

SETTING UP A SUCCESFUL PRODUCT LAUNCH STRATEGY

amazor



To ensure a successful product launch on the biggest marketplace, you need to ensure you follow the exhaustive checklist as to what are the things you have to consider in the Pre-launch, during the Launch & as well as Post Launch.

Here are some cutting-edge strategies & winning tactics you can deploy to get that new launch rolling on Amazon right from week 1 & build a strong brand on the marketplace:



WINNING AMAZON'S ALGORITHM

Amazon determines the position of product listing (top or bottom) based on the Sales velocity, click-through-rate (CTR), and conversion rate. Hence it is crucial to ensure that the products are complimenting the Amazon A10 algorithm.



Persuade buyers to buy and increase early demand by offering discounts, giveaways and coupons.





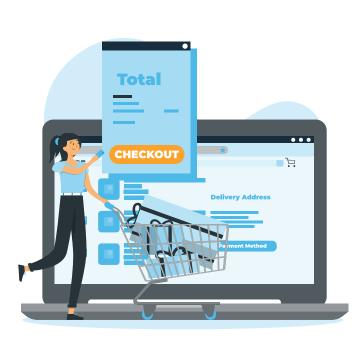
OPTIMIZE YOUR PRODUCT CONTENT

Conduct keyword research and use the top performing, relevant keywords in the product's written as well as visual content to improve organic search ranking.



Brands can utilize Amazon PPC campaigns, Facebook ads, or Influencer marketing to spread the word about the products as well as attract external traffic.





AMAZON PRIME BADGE

To secure a firm stronghold for your product launch, getting Amazon Prime Badge is a must-have. Not only the prime-eligible products are prioritized in search listings, but it also enables sellers on the platform to effectively sell their product listings ensuring sales velocity.



PiWheel is a retail intelligence, software, and consultancy company based in Dubai and founded by a group of Amazon veterans. We help brands in the UAE, Saudi, India, Philippines, Singapore, and Australia grow their digital retail business with data tech tools and services. Our technology activates data, automates execution, and optimizes eCommerce marketing performance for some of the world's largest companies. Our consultancy grants brands access to the highest level of eCommerce expertise to scale and convert more shoppers with improved content, advertising, and operations.