

Become Unstoppable On Amazon

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Have you ever wished that you could find a list of strategies you could implement to become unstoppable on Amazon and outlast your competitors in terms of sales and revenue? Well, we are here to fulfill your wish! We have a proven awesome list of strategies for Amazon sellers to boost sales and become unstoppable in the race.

1. The Focus Points

Your success starts from the first step. Here every move and decision is important. When we talk about being successful on Amazon, we must have a clear understanding of the overall process. Without full understanding, you can create big mistakes unintentionally because little learning is a dangerous thing. Let's try to answer the following questions.

- ❖ What **NICHE** is perfect for you? (if you did not choose yet)
- ❖ How much **COMPETITION** do you have in that particular niche?
- ❖ How can you find the best **SUPPLIER**?
- ❖ How to do **SEO** for organic ranking in SERP?
- ❖ How to list products and decorate your frontend **LISTINGS, GRAPHICS, and STORES**?
- ❖ How to run the **PROMOTION** and rank your product on the first page?
- ❖ How to plan a **PERFORMANCE-DRIVEN STRATEGY** to beat your competitors
- ❖ How to keep your **ACoS** less, control the **SPEND**, and **INCREASE SALES**?
- ❖ How to do **SALES MANAGEMENT**?
- ❖ How to **FIX THE ISSUES, CREATE TICKETS, and DEAL WITH CRITICAL SITUATIONS**?

One can not answer these questions without having a deep understanding, enough experience, and knowledge of Amazon. With our experience, we found that some sellers choose the wrong niche and struggled throughout their selling careers. Whereas, some choose the right niche but could not manage to follow the planned process accordingly and failed to get the desired result they looked for.

This guide will cover all the important aspects so that you can not only become successful on Amazon but also become unstoppable compared to your competitors.

2. Make A Perfect Start

2.1. Finding a Profitable Product

This is the first thing to do if you are going to launch a product. Now you need to make sure of a few things.

- I. What product should you sell on Amazon?
- II. How do you know if consumers will buy it?
- III. How do you know how to price it so you make a profit?

Our Senior Product Research Expert points out a few key points to start with

- I. **FOCUS ON DATA** NOT YOUR OWN DESIRE OR WHAT YOUR LIKE HERE
- II. DO PRODUCT RESEARCH DEEPLY AND **DO NOT RUSH**
- III. FOCUS ON THE FOLLOWING TO CHOOSE THE RIGHT PRODUCT
 - A. High demand
 - B. Low competition
 - C. Positive profitability
- IV. **TAKE THE HELP OF THE EXPERTS.** If you do not know the process well, take help from someone who knows.

If you contact us, our research team can help you with this. Because of using Black Box and other Research tools, we have already launched many successful businesses for our clients.

2.2. Be Different

Make your product better or different enough to appeal to buyers looking for unique features. It is not like you have to create or invent something new. Just try to make it different. How can you do it? One way is to check the top 20 competitors' ratings and reviews and try to understand what the customers want. Talk with your supplier and apply these little changes to your product.

2.3. Target Amazon Honeymoon Period

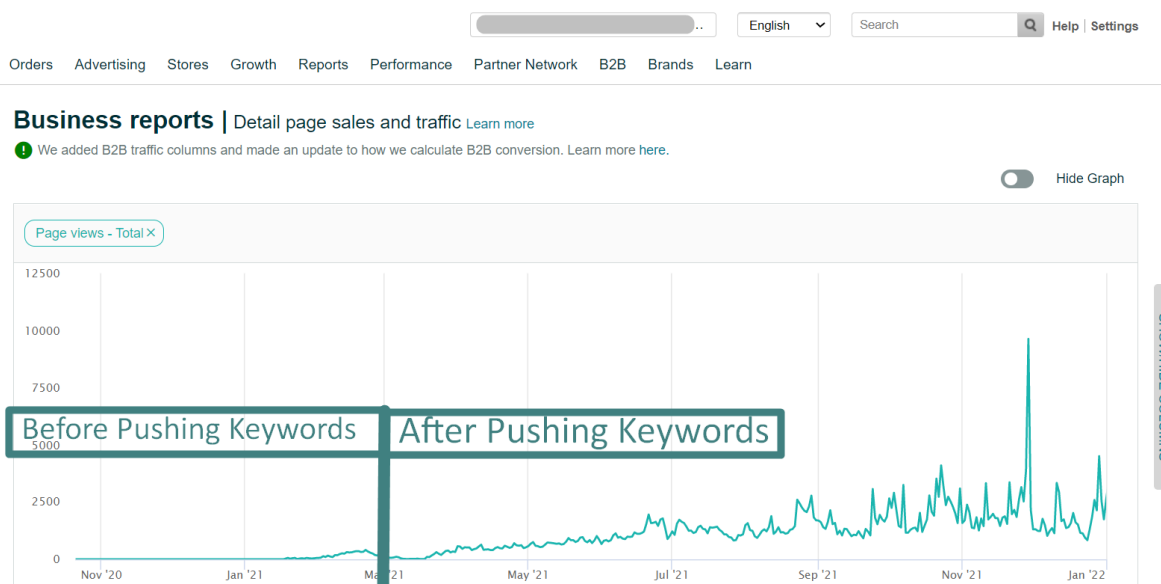
Whenever you launch a new product, Amazon gives an extra boost to the product for the initial stage which lasts for around 4 weeks. Therefore make use of this period and take all the benefits from it. Get prepared with everything like proper optimization, enough inventory, etc to get an initial flow that leads you to success.

3. Proper Optimization

3.1 Start With Keyword Research

You must need to include all the important keywords to rank organically and drive more sales. To know what keywords are trending now, do extensive keyword research with Helium10, Jungle Scout, Merchantwords, or any other reliable keyword research tool.

To make it more clear, let me tell you what happened when we applied keywords to one of our projects' products. Our keyword research experts from the management team did in-depth keyword research using premium keyword research tools. They checked what keywords are helping to get more visibility and traffic. When they applied the top keywords on Amazon, there is a tremendous change in traffic and sales.



Screenshot 1: Before and after pushing keywords

3.2. Optimize The Listing

It is a must to optimize your product listing to rank your product organically. Here at Boost On Amazon, our Content Management Team follows a framework that can help to outlast any competitors. Let me share with you what we look at before optimizing any content.

- I. Who is the ideal customer?
- II. Find Out the strong selling points
- III. What are the biggest doubts of the customers who want to buy this product?
- IV. What are the weaknesses of the product? Try to mention them in a positive way.

To optimize the content, we always check these and you can also do so for optimizing your product on Amazon. A few things to make sure of:

Title: Focus on keywords, selling points, and readability to prepare a title. After creating the title, ask yourself the following:

- ☐ Does it contain many of my top keywords?
- ☐ Did I avoid repeating keywords?
- ☐ Is it easy to read?
- ☐ Are there selling propositions?
- ☐ Can I remove unnecessary words?

If the answer is yes for all, then you can move on to the bullet points.

Bullet Points: Your bullet points should demonstrate the products clearly and answer all the top queries, your customers may have. But always make sure that you are using the proper keywords in the proper place following Amazon guidelines to prepare.

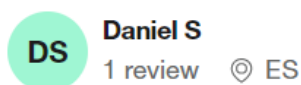
Description: The description can be prepared in 2 ways.

1. HTML
2. A+ Content

The main purpose is to include more keywords in the description and deliver more information in a presentable way to increase more conversion rate.

Focus on Backend Keywords: You need to optimize the search terms. You can use spelling variation, synonyms, and other important but unused keywords in search terms.

Our optimization experts from Management Team have applied these and found success. Here is what one of them reviewed us with.



Nov 24, 2021

amazon, walmart, ebay, shopify.

this company help me to work with amazon, walmart and ebay. very professional. everything is on time.

worth every cent.

i recommend to all sellers of e-commerce. professional and newbies. this team can save any seller a lot of valuable time and avoid mistakes. perfect english so communications is easy. they even reply on weekend. if urgent questions.

Date of experience: November 24, 2021

4. Graphical Representation

4.1 Image

A good image speaks more than a thousand words. In research, we found that product images play a vital role in converting more sales. A product can have 9 images and you must have the following images along with other kinds of images.

- I. Main image
- II. Feature image
- III. Infographic image
- IV. Lifestyle image

When our Graphics Team tested 2 same products, one with all eye catchy images and the other one with fewer than 3 images, they found that the selling ratio between them is hugely different.

4.2. A+ Content

Amazon A+ Content is designed to ultimately improve sales by enhancing the product description with scannable text highlighting the features and benefits of your products.

This not only helps your customers learn more about your product(s) but also benefits you from an Amazon SEO point of view. Amazon claims that A+ does help with your ranking. Therefore one must prepare A+ content in a presentable way to increase sales.

With A+ content, it is very important to use ALT text for better SEO. Our A+ designer expert suggests preparing the module with a combination of eye catchy images and convincing text.

Ritual Collection 3-Piece Haircare Set

For women with Sacred moisturizing Shampoo, Aura Moisturizing Conditioner, Beam Shine Serum.




HI-VIBES

Never a Dull Moment
Revive & fortify for instant luminosity.

Hair Nourishment
Nutrient boosted for a shiny, vibrant feel.

Salon Grade
Trusted by salon professionals nationwide.

Color-Safe
Safe your hair color and create a healthy care.



Restores Lost Keratin
A Salon-in-a-bottle solution for damaged hair.



Benefits

- Improves hair strength and integrity
- Longer Lasting than most color
- Acts a barrier to protect your hair
- Enhances hair softness and shine

Hydrating Essential Oils

Enriched with essential Omega-3 and Omega-6 acids to ensure a non-greasy, brilliant shine, that instantly bonds with and protects your hair.

Before



WITHOUT HI-VIBES

After



WITH HI-VIBES





Designed With Your Hair In Mind

Proudly manufactured in Sunny Southern California from premium raw materials.

- Cleanses**
Gently for healthy hydration
- For Hair That's**
Dull or dry
- Gives Hair**
All day moisture

MADE IN THE USA

4.3. Video

As crucial as your listing copy, images, and A+ content are, adding product videos to your Amazon listings can vastly improve the customer experience. There are some strategies that you can follow to attract the customer to purchase your product.

5. Pay Per Click - PPC

The main strategy we recommend for getting initial sales is by using Amazon pay-per-click, or PPC, advertising. PPC is a big topic and something we recommend you always have running (and not just at product launch).

5.1. What is PPC?

Pay Per Click” or PPC is a method of internet marketing in which you pay for consumers to click to your product listing. This advertising is a way of driving traffic to your product.

There are three different types of PPC ads on Amazon:

- I. Sponsored Products
- II. Sponsored Brands
- III. Sponsored Display

5.2. How to create a PPC ad?

- a. Be prepared with keywords.
- b. Choose the campaign type — automatic or manual.
- c. Name your campaign — we recommend keeping it simple
- d. Set a daily budget — if you can afford it, we recommend \$50 to \$100 per day

5.3. PPC Best Practices

- I. Start running PPC campaigns as soon as you can, beginning with an automatic campaign as soon as you’ve optimized your listing.
- II. Once you’ve set up an automatic campaign, also set up a manual campaign, and create an ad group for the three targeting types:
 - A. Broad: Keywords targeted can be in any order.
 - B. Phrase: Include your keyword phrase exactly as it’s entered, but feel free to include other words before or after.
 - C. Exact: Keywords need to be entered exactly as you want people to search for them.
- III. Sponsored Product ads are the most effective for most sellers, but once you’ve set these up, feel free to try out Sponsored Brands and Sponsored Display ads as well.
- IV. Remember: don’t jump into your campaigns every day and make changes! You want to give them some time, and maybe make changes once a week.

Our dedicated PPC experts are optimizing the PPC perfectly for our clients and monitoring everything maintaining the ACoS, and helping the clients to get more impressions and clicks that convert. Our head of the PPC team suggests lowering the ACoS as much as possible.

6. Work on Increasing Conversion Rate

It's important to start getting sales for your product as soon as your listing is live on Amazon (as this will help your best seller rank or BSR), so make sure you have a launch strategy to start strong.

6.1. Focus on Ranking

Three factors that affect your ranking include

- I. Having your products consistently in stock is a must.
- II. The more relevant keywords used throughout your listing, the better.
- III. Click-through rate, add to carts, purchases, and reviews will measure how well your product is performing and how customers are interacting with your product on Amazon.

6.2. Conversation Rate

Now to improve your Amazon conversion rate, there are some key points:

- I. **Ensure your listing is optimized** with keywords, images, etc. We have already discussed on this.
- II. **Work on pricing strategy.** Offer a lower price than your competitors. Price your product low enough to earn sales. Of course, you don't want to price your product so low that you start to lose money! Use the Jungle Scout profit calculator to check for this.
- III. **Offer a discount.** This is a temporarily adjusted price that will be shown on your Amazon listing as a bright orange coupon under the price, helping get new customers' attention.
- IV. **Focus on reviews:** Get as many reviews as possible. To get reviews the

6.3. How to get reviews for your Amazon products?

- I. **Use the "Request a Review"** feature inside Amazon's order detail screen.
- II. **Use the Review Automation feature** from 3rd party software like Helium10, Jungle Scout, ZonMaster, etc.
- III. **Participate in Amazon's Vine Program**, which is made up of a group of Amazon-verified reviewers who post their unbiased, honest opinions about products.

6.4. What else can you do?

For getting more sales, we can apply the following strategies.

- I. Join Amazon LaunchPad
- II. Take help from Amazon Accelerator
- III. Do AB testing
- IV. Post on Amazon post
- V. Use the holiday sales seasons
- VI. Take advantage of Amazon brand analytics

We found that whenever we take these extra activities for some of the projects, these always keep the projects one step ahead of the other in terms of sales and revenue. If you do not understand anything, you can contact us and we will try to help you in every way possible.