

**Hot Topics:**

# Prime Day is right around the corner – Are you ready?



If you haven't heard yet (and we're sure you have!), Prime Day starts July 16th and runs through the 17th. Whether your products are FBA or third party shipped, it will be a huge day and a half for all sellers. We've made a list with last-minute tips to be ready for one of the biggest shopping days of the year! Good luck this year and be ready for big sales!

1. Make sure your items are ready to go. Check prices, update quantities and edit product details to make sure customers can easily find and purchase your items.
2. Be ready for customer questions. Many customers will ask questions before purchasing, so have staff available to quickly respond to customer questions.
3. Ship quickly! In addition to your obligation to Amazon to ship as fast as possible to customers, Prime Day shoppers are more likely to leave feedback on orders and you want to ensure that feedback is positive.
4. Consider **Sponsored Products** (<https://services.amazon.com/advertising/overview.html>) (Amazon paid marketing). Not only does utilizing Sponsored Products give you more exposure, Amazon also takes your participation in mind when sorting products. Figure out a budget, add your products and watch sales go up!

We wish you all the best this Prime Day. If you're looking for help managing your Amazon sales and products, our friends at Vendio (<https://www.vendio.com/>) offer a multi-channel selling solution that gets you running on Amazon, eBay and more.