SOP-901: Launch Day Procedures

Nurise Listing Optimization

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

Launch Day Overview

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LAUNCH DAY TIMELINE
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Morning (9 AM):
├── Step 1: Activate listing (change dates)
├── Step 2: Verify listing content
└── Step 3: Confirm inventory status

Mid-Morning (10 AM):
├── Step 4: Activate PPC campaigns
└── Step 5: Monitor initial impressions

Afternoon (2 PM):
├── Step 6: Drive external traffic
└── Step 7: Activate promotions/coupons

Evening (6 PM):
├── Step 8: Day 1 review
└── Step 9: Enroll in Vine (if eligible)
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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	**Today's date**
Release Date	**Today's date**
Sale Date	**Today's date**

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

Flat File Method:

1. Update your flat file:

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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

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

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.

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

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:
   - High reviews
   - Good BSR
   - 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:
   - 25+ monthly searches
   - High relevance to your product
   - 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.*

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

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:

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[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:

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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

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

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

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.*

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"

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