

# SOP-901: Launch Day Procedures

## Nurise Listing Optimization

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### Purpose

Execute a coordinated product launch on Amazon by activating the suppressed listing, verifying content, initiating PPC campaigns, and driving traffic from multiple sources to maximize the honeymoon period impact.

### When to Use

- Launch day for a new product
- Re-launching a product after significant updates
- Activating a previously suppressed listing

### Prerequisites

- ☐ Suppressed listing complete (SOP-802)
  - ☐ Packaging and inventory received at FBA (SOP-803)
  - ☐ Listing fully optimized (SOP-304)
  - ☐ PPC campaigns drafted (ready to activate)
  - ☐ Marketing materials prepared
  - ☐ Launch date confirmed
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### Launch Day Overview

<div><div>LAUNCH DAY TIMELINE</div><div>=====</div><div>Morning (9 AM):</div><div><div>└─ Step 1: Activate listing (change dates)</div><div>└─ Step 2: Verify listing content</div><div>└─ Step 3: Confirm inventory status</div></div><div>Mid-Morning (10 AM):</div><div><div>└─ Step 4: Activate PPC campaigns</div><div>└─ Step 5: Monitor initial impressions</div></div><div>Afternoon (2 PM):</div><div><div>└─ Step 6: Drive external traffic</div><div>└─ Step 7: Activate promotions/coupons</div></div><div>Evening (6 PM):</div><div><div>└─ Step 8: Day 1 review</div><div>└─ Step 9: Enroll in Vine (if eligible)</div></div></div>
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### Procedure

#### Step 1: Activate the Suppressed Listing

**Time:** 9:00 AM (local time for your marketplace)

**Manual Method:**

1. Log in to **Amazon Seller Central**
2. Go to **Inventory** → **Manage All Inventory**
3. Find your suppressed listing
4. Click **Edit**
5. Update dates:

Field	Change To
Launch Date	<b>Today's date</b>
Release Date	<b>Today's date</b>
Sale Date	<b>Today's date</b>

6. Update **Quantity** to your actual FBA inventory count
7. Click **Save**

**Flat File Method:**

1. Update your flat file:

```
quantity = [actual inventory count]
launch-date = [today's date YYYY-MM-DD]
release-date = [today's date]
sale-date = [today's date]
```

2. Upload to Seller Central
3. Wait 15-30 minutes for processing

**Verification:**

- Click your product page link
- Confirm listing is LIVE (no "dog page")
- Verify Buy Box is active

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## Step 2: Verify Listing Content

**Time:** 9:15 AM

Before driving any traffic, confirm everything is correct:

**Content Checklist:**

- ☐ Title displays correctly
- ☐ All 5 bullet points visible
- ☐ Description complete
- ☐ A+ Content displaying (if applicable)
- ☐ All images loaded
- ☐ Price is correct
- ☐ Fulfillment shows "Ships from Amazon"
- ☐ No suppression warnings

### Critical Elements:

Element	Check For
Title	Keywords present, no truncation
Images	All 7+ images loaded, zoom works
Price	Correct amount, currency
Buy Box	"Add to Cart" active
Shipping	FBA badge showing

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### Step 3: Confirm Inventory Status

**Time:** 9:30 AM

In Seller Central:

1. Go to **Inventory** → **FBA Inventory**
2. Find your product
3. Verify:

Status	What It Means
Available	Ready to sell
Reserved	In transit to customer or processing
Inbound	Still being received
Unfulfillable	Problem - needs attention

**Required Status:** Must show "Available" inventory before proceeding.

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### Step 4: Activate PPC Campaigns

**Time:** 10:00 AM

Activate campaigns in this order:

#### Campaign 1: Product Targeting (Indexing)

**Purpose:** Index your product to competitor keywords

**Setup:**

Setting	Value
Campaign Type	Sponsored Products
Targeting	Product Targeting
Targets	Top 25+ competitor ASINs
Daily Budget	\$20-30

Bid	\$0.50-1.00
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#### How to Select Targets:

1. Identify top 25 competitors in your niche
2. Copy their ASINs
3. Add as product targets
4. Focus on competitors with:
  - o High reviews
  - o Good BSR
  - o Similar products

#### Optimization (Days 4-6):

- Turn OFF any target with 12+ clicks and 0 conversions
- Increase bid on converting targets

#### Campaign 2: Exact Match Keywords

**Purpose:** Target high-intent search terms

#### Setup:

Setting	Value
Campaign Type	Sponsored Products
Targeting	Keyword Targeting
Match Type	Exact
Daily Budget	\$30-50
Bid	1.5x - 2x suggested bid

#### Keyword Selection:

1. Use your keyword research (SOP-201/202)
2. Group keywords by root word
3. Target keywords with:
  - o 25+ monthly searches
  - o High relevance to your product
  - o Reasonable competition

#### Campaign Structure:

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Campaign: [Product Name] - Exact
├─ Ad Group: Root Word 1
│   └─ Keywords: "root word 1 exact phrase"
├─ Ad Group: Root Word 2
│   └─ Keywords: "root word 2 exact phrase"
└─ Ad Group: Root Word 3
    └─ Keywords: "root word 3 exact phrase"

```

#### Bid Strategy:

Suggested Bid	Your Starting Bid
\$1.00	\$1.50 - \$2.00
\$0.75	\$1.13 - \$1.50
\$0.50	\$0.75 - \$1.00

**Why Higher Bids?** New products need visibility. Higher bids ensure impressions during the critical honeymoon period.

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## Step 5: Monitor Initial Impressions

**Time:** 12:00 PM (2 hours after PPC activation)

Check campaign performance:

1. Go to **Advertising** → **Campaign Manager**
2. Review:

Metric	What to Look For
Impressions	Should be increasing
Clicks	Some clicks appearing
Spend	Within daily budget
ACOS	Will be high initially (expected)

### Early Warning Signs:

Issue	Possible Cause	Action
0 impressions	Bid too low	Increase bids
Impressions, no clicks	Poor main image	Review image quality
Clicks, no orders	Price too high	Check competitive pricing

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## Step 6: Drive External Traffic

**Time:** 2:00 PM

Activate external traffic sources:

### Social Media Launch

#### Platforms to Post:

- ☐ Facebook (business page)
- ☐ Instagram (with shopping tags if enabled)
- ☐ Pinterest (if visual product)
- ☐ TikTok (if relevant audience)

#### Post Template:

[PRODUCT ANNOUNCEMENT]

Introducing [Product Name]!

[Key benefit 1]

[Key benefit 2]

[Key benefit 3]

Now available on Amazon!

[Link]

Launch special: [Discount/Coupon code]

### Email List Notification

#### Subject Lines:

- "It's HERE! [Product Name] Now Available"
- "Special Launch Offer for Our Subscribers"
- "You Asked, We Delivered: [Product] Is Live"

#### Email Content:

Hi [Name],

I'm excited to announce that [Product Name] is now available on Amazon!

As a valued subscriber, you get first access plus [X]% off with code [CODE].

[What makes this product special]

Grab yours before launch pricing ends:

[Amazon Link]

Best,

[Your Name]

### Influencer Activations

If you've arranged influencer partnerships:

- Send confirmation message
- Provide tracking links
- Confirm posting schedule
- Share discount codes

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## Step 7: Activate Promotions and Coupons

Time: 3:00 PM

### Setting Up Coupons

1. Go to **Advertising** → **Coupons**
2. Click **Create a new coupon**

3. Configure:

Setting	Recommended
Discount Type	Percentage off
Discount Amount	10-20%
Duration	2-4 weeks
Budget	\$500-1,000
Redemption limit	None initially

#### Why Coupons Work:

- Green badge attracts attention in search results
- Creates urgency
- Improves click-through rate
- Helps gather initial reviews

#### Lightning Deals (If Eligible)

For established sellers:

1. Go to **Advertising** → **Deals**
2. Check if product is eligible
3. Schedule deal during peak hours

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### Step 8: Day 1 Review

**Time:** 6:00 PM

End-of-day performance check:

#### Metrics to Record:

Metric	Day 1 Result	Notes
Sessions		Page views
Page Views		Total views
Buy Box %		Should be ~100%
Units Ordered		First day sales
Conversion Rate		Orders/Sessions
PPC Impressions		Ad visibility
PPC Clicks		Ad engagement
PPC Spend		Budget usage

#### Day 1 Expectations:

Product Type	Reasonable Day 1 Sales
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Low competition	3-10 units
Medium competition	1-5 units
High competition	0-3 units

**Important:** Day 1 is about visibility, not profitability. High ACOS is expected.

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**Step 9: Enroll in Amazon Vine (If Eligible)**

**Time:** End of Day 1 or Day 2

Amazon Vine provides reviews from trusted reviewers.

**Eligibility:**

- Brand Registered
- Less than 30 reviews
- FBA product
- Product in stock

**How to Enroll:**

1. Go to **Advertising** → **Vine**
2. Search for your product
3. Click **Enroll**
4. Select units to provide (5-30 typical)
5. Confirm enrollment

**Cost:** \$200 flat fee (as of 2026)

**Benefits:**

- Trusted, verified reviews
  - Typically balanced/honest feedback
  - Reviews marked as "Vine Voice"
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**Post-Launch Daily Routine (Days 2-14)**

**Daily Tasks:**

Time	Task	Purpose
Morning	Check inventory levels	Prevent stockouts
Morning	Review PPC metrics	Optimize bids
Midday	Monitor reviews	Address issues
Evening	Check BSR trend	Track ranking progress

**Weekly Tasks:**

Day	Task
Day 3	First PPC optimization (pause poor performers)



Day 7	Review pricing strategy
Day 14	Full PPC audit, adjust budgets

## Success Criteria

### Day 1:

- ☐ Listing successfully activated
- ☐ All content verified
- ☐ PPC campaigns running
- ☐ External traffic initiated
- ☐ Coupons active

### Week 1:

- ☐ Consistent sales velocity
- ☐ First reviews appearing
- ☐ PPC optimized (poor targets removed)
- ☐ No suppression issues

### Week 2:

- ☐ 5-10 reviews gathered
- ☐ Keywords indexing verified
- ☐ Stable ACOS trend
- ☐ Pricing optimized

## Common Launch Day Issues

Issue	Cause	Solution
Listing still suppressed	Dates not updated	Re-edit, change all dates to today
No Buy Box	Inventory issue	Check FBA inventory status
0 PPC impressions	Bids too low	Increase bids by 50%
High ACOS	Expected on Day 1	Monitor, optimize Day 3+
Coupon not showing	Processing time	Wait 4 hours, recheck

## Related SOPs

- Previous: SOP-803 - Packaging Requirements
- Next: SOP-1001 - PPC Launch and Optimization
- Tracking: SOP-401 - Rank Radar Setup

**Time Estimate:** Full launch day (8+ hours) **Difficulty:** Advanced **Last Updated:** 2026-01-23

