

SOP: Creating a Product Selection

1. In order to create a Product Selection, be sure to have a list of your ASINs or SKUs as they would fit into one of the Product Selection Types mentioned in the previous video, that is the SKU List, ASIN List, Browse Node ID List, Brand Name List or Advanced Product Selection.
2. Select “Manage Promotions” from the Drop-Down Menu of the “Advertising” tab on the top menu of Seller Central.
3. On the next page, click the “Manage Product Selection” tab at the top of the table provided.
4. From the “Product Selection Type” Drop-Down option, select which Product Selection List you would like to create and click the “Create Product Selection” button.
5. On the next page, enter your Product Selection Name or Tracking ID to make it easy for you to identify this Product Selection when creating a Promotion.
6. Create an Internal Description as a way of explaining to you what this Product Selection refers to, making it easier for you to identify it.
7. Add your Product SKUs or ASINs, Browse Node IDs, Brand Names, etc. in the next block, remembering how to list or separate them as per the previous video.
8. In the event that you selected the “Advanced Product Selection” Type, you would need select “all” or “any” from the provided Drop-Down Menu of the sentence that reads, “Include the products that match X of the following conditions” beneath the Internal Description field.
9. You would then select the necessary Product Selection Type again from the Drop-Down Menu alongside the “Add another condition using” field and input the relevant data or identifiers again in the block provided.
10. You can add more conditions by clicking the “Add another” button alongside the Drop-Down Menu until you have filled in as many Product Selection Types as you wish for this Product Selection.
11. Once you are happy with all of your information, click the “Submit” button in the bottom left side of the page.
12. To return to your Product Selection Page or cancel this entry, click the “Manage Product Selection” button at the top of the page.

See Also:

- ▶ [SOP: Creating a Social Media Promo Code](#)
- ▶ [SOP: Creating a Percentage Off Promotion](#)

- ▶ [SOP: Creating a Buy One Get One Promotion](#)