - £9.99 prime

Some sizes are Prime eligible

FREE Delivery on orders over £20 dispatched by Amazon See Details

Save 5% with voucher

★★★★★ ▾ 24



See Colour & Size Options

REEHUT Yoga Block (1 PC or 2 PC) - High Density EVA Foam Block to Support and Deepen Poses, Improve Strength and Aid Balance and Flexibili... by REEHUT

£5.99 - £9.99 prime

Some sizes/colours are Prime eligible

FREE Delivery on orders over £20 dispatched by Amazon and 2 more promotions ▾

Save 5% with voucher

★★★★★ ▾ 17



See Colour Options

REEHUT Abdominal Exercise Roller Dual Wheel with Foam Handles - E: Knee Pad Mat - Body Fitness Streng Training Machine AB Roller Wheel (by REEHUT

£5.99 prime

Some colours are Prime eligible

FREE Delivery on orders over £20 dispatched by Amazon See Details

Save 8% with voucher

★★★★★ ▾ 4

HOW CAN WE HELP?

- ✓ Create Amazon stores and Amazon A+ pages
- ✓ Create SEO friendly Amazon listings
- ✓ Import your listings from eBay to Amazon
- ✓ Audit your account, analyse your competitors and create a report
- ✓ Optimise your existing Amazon product listings
- ✓ Integrate your Amazon & eBay with a multichannel inventory system
- ✓ Create and manage Sponsored Ads, Headline Search and Product Display Ads
- ✓ Amazon suspension appeal & category ungating
- ✓ Plan your cross border trade
- ✓ Translate your listings in local language

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Prabhat Shah

Online Seller UK

@OnlineSellerUK

Email: ps@onlineselleruk.com

Mobile/Whatsapp: +44(0)751 88 39629

www.onlineselleruk.com

