



HOW TO SELL ON AMAZON FBA

2018

*Everything you need to know
to become a successful Amazon Seller...*



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Hey, you!

Welcome to our complete guide on **HOW TO SELL ON AMAZON FBA.**

Yep, that's right. We are going to show you **EVERY** little step along the way. So if you are a beginner, starting out on your Amazon FBA venture or you just want to brush up on some tips and tricks, then you've come to the right place.

The steps we are going to share have helped the Amazon sellers on our team successfully launch dozens of products, including 3 that we've launched publicly as part of an educational case study, which you can also check out [HERE](#).

Not only do you now have this EBook full to the brim of information, we also have a video that will talk you through each step along the way!

Watch the Video NOW



Why sell on Amazon?

So firstly why sell on amazon? While a lot of people know of the ecommerce giant and how huge it is in terms of shopping and their lightning quick shipping, what a lot of people don't realise is that it's actually made up of a lot of small sellers, everyday people like you and me. It's not just big brands selling on there! And it's not as hard as you think to set up a business.

That's the opportunity and there's two BIG reasons why you should utilise this platform over other ecommerce platforms out there.

Firstly, it's a huge marketplace with over **300 MILLION** customers. So selling on this platform gives you exposure to a lot of customers!

The other key element is **Fulfilled by Amazon**. This means you send your products to Amazon's warehouses, where they look after all the shipping, handling and refunds. So it's a physical products business, that you can run remotely from anywhere.

No storing stock in your garage or running to the post office every day. This also makes it a very scalable business because you're not limited by how many sales you can make in a day!

*So now that you know the why, let's get into what you came here for
How to sell on Amazon!*



Are you watching our video? See 2:35 for this chapter

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PRODUCT RESEARCH



PRODUCT RESEARCH

This is the **MOST** important step as the product you choose is the foundation of your business.

You want to find a product that lots of people are after, and isn't too competitive. A mistake people make when starting out, is just selecting products they like or that they **think** will do well.

We don't want to take that risk, and strongly recommend making data-driven decisions on what to sell.

YOUR BUSINESS MODEL

Now, there are different models you can take when selling. The one we recommend is called **Private Label**.

This means you essentially take a generic version of a product, perhaps make a slight improvement or adjustment to it, and then place your own logo onto that product and sell it under your own brand.

Other models, such as **Wholesaling** or **Retail arbitrage**, mean selling someone else's products.

We prefer the private label model because it gives you more control over the product and listing, and higher profit margins. **This allows you to build your brand and not someone else's.**

Product research is our specialty at Jungle Scout. You can do this without any tools, however it is a lot harder, and we believe it's just much easier to use a tool, even if it's not ours.

The Chrome Extension

Average Monthly Sales			Average Sales Rank		Average Price			Average Reviews			Opportunity Score /		
#	Add	Product Name	Brand	Price	Category	Rank	Sales	Revenue	Reviews	Rating	Seller	LQS	
1	(+)	Trideer Non Slip Yoga Mat, High Density An...	Trideer	\$20.99	Sports & Outdoors	#11,360	286	\$6,003	5	5	--/	--/	
2	(+)	Trideer Premium Printed Yoga Mat, 1/4" Ext...	Trideer	\$26.99	Sports & Outdoors	#19,995	160	\$4,318	21	4.5	FBA	--/	
3	(+)	Spoga 1/4-Inch Anti-Slip Exercise Yoga Mat...	Spoga	\$13.99	Sports & Outdoors	#5,679	561	\$7,848	207	3.5	AMZ	4	
4	(+)	AmazonBasics 1/2-Inch Extra Thick Exercise ...	AmazonBasics	\$17.99	Sports & Outdoors	#49	12,126	\$218,147	672	4	AMZ	--/	
5	(+)	BalanceFrom GoYoga All Purpose High Density...	BalanceFrom	\$14.95	Sports & Outdoors	#57	11,439	\$171,013	857	4.5	AMZ	6	
6	(+)	AmazonBasics 1/2-Inch Extra Thick Exercise ...	AmazonBasics	\$17.99	Sports & Outdoors	#49	12,126	\$218,147	672	4	AMZ	5	
7	(+)	BalanceFrom GoYoga All-Purpose 1/2-Inch Ext...	BalanceFrom	\$17.95	Sports & Outdoors	#48	12,221	\$219,367	8531	4.5	AMZ	7	
8	(+)	Gaiam Premium Print Yoga Mat, Extra Thick N...	Gaiam	\$29.99	Sports & Outdoors	#406	4,322	\$129,617	1637	4.5	AMZ	--/	
9	(+)	Sivan Health and Fitness 1/2-InchExtra Thick ...	Sivan Health and...	\$21.49	Sports & Outdoors	#381	4,491	\$96,512	4306	4.5	FBA	6	
10	(+)	REEHUT 1/2-Inch Extra Thick High Density NB...	REEHUT	\$19.45	Sports & Outdoors	#248	5,748	\$111,799	2269	4	--/	6	
11	(+)	Gaiam Print Yoga Mat, Non Slip Exercise & Fit...	Gaiam	\$21.98	Sports & Outdoors	#1,250	2,015	\$44,290	1779	4	AMZ	6	
12	(+)	Gaiam Premium Reversible Print Yoga Mat, Ex...	Gaiam	\$34.99	Sports & Outdoors	#1,489	1,763	\$61,687	814	4.5	AMZ	8	
13	(+)	HemingWeigh 1/2-Inch Extra Thick High De...	HemingWeigh	\$19.99	Sports & Outdoors	#1,048	2,295	\$45,877	1520	4.5	FBA	7	
14	(+)	FARLAND Non Slip Yoga Mat with Carrying ...	FARLAND	\$25.90	Sports & Outdoors	#3,567	856	\$22,170	61	4.5	--/	7	
15	(+)	TOPLUS Yoga Mat, 1/4 inch Pro Yoga Mat T...	TOPLUS	\$25.99	Sports & Outdoors	#1,719	1,576	\$40,960	148	4	FBA	7	
16	(+)	AmazonBasics Yoga & Exercise Mat with Carry...	AmazonBasics	\$14.44	Sports & Outdoors	#1,516	1,739	\$25,111	71	4	AMZ	5	
17	(+)	FARLAND Non Slip Yoga Mat with Carrying Str...	FARLAND	\$30.90	Sports & Outdoors	#3,567	856	\$26,450	61	4.5	--/	7	
Extract Next Page >			Showing results 1 - 30										

This is the Chrome Extension. It runs on Amazon.com, as well as **8 other marketplaces**.

With it, you can quickly assess a product idea on Amazon. So let's say we wanted to look at "yoga mats".

After the search is complete, just click the extension. Now you'll see a great breakdown of this page.

DEMAND

Let's focus on the top 10 listings listed in the Chrome Extension.

We mentioned that we wanted high demand? Well, that's represented by sales. We can see here estimates for all these top listings. As a guideline, we'd like to see at least 3000 sales combined in this top 10. We easily have enough here.

In addition to having 3000 sales, we also want to make sure that these sales are fairly well spread out.

For an example. If a product matches the 3000 sales criteria, however, two top listings have the majority of the sales. This would indicate that customers are mostly purchasing from these two listings, for whatever reason. So even if we got our listing into this top 10, on page 1 of the search results, it's going to be very difficult to pry sales away from these dominant sellers.

We want to make sure that the sales are reasonably spread out.

COMPETITION

Next, is **low competition**.

The way we gauge that, is by the number of reviews on a listing. Most people tend to buy from listings that have higher numbers of good reviews, so that's why we use it as a metric of competition.

Usually, we'd like to see at least 4-5 listings with **under 100 reviews**. This makes it easier for us to catch up, starting from 0.

Outside that, we'd want no more than a couple of listings with **up to 500 reviews**. Anything closer to 1000 reviews is getting quite competitive and will take a long time to compete with.

Keep in mind, these are general guidelines. You can bend them a little, but **the lower the reviews overall, the better**. It's worth spending more time finding less competitive products, as this is often the biggest barrier.

PRICE

Next we want to look at price.

To keep it easy, you want to sell products **between \$15 to \$60.**

Below \$15, the profit margins get very slim by the time Amazon takes their cut, and above \$60, customers are less likely to make impulse buys on a brand they don't know.

So when looking at these top 10, you want to get an idea of what price you could sell for.

If it falls between \$15 to \$60, then you're good!

The Product Database

The screenshot shows the Jungle Scout Product Database interface. At the top, there are tabs for Product Tracker, Product Database (which is selected), Niche Hunter, Keyword Scout, and Chrome Extension. To the right of these are links for Support and a user icon. Below the tabs, the main area is titled "Product Database". It includes a section for "Amazon Marketplace" (set to United States) and a "Categories" filter sidebar. The "Categories" sidebar lists numerous product categories with checkboxes. To the right of the sidebar are sections for "Product Tier" (Standard, Oversize), "Seller" (FBA, FBM, Amazon), and a large grid of "Filters" for setting minimum and maximum values for Price, Net, Rank, Sales, Revenue, Reviews, Rating, Weight, and Sellers. At the bottom, there are fields for "Include Keyword" and "Exclude Keyword".

We also have another great tool that really helps when you have no idea what to sell. It's called the [Web App](#). Inside is a tool called the [Product Database](#). Here, you just select the categories you'd like to look at, and the filters you'd like to set such as high demand, cost or sales units.

The Product Database

Remember we mentioned aiming for 3000 sales in the top 10 listings on page 7? Well that's the same as 300 sales per month on a single listing, so make that your minimum.

For low competition, we can set a maximum of 100 reviews.

Also in the price point of \$15 to \$60. And click search!

What we've done is re-catalogued Amazon's best selling products into a database that's user-friendly for sellers! The product database is really great to help you generate product ideas!

You can then take one of these ideas, and then look up the niche on Amazon, so you can assess the top 10 listings, like we did earlier. And if you use the chrome extension as well, this process is made super simple!

There are other cool things you can do inside the web app, but we'll come back to that a bit later!

SEASONALITY

The next consideration is **seasonality**.

Imagine looking at Christmas tree lights during December. The numbers would be huge! If you decided to sell that product, thinking you would get these sales all the time, you'd be in for a bit of shock come January 1st.

So we want to sell products, that sell all year around.

The best tool to use for this is [Google Trends](#). Just input a search term, change the view to the past 5 years, and then search.

Using the Christmas tree light example, you'll see that there's a big spike around December each year. This is what we're trying to avoid. Instead, look for products that are more even all year around.

SEASONALITY

Let's use Baby hooded towels for example. This has a similar search volume all year around without any obvious spikes.

The other good sign to look for is an upward trend.

Let's take an extreme example - "artificial intelligence". You can instantly see that this topic is getting more and more visibility.

While it's not necessary to have this when looking for a product, if you do find something with an upwards trend, then you may have discovered an emerging market which could be a **great** opportunity!

VERIFY YOUR SALES

So let's say you've found a product or a niche that seems to be a good opportunity - it has high sales, low competition, good price point and not too seasonal. Before you go ahead and order this product, there's an additional step you should take to further verify this niche before spending a lot of money on it.

This is called **PRODUCT TRACKING**. Instead of just checking the sales estimates that one time, you continue to check them for a period of time. We recommend at least 2 weeks, to 4 weeks.

The reason being there are times when a product's sales are inflated, due to the seller running a discounted promotion, or some other once off type of situation.

VERIFY YOUR SALES

But by checking the sales every day for several weeks, you can see if the sales stay consistent or drop down. You can do this manually using the Chrome Extension like we showed you, but a much easier way is using a different tool of ours called the Product Tracker, which is part of our Jungle Scout Web App. You don't need this tool but it does make the process a lot faster and automated.



VERIFY YOUR SALES

Let's show you an example using our Product Tracker in the Web App. Say you like the look of these baby hooded towels. This is in fact a product that we publicly launched in 2017, and you can check out the entire case study [right here](#).

You want to track as many listings as possible on this first page of results. If you have both the Chrome Extension and the Web App, you can just simply, click the + sign next to each one and it will add to the Product Tracker.

Go to the next page to see a screenshot of the Product Database so we can show you!

VERIFY YOUR SALES

JS Jungle Scout Product Tracker Product Database Niche Hunter Keyword Scout | Chrome Extension Support 

Product Information	Price - Fees = Net	Weight	Reviews	Rank	Sellers	LQS	Sales	Revenue
 3 Sprouts Hooded Towel, Chicken, Cream ASIN: B006Y7OWKW Category: Baby Brand: 3 Sprouts Seller: Amazon.com	Price: \$14.69 Fees: \$5.19 Net: \$9.50	0.85 lbs	4.3 (123) ★★★★★	15,710	14	40	82	\$1,204.58   
<i>Click + to add to your Product Tracker</i> 								
 3 Sprouts Hooded Towel, Elephant ASIN: B00MH7XSYO Category: Baby Brand: 3 Sprouts Seller: Amazon.com	Price: \$15.09 Fees:  Net: 	5 lbs	4.3 (123) ★★★★★	59,425	8	27	13	\$196.17   
<i>Click this icon to open the listing in Amazon</i> 								
 3 Sprouts Hooded Towel, Elephant ASIN: B0070S16VM Category: Baby Brand: 3 Sprouts Seller: Amazon.com	Price: \$15.09 Fees: \$7.61 Net: \$7.48	5 lbs	4.3 (123) ★★★★★	37,878	8	37	25	\$377.25   
								
 3 Sprouts Hooded Towel, Elephant ASIN: B006Y7OWFC Category: Baby Brand: 3 Sprouts Seller: Amazon.com	Price: \$15.09 Fees: \$6.66 Net: \$8.43	2.55 lbs	4.3 (123) ★★★★★	61,715	8	37	13	\$196.17   
<i>Click this icon to refresh the data</i> 								
 3 Sprouts Hooded Towel, Elephant ASIN: B006Y7OWNE Category: Baby Brand: 3 Sprouts Seller: Amazon.com	Price: \$15.09 Fees: \$6.44 Net: \$8.65	1.6 lbs	4.3 (122) ★★★★★	60,140	8	44	13	\$196.17   

VERIFY YOUR SALES

Inside the Product Tracker, click on the dropdown and you'll see the sales over time for all these listings. You can change the view to the past 60 days.

JS Jungle Scout Product Tracker Product Database Niche Hunter Keyword Scout Chrome Extension Support

Product Information 7 Days Avg. Daily Price Avg. Daily Rank Avg. Daily Units Sold Avg. Daily Revenue

Hooded Baby Extra Soft Org \$26.45 4,375 14 \$370.30

ASIN: BC... Category: Baby Brand: Land of the Wee Seller: Land of the Wee

7 Days 14 Days 30 Days 60 Days

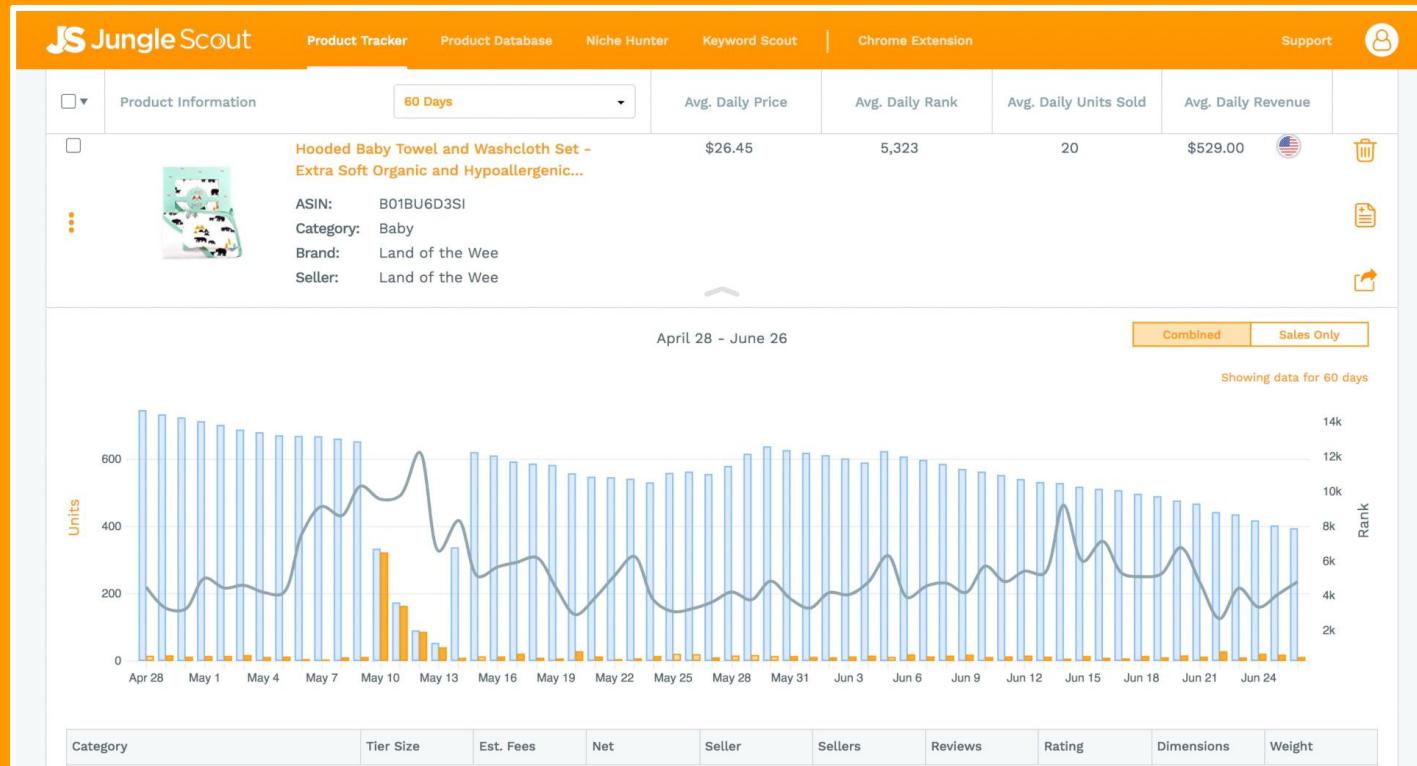
June 20 - June 26 Combined Sales Only Showing data for 7 days

Units Rank

Jun 20 Jun 21 Jun 22 Jun 23 Jun 24 Jun 25 Jun 26

Category Tier Size Est. Fees Net Seller Sellers Reviews Rating Dimensions Weight

VERIFY YOUR SALES



The blue bars here are the inventory levels, and as they go down each day, so you can see how many sales have been made, by the orange bars. If you hover over each day, it will show you the average daily sales.

VERIFY YOUR SALES

If you've only tracked a product for 2 days though, and had one day of 23 sales and another of 50, you really wouldn't know what the regular amount of sales is to expect.

This is why we recommend to track listings for as long as possible, to get as much consistent data as you can, and be confident in the number of sales a listing is getting.

So that's how to perform the second step in product research - verifying the sales of a niche!

You can be confident of the sales numbers in your product's niche and are ready to take action on the next step!

*With your product selected, you're now ready
to source your product.*



SOURCE YOUR PRODUCT



SOURCING YOUR PRODUCT

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All^{star}Express™ Alibaba.com™ global^{star}sources

Once you've narrowed your research down to a single product, the next step is to source your product. Most commonly, people go to Alibaba , but you can also go to Global Sources, or Aliexpress for smaller orders.

SOURCING YOUR PRODUCTS

Alibaba is by far the biggest marketplace.

Here you can search for the product that you're looking for. We recommend searching by 'Suppliers' rather than products because often suppliers have a bunch of listings that are all more or less the same.

Also, tick the gold supplier box. This narrows down your results to what's usually a better list.

Now you want to contact 10 to 15 different suppliers. A tip here is to favourite suppliers that you like, as you go. From a search page, click here to favourite, or you can do it from inside a company profile over here. Now, from the favourites page, you can contact them all at once.

EMAIL TEMPLATE

Here's an example of the email we would send:

Hi There,

My name is Greg from Jungle Creations. We are looking to purchase baby hooded towels for the US market. See attached photos. Our primary sales channels will be online. We estimate up to 20,000 to 30,000 pcs annual purchase volume after a trial order of 500 sets and samples evaluation.

Specifications:

- Size – 34in x 34in (92cm x 92cm)
 - Hood should have “ears”
- Material: 100% Bamboo, organic preferred
- Quality: high thread count and very soft
 - No loose threads
 - Color: white, no dyes

Do you manufacture these types of bamboo baby towels with hood? If so please provide the following:

- 1) Photo, Specifications and EXW Quotation
- 2) Are you a manufacturer or trading company?
- 3) What is your lead time for samples and trial order?
- 4) Can we add our logo to this item? If so, where can the logo be added?
- 5) What is the sample cost with shipping by express to USA?

Appreciate your reply. Thank you.

Greg Mercer



SOURCING YOUR PRODUCTS

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You want to ask as many questions as possible in your initial email. You'll be contacting a lot of suppliers so you don't want to be constantly going back and forth with each one.

Also, it's a good first test as you'll see which suppliers answer your questions, and which ones just send you a generic response. You want to work with people that have made an effort to answer you personally.

Other questions you might ask, include: do you offer samples? How much for a sample to be sent to your postcode or to the US? How much for 500 pieces? How much for 1,000 pieces? Can I make a first order of only 200 pieces, and how much for that?

Plus anything else specific to your product. Can you make this product to this size or out of this material?

SOURCING YOUR PRODUCTS

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Once you've received some replies, it's time to evaluate them. Do they have good English or communication? Did they answer all of your questions, or did they just give you a generic answer? Write down all the prices they've given you.

Some other things to note:

Suppliers will often ask to continue the conversation on Skype or email. This is totally normal!

Expect to pay anywhere from \$50 to \$100 US for a sample. I know this can sound like a lot for a single sample but just put it down to the cost of doing business. If you can, it's a good idea to get a sample from 2 to 3 different suppliers. Sometimes you might get a better price from one but better communication from another. To help with this, get a sample in your hands and then you can compare the actual quality of the product between the different suppliers as well.

SOURCING YOUR PRODUCTS

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Once you've received and inspected your samples, perhaps followed up with any additional questions, then go ahead and tell your supplier that you'd like to place your first order. Often you can negotiate paying 30% upfront, and then the remaining 70% before they ship the product. Or, sometimes it might be 50 upfront and 50% after.

Some of us here at Jungle Scout have worked with suppliers that we've had to pay 100% upfront, but we'd built up enough trust with them, so it was fine. So it really can vary, but aim to negotiate terms if you can. As far as payment methods, Paypal is fine for samples.

For larger orders though, it's going to incur a 5% fee. So you want to stay away from Paypal.



SOURCING YOUR PRODUCTS

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TT or telegraphic transfer is common which is basically a wire bank transfer. You can also pay via Alibaba. And, some suppliers will offer trade assurance which is really nice to get because this basically insures your shipment in case anything goes wrong. This is only if you order through Alibaba, so try to go for this option if you can.

We recommend staying away from Western Union though because there's no real means of recourse if anything goes wrong.

Production will typically take anywhere from two to six weeks. This gives you time to get a bunch of other things done.

USING AMAZON SELLER CENTRAL



SETTING UP AN ACCOUNT

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Firstly setting up an Amazon account. You have two options. You've got a professional account which is 39.99 a month, or an individual account that doesn't have a monthly fee, but you pay \$1 per sale.

So if you're serious about building a business on Amazon and plan to sell more than 40 products a month, you're much better off going with a professional account. This also gives you access to other advertising and business metrics that the individual doesn't.

So click start selling to begin the process, then follow the prompts. You'll be asked for a bunch of information, including a credit card for any charges, a bank account for you to receive payments and also what you'd like your store name to be. You'll also be asked whether you're selling as an individual or a company. Now, keep in mind that you can start selling as an individual, and then switch to a company later on if you choose. Many of us here at Jungle Scout chose the Individual account initially, so we know it's super easy to upgrade!

CREATING A LISTING

Once you've set up your Seller Central account, come up to catalog, add products in order to create your first listing.

Scroll down a bit, you'll see list a new product, and you'll notice that Amazon wants you to search for your product name. If you type it in here, it will find existing listings. Now this isn't what you want to do.

Head down and find the most relevant category for your product. Hit select. Now fill out basic information about your product.

The manufacturer name is up to you. That can be the same as your store brand name, or it can be different.

CREATING A LISTING

One tip though on creating your BRAND NAME...

What we suggest is creating one that's fairly universal. Jungle Scout's Office Supplies for instance, is a very specific niche and only relevant to office supplies.

Whereas Jungle Scout Creations is a much broader name that you can sell lots of different products beneath and not be limited to one niche.

CREATING A LISTING

Next, you'll be asked to enter a Product ID for your listing. This is most commonly a UPC barcode.

You will need to purchase one of these, and the best place to do so is at GS1.

If you wanted to setup your product with variations, you can do that over here. It asks you to enter in your price, however you don't have to do this now and can just check the skip box, and set your price later. This is where you add product images which we'll talk about later.

Once you've completed the required fields you can click Save and finish, which allows you to access your product's FN SKU barcode and get a shipping address which you'll need in the next steps.

FN SKU BARCODE

So, once your listing has been created, come over to inventory, manage inventory, where you'll see your listing displayed. Click here, and then Print Item Labels.

Click print again. **This gives you what is called the FN SKU barcode.** This is the one barcode that Amazon requires you to have on your product packaging.

You don't need the UPC barcode - the one that we talked about before. You only need this one displayed on your product packaging. Now send this FN SKU barcode to your supplier.

They can either stick that onto the packaging of each item, or you can include it in the design of customised packaging, so that it never needs to be stuck on by hand, again.

PRODUCT PACKAGING DESIGN

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This brings us to the packaging, which we recommend getting customized.

This sets your product further apart from the competition. The sooner you can get this done the better, because it will take a couple of weeks for them to produce it. So ask your supplier for the different packaging options that come with your product. Select the one that you like the most, and then ask them for a template.

You'll want to receive a file type such as .ai or .eps. These are design friendly formats.

To get your design made, we recommend the [Jungle Market](#), where you can find freelancers specific to Amazon sellers, including designers who are experienced with product packaging and know Amazon's requirements.

PRODUCT PACKAGING DESIGN

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Here are a few of the most important things to have on your product packaging.

Your brand name, the product name, a photo of the product, where it was made such as made in China, and then just make sure that there's nothing else that you're legally required to put on there, based on the type of product that it is.

To figure this out, just google “packaging requirements for your product” to nail this down.

When you have the final design, send it through to your supplier. They might ask you to purchase a large quantity of the boxes upfront such as 3,000 or 5,000 pieces.

This is fine as it brings the price down, and they'll just hold onto those extra ones until you make later orders

PRODUCT PHOTOGRAPHY

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Product photography is another thing you can do while you wait.

There are 2 ways to do this - either hire a photographer or do it yourself. We have a great tutorial on how to take awesome product images yourself, just using a smartphone so click [HERE](#) to check that out!

The other way is to hire a photographer. Again, we recommend the [Jungle Market](#).

Here you can easily search out product photographers and pick ones you like based on their reviews or location, and also reach out and ask them any questions you have before booking in with them.

The way it works is that you would send them a sample of your product and they will deliver a set number of images back to you within the agreed upon time.

PRODUCT PHOTOGRAPHY

If you're taking photos yourself, here's a couple of things to keep in mind.

Your main image needs to be against a white backdrop, take up at least 85% of the image, and have no extra props, text or logos on that image.

For your other images, try showing some different angles of your product, show it being used by different people, maybe also include a photo of it with its packaging which you can add later on, once you actually have the packaging.

You can upload up to nine images on your listing, so you want to use them all up but, at the beginning, at least try to get four or five there to start with.

LISTING COPY

Next, you want to write a **detailed title, bullet points, and description.**

Take your time here because this is what is going to sell your product once people click onto your listing.

Also include your main keywords wherever you can because this will help your listing rank higher in Amazon's search results.

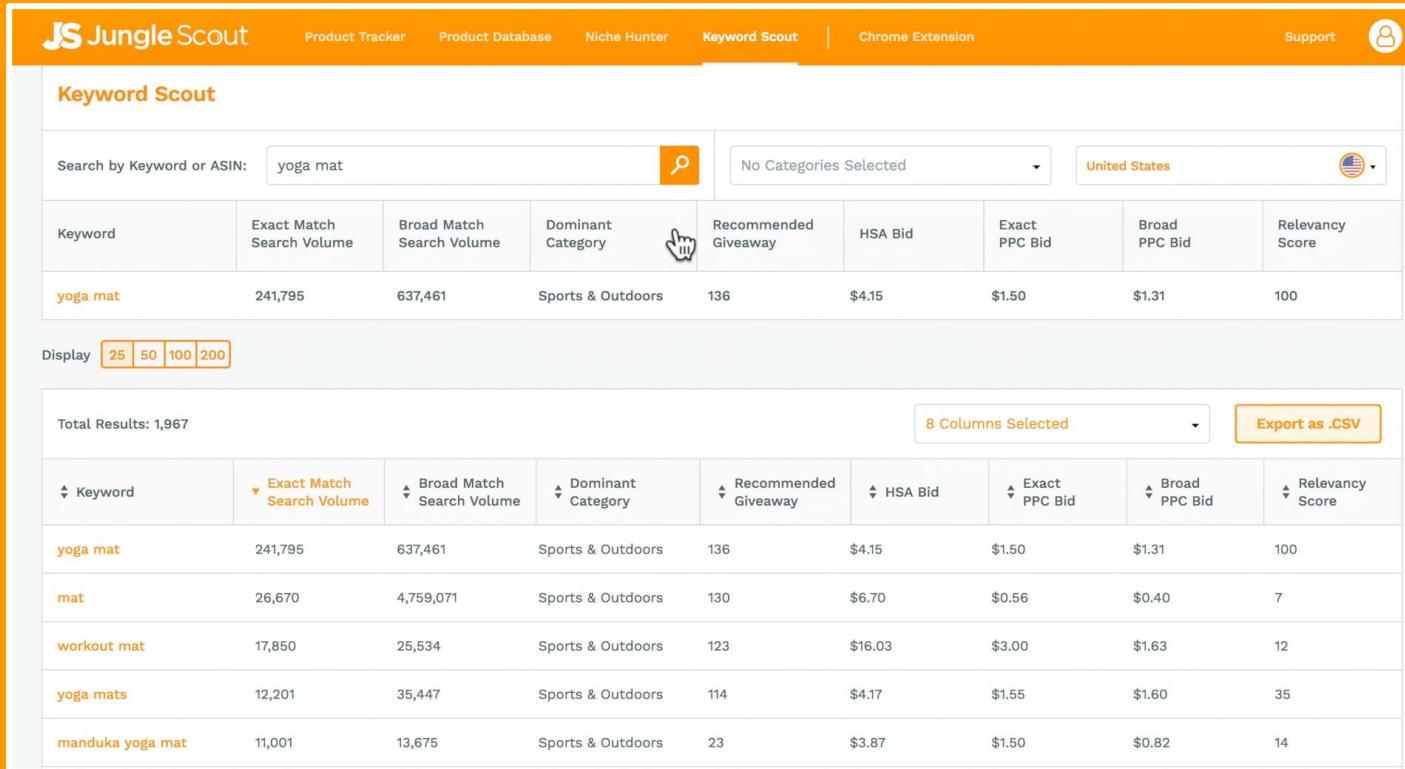
KEYWORD RESEARCH

If you were using our web app tool that I talked about earlier, we have a great tool that can help you with this, called Keyword Scout.

Again, we're using the Jungle Scout Web App. What this tool does is show you the search volume of keywords on Amazon.

KEYWORD RESEARCH

For example, let's search for yoga mat.



The screenshot shows the Jungle Scout Keyword Scout interface. At the top, there are navigation links: Product Tracker, Product Database, Niche Hunter, Keyword Scout (which is highlighted in orange), and Chrome Extension. On the right, there are links for Support and a user profile icon. The main section is titled "Keyword Scout". It has a search bar with "yoga mat" entered, a magnifying glass icon, and dropdown menus for "No Categories Selected" and "United States" (with a USA flag icon). Below the search bar is a table header with columns: Keyword, Exact Match Search Volume, Broad Match Search Volume, Dominant Category, Recommended Giveaway, HSA Bid, Exact PPC Bid, Broad PPC Bid, and Relevancy Score. A hand cursor icon is over the "Dominant Category" column. The first row of data shows "yoga mat" with values: 241,795, 637,461, Sports & Outdoors, 136, \$4.15, \$1.50, \$1.31, and 100. Below the table are buttons for "Display" (with options 25, 50, 100, 200) and "Export as .CSV". The bottom section shows a larger table with "Total Results: 1,967" and "8 Columns Selected". The columns are the same as the top table, plus an additional "Exact Match Search Volume" column. The rows list various keywords and their metrics, such as "mat" (26,670, 4,759,071, Sports & Outdoors, 130, \$6.70, \$0.56, \$0.40, 7), "workout mat" (17,850, 25,534, Sports & Outdoors, 123, \$16.03, \$3.00, \$1.63, 12), "yoga mats" (12,201, 35,447, Sports & Outdoors, 114, \$4.17, \$1.55, \$1.60, 35), and "manduka yoga mat" (11,001, 13,675, Sports & Outdoors, 23, \$3.87, \$1.50, \$0.82, 14).

Keyword	Exact Match Search Volume	Broad Match Search Volume	Dominant Category	Recommended Giveaway	HSA Bid	Exact PPC Bid	Broad PPC Bid	Relevancy Score
yoga mat	241,795	637,461	Sports & Outdoors	136	\$4.15	\$1.50	\$1.31	100

Total Results: 1,967									8 Columns Selected	Export as .CSV
Keyword	Exact Match Search Volume	Broad Match Search Volume	Dominant Category	Recommended Giveaway	HSA Bid	Exact PPC Bid	Broad PPC Bid	Relevancy Score		
yoga mat	241,795	637,461	Sports & Outdoors	136	\$4.15	\$1.50	\$1.31	100		
mat	26,670	4,759,071	Sports & Outdoors	130	\$6.70	\$0.56	\$0.40	7		
workout mat	17,850	25,534	Sports & Outdoors	123	\$16.03	\$3.00	\$1.63	12		
yoga mats	12,201	35,447	Sports & Outdoors	114	\$4.17	\$1.55	\$1.60	35		
manduka yoga mat	11,001	13,675	Sports & Outdoors	23	\$3.87	\$1.50	\$0.82	14		

 Here we see that of course yoga mat itself is a popular keyword, but you also discover other insights you mightn't have thought of - such as 'workout mat' being a highly searched for keyword also.

KEYWORD RESEARCH

Using this information, I would take the main keyword - yoga mat, and absolutely make sure that is in your title, bullet points and description, and then also try to include these other bigger keywords where you can also.

You don't want to stuff them in unnaturally, but the more you can include them, the higher your chances of appearing under these search terms on Amazon.

Also, including these keywords helps Amazon identify what your product is, which is another important factor in how you rank.

*You can also Keyword Scout for other things as well, such as advertising,
but we'll come to that later...*

Are you watching our video? See 21:35 for this chapter

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SHIPPING



FREIGHT FORWARDERS

To get your product from China to the US, you have two options - asking your supplier to organise this, using their own freight forwarders, OR finding your own.

We started out using our supplier. This was very easy, because they just gave me a quote, I paid them and it was sent straight to Amazon without any hassle. It also tends to be a little cheaper than using your own freight forwarder.

The cons? Whenever there were issues with customs or anything like that, we had to relay messages through our supplier as the middle-man which was a little frustrating and scary at some points, so there was less control over our shipment.

FREIGHT FORWARDERS

Finding your own freight forwarder in the US, gives you a lot more control over your shipment.

You have direct contact and it's easier to sort out any issues that might arise.

Flexport, for example are a popular freight forwarder, that we've used here at Jungle Scout. They're really great at walking you through the entire process and with all the paperwork that's required, so you can be assured that everything is above board and you know what's happening at every step of the way.

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CREATING A SHIPMENT IN SELLER CENTRAL

As production comes to an end, you'll need to create a shipment in Seller Central.

This gives you the physical address of the fulfillment centre that you need to send your shipment too.

CREATING A SHIPMENT IN SELLER CENTRAL

Go to Inventory > Manage Inventory and then click the drop down menu of the product you are ordering.

Screenshot of the Amazon Seller Central "Manage Inventory" page. The page shows a list of four products: a baby towel set, a white baby towel set, a white t-shirt, and bamboo marshmallow sticks. To the right of the third product, a context menu is open, with the "Send/Replenish Inventory" option highlighted.

Action on 0 selected | Search SKU, Title, ISBN | Search | 4 product(s)

Filters: Status: All Active Inactive | Fulfilled By: All Amazon Merchant | Additional filters

Status	Image	SKU Condition	Product Name ASIN	Available	Fee Preview	Price + Shipping
Active		Jungle-Snuglier-Gray New	Luxury Hooded Baby Towel and Washcloth Set Gray Elephant Design Extra Soft Bamboo Baby Towel One Size B0747V64DR	69	\$7.55 Includes \$4.71 FBA Fee	\$18.95 + \$0.00
Active		Jungle-Snugs-White New	Luxury Hooded Baby Towel and Washcloth Set (White) Extra Soft Bamboo for Infant, Toddler, Newborn and Kids Great for Boys and Girls at Bath, Pool and Beach Better than Organic Terry Cotton B06Y5H2VLM	257	\$8.45 Includes \$4.71 FBA Fee	\$24.95 + \$0.00
Active		JS-TSHIRT-M New	Jungle Scout T-shirt, 100% Organic Cotton, Crew Neck Tee, White (medium) B01MSSJ77	11	\$5.86 Includes \$2.81 FBA Fee	\$17.95 + \$0.00
Active		JNGLESTIX36 New	Jungle Stix Bamboo Marshmallow Smores Roasting Sticks 36 inch 5mm Thick Extra Long Heavy Duty Wooden Skewers, 110 Pieces. Perfect for Hot Dog Kebab Sausage, Environmentally Safe 100% Biodegradable B017VXKVXE	105	\$12.71 Includes \$9.27 FBA Fee	\$22.95 + \$0.00

Page 1 of 1 Go | 25 results per page

- Edit
- Manage Images
- Copy listing
- Add another condition
- Change to Fulfilled by Merchant
- Send/Replenish Inventory** (highlighted)
- Set replacement alerts
- Match Low Price
- Create removal order
- Create fulfillment order
- Print item labels
- Close Listing
- Delete product and listing
- Advertise listing
- Match price

CREATING A SHIPMENT IN SELLER CENTRAL

You'll be asked whether you want to create a new shipping plan or add to an existing one.

In this example, we're creating a new one.

For the 'ship from' address, put in your supplier's address if you're using them to organise shipping, or if you have your own freight forwarder, then they might tell you to use their address instead.

In our example, we're using Flexport as a freight forwarder and they've instructed us to use their address here. If you're just sending in the one type of product, you want a case-packed product.

Individual products is if you're sending a bunch of different products inside one box.

CREATING A SHIPMENT IN SELLER CENTRAL

On this page, you need to enter the quantity of units that you're going to be sending.

All products ⚠ Information required ✖ Removal required [Add Products](#)

Provide missing information, remove ineligible products, and specify the quantity for each product you want to include in this shipping plan.

1 to 1 of 1 product

Merchant SKU	Product name	Condition	Action required	Units per Case	Number of Cases	Total Units	Remove
	<input type="checkbox"/> Show ASIN/FNSKU			50	10	500	
Jungle-Snugs-White	Luxury Hooded Baby Towel and Washcloth Set (White) Extra Soft Bamboo for Infant, Toddler, Newborn and Kids Great for Boys and Girls at Bath, Pool and Beach Better than Organic Terry Cotton Size: Standard-Size EAN: 0642141208558	New	--	50	10	500	
Totals							500
1 to 1 of 1 product							
Delete plan Duplicate							

This doesn't have to be the exact number of units per case and number of cases as you can create the box configurations later on. The most important thing is that the total number of units is correct. You can modify this later, but it only allows you to change it by 5 units less or more, so make sure this number is accurate.

CREATING A SHIPMENT IN SELLER CENTRAL

Amazon now wants you to confirm that you're aware of any storage fees.

For some products, you might have to give more information if it's in a restricted category.

But, for the most part, you shouldn't need to take any further action.

Click continue.

Again in most cases, you should be able to click continue again.

CREATING A SHIPMENT IN SELLER CENTRAL

Here you get to choose whether you're going to apply the FN SKU barcodes yourself or whether Amazon is going to do it.

Merchant SKU	Product name	Condition	Units	Who labels?	# of labels to print	Label cost	Remove
	<input type="checkbox"/> Show ASIN/FNSKU			<input type="button" value="Apply to all"/>			
Jungle-Snugs-White	Luxury Hooded Baby Towel and Washcloth Set (White) Extra Soft Bamboo for Infant, Toddler, Newborn and Kids Great for Boys and Girls at Bath, Pool and Beach Better than Organic Terry Cotton Size: Standard-Size EAN: 0642141208558	New	500	<input type="button" value="Amazon"/>	--	\$100.00 \$0.20 per unit	
Totals							\$100.00

If we select Amazon, you'll see it's going to cost 20 cents per unit. So usually you can get your supplier to do this.

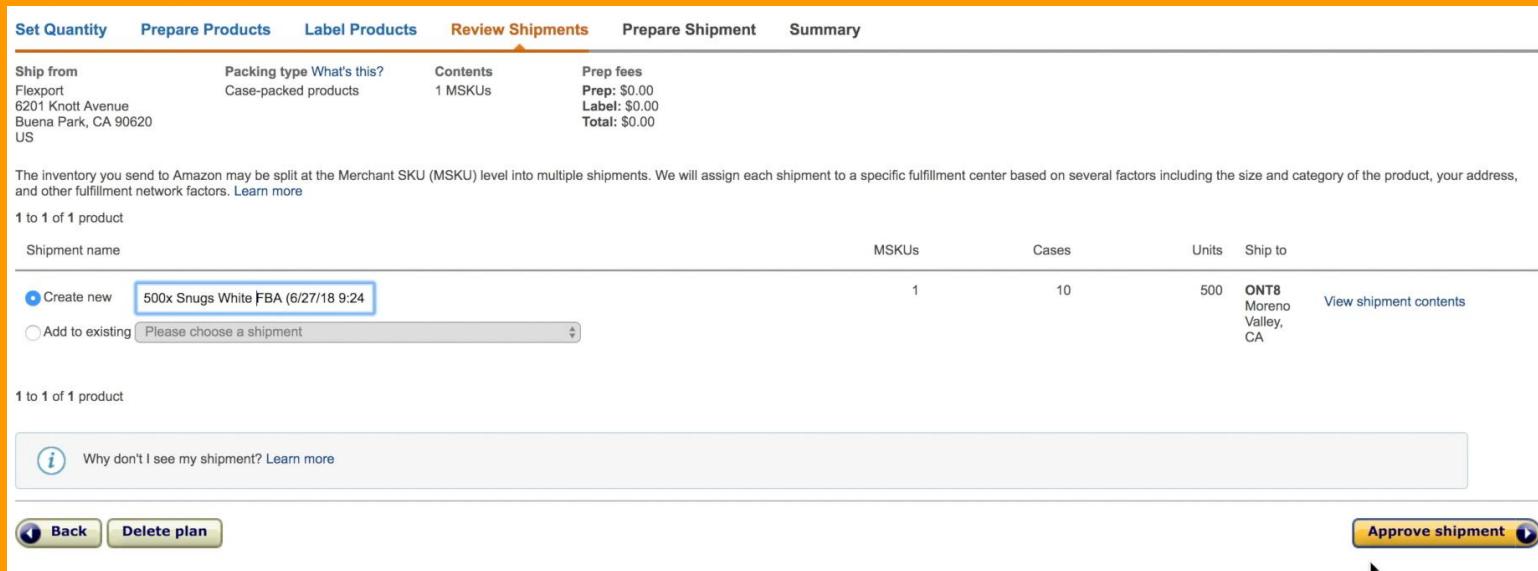
Merchant SKU	Product name	Condition	Units	Who labels?	# of labels to print	Label cost	Remove
	<input type="checkbox"/> Show ASIN/FNSKU			<input type="button" value="Apply to all"/>			
Jungle-Snugs-White	Luxury Hooded Baby Towel and Washcloth Set (White) Extra Soft Bamboo for Infant, Toddler, Newborn and Kids Great for Boys and Girls at Bath, Pool and Beach Better than Organic Terry Cotton Size: Standard-Size EAN: 0642141208558	New	500	<input type="button" value="Merchant"/>	500	--	
Totals							\$0.00
<input data-bbox="635 897 942 919" type="button" value="30-up labels 1"/> <input data-bbox="981 897 1205 919" type="button" value="Print labels for this page"/>				Total labels: 500			



Let's make this **merchant**. If you haven't got the labels already, you've got the option to **download** them here. However, you can also do that from your inventory screen like I showed you earlier. Click **Continue**.

CREATING A SHIPMENT IN SELLER CENTRAL

You can give a name to your shipment over here. Then confirm all these details are correct, and approve shipment. Come over to work on shipment.



The screenshot shows the 'Review Shipments' tab selected in the top navigation bar. The page displays a single shipment entry:

Ship from	Packing type	What's this?	Contents	Prep fees
Flexport 6201 Knott Avenue Buena Park, CA 90620 US	Case-packed products		1 MSKUs	Prep: \$0.00 Label: \$0.00 Total: \$0.00

A note below states: "The inventory you send to Amazon may be split at the Merchant SKU (MSKU) level into multiple shipments. We will assign each shipment to a specific fulfillment center based on several factors including the size and category of the product, your address, and other fulfillment network factors. [Learn more](#)"

The main section shows a table for creating a new shipment:

Shipment name	MSKUs	Cases	Units	Ship to
<input checked="" type="radio"/> Create new 500x Snugs White FBA (6/27/18 9:24)	1	10	500	ONTB Moreno Valley, CA
<input type="radio"/> Add to existing Please choose a shipment				View shipment contents

Below the table, a message says: "1 to 1 of 1 product". A help icon with the text "Why don't I see my shipment? Learn more" is also present.

At the bottom, there are buttons for "Back" and "Delete plan" on the left, and "Approve shipment" on the right, which has a cursor hovering over it.

Now you'll see the Amazon warehouse and importantly the address, which you can copy and send to your freight forwarder or supplier.

CREATING A SHIPMENT IN SELLER CENTRAL

Now you select your Shipping Service.

Depending on the freight forwarder you use, you'll either choose your own shipping, meaning you're looking after the shipment the entire way to the fulfillment centre, OR you can choose to use an Amazon partnered carrier, which can arrange pick up within the US at a discounted rate for Amazon.

For instance, what some people like to do is get their product shipped from China to their house, in order for them to inspect the goods first.

This would be a good time to use Amazon's discounted shipping to send it that last stretch.

CREATING A SHIPMENT IN SELLER CENTRAL

Generally, if you're using your supplier to organise shipping, then you would select, "using your own carrier" as they will deliver right to Amazon's doorstep, or if you've organised your own freight forwarder, then they will give you instructions on which option to choose here.

Let's look at using an Amazon partnered carrier in this example...

CREATING A SHIPMENT IN SELLER CENTRAL

Select whether everything is in one box or multiple. Usually it would be multiple. Now you can set up multiple box configurations.

3. Shipment packing

i New tools for providing box information
By providing us with the contents of your boxes, we are able to receive your shipments more efficiently and improve your inventory accuracy. [Learn more](#)

How will this shipment be packed?

Please select an option
Everything in one box
 Multiple boxes

LET US KNOW WHAT YOU THINK

Make sure your total adds up to the correct amount. For example, here's a configuration we've used before.

Shipment contents	Shipment quantity	Units per box configuration	Number of boxes	Total quantity	Box weight (lb.)	Box dimensions (in.)
<input type="checkbox"/> Show ASIN/FNSKU	-					
Jungle-Snugs-White Luxury Hooded Baby Towel and Washcloth Set (White) Extra Soft Bamboo for Infant, Toddler, Newborn and Kids Great for Boys and Girls at Bath, Pool and Beach Better than Organic Terry Cotton Size: Standard-Size EAN: 0642141208558	500	60	8	480	50	x x
	20	1	20	17		x x

Add another box configuration

CREATING A SHIPMENT IN SELLER CENTRAL

Again, Your supplier can tell you the box weight and dimensions. Then, hit confirm.

4. Shipping charges

You are responsible for providing accurate shipment information and for the actual cost of the shipment. Providing inaccurate information may result in the blocking of future shipments to the fulfillment center, or an additional charge for noncompliance.
Shipping carrier # of boxes Shipment weight Billable weight Estimated shipping cost

9

417 lb.

Calculate

As we've selected an Amazon carrier, click '**Calculate**' to view the approximate charge. You then check the box and agree to Accept the Charges. This is where making sure your box weight in particular, is accurate, so you don't get surprised by a larger shipping cost later. Of course if you selected your own shipping carrier earlier, then you would skip this part.

4. Shipping charges

You are responsible for providing accurate shipment information and for the actual cost of the shipment. Providing inaccurate information may result in the blocking of future shipments to the fulfillment center, or an additional charge for noncompliance.
Shipping carrier # of boxes Shipment weight Billable weight Estimated shipping cost

UNITED PARCEL SERVICE INC

9

417 lb.

417 lb. **\$82.31** I agree to the terms and conditions**Accept charges**

5. Shipping labels

CREATING A SHIPMENT IN SELLER CENTRAL

Now click Print Box Labels, which will give you a PDF with shipping labels that you can send to your freight forwarder or supplier, or if your shipment is coming to your house, you can apply them then - as long as they're attached to the boxes before they're sent into Amazon.

5. Shipping labels

of boxes Paper type

9 8.5" X 5.5" (US Letter)



Each box label is unique. Make sure to print all box labels. Learn more

Instructions

Packing your Boxes

- Printed packing slips do not need to be placed in your boxes.
- For safety reasons, boxes containing more than one unit must not exceed 50 lb. A box containing one unit weighing over 50 lb. must be marked "Team Lift" on the top and sides.
- Use only approved packing material

Labeling your boxes

- Print the full set of labels. Because each label is unique, do not photocopy, reuse, or modify labels for use on additional boxes.
- For each box, affix a shipping label and its accompanying carrier label.
- Place labels so they don't cover box seams.

[Learn more about shipping and routing requirements.](#)

[Work on another shipment](#)

[Delete shipment](#)

[Duplicate](#)

[Complete shipment](#) 

CREATING A SHIPMENT IN SELLER CENTRAL

Finally, make sure the labels are on the correct box!

Click **Complete Shipment** and, you'll be done.



PRODUCT INSPECTIONS

If you're worried about the quality, you can hire a third party inspection company to check your products before they leave the factory. It's a much better idea to do that now than when it reaches the US because by that point, there's not much that can be done.

One company that we've used before for our Jungle Scout products is asiainspection.com. If you choose not to get an inspection, instead, a good tip is to ask your supplier for some photos of the product and the shipment before it leaves their factory.

This can give you some peace of mind to at least see your product!

If you're sending direct to Amazon and not to your house, I'd get your supplier to send you one or two units, that you can then inspect but also use for product photography.

With your product on the way to Amazon, it's now time to start thinking about launching your product!

LAUNCH YOUR PRODUCT





Let's launch
your product!

LAUNCHING YOUR PRODUCT

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When you first start out, there are two things you need, **sales and reviews.**

This is going to give you the momentum you need to get ranked on the most popular search terms, and get found by customers, and ultimately make sales.

The way customers find products on Amazon is by typing into the search bar the product that they're looking for, selecting a listing that they like, and then purchasing from there. So your goal is to make sure that your listing appears when they type in the name of your product.

LAUNCHING YOUR PRODUCT

Amazon Try Prime

Deliver to Thailand

All Departments Your Amazon.com Today's Deals Gift Cards Registry Sell Treasure Truck Help

Hello, Sign in Account & Lists Orders Try Prime Cart

1-24 of over 1,000 results for Baby : Baby Care : Bathing : "baby hooded towel"

Sort by Relevance

FREE Shipping All customers get FREE Shipping on orders over \$25 shipped by Amazon

Show results for Any Category Baby Baby Care Bathing Bath & Hooded Towels Travel Bathing Kits See more

Refine by International Shipping (What's this?) Ship to Thailand

Subscribe & Save Subscribe & Save Eligible

Amazon Prime prime

Eligible for Free Shipping Free Shipping by Amazon

Brand

Prime Day deals start July 16

SPONSORED BY NATEMIA

Coziest After Bath Snuggles

Shop now

Natemia Extra Soft Rayon from Bamboo Baby Hooded Towel | Super ... ★★★★★ 196 prime

Natemia Rayon From Bamboo Hooded Baby Bath Towel | Highly Absorbent, ... ★★★★★ 47 prime

Natemia Princess Rayon From Bamboo Hooded Towel For Kids | Highly Absor... ★★★★★ 2 prime

Ad feedback

Showing results in Baby. Show instead results in All Departments.

Sponsored Baby Towel And Washcloth | Hooded Baby Bath Towel And... ★★★★★ 25

Sponsored Matimati Baby Premium Hooded Baby Towel for Infants... ★★★★★ 16

Sponsored Natemia Extra Soft Rayon from Bamboo Baby Hooded Towel... ★★★★★ 196

So if you're selling this product for instance, the baby hooded towel, you would probably want to be ranked under the keyword **baby hooded towel**. So when a customer types this search term into Amazon, they see your listing up here in the top results.

LAUNCHING YOUR PRODUCT

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Some of the other keywords you might want to rank for might be hooded baby towel even hooded baby towels for boys, or for girls, or for set.

So you see by ranking or appearing on these search term pages is how customers discover you and how you get sales. A brand new listing like yours is probably gonna be on page 20 or 50 and never get seen by the customers.

The only way to start **climbing the ranks** and eventually appear on **page one** which is where most of the sales happen is by **getting sales**.

So that's why sales is one of the most important things to get at the start.

LAUNCHING YOUR PRODUCT

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Once you've got that **visibility**, how do you then make customers purchase your listing over someone else's?

This is where **reviews** come in. Customers purchase from listings that have high numbers of reviews that they trust.

So that's why it's really important for you to get sales and reviews when you first start out.

GETTING SALES

Let's talk about **sales**.

When you first launch your product, it's a really good strategy to offer what's called a **giveaway promotion**.

This is where you offer 50% or more off a number of your units just to get those sales happening at the start.

You can host this on deal websites where customers come to get discounted products. The one that we recommend is called **Jump Send**.

Using the baby hooded towels as an example, you'll see that a lot of these listings are priced between 15 to \$20. So if we come across to Jump Send, if you look at baby hooded towels, you'll see that people are offering quite steep discounts anywhere from 50% off all the way up to even 90% off for these same products. By offering this steep discount, you almost guarantee that you're going to get a lot of sales.

GETTING SALES

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This does mean you're likely going to lose money on these sales at the beginning.

But, it's important that you have this budget in place because, as we mentioned, you do need these initial sales in order to get your listing launched and ranked for some keywords so that you can begin to get natural, organic sales.

Using Jump Send allows you to control how many coupon codes you give out per day.

So just as a bit of a guideline, a good strategy might be giving away anywhere between **50 to 80% off** for your product depending on what it is.

LAUNCH STRATEGY

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A strategy that we've seen work really well, is to look at how many sales the listings on page one are currently getting, and then matching that number of sales in giveaways.

In Amazon, type in our main keyword of 'baby hooded towels' and bring up the Chrome Extension.

We can then see the monthly sales numbers, and the average.

On a daily basis this is around 12 sales a day. So we would aim to give away around 12 units a day, and do this for 1 to 2 weeks.

We've seen a lot of people rank on page 1 by following this strategy.

CREATING A PROMOTION

Let's show you how to set up a promotional giveaway.

The process begins in Jump Send. Once you've created an account, and synced it to your Seller Central account, come across to promotions.



CREATING A PROMOTION

The screenshot shows the JumpSend software interface. At the top, there's a navigation bar with the logo 'JumpSend' and links for 'Products', 'Campaigns', 'Promotions' (which is underlined), 'Deals', and help/symbol icons. Below the navigation, the main area is titled 'My Promotions / Create New'. A horizontal progress bar indicates six steps: '1. Choose Product' (highlighted in teal), '2. Create Listing', '3. Protect Inventory', '4. Create Coupons', '5. Approve Shoppers', and '6. Final Review'. On the left, a section titled 'Add Product' contains a sub-section 'Search by Product ASIN' with a text input field containing 'B017VXKVXE' and a 'Search' button. To the right of this are 'View List' and filter icons. The overall background is light blue.

My Promotions / Create New

1. Choose Product 2. Create Listing 3. Protect Inventory 4. Create Coupons 5. Approve Shoppers 6. Final Review

Add Product

Search by Product ASIN

B017VXKVXE

Search

View List

Grid Filter

From Promotion, come down to **Create New**. Here you select one of the products on your account, or you can search for one. We already have a promotion set up so let's show you that one. It will automatically pull the price and description from Amazon. If you've updated the price recently though, you can come over here and refresh it. Select your product category.

CREATING A PROMOTION

Product Category

Automotive

Product Price

\$ 18.95

Shipping Method

Fulfillment by Amazon

Support Email

greg.m.mercer+seller@gmail.com

* This is how shoppers will contact you if a problem arises.

I wish to use a standard Amazon URL.

With this option selected we'll send shoppers directly to your listing through a normal Amazon link to redeem their coupon.

I wish to use a standard Amazon URL.

With this option selected we'll send shoppers directly to your listing through a normal Amazon link to redeem their coupon.

I wish to use a keyword targeted URL.

With this option selected we'll send shoppers through a 2-step URL to target specific keywords. Most sellers experience an additional page rank for the corresponding keywords. If you use multiple keywords we'll rotate through them for each shopper which adds additional keywords but dilutes the impact of each.

Keyword 1

Verify Keyword

Keyword 2 (Optional)

Keyword 3 (Not recommended)

It's important to have a support email here, in case your shoppers have any issues and they can contact you. Also make sure your shipping method is accurate, whether that's Fulfilled by Amazon or Merchant, so customers know how long to expect for shipping. Then you get to choose between a standard URL and a keyword targeted URL .

CREATING A PROMOTION

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**Let us explain what a keyword targeted URL is.
(also known as a super URL)**

Say a customer searches for baby hooded towel. They then click on your listing and purchase.

This tells Amazon that your product is related to the search term 'baby hooded towel'. The more your product gets purchased as a result of that search term, the higher Amazon will rank you for that term.

CREATING A PROMOTION

On Jump Send, a **standard URL** is a direct link to your product listing, and you wouldn't get the benefit of that extra ranking power.

The **keyword targeted URL** is where you can put in 1 of your top keywords and we will send customers through a customised URL that appears to Amazon as if it were discovered by searching for that keyword, therefore giving you that extra ranking benefit.

The caveat here however, is that this process is a very grey area. At one stage, Amazon would penalise sellers that used this strategy however at this point, we have seen sellers gain some ranking advantages, and no disadvantages that we're aware of.

So it's up to you whether or not you decide to try this.

CREATING A PROMOTION

In this example we'll use one - baby hooded towel. Click **Verify Keyword** and you're all set.

I wish to use a standard Amazon URL.

With this option selected we'll send shoppers directly to your listing through a normal Amazon link to redeem their coupon.

I wish to use a keyword targeted URL.

With this option selected we'll send shoppers through a 2-step URL to target specific keywords. Most sellers experience an additional page rank for the corresponding keywords. If you use multiple keywords we'll rotate through them for each shopper which adds additional keywords but dilutes the impact of each.

Keyword 1

Verify Keyword

Keyword 2 (Optional)

Next Step

Keyword 3 (Not recommended)

I understand this could be considered ranking manipulation by Amazon.

The 2-step Amazon URL is a powerful feature that typically works very well for ranking products to the top of search results. We've haven't seen any reports of sellers having a negative result from using these. However, it could be considered by Amazon to be ranking manipulation. Use at your own discretion.

Update
Next Step

Again, make sure to read the disclaimer, and if you'd like to proceed, **check the box** and then go to **Next Step**.

CREATING A PROMOTION

How Inventory Protection Works

Jump Send will limit the number of units that can be purchased with each order. This prevents a shopper from purchasing your entire inventory with one coupon. Please note, while the inventory protection is active, all shoppers, whether they are using a coupon or not will be limited to ordering the maximum you set.

Do you want Inventory Protection?

You are not required to protect your inventory, but you could risk shoppers purchasing your entire inventory with one coupon.

Opt in to Inventory Protect

Please read the associated text carefully before you decide to opt of inventory protection. It is not recommended to promote without it.

Unfortunately, Amazon does not have a way to limit the units ordered specifically for people using the provided Amazon-sourced codes for coupons. The inventory protection will be activated before your first coupon is sent and will be deactivated immediately after your promotion ends.

During the promotion, limit order quantity:

* Note: This will affect all customers using a coupon or purchasing at full price. Amazon has no way to limit order quantity for people specifically using coupons.

After the promotion, limit order quantity:

* After the promotion ends we'll set the maximum order quantity to this amount. You edit it later in Seller Central if you wish.

No  Yes



1

Unlimited

Jump Send offers something called **Inventory Protection**. This prevents customers from purchasing large amounts of your product at the discounted price. **We highly recommend turning this on.**

CREATING A PROMOTION

Opt in to Inventory Protect

Please read the associated text carefully before you decide to opt of inventory protection. It is not recommended to promote without it.

During the promotion, limit order quantity:

* Note: This will affect all customers using a coupon or purchasing at full price. Amazon has no way to limit order quantity for people specifically using coupons.

▼

After the promotion, limit order quantity:

* After the promotion ends we'll set the maximum order quantity to this amount. You edit it later in Seller Central if you wish.

▼

You can set what the purchase limit is during the promotion, but then you also have the option of setting an order limit for after the promotion, once your price goes back to normal - if you'd like. We'll leave it at **unlimited** though.

CREATING A PROMOTION

The screenshot shows the JumpSend software interface for creating a promotion. At the top, there are navigation tabs: Products, Campaigns, Promotions (which is underlined), Deals, and a help icon. Below the tabs, there are two text boxes: one on the left stating "shoppers, whether they are using a coupon or not will be limited to ordering the maximum you set." and one on the right stating "coupon is sent and will be deactivated immediately after your promotion ends." In the center, there is a section titled "Do you want Inventory Protection?" with a toggle switch set to "Yes". To the left, there is a "Opt in to Inventory" section with a note about reading terms before opting in. On the right, there is a note about setting a limit order quantity. At the bottom, there are buttons for "Set Start and End", "Archive", "Update", and "Next Step". A large modal window is open, showing a calendar from June 2018 to July 2018. The days are color-coded: grey for Sunday, white for Monday through Saturday, light blue for most of June, and red for July 11th, which is being pointed to by a cursor. The modal also includes arrows for navigating between months and a date input field showing "07/04/2018 → End Date".

Next we set the start and finish dates for the promotion. Let's make it a **week** in this instance. It's really important to remember these dates and make sure they're exactly the same, as what we set on Amazon shortly, when we create the actual discount coupons.

CREATING A PROMOTION

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...this is because the inventory protection will only be active between these dates, unless you keep it on after the promotion ends. If the coupon codes on Amazon are active outside of these dates, then you run the risk of customer being able to purchase large amounts of your product at a discounted rate, so just **be wary of this.**

CREATING A PROMOTION

The screenshot shows the JumpSend software interface with the 'Promotions' tab selected. At the top, there are navigation links for Products, Campaigns, Promotions, Deals, and a help icon. Below the navigation is a video player bar with a play button, a timestamp of 5:25, and other video controls.

Promotion End Date: Please set your promotion end date to match in your seller central account.

End Date and Time: Use this in Seller Central:

Set Discount: This is when your promotion will begin and when it will end.

Set Discount: % **Adjusted Price:** \$ 13.27

Coupon Codes: Paste your list of single-use coupon codes into the field provided.
Ex. HAGV-MTHFQ7-UXJHL2

Buttons at the bottom: Archive (red outline), Update, Next Step

On this page, we set the discount amount and it's time to create our coupon codes. Let's head over to **Seller Central** to do this.

CREATING A PROMOTION

The screenshot shows the 'Promotions' section of a software application. At the top, there are three tabs: 'Create a Promotion', 'Manage Your Promotions', and 'Manage Product Selection'. The 'Manage Product Selection' tab is active, indicated by an orange border. Below the tabs, there is a dropdown menu labeled 'Product Selection Type:' and a yellow button labeled 'Create Product Selection' with a hand cursor icon pointing at it. Underneath, there is a search section with a dropdown menu set to 'Tracking ID', a text input field containing 'Partial tracking ID required', and a 'Search' button. A message below the search bar says '16 product selections'. A table follows, displaying 16 rows of product information:

Tracking ID	Internal Description
Jungle Scout T-shirt (L)	Jungle Scout T-shirt (L)
Jungle Scout T-shirt (XXL)	Jungle Scout T-shirt (XXL)
Jungle Scout T-shirt (XL)	Jungle Scout T-shirt (XL)
Jungle Scout T-shirt (S)	Jungle Scout T-shirt (S)
Jungle Scout T-shirt (M)	Jungle Scout T-shirt (M)
Jungle Scout T-shirts	Jungle Scout T-shirts
Jungle Snugs Gray Elephant	New Jungle Snugs Gray
White & Blue Snugs (Relaunch promos)	Product relaunch for sales velocity
Hooded Baby Towels	Hooded Baby Towels
RK Timing Test	RK Timing Test
Marshmallow Sticks	Jungle Stix
Jungle Stix	Jungle Stix Promotion
Blue Yoga Mat	Money off yoga mat



If you haven't set up a promotion before, you'll need to come over to **Manage Product** under **Promotions**. From here, come to create product selection.

CREATING A PROMOTION

The screenshot shows the 'Create Product Selection' page in the Amazon Seller Central interface. At the top, there's a navigation bar with links for Catalog, Inventory, Pricing, Orders, Advertising, Reports, and Performance. On the right side of the header, there's some partially visible text. Below the header, the main title 'Create Product Selection' is displayed. To the left of the main content area, there's a 'Manage Product Selection' button. A dropdown menu is open over the 'ASIN List' button, listing five options: 'SKU List', 'ASIN List' (which is highlighted with a yellow background and has a hand cursor icon pointing at it), 'Browse Node ID List', 'Brand Name List', and 'Advanced Product Selection'. Below the dropdown, there are buttons for 'Rate this page', 'Get support', 'Policies and Agreements', and a language selector set to 'English'. At the bottom of the page, there's a footer with links for 'Jungle Creations' and '© 1999-2018, Amazon.com, Inc. or its affiliates'.

This is where you decide what products you want to be affected by that promotion. Over here, you can select ASIN list and create product selection.



CREATING A PROMOTION

The screenshot shows the Amazon Seller Central interface. At the top, there's a navigation bar with links for Catalog, Inventory, Pricing, Orders, Advertising, Reports, and Performance. On the right side of the top bar, there are buttons for Jungle Creations (with a flag icon), www.amazon.com, English, a search bar, and links for Messages, Help, and Settings.

The main content area is titled "Create Product Selection". Below this, there's a button labeled "Manage Product Selection". The form fields are as follows:

Product Selection Type:	ASIN List
Product Selection Name / Tracking ID:	Jungle Snugs White Blue Grey
Internal Description:	Jungle Snugs White Blue Grey

For the product selection name, put in whatever you want. This is just for your internal use only.

CREATING A PROMOTION

The screenshot shows the 'Create Product Selection' interface in Amazon Seller Central. At the top, there's a navigation bar with links for Catalog, Inventory, Pricing, Orders, Advertising, Reports, and Performance. The main section is titled 'Create Product Selection' and contains a 'Manage Product Selection' button. Below this, there are three input fields: 'Product Selection Type:' set to 'ASIN List', 'Product Selection Name / Tracking ID:' containing 'Jungle Snugs | White | Blue | Grey', and 'Internal Description:' also containing 'Jungle Snugs | White | Blue | Grey'. A large text area labeled 'ASIN List' contains the ASINs 'B0747V64DR', 'B06Y5H2VLM', and 'B01MSSJM77'. A curly brace character '{' is positioned to the right of the ASIN list. At the bottom left is a 'Submit' button.

Product Selection Type: ASIN List

Product Selection Name / Tracking ID: Jungle Snugs | White | Blue | Grey

Internal Description: Jungle Snugs | White | Blue | Grey

ASIN List

B0747V64DR
B06Y5H2VLM
B01MSSJM77{

Submit



Now you want to paste in the ASIN or ASINs that you want to be affected by your promotion. Once you've done that, hit **submit**. And, you've now successfully created the product selection.

CREATING A PROMOTION

amazon seller central 

Jungle Creations  www.amazon.com  English 

CATALOG INVENTORY PRICING ORDERS ADVERTISING REPORTS PERFORMANCE

 You have successfully created the product selection.
[View or modify your product selection >](#)

Promotions Learn more

[Create a Promotion](#) [Manage Your Promotions](#) [Manage Product Selection](#)

Create a Promotion

Social Media Promo Code
 Create a custom promo code and receive a unique marketing page to share with customers through
[▼ See More](#)

[Create](#)

Free Shipping
 Set up a limited-time, free shipping offer for a subset of your catalog (no Buy Box impact). To set up a free
[▼ See More](#)

[Create](#)

Percentage Off
 Use Advanced options, to set up a promotion with a tiered discount structure to encourage the customer
[▼ See More](#)



Buy One Get One
 Set up a limited-time, "buy one (or many) get one free" offer to spotlight a new product or to get your
[▼ See More](#)

[Create](#)

Giveaway
 Offer your items for free as part of sweepstakes to generate buzz around products and increase social
[▼ See More](#)

[Create](#)

External Benefits
 Offer a post-order benefit on qualifying purchases from your entire catalog or a subset of your catalog.

[Create](#)

 This feature is no longer available. All existing promotions under this promotion type are being deactivated.

You can now come to create a promotion, percentage off.

CREATING A PROMOTION

Create a promotion: Percentage Off
Tell us what you think of this new feature

Manage Promotions Review

Step 1: Conditions

Buyer purchases	At least this quantity of items	1
Purchased Items	Select one	Create a new product selection
Buyer gets	Yoga Mat White & Blue Snugs (Relaunch promos)	
Applies to	RK Timing Test Marshmallow Sticks Jungle Stix Jungle Snugs White Blue Grey Jungle Snugs Gray Elephant	
Advanced Options		

Step 2: Scheduling

Start Date	Entire catalog	PDT	
End Date	07/04/2018	11:59 PM	PDT
Internal Description	Example: Mother's Day Free Shipping		

The buyer purchases, by default it's at least this quantity of items. That's the one that we normally recommend. You can also choose **at least amount in dollars** or for every quantity of items purchased. This determines how the promotion is triggered. We'll leave it at this for this example. Click on **Purchased Items**, and it shows you all your product selections.

CREATING A PROMOTION

Create a promotion: Percentage Off

Tell us what you think of this new feature

Manage Promotions Review

Step 1: Conditions

Buyer purchases

At least this quantity of items

1

Purchased Items

Jungle Snugs | White | Blue | Grey

Create a new product selection

Buyer gets

Percent off

30

Applies to

Purchased Items

[Advanced Options](#)

Step 2: Scheduling

Start Date

07/04/2018



1:00 AM



PDT

End Date

07/04/2018



11:59 PM



PDT

Internal Description

Example: Mother's Day Free Shipping

Tracking ID

Percentage Off 2018/07/04 2-45-44-83

This is where you select the product selection you've just created. The buyer gets percentage off, so now's where you set the discount amount that your customers will receive off your product. Remember, we wanted our discount to be 30%. Applies to purchased items, or you can choose qualifying item, but we prefer purchased. Now step two, scheduling.

CREATING A PROMOTION

Step 2: Scheduling

Start Date	07/04/2018	1:00 AM	PDT
End Date	2018/07/04	11:59 PM	PDT
Internal Description			
Tracking ID			

Step 3: Additional Options

- Claim Code
- Customize messaging



None
you cannot control how many customers can redeem before promotion ends. [Learn more ▾](#)



To set our end date, let's look back at Jump Send and check the end date and time here. Now we'll set that as the end date and time here on Seller Central.

CREATING A PROMOTION

Okay so next is internal description. Again just put in something for your own internal use.

Step 3: Additional Options

Claim Code

Single-use Group None

i Group claim codes have no quantity limits; you cannot control how many customers can redeem before promotion ends. [Learn more](#)

One redemption per customer

Claim Code Suggest a code

Claim Code Combinability Preferential Unrestricted Exclusive

[Customize messaging](#)

[Manage Promotions](#) [Review](#)

On to step three, so we highly recommend **single** use. You also see that by default that checks one redemption per customer.

CREATING A PROMOTION

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...that combination means that this customer can only use this particular code once.

CREATING A PROMOTION

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Step 3: Additional Options

Claim Code

Single-use Group None

i Group claim codes have no quantity limits; you cannot control how many customers can redeem before promotion ends.[Learn more](#)

One redemption per customer

Claim Code Suggest a code

Claim Code Combinability

Preferential Unrestricted Exclusive

[Customize messaging](#)

[Manage Promotions](#) [Review](#)

After that step, you claim code combinability. We prefer **exclusive**. What that means is that this code cannot be used in conjunction with any other codes. I'll show you customized messaging.

CREATING A PROMOTION

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We want to make sure the detail page display text is **unchecked** which it is by default, but we just want to show you just in case Amazon changes this in the future.

You want this to be **unchecked** because otherwise your promotion will be public on your listing for anyone to see and anyone to use that promotion.

Once you've finished, come down to **review**. It's important to check over all of your details here. Once you've done that, hit **submit**. Your promotion has now been successfully created.

CREATING A PROMOTION

The next step is to create the coupon codes.

So go to **view** or **modify** your promotion, and then **manage claim codes**.

Your promotion has been created.
[View or modify your promotion >](#)

Promotions [Learn more](#)

View Promotion
Tell us what you think of this new feature

Manage Promotions Manage claim codes Edit this promotion Duplicate this promotion

Step 1: Conditions

Buyer purchases	At least this quantity of items
Purchased Items	Jungle Snugs White Blue Grey

Again, the name can be anything you want it to be. You set the number of codes that you would like and hit create! You'll see that they're ready to download.

Create claim code group

Group Name	Jungle Snugs 100x Giveaways
Quantity	100

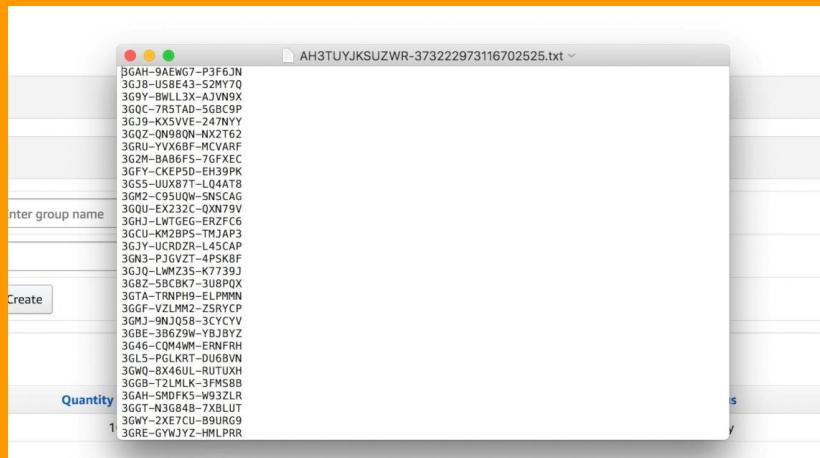
Create

CREATING A PROMOTION

So if we download those, it will create a zip file.

If you open the zip file, you'll get a text document which has all of the codes.

From here, you just simply copy all of them, come back to Jump Send, paste them in. And, you're good to go.



A screenshot of the "Jump Send" interface. In the center, there is a text area titled "Single-Use Codes" containing the same list of codes as the previous screenshot. To the right of the text area is a large input field with a cursor. Below the text area are two buttons: "Update" on the left and "Next Step" on the right. The "Update" button is highlighted with a blue border.

CREATING A PROMOTION

As shoppers apply to receive one of your coupons you have the option of coming in and either manually or automatically approving them.

We'll leave it at **manual** for now.

Finally, review all the details carefully and hit **publish** when you're ready.

CREATING A PROMOTION

Congratulations! Your giveaway promotion is live and shoppers can begin to apply.

Keep in mind though, that coupon codes on Amazon won't be active for at least 4 hrs after creation, so if you've only just created them, then they won't work immediately.

Shoppers can still apply, but just don't approve anyone for the first 4 hours so they don't attempt to checkout using them just yet!



Amazon Sponsored ads, also known as PPC or pay per click, is an important marketing tool for your listing.

When you start out, your listing is quite buried in the search results, however Amazon gives you the opportunity to pay, and have your listing shown above all the rest, regardless of how new you are or how many reviews you have.

It's actually really easy to set up.

All you do is select the keywords that you'd like to be displayed under and how much you're willing to pay in order to be shown under that keyword.

When you're first starting out, and your listing is appearing on page 20, you can actually pay to get your listing shown on page one and get that exposure in front of all the customers.

When you start out, there are two types of campaigns we recommend setting up.

The first is an automatic campaign.

So firstly, from Seller Central, go to **advertising**, **campaign manager**, and then scroll down to **create campaign**.

The screenshot shows the Amazon Seller Central interface. The top navigation bar includes links for Catalog, Inventory, Pricing, Orders, Advertising, Reports, and Performance. The Advertising link is currently selected, and a dropdown menu is open, with 'Campaign Manager' highlighted and a cursor icon pointing at it. Other options in the dropdown include Enhanced Brand Content, Early Reviewer Program, Lightning Deals, Promotions, and a section for 'Growth'. To the right of the dropdown, there's a promotional banner for 'Selling Coach' featuring 'Products' and 'Price matters', with a note about checking back for pricing recommendations. Below the main navigation, there are sections for Your Orders (Pending, Premium unshipped, Unshipped, Return requests), Payments Summary, and Manage Your Case Log.

This screenshot shows the 'All Sponsored Products Campaigns' page. The top navigation bar is identical to the previous one, with the Advertising link selected. Below the navigation, there are links for Sponsored Products and Headline Search Ads (NEW). The main content area is titled 'All Sponsored Products Campaigns' and features tabs for 'Campaigns' (which is selected), 'Bulk operations', and 'Advertising Settings'. At the bottom of the page, there are several filters and search fields: 'Graph view' (with a checkbox), 'Name campaign' (with a cursor icon pointing at it), 'Add filter', 'Enabled', 'Find a campaign', 'Columns', and a 'Date range: Last month' dropdown.

Give your campaign a name and your daily budget of how much you'd like to spend.

For this example, let's say we just want to spend \$20 a day starting from today. Here's where you choose **automatic** or **manual**. So start with **automatic** and click **continue**.

Campaign name i
Jungle Snugs Automatic edit

Start i **End** i
Jul 4, 2018 Jul 11, 2018

Daily budget i
\$ 20.00

Targeting

Automatic targeting
Amazon will target your ads to all relevant shopper searches based on your product information. [Learn more](#)

Manual targeting
Choose keywords to target shopper searches and set custom bids. [Learn more](#)

Settings

Ad group name i
JSnugs Pink

Products i

Search by product name, ASIN, or SKU q

Sort by date added Descending Add all on this page

1 product
 Luxury Hooded Baby Towel and Washcloth (Pink) Extra Soft  (94) \$18.95 Added Add variations Out of stock ASIN: B06Y5MCNQQ SKU: Jungle-Snugs-Pink

You can then select the product, give it a name, and then scroll down and select a **default bid**.

You may want to start your default bid at \$1.

Don't worry - that **doesn't** mean that you're going to pay \$1 every time someone clicks on your ad.

That just means that's the maximum amount you're willing to pay. So if the previous person only bids 30 cents, then your bid might be 31 cents.

So \$1 is a fairly high bid.

If you're starting out and you want to be a bit more conservative, maybe make it about 50 cents or 70 cents.

But, after a few days, if you're not getting many impressions or views, then the reason might be because your default bid is too low and other people are bidding higher than you and therefore your ad isn't showing.

The screenshot shows a 'Bidding' section with a 'Default bid' of \$0.50. A note below suggests a bid range from \$0.35 to \$2.10.

Bidding ⓘ

Default bid ⓘ

\$ 0.50

Suggested bid: \$1.46 Suggested bid range: \$0.35 - \$2.10

If this is the case, after a few days, try upping your bid a little bit more. But, to keep it simple, make your default bid somewhere between 50 cents to a dollar, Click **Launch Campaign** and it will begin to run!

Automatic campaigns are really great to set up at the start for a number of reasons.

One is that they're really easy to set up and don't take much time. Number two is that they begin to collect data for you.

At the start, you don't know what keywords people are clicking on in order to find your listing. With an automatic campaign, Amazon will display your listing on the keywords that it believes is the most relevant.

After running this campaign for at least a week, you can actually download a report that shows all the keywords that Amazon has been displaying you for.

You can take that information, select the best performing keywords and then put them into your own manual campaign where you have a little bit more control over how much you spend on each one.

The second type of PPC campaign is a manual campaign. This is where you select the keywords to target rather than Amazon. This gives you more control, allowing you to make specific bids on each keyword.

Let's show you how!

Again, go to Create Campaign. We're going to call this one Jungle Snugs Keyword Scout. We'll give it a \$30 budget this time, and select Manual Targeting.

Create campaign

Settings

Campaign name ⓘ
Jungle Snugs Keyword Scout ✖

Start ⓘ **End** ⓘ
Jul 4, 2018 No end date

Daily budget ⓘ
\$ 30.00

Targeting
 Automatic targeting
Amazon will target your ads to all relevant shopper searches based on your product information. [Learn more](#)

Manual targeting
Choose keywords to target shopper searches and set custom bids. [Learn more](#)

Choosing no end date ensures your ads are always active, so you don't miss out on impressions or clicks.

Most of campaigns that run out of daily budget have a budget set below \$30.00. We suggest you set a higher budget to avoid the loss of advertising opportunities.

Use the search term report to see which keywords triggered your ads. This can inform future advertising decisions.

Use this strategy when you know which keywords deliver the most value for your business.

We'll choose the same product as before. This time we have the option of adding our own keywords. Let's show you two easy places to find keywords to get you started.

Firstly, you can see Amazon is suggesting keywords, based on their understanding of your listing. So you could quite simply click on '**add all**'. You'll see that 89 keywords have been added. So that's one manual campaign right there.

The screenshot shows the Amazon Keyword Planner tool. On the left, a table lists 'Suggested' keywords along with their 'Match type'. Most entries are 'Broad' match type. On the right, there are three 'Add' buttons; the top one is highlighted with a hand cursor icon. Below this is another 'Add' button. At the bottom right, there is a large input field labeled 'Enter keywords' with a hand cursor icon above it. A dropdown menu for 'Match type' is open, showing 'Broad' selected. The text 'Enter keywords separated by a new line.' is displayed below the input field. A note at the bottom states 'You can add up to 1000 keywords.'

Suggested	Match type	Add
hooded baby towel	Broad	
jungle snugs	Broad	
hooded baby towel girl	Broad	
jungle snugs hooded baby towel	Broad	
toddler towels with hood	Broad	
jungle stix	Broad	
toddler towels for girls	Broad	
baby girl towels	Broad	
baby girl towels with hood	Broad	

Enter keywords

Match type

Broad

You can add up to 1000 keywords.

But let's **Remove All** for now. Scroll back to the top, and we're gonna go into **Enter Keywords**.

Secondly, head to Keyword Scout within the Jungle Scout Web App. Type in your main keyword, for example, Baby Hooded Towel and click Search.

The screenshot shows the Jungle Scout Keyword Scout interface. At the top, there are navigation links: Product Tracker, Product Database, Niche Hunter, Keyword Scout (which is highlighted in blue), and Chrome Extension. On the right side, there's a Support link and a user profile icon. Below the header, a search bar contains the query "baby hooded towel". To the right of the search bar are numerical filters: 4,907, 12,630, Baby, 13, \$2.86, \$1.58, \$1.15, and 100. Underneath these are buttons for "Display" (with options 25, 50, 100, 200) and "Export as .CSV". A message indicates "Total Results: 2,207" and "8 Columns Selected". The main area is a table with the following columns: Keyword, Exact Match Search Volume, Broad Match Search Volume, Dominant Category, Recommended Giveaway, HSA Bid, Exact PPC Bid, Broad PPC Bid, and Relevancy Score. The table lists various keywords along with their respective values. An orange circle highlights the "Export as .CSV" button.

Keyword	Exact Match Search Volume	Broad Match Search Volume	Dominant Category	Recommended Giveaway	HSA Bid	Exact PPC Bid	Broad PPC Bid	Relevancy Score
baby washcloths	22,602	36,214	Baby	23	\$10.59	\$1.22	\$1.07	11
baby towels	17,575	49,144	Baby	18	\$3.68	\$1.55	\$1.00	29
baby towel	16,620	64,032	Baby	18	\$3.69	\$1.50	\$0.95	30
baby bath towel	7,157	17,258	Baby	17	\$3.53	\$1.50	\$1.01	37
puj tub	6,407	6,574	Baby	24	\$0.10	---	---	5
hooded baby towel	6,141	14,845	Baby	15	\$3.76	\$2.00	\$1.11	49
baby hooded towel	4,907	12,630	Baby	13	\$2.86	\$1.58	\$1.15	100
baby towels and washcloths	4,560	7,397	Baby	10	\$10.58	\$2.00	\$1.27	20
hooded towel	4,427	77,078	Baby	18	\$2.37	\$1.49	\$0.93	26

You can change how many keywords are displayed at a time, try 200 for a good overview. Click on **Export as .CSV**. It will then download a nice long list of these keywords to your computer in sheet format. Simply select them all, and copy them.

Back in Seller Central, paste all of those keywords into this field below.

1	JUNGLESCOUT KEYWORD SCOUT CSV EX
2	Report Generated at: Wed Jul 04 2018 1:
3	Search Term(s): baby hooded towel
4	Keyword Exact Match
5	baby washcloths 22,603
6	baby towels 17,576
7	baby towel 16,620
8	baby bath towel 7,157
9	pj tub 6,407
10	hooded baby towel 6,141
11	baby hooded towel 4,907
12	baby towels and washcloth 4,560
13	hooded towel 4,427
14	baby bath set 3,711
15	toddler beach towel 3,647
16	baby beach towel 3,206
17	baby towels with hood 2,696
18	baby bath towels 2,391
19	infant bath 1,864
20	baby robe 1,779
21	toddler towel 1,731
22	kids hooded beach towel 1,539
23	toddler towels with hood 1,294
24	hooded towels 1,256
25	toddler bath towel 1,131
26	infant towels 1,089
27	toddler towels 1,084
28	bamboo baby 1,046
29	toddler hooded towel 1,029
30	baby girl towels 1,020
31	kids hooded towel 990
32	baby boy towels 977
33	kids towels for boys 973
34	baby towel set 930
35	baby towels for girls 926
36	baby washcloth 926

Suggested Enter keywords

Match type Broad

Emoji amp;amp; Symbols

Undo

Redo

Cut

Copy

Paste

Paste and Match Style

Select All

Language Settings

Writing Direction

LastPass

Search

Inspect

bath wash cloths
elephant bath towel
newborn robe
luvable friends hooded towel

luvable friends hooded towel and 5 washcloths, ikat elephant
luvable friends hooded towel and 5 washcloths, pink elephant
luvable friends hooded towel and 5 washcloths
luvable friends hooded towel dog
luvable friends hooded towel and 5 washcloths, penguin
luvable friends hooded towel set
luvable friends hooded towel and 5 washcloths, whale

Add keywords

200 keywords added

Keyword	Match type	Suggested bid	Apply all	Keyword bid
baby washcloths	Broad	\$1.46 \$0.97-\$3.00	Apply	\$ 0.75
baby towels	Broad	\$1.26 \$0.95-\$1.80	Apply	\$ 0.75

You can, of course, go through these keywords and take a select few out, but this is a super simple and quick way to get another manual campaign up and running!

We have more in depth webinars and tutorials on PPC, but just setting up an automatic campaign is the easiest step to take when you first start out.

These are simple campaigns to get you started immediately, but if you're after more advanced guides, then you can check out some of our other videos on PPC!



Click a thumbnail to view the video

AUTOMATED EMAIL CAMPAIGNS 110

The other important thing to do is to set up automated email campaigns.

This sends follow up emails to all the customers that purchase from you on Amazon.

This provides **great customer service**, and it also encourages customers to leave **reviews** as well.

AUTOMATED EMAIL CAMPAIGNS 111

It increases the likelihood that you're going to get reviews from all your sales.

While not all of your customers are going to leave you a review. A certain number will, but, , having automated email campaigns will certainly increase the likelihood of this happening.

Our app Jump Send that we recommended earlier to help you set up promotional giveaways can also be used to set up email campaigns.

AUTOMATED EMAIL CAMPAIGNS 112

Let's open up Jump Send to show you how to set up an email campaign!

AUTOMATED EMAIL CAMPAIGNS 113

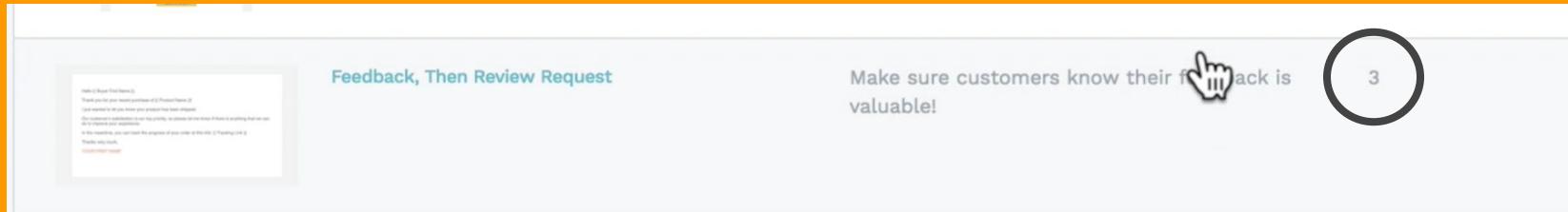
First of all, just click on **add new email campaign**. You have a number of different template options here ranging from a blank template which you do completely yourself, or you've got three of our pre made templates.

The screenshot shows the JumpSend software interface. At the top, there's a navigation bar with the logo 'JumpSend' and links for 'Products', 'Campaigns', 'Promotions', 'Deals', a help icon, and a user profile icon. Below the navigation is a section titled 'My Campaigns' with buttons for 'Tutorial' (with a video camera icon), 'Delete', and 'Create New' (which has a hand cursor icon over it). The main area displays four pre-made campaign templates:

- Custom**: 'Create your own template from scratch!' with a max of 5. It includes a preview image of a blank template.
- Two Review Requests**: 'This template includes two places for you to ask the buyer for a review.' It shows a preview of a template with two review request sections.
- Lighthearted Review Request**: 'Don't be too serious! This template gives you a lighthearted, funny way to encourage customer reviews.' It shows a preview of a template with a playful design.
- Feedback, Then Review Request**: 'Make sure customers know their feedback is valuable!' It shows a preview of a template that integrates feedback and review requests.

AUTOMATED EMAIL CAMPAIGNS 114

You'll see over there's a number of messages. That's how many emails will be sent out in each one.

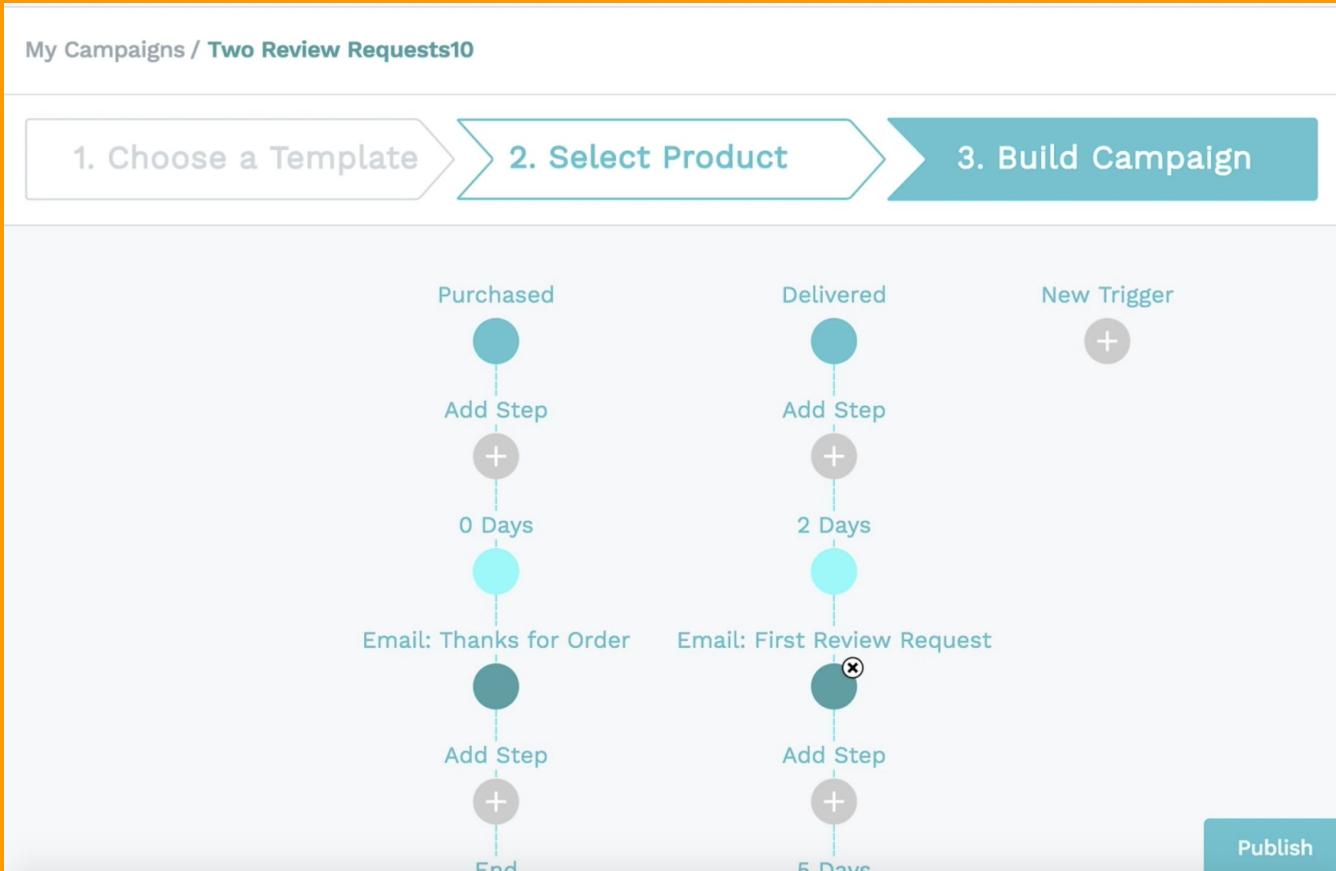


		B017VXKVXE	Bamboo Marshmallow Sticks - Jungle Stix	
		B077XBG1BS Show Variants	Jungle Slumber Mummy Sleeping Bag – Lightweight, Water Resistant and Breathable – 3-4 Season Extra Warm Hollow Fibre Filling & Compression Case – Great for Camping, Hiking & Festivals	
		B01N47FDVU Show Variants	Jungle Scout T-shirt, 100% Organic Cotton, Crew Neck Tee, White, Medium (medium)	
		B06Y5GY7K9 Show Variants	Jungle Snugs Bamboo Baby Hooded Towel (Blue)	(Mouse cursor hovering over it)

When you have your products synced correctly, you'll see all of your products listed up here.

AUTOMATED EMAIL CAMPAIGNS

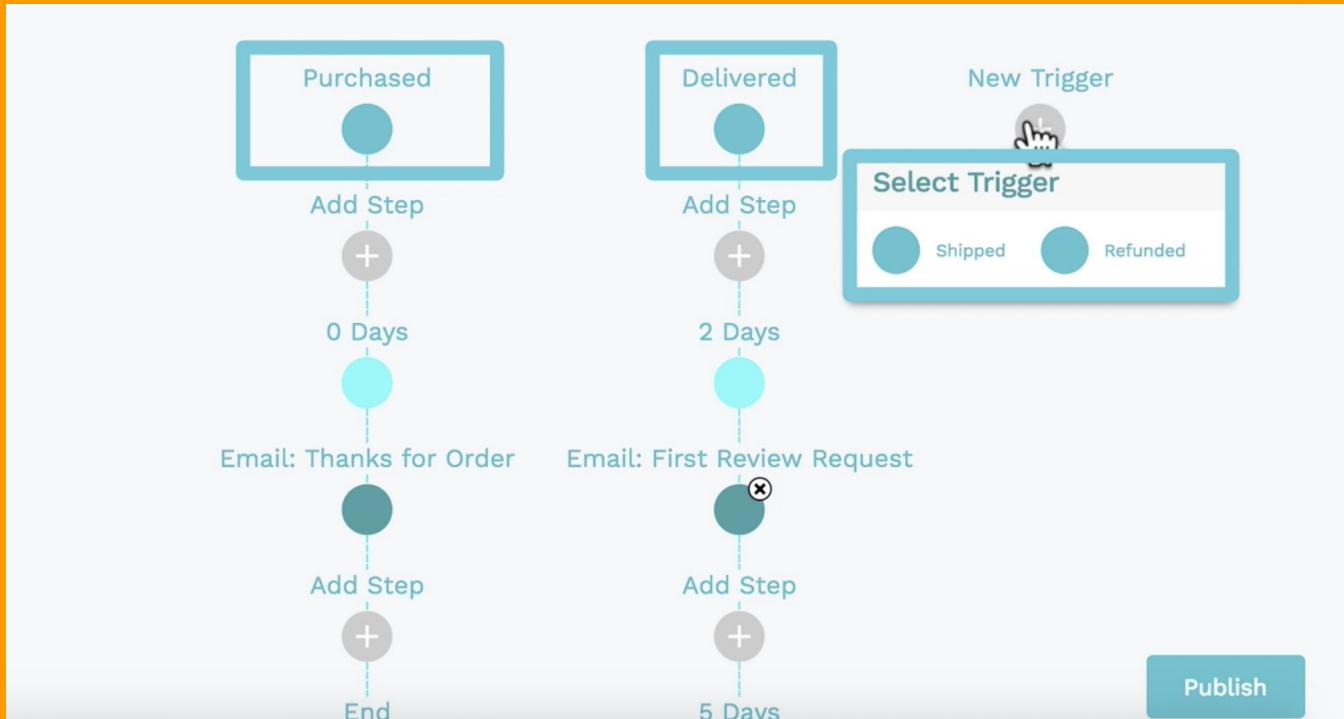
115



AUTOMATED EMAIL CAMPAIGNS

116

This is a trigger. There are 3 types of triggers:

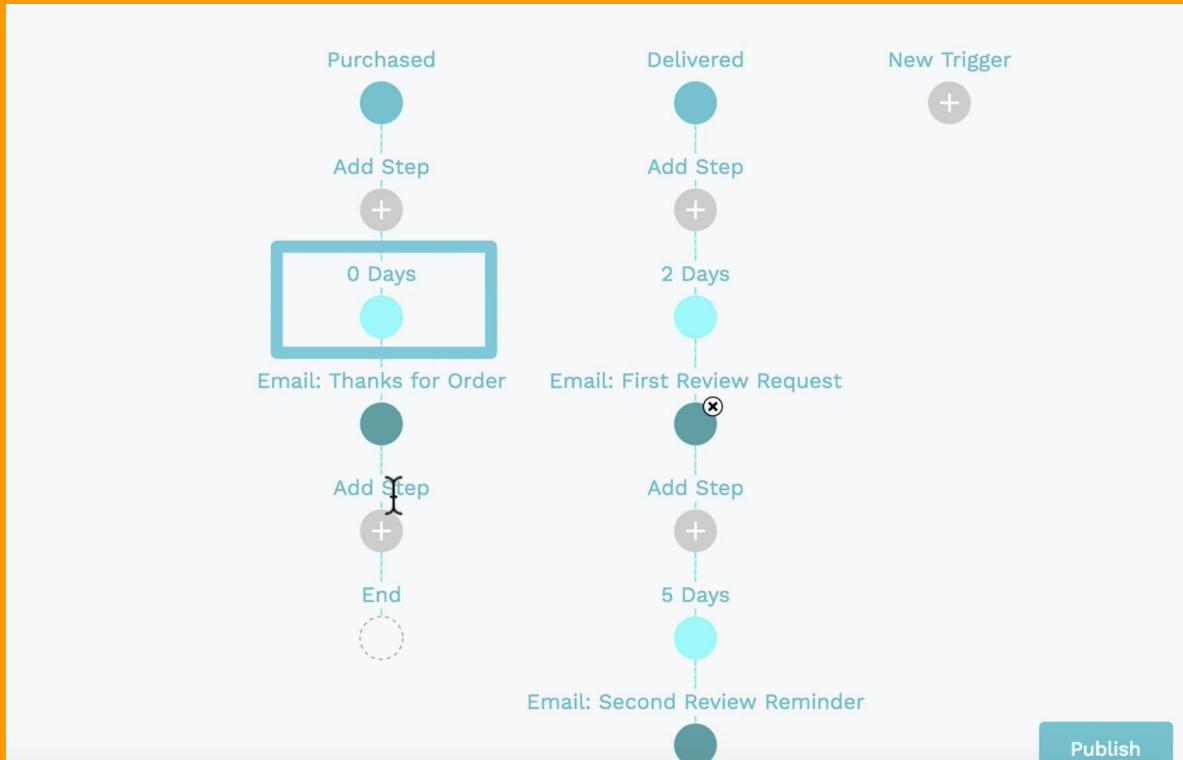


This will start the email sequence and you can choose what triggers that, whether its when an item is purchased, delivered, shipped or refunded.

AUTOMATED EMAIL CAMPAIGNS

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This light blue step, is when the email gets sent out to the customer.

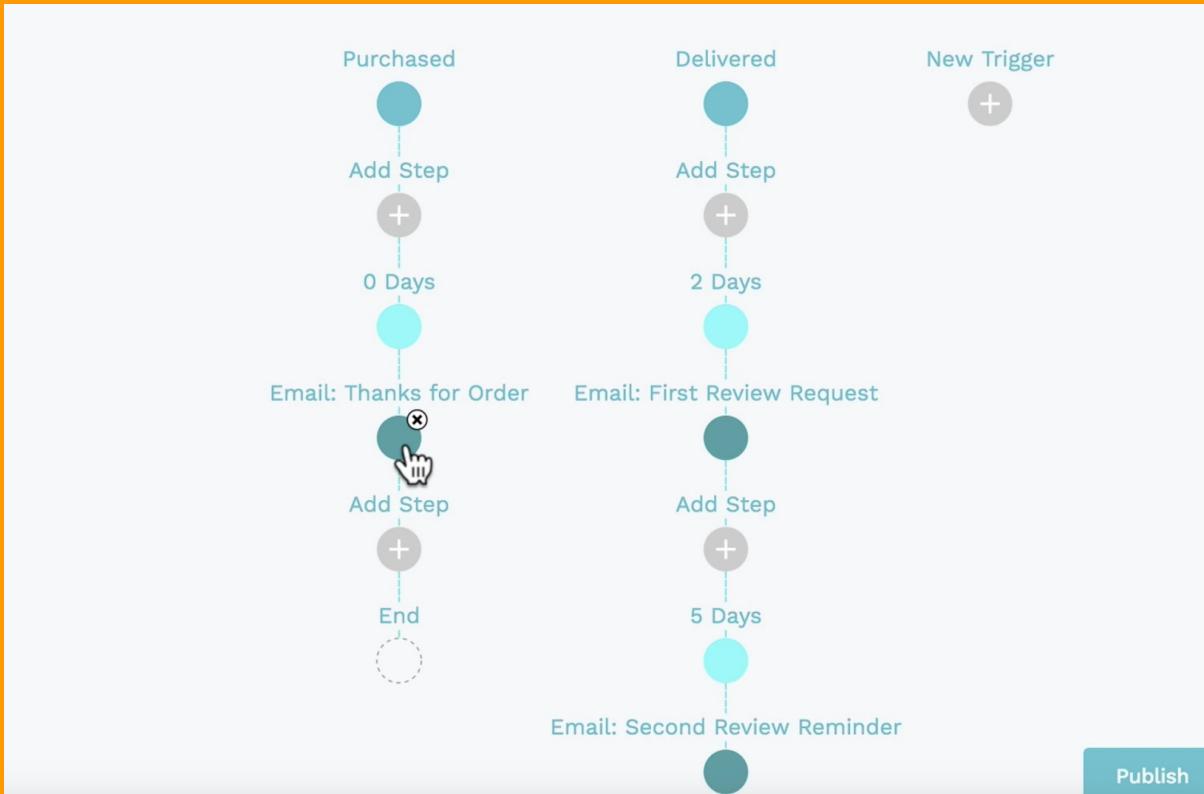


0 days, means that the email will be sent immediately after purchase.

AUTOMATED EMAIL CAMPAIGNS

118

This step, is the email itself.



If you click on it, you will then see the content of the email pop up, where you can edit it.

AUTOMATED EMAIL CAMPAIGNS

119

Thanks for Order

Message Active

Subject

Thanks for your order of {{ Product Name }}

Tl A B I U S | List View | Plain Text | HTML | - | Image | % | C | </> | C | {{}}

Hello {{ Buyer First Name }},

Thank you for choosing {{ Product Name }}! We appreciate your choice, and we will do everything in our power to ensure your full satisfaction with the product quality and customer service!

You can view your order's progress here: {{ Order Link:Order Details }}

Add Attachment to Email

AUTOMATED EMAIL CAMPAIGNS 120

One of the coolest things about these email templates, are autofill tags.

The screenshot shows a user interface for creating automated email campaigns. At the top, there's a 'Subject' field containing 'Thanks for your order of {{ Product Name }}'. Below the subject is a toolbar with various styling options like bold (B), italic (I), underline (U), and font size (S). The main content area contains a greeting 'Hello {{ Buyer First Name }},' followed by a message of thanks: 'Thank you for choosing {{ Product Name }}! We appreciate your choice, and we will do everything in our power to ensure your full satisfaction with the product quality and customer service!' Below this, there's a link: 'You can view your order's progress here: {{ Order Link:Order Details }}'. A final message encourages follow-up: 'We will follow up with you shortly to make sure that you are happy with your purchase, but in the meantime don't hesitate to reach out to us if you need anything!' The bottom of the editor has a signature placeholder 'YOUR NAME HERE' and a 'Sincerely,' line.

Subject

Thanks for your order of {{ Product Name }}

T! A B I U S | {{ }}

Hello {{ Buyer First Name }},

Thank you for choosing {{ Product Name }}! We appreciate your choice, and we will do everything in our power to ensure your full satisfaction with the product quality and customer service!

You can view your order's progress here: {{ Order Link:Order Details }}

We will follow up with you shortly to make sure that you are happy with your purchase, but in the meantime don't hesitate to reach out to us if you need anything!

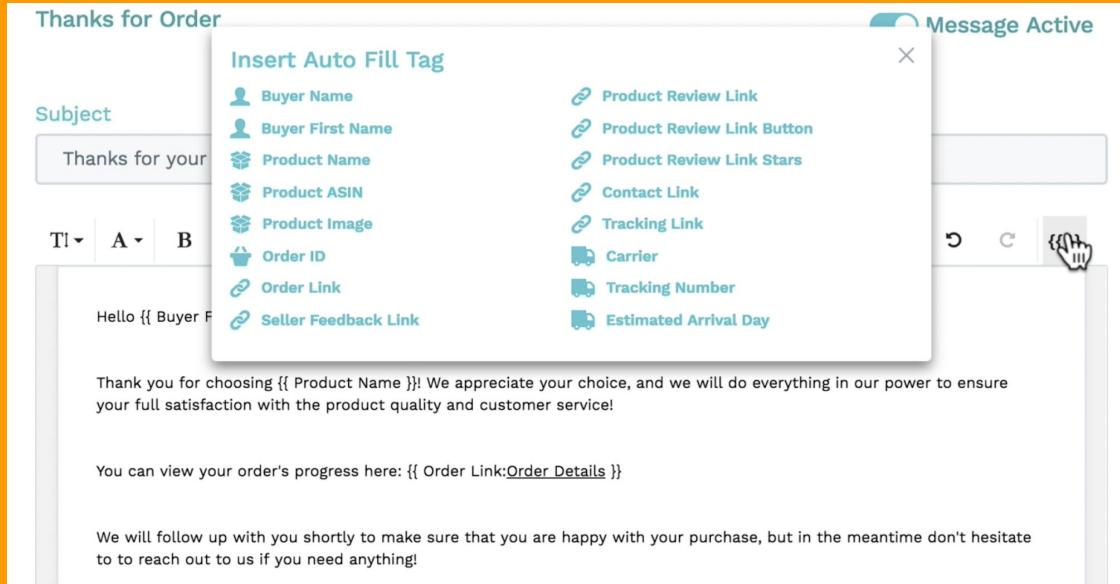
Sincerely,

YOUR NAME HERE

AUTOMATED EMAIL CAMPAIGNS

121

One of the coolest things about these email templates, are autofill tags.



So autofill tags will essentially download this information from your Amazon order. So in this case, it will grab the buyer's first name and automatically insert that there. The same with the product name and then also with the order link for that particular customer.



That means you don't need to do anything to this email, and it's ready to go except scrolling down and changing your name.

AUTOMATED EMAIL CAMPAIGNS 122

Try sending a test to see how the email will look, you can click on the **send test**.

That will send a test email to yourself.

You can also scroll down and click preview, this will also give you an idea of what the customer will see when they receive the email.



Click **Save** and that's it! Your email campaign is good to go!

AUTOMATED EMAIL CAMPAIGNS 123

So that's how you get your first email campaign set up and those emails being sent out automatically to all your customers!

IMPORTANCE OF A MARKETING BUDGET

124

For a while, your PPC campaigns and your promotional giveaways are going to cost you money. They're probably not going to be very profitable, but it's very important that you allow this budget at the start for marketing in order to kickstart your listing.

The long-term effects is that you're going to start ranking higher and higher for a lot of the keywords that people are searching for to find your product. Once you start ranking for a lot of different keywords, and you start building up your reviews, you're going to start getting a lot more natural sales.

By that, we mean you won't be spending any money to get those sales. People will just find you listing by typing it in on Amazon.

IMPORTANCE OF A MARKETING BUDGET

125

Some people hesitate to run promotional giveaways at the start or PPC campaigns because they lose a bit of money.

The result of this is that they get stuck on page 20 or 30 where there's no visibility, and they don't get any sales.

So it's very important to have this marketing budget to kickstart your listing. So we've covered how to find your product, how to source it, how to send it into Amazon, set up your listing, optimize that listing, and get sales.

IMPORTANCE OF A MARKETING BUDGET

126

Some people hesitate to run promotional giveaways at the start or PPC campaigns because they lose a bit of money.

The result of this is that they get stuck on page 20 or 30 where there's no visibility, and they don't get any sales.

So it's very important to have this marketing budget to kickstart your listing. So we've covered how to find your product, how to source it, how to send it into Amazon, set up your listing, optimize that listing, and get sales.

SO THERE YOU HAVE IT...

127

Phew!

We've covered **everything** from finding a product all the way to launching it.

To scale your business, just repeat this process to launch more products. This of course increases your profits, but also diversifies them, meaning that if one product isn't doing as well at some points, then you have others that can pick up the slack.

There are more advanced strategies, but we didn't want to overwhelm you at the start. These steps are all you need to begin.

We encourage you to come back to this eBook as much as you need.

SO THERE YOU HAVE IT...

128

Once you've nailed this process and looking to get your business to the next level, we have more advanced videos on our YouTube channel on topics such as product research, PPC, inventory forecasting, keyword research, split testing and more, so make sure to subscribe to our channel below!



NOW IT'S OVER TO YOU...



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