

SETTING UP A SUCCESSFUL PRODUCT LAUNCH STRATEGY on amazon



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:

#1



#1 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.

#2 OFFER ENTICING PRICES & PROMOS

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



#3 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.

#4 LEVERAGING PROMOTIONAL TOOLS

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



#5 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.