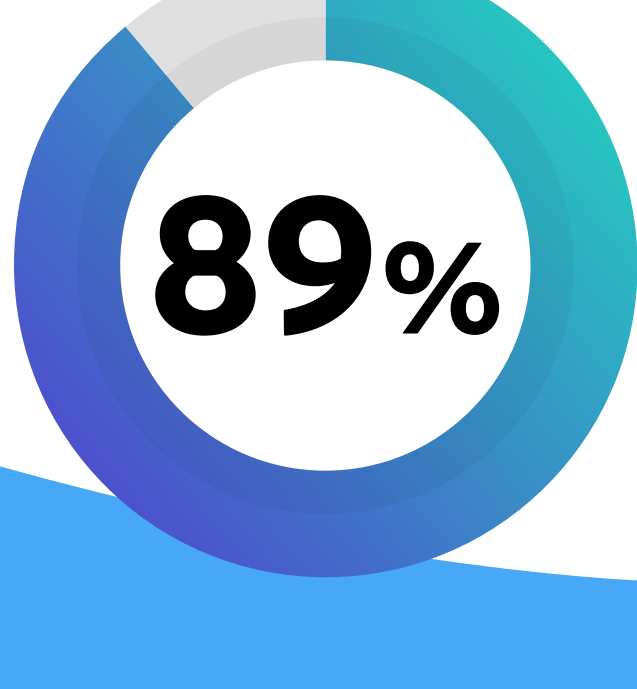


# The Dos and Don'ts of Selling on Amazon

These quick tips can help you sell more on Amazon—and build lasting relationships with new customers.

**More businesses—both B2C and B2B—are selling on Amazon than ever before. And with good reason:**



of buyers say they are more likely to buy from Amazon than from other eCommerce sites.<sup>1</sup>

On Prime Day 2020, small and medium sellers generated

**\$3.5 billion** in sales.<sup>2</sup>

**150 million**

people were Amazon Prime subscribers at the start of 2020.<sup>3</sup>

**72%**

of business buyers conduct research on Amazon Business.<sup>4</sup>

**55%**

of business buyers expect to increase their spending on Amazon.<sup>4</sup>



## Dos

- Think about how Amazon will fit into the rest of your business.** If you have existing relationships with retailers or distributors, be ready to explain how your presence on Amazon will help them generate more revenue or identify new opportunities.
- Research Amazon keywords for your products.** There are more than 180 million Amazon keywords.<sup>5</sup> Understanding which ones apply to your products can help you develop an effective keyword strategy that brings customers to your listings.
- Understand the Amazon Buy Box.** A whopping 80% of sales are generated by the Buy Box,<sup>6</sup> which allows customers to compare products. Being featured in the Buy Box can increase your sales dramatically, but you need an **automated pricing strategy** to make it happen. Learn more about it [here](#).
- Experiment with Amazon advertising.** Amazon advertising can raise your profile inside Amazon—and increase your brand recognition among potential buyers in general. This is known as the Amazon halo effect.
- Consider using Fulfillment by Amazon (FBA).** Research suggests that up to 94% of Amazon sellers use FBA.<sup>7</sup> Pros include reliability, ease of use, and customer confidence. Cons are substantial Amazon fees.
- Put branded content and offers on your packaging.** Amazon does not share customer contact information, which makes it difficult to find customers who find you through Amazon. Instead, you need to motivate customers to find you by making branded content, offers, and QR codes part of your product packaging.
- Save time by managing your Amazon sales with your eCommerce platform.** With the right eCommerce platform, you can automate Amazon product updates and both consumer and B2B pricing strategies, synchronize inventory, and manage fulfillment.
- Automatically synchronize your inventory.** When you're selling on Amazon and/or Amazon Business and through your website, it's critical to synchronize your inventory. Otherwise, you can end up with long fulfillment delays or even run out of your most popular products. **Automation is essential** to ensuring all your orders are reflected in inventory levels.
- Encourage customers to leave reviews.** Only about 1 – 2% of Amazon customers leave reviews, but those reviews have disproportionate impact on what people think of your brand.<sup>8</sup> Encouraging your most loyal customers to leave reviews can raise your "star average" and drive more sales.

## Don'ts

- Start selling on Amazon without a strategy.** It's important to research what products are selling on Amazon in your niche and decide which SKUs are likely to perform the best.
- Put your products onto Amazon and just...wait.** Instead, you should actively monitor your products and competitors, and be ready to tweak your listing and pricing strategies. If you're not selling, something is wrong. Either your keyword selection, pricing, or product description is off, or you're in an unpopular or overcrowded niche market.
- Assume Amazon will never compete with you.** Amazon has its own house brands. Some of them may be your competitors.



Download our eBook titled *Getting Started on Amazon* or learn how to more easily manage your Amazon sales.

[Learn more](#)

<sup>1</sup> [https://fv.feedvisor.com/CN\\_2019\\_Amazon-Consumer-Behavior-Report.html](https://fv.feedvisor.com/CN_2019_Amazon-Consumer-Behavior-Report.html)

<sup>2</sup> <https://www.clickz.com/key-insights-amazon-prime-day-2020-highlights-on-sales-and-funding/263874/>

<sup>3</sup> <https://www.cnet.com/news/amazon-now-has-over-150-million-paid-prime-members-worldwide/>

<sup>4</sup> <https://www.digitalcommerce360.com/2019/09/24/b2b-buyers-are-primed-for-more-amazon-business/>

<sup>5</sup> <http://sonar-tool.com/us/>

<sup>6</sup> <https://www.junglescout.com/blog/how-to-win-the-buy-box/>

<sup>7</sup> <https://www.junglescout.com/amazon-seller-report/>

<sup>8</sup> <https://landingcube.com/how-to-get-reviews-on-amazon/>