

WHAT MAKES SELLING VIA AMAZON SUCCESSFUL

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- Worked with more than 10 Amazon accounts
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PROS OF SALE ON MARKETPLACES

1. Increase Sales From a High Traffic Channel

The chief draw of selling on marketplaces such as Amazon and eBay is the scale of online presence. Sellers report an average 50% increase in sales when they join Amazon Marketplace.

2. Acquire New Customers

Nobody visits Amazon or eBay searching for your store. But they may be searching for your products. Products they may not have discovered otherwise, or that they may have purchased from a competitor.

3. Many People Prefer Shopping Via Marketplaces

Lots of customers prefer Marketplace shopping experience. Marketplaces bring the additional layer of single-stream checkout and fulfilment support to create a seamless experience.

CONS OF SALE ON MARKETPLACES

1. Marketplace Fees

Most marketplace fees are deducted as a percentage of each sale. Before selling your products on a marketplace, you'll want to make sure you have a good sense of your margins and a marketplace's fee structure.

2. Limited Control

Marketplaces don't exist to help you, but to help themselves. Focus on the products, not the sellers. They restrict how you can brand your presence, communicate with customers, what items you can and cannot sell, and so on.

3. Keeping Inventory in Sync

A marketplace is essentially a second point of sale. And one that sometimes can't be configured to talk to your shopping cart. Of course, if you don't ask Stratcom, to help :)

AMAZON VS E-BAY

Amazon

High Selling limits

Fulfilment by Amazon

Amazon Prime

Better UX

11 Marketplaces

Strong in USA

14.6% Makes at least 1M in sales

500M visitors / month

E-bay

Lower Selling fees

Product info features

Auction type of sales

22 Marketplaces

Strong in Europe

3.9% Makes at least 1M in sales

280M visitors / month

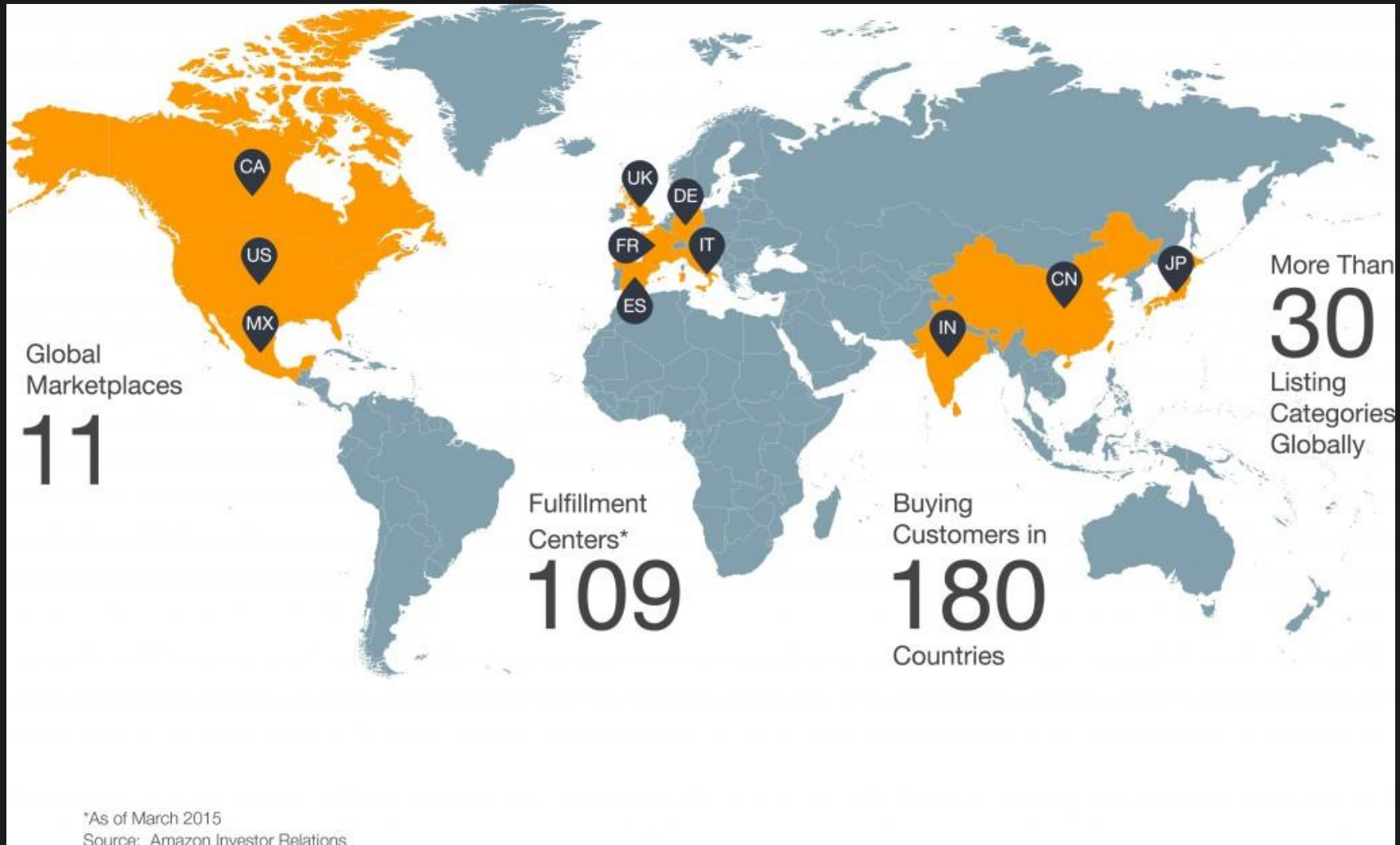
AMAZON VS E-BAY VS WALMART

USAGE AND ENGAGEMENT					
PROPERTY	MONTHLY USERS*	NET REACH	STICKINESS**	TIME SPENT PER MONTH	AVERAGE SESSION DURATION
Amazon	221.6 million	89.50%	40.00%	4.75 hours	4.7 minutes
eBay	168.4 million	68.00%	22.00%	2.2 hours	6.2 minutes
Walmart.com	162.6 million	65.60%	16.90%	<1 hour	3.5 minutes

*Source: Verto Content Watch™ data, 18+ US internet users, March 2016

**Verto Stickiness Index (VSI) compares daily users with monthly users to reflect the active, loyal, and engaged part of the audience. The higher the stickiness, the bigger the share of daily users versus the monthly users is.

AMAZON



WHAT ASPECTS NEED TO TAKE IN ACCOUNT

1. Products Sales performance !!!
2. Products Reviews !!!
3. Customer Support
4. Competition & Product Group & Price
5. Products info and SEO
6. Fullfilment by Amazon
7. PPC (Advertisements)

More sales = higher rankings = more sales

SALES PERFORMANCE AND CONVERSION

The most important factor in Amazon is a product's sales rank.

There's no question that products with higher sales rank numbers appear more often in Amazon search results.

- **PARENT-CHILD PRODUCTS** - Many sellers create multiple listings for variations of the same product. It's much better to use Amazon's built-in parent-child product functionality to direct all customers to a single product page.
- **TIME ON PAGE & BOUNCE RATE** - Amazon measure every way a customer interacts with their website, so it's easy for them to track detailed time on page and bounce rate stats.
- **PRODUCT LISTING COMPLETENESS** - The individual sections of the product listing mostly have to do with relevancy, but the actual completeness of the listing has an effect on conversion rate.

REVIEWS

The second important factor in Amazon is reviews

The power of customer reviews is enormous, 88% of consumers now say that they trust online reviews as much as personal recommendations.

- Around 90% of Amazon buyers fail to leave feedback. Use special programmes to help increase the volume of feedbacks and to eradicate negative comments.
- The best reviews are those that are recent, written by people who purchased the product from Amazon and frequently cited as “helpful” by Amazon users.
- In Amazon’s eyes, a verified review is an honest and independent review.
- Why not contact sellers outside of Amazon to provide reviews?

CUSTOMER SUPPORT

If You use FBA, Amazon do Support

- PERFECT ORDER PERCENTAGE (POP) - How many orders go perfectly smoothly.
- ORDER DEFECT RATE (ODR) - Every time a customer makes a claim with an order, that's considered an order defect. Negative buyer feedback. A-to-Z Guarantee claim. Any kind of shipment problem. Credit card chargeback.
- EXIT RATE - How often does a customer view your listing and then exit Amazon.com? Amazon takes that as a sign that you have a low-quality listing.
- ORDER PROCESSING SPEED - Amazon knows that one of the best ways to make customers happy is with fast and accurate shipping.
- NEGATIVE SELLER FEEDBACK - Amazon track negative seller feedback rates and frequency.

COMPETITION & PRODUCT GROUP & PRICE

- **PRICE** - One of the biggest factors Amazon uses to determine predicted conversion rate is pricing – they know that customers tend to seek the best deals. Amazon uses pricing as a major factor in picking which product to show in the BUY BOX.
- **CATEGORY & SUB-CATEGORY** - Once a customer has entered a category – every other search they perform on Amazon will, by default, be limited to that category. Put your product in the most relevant, narrow category possible.
- **COMPETITION** – There are product categories with extreme competition. Before start to sell in such categories, do double check on: do i have enough big balls to do it!
- **BRAND AWARENESS** – Marketing rules never changes! Brand Awareness is one of them.
- **PRODUCT GROUP SPECIFICS** – Always there are product groups with big sales opportunity and are product groups what people don't want to buy at all. Sell things, that people wants :)

PRODUCT INFO AND SEO - TITLE

Keywords! Put as many keywords into 80-200 characters as you possibly can.

A title is also critical for earning a high click-through-rate and conversion rate by clearly stating what the product is. Since sales factor prominently in ranking, keyword-stuffed titles that discourage users from clicking will ultimately harm your rankings.

Amazon suggests incorporating the following attributes in product titles:

- Brand, Product line and products description
- Material or key ingredient
- Color, Size, Quantity

PRODUCT INFO AND SEO - FEATURES

Features, which are displayed as bullet points, are an absolute must

Anecdotally, the bullet points seem to be more influential on search rankings than the description. 5 features – up to 200 symbols each.

Key Product Features:

(Max. 100 characters per line. Use these to highlight some of the product's most important qualities. Each line will be displayed as a separate bullet point above the product description.)

EXTRA LONG FOR SAFE ROASTING - 36" sticks allows for safe distance from th

ECO-FRIENDLY - Made from 100% bamboo, Jungle Stix are fully biodegradeabl

MULTIPURPOSE ROASTING STICKS - Wooden skewers are also perfect for man

KID-SAFE - Semi-pointed tips ensure that you can pierce any food that needs r

100% MONEY-BACK GUARANTEE - Jungle Stix are backed by 100% guarantee

Example: Delicious honey-apricot glaze

PRODUCT INFO - PRODUCT DESCRIPTION

Product description is where you expand Features

Keep in mind that unlike with Google there is no benefit to having a keyword appear multiple times on the product page; if it's anywhere in your product listing at least once, you will be relevant to rank for it.

Product Description:
(The description you provide should pertain to the product in general, not your particular item. There is a 2,000 character maximum.)

```
<br>
<br>
<b>Adults and kids alike demand Jungle Stix for their roasting needs, whether at a campfire, patio grill, bonfire, or beach fire. Here's why: </b>
<br>
<p><br> ▶EXTRA LONG| FOR SAFETY - 36" length means that no one has to get anywhere near the fire in order get the perfect char on their food. <br></p>
<p><br> ▶EXTRA DUTY STRENGTH - 5mm diameter sticks means that whether it is a filly-loaded stick of marshmallows, or marshmallow, hotdog, sausage, kebab, or any other delicious food ideal for roasting, Jungle Stix can handle the weight. <br></p>
<p><br> ▶KID-FRIENDLY & SAFE - Jungle Stix are designed with family fun in mind. Nothing brings people together like a warm campfire, which is why you can rest easy when your kids are holding the semi-sharp sticks, unlike other hazardous sharp products on the market. Furthermore, you will not see Jungle Stix premium bamboo splinter or break, as they are designed to be smooth and withstand high heat and fire. <br></p>
<p><br> ▶GREAT VALUE - Get more for your money with Jungle Stix: 110 sticks per unit will last you through several seasons and many fun occasions. <br></p>
<br>
<b><br> Buy Now and receive Jungle Stix' 100% Money-Back Guarantee! We are so certain that these bamboo roasting sticks will bring life to your next occasion that we offer a 90 day no-questions-asked refund policy. All proceeds from Jungle Stix will be donated to a non-profit organization impacting lives every day. </b>
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Example: This ham has been smoked for 12 hours...

PRODUCT INFO – OTHER THINGS

- **IMAGE SIZE & QUALITY** - The 1000×1000 pixel image size allows Amazon to offer customers their Hover-to-Zoom feature, which has a dramatic effect on conversion rates. it's better to have one large, high quality image than to have multiple normal-sized images.
- **SEARCH TERMS** - Even though Amazon lists five different 50-character search term fields, you're better off thinking about it as one big 250 character text box in which you can enter every possible search term you can think of for your product.

Search Term 1	brush on block mineral powder sunscreen sunblock
Search Term 2	sun screen protection spf 30 suntan lotion tan kid
Search Term 3	baby spray face child family natural skin sport
Search Term 4	cream boat women men infant spf30 travel small
Search Term 5	solar defense uv facial sensitive babies

- **SPECIFICATIONS** - This is the part of the page where you actually list the technical and physical details of your product. This includes size, shipping weight, color, tech. specs and more.
- **BRAND & MANUFACTURER PART #** - You want to include a brand in your title because it enables your product for search filters AND allows you to capture customers searching for a specific brand.

WHAT IS FBA?

1. Increase competitiveness and optimize sales

Reach millions of loyal Amazon Prime customers with increased visibility of your products. Amazon Prime Shipping benefits with fast, free delivery options

Increase sales by competing for the Buy Box more effectively as your products get the same visibility as Amazon's retail products

2. Increase customer satisfaction

24/7 customer service for delivery related issues in the local language and gift wrapping service available to customers at no extra cost

Amazon will also handle your customer returns

3. Fulfill orders from multiple sales channels

Use Multi-Channel Fulfilment by Amazon to fulfil orders from your own website or other channels

Directly integrate with your sales platform and offer expedited delivery options to customers

FBA EUROPE POSSIBILITIES

Multi-Country Inventory (MCI)

Choose the countries into which you ship and store your inventory. Pay local fulfilment fee when selling in the marketplaces for which you store your inventory locally, and cross border (EFN) fee when selling on other Amazon European marketplaces.

European Fulfilment Network (EFN)

Ship and store your inventory to fulfilment centres in the UK or Germany and fulfill orders from any Amazon's European marketplace.

Pay local fulfilment fee when selling on Amazon.co.uk or amazon.de and a cross border (EFN) fee when selling to customers of other Amazon's European marketplaces.

Pan-European FBA

Ship your inventory to a fulfilment centre and allow Amazon to distribute it throughout Amazon's fulfilment centres in Europe based on anticipated demand.

Only pay local fulfilment fee when selling in any of Amazon's European marketplace.

FBA PRICING EUROPE



Dimensions:

25.5 x 18.5 x 17 cm (0.008020 cubic metre) = 0.2832 cubic feet

Outbound Shipping Weight:


2.2 kg

Product Size Tier:

Non-Media Standard Parcel 3 kg

	Ordered on amazon.co.uk and fulfilled from a fulfilment centre in the UK	Ordered on amazon.de, amazon.fr, amazon.it, amazon.es and fulfilled from a fulfilment centre in the UK
I. FULFILMENT FEE PER UNIT	£3.30 (1 unit x £3.30)	€ 5.28 (1 unit x € 5.28)
II. STORAGE FEE PER MONTH <i>(October)</i>	£0.11 (0.2832 cubic feet x £0.40)	€ 0.16 (0.2832 cubic feet x £0.40 = £0.11)
Total FBA Fee:	£3.41	€ 5.44

FBA PRICING USA

 Toy Rates apply to Standard-Size ¹ products other than Books, Music, Video Games, DVDs, and Software with a selling price of less than \$300. Rate Schedule: Large Standard-Size Non-Media Dimensions: 17.8 x 7.3 x 3.8 inches Weight: 1.10 pounds Dim. Weight: 2.97 pounds Storage Period: January Shipping Method: Standard <th>Service</th> <th>On-Amazon Fulfillment</th> <th>Multi-Channel Fulfillment</th>	Service	On-Amazon Fulfillment	Multi-Channel Fulfillment
	Order Handling	\$1.00	\$4.75
	Pick & Pack	\$1.06	\$0.75
	Weight Handling	\$2.73 How is the weight handling fee calculated?	\$0.90⁴
	Storage	\$0.15	\$0.15
	Total	\$4.94	\$6.55

HOW TO START WITH FBA?

1. Set up FBA and create your product listings.
2. Prepare your products.

Make sure your products are "e-commerce ready," so they can be safely and securely transported all the way into a customer's hands.

3. Ship your products to Amazon.

Create your shipping plans, engage discounted partner carriers, and ship and track your shipments to Amazon fulfillment centers.

4. Customers order your products, and Amazon picks, packs, and ships them.

ADVERTISE ON AMAZON

Amazon Sponsored Products is an easy way for you to advertise your listings

Ads appear right where customers will see them, such as the first page of search results or product detail pages. You place bids on relevant keywords, and if your bid wins and your ad matches the search, it gets displayed to shoppers. These targeted ads can bring your products to a new audience and help you maximize your sales.

PAY ONLY FOR CLICKS - You're not charged until a shopper clicks your ad — in other words, when your advertising is working.

CONTROL YOUR AD PERFORMANCE - Once you've started a campaign you can try new keywords, adjust your budgets, and pause or restart at any time.

MONITOR YOUR SUCCESS - End-to-end metrics help you fine tune your ads to maximize sales and reach new customers.

ADDITIONAL TOOLS

- <https://members.junglescout.com/product-listing-grader> – Listings Grader. FREE
- <https://www.junglescout.com/estimator> - Sales Estimator. FREE
- www.junglescout.com – Instant Amazon Product research in browser
- <https://www.joelister.com> – Amazon to Ebay listings
- <https://scanpower.com/> - Listings management
- <https://www.feedbackfive.com/> - Manage Feedbacks
- <http://www.vendio.com/> - Listings management
- <https://inventorylab.com/> - Listings management
- <https://www.feedbackexpress.com/> - Manage Feedbacks
- <https://trustfile.avalara.com> – Sales Taxes
- <https://www.taxjar.com/> - Sales Taxes

ADDITIONAL INFO

<https://www.junglescout.com/blog/>

<http://theamazingseller.com/category/podcast/>

<http://blog.skipmcgrath.com/>

<http://www.cpcstrategy.com/blog/category/marketplaces/>

<http://www.bobsledmarketing.com/our-blog/>

<http://ssc.channeladvisor.com/howto/amazon-us-marketplace>

WHAT STRATCOM CAN DO FOR YOU?

- Prestashop <> Amazon or Ebay integration – 990Eur
- Magento <> Amazon or Ebay integration – On Demand
- Strategic Consultation by Vilnis Dreimanis – 120 Euro/h
- Additional work on Amazon/Ebay – 40 Eur/h
- Any e-commerce and programming works – 30 Eur/h

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-25% OFF

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