



PRE-LAUNCH

Product Selection – Coconuts Birds Feeder

- Competitor Should have at Least 100 Reviews
- No Relation to Religion, Drugs, or Sex
- No Medical Claims/Wrong Claims
- Top Seller Should have at Least 30,000 in Sales
- Niche Rating Should be at Least 4 Stars
- Avoid Category with Top 3 Sellers Dominating 50% Market

Market Analyst -

- Market Positioning and Competitive Position
- Sub-Category Sales Overview
- Brand Concentration Ranks First
- Market Capacity and Market Demand
- Comment Analysis Report
- Market Trends and Dynamics
- Market Share
- Market Structure and Top Brands/Products in Category
- Competitive Positioning - Top Sellers
- Adding Accessories to Listing

Forecasting

- Estimated Inventory
- Estimated Profit
- Estimated Investment

Strategy Level

- Sub-Category Strategy
- Competitor Strategy

Additional:

- External Traffic Analysis of Top Competitors
- Ads Report and Keyword Report Purchase of Competitor
- Keyword Infringement Scan

Listing Optimization

Images

- Product 3D Images
- Product Hero Images
- Product other 7 Images/Life Style
- Create EBC
- Product A+ Premium
- Brand Story
- A/B Testing

Video

- Product Video

Content Copy

- SEO Optimized Listing Content
- Product Keywords

Brand Store

ASIN Audit

- Master Keyword List
- Competitor List
- Marketing Plan
- Ranking Roadmap
- Customer Avatar
- Purchases Needed to Rank KW

30 Days – start from 01/02/2024

OBJECTIVE

Retail Readiness Listing

Phase I Establish

- Identify Primary Keywords (5)
- Identify Longtail Keywords (80 To 250)
- Set Up Campaign Structure & Launching Campaigns
- Get Initial Reviews
- Mostly Single - Keyword
- Ranking Campaigns
- Broad- Match Campaign with Pre - Loaded Keywords
- Based on Keyword Research for Efficient Keyword Discovery

Get Reviews

- Do Vine
- Top 100/500/1000 Reviewer
- Friends/Family
- Push Other Option

Strike Through Price

Badges

- Green Badge
- Red Badge
- Climate Pledge Friendly Badge
- New Release Badge
- Save % (Promotion Code)
- Limited Time Deal Badge
- Local Business/Small Business Badge
- Amazon Choice Badge
- Best Seller Badge

Optional:

- Set Up External Sources of Traffic
- Create off - Amazon Email Followup
- Sequence to Build Audience

Phase II Optimize

- Analyse Campaigns
- Identify Ultra Relevant Converting Keywords
- Adjust Bids
- Graduate Keywords
- Auto Campaign Begins
- Sharpen Acos Targets
- Double Down on Ranking Campaigns
- Take Feedback from PPC Results and use to Alter Listings

Deal Setup

- Amazon Best Deals (LD)
- Social Deals
- Amazon Outlet Deal

Associate Traffic

- Amazon Post – USA only

Media Buying

- Google Search Ads
- Facebook/Instagram Ads
- Pinterest Ads

Reviews: 21 Move to Phase III

Campaign Types

- SP - TOS (50% - 80% ACOS) - Top Keywords
- SP - (Auto, Phrase, Exact, Products)
- SP - Brand Defense
- SP - ASIN Defense (If Multiple Parents)
- Sponsored Brands Headline
- Sponsored Brand Video
- Sponsored Display
- SD - ASIN Defense (If Multiple Parents)

Phase III Catapult

- Ramp Up Ranking Campaign Spend For
- Highest Converting Keywords
- Ramp Down Ranking Campaign Spend
- For Lowest Converting Keywords
- Target More Sales Coming From Organic
- Target Tacos Under Unit Margin
- More Bid Adjustments
- Negative Exact Match for Auto Campaign
- Begin Set Up of Complete Long Term Campaign
- Structure & Add Match Types
- Should have Over 21 Reviews by this Point

OBJECTIVE

Sponsored Sales Share:

50% - 80%

TACOS:

20% - 50%

90 Days

Establish Rank

Get Sales Velocity

Collect Data (PPC & Customer)

Increase & Maintain Rank for Primary Keywords

SCALE

Focus

- Increase Review Velocity (Target 4%)
- Keep Review Rating at or Above 4.5
- Dial In Audience Building Mechanism
- Tweak Listing in Response to PPC Data
- to Increase Relevance
- Tweak Product Design in Response to
- Customer Feedback

Affiliate Marketing

- Driving Media Buying for Listicles

Campaign Types

- SP - (Auto,phrase,exact, Products)
- SP - Brand Defense
- SP - Asin Defense (If Multiple Parents)
- Sponsored Brands Headline
- Sponsored Brand Video
- Sponsored Display Product
- Sponsored Display Remarketing
- Sponsored Display Video
- SD - Asin Defense (If Multiple Parents)

Amazon DSP

Blogs

- Reddit
- Quora
- Medium

Marketing

- Email Marketing
- SMS Marketing
- SEO Marketing

Influencer Marketing

- Tiktok Influencer
- Youtube Influencers

Media Buying

- TikTok Ads
- Youtube Ads

OBJECTIVE

Sponsored Sales Share: 30% - 50% TACOS: 10% - 20%

Timeline 6-24 Months

Gain Market share

Maintain Rank for Primary Keywords

Gain Rank for More High - Relevance Keywords

Brand Offense

Achieve Profitable Tacos

PULLING PROFITS

Focus

- Supply Chain Optimization
- Decreasing Shipping Costs
- Decreasing Unit Costs Through Design
- Supplier Negotiation and Payment Terms
- PPC Defense
- Building Systems and Processes to
- Constantly Feed Rank

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Amazon DSP

OBJECTIVE

Sponsored Sales Share: 20% - 30% TACOS: 5% - 15%, PROFIT Maximize Profitability

Pull Profit out of Product, Minimize all Costs, Hold Rank, Brand Defense

Increase Efficiency PROFIT: 15% to 40% ; Review Score: 1000 - 100,000 Reviews

Timeline 2-5 Y