

Top 7 strategies to sell effectively on Amazon

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BY RIYA

According to MarketingCharts, **63%** of online shoppers start their buying journey on Amazon. This shows that customers believe they will find the products they are looking for with competitive prices and excellent customer service on Amazon. Amazon is one of the most dominant eCommerce marketplaces with **197 million users** and **112 million** Amazon Prime members. Brands can sell on Amazon to capitalize on this vast customer base by showcasing and promoting their products properly.

In this article, we're going to take a look at the top 7 strategies to sell effectively on Amazon:

1. Boost Product Discoverability using Ads

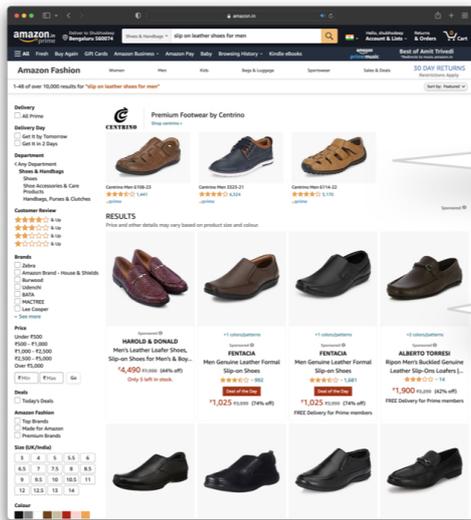
Amazon Advertising helps sellers, brands, and agencies to drive profitability by making sure product discoverability is high & **shoppers are able to find their brand with ease**. The ads on Amazon fuel product discovery and improve conversion rate. The advertising options on Amazon are designed to help brands increase exposure, generate incremental sales, boost organic rankings, and drive growth.

Amazon has three PPC programs: **sponsored product ads**, **sponsored brands ads**, and **sponsored display ads**. Brands can increase visibility on Amazon with these three paid campaigns. You can sponsor products or your brand for related searches on Amazon. Businesses only pay for clicks received.



Sponsored products are for individual product listings that appear on shopping results pages and product detail pages. Sponsored brands are for showcasing brand portfolios such as logo, custom headline, and a selection of products on the shopping results page. The last is sponsored display, a self-service advertising solution for displaying ads on and off Amazon.

Brand and SKUs Promoted



Premium Footwear by Centrino

Shop centrino >

Centrino Men 6108-23

★★★★☆ 1,441

✓prime

Centrino Men 3323-21

★★★★☆ 4,324

✓prime

Centrino Men 6114-22

★★★★☆ 3,170

✓prime

Sponsored @

HAROLD & DONALD

Men's Leather Loafer Shoes, Slip-on Shoes for Men's & Boy...

₹4,490 ₹7,999 (44% off)

Only 5 left in stock.

+1 colors/patterns

Sponsored @

FENTACIA

Men Genuine Leather Formal Slip-on Shoes

★★★★☆ ~ 992

Deal of the Day

₹1,025 ₹3,999 (74% off)

+1 colors/patterns

Sponsored @

FENTACIA

Men Genuine Leather Formal Slip-on Shoes

★★★★☆ ~ 1,681

Deal of the Day

₹1,025 ₹3,999 (74% off)

+2 colors/patterns

Sponsored @

ALBERTO TORRESI

Ripon Men's Buckled Genuine Leather Slip-Ons Loafers [...

★★★★☆ ~ 14

₹1,900 ₹3,299 (42% off)

FREE Delivery for Prime members

Source: amazon.in

DATAWEAVE

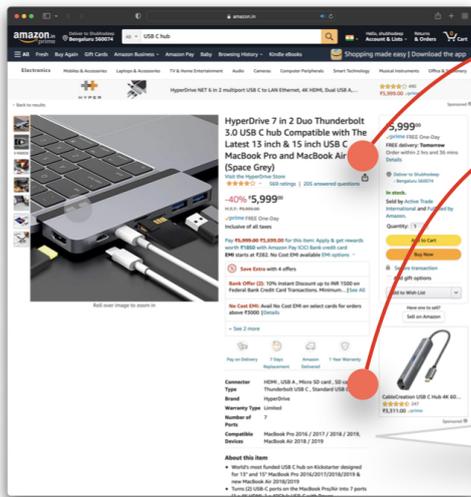
Promotions for Brand and SKU's

2. Improve your Amazon SEO using effective Product Descriptions

To effectively sell on Amazon, businesses first have to understand the A9 algorithm. Amazon uses A9 Algorithm to decide which products are ranked in search results, emphasizing sales conversions. This algorithm helps Amazon promote listings that are more likely to result in sales.

Keywords in product descriptions are one of the main driving factors that the Amazon A9 algorithm looks for in determining relevance to search queries and setting rankings on its results pages. Therefore, brands must integrate high volume and significantly relevant keywords as part of their listings. Crafting product descriptions with the right keywords will provide compelling reasons for buyers to purchase the product and for the A9 algorithm to better rank the brands. Brands can analyze and optimize their content to **improve discoverability across Amazon**. Accurate product descriptions help users make informed decisions and allow brands to deliver a consistent customer experience.

Detail Descriptions and Highlights



A clear title that describes in detail what the product is and includes your brand name

Highlights, clearly listed in a table followed by detailed descriptions

| | |
|---------------------------|--|
| Connector Type | HDMI , USB A , Micro SD card , SD card, Thunderbolt USB C , Standard USB C |
| Brand | HyperDrive |
| Warranty Type | Limited |
| Number of Ports | 7 |
| Compatible Devices | MacBook Pro 2016 / 2017 / 2018 / 2019, MacBook Air 2018 / 2019 |

Source: amazon.in

Detailed Descriptions and Highlights

3. Improve your Product Visuals

Avoid using standard visuals when displaying your products in Amazon's image gallery. Product images are the hook that encourages visitors to click on your products. However, **Amazon has specific image requirements** that you'll need to adhere to while presenting products. When shopping on Amazon, potential buyers are looking for high-definition and clearly visible photos. Thus, you will need diversity in images if you want your product and photos to stand out.

In addition to images, brands can make their product descriptions better through video content. Videos help your brand to stand out, build a more personal relationship with customers, and lead to increased sales. One study on eCommerce sellers found that using product videos increases sales for online stores by **144%**.

A Picture can tell a 1000 Words

1. Describe the primary use of your product
2. Give a context where the product will be used
3. Give a scenario what your product can achieve
4. Describe a hidden talent of your product
5. Answer some key questions
6. If it can be used with other things as well, show that

Source: amazon.in

Product Images

4. Switch to Intelligent Pricing & Win the Buy Box

Intelligent and competitive pricing is the most essential lever for revenue growth. With advanced technology like AI and analytics, brands can get insights into competitive pricing and develop an intelligent pricing strategy to **calculate real-time changes in pricing optimally**.

Amazon wants to give the consumer the best value for their money and thus has a Buy Box option. The white box on the right side of the Amazon product detail page is called the Buy Box, and customers can directly add items for purchase to their cart. However, not all sellers are eligible to win the Buy Box.

Thanks to Amazon's customer-obsessed approach and high competition, only businesses with excellent seller metrics have a chance to win a share of Buy Box. Amazon weighs low prices with high seller metrics. If your brand has near-perfect performance metrics, having higher prices can still get you a share of the Buy Box. In contrast, brands with mid-range metrics will probably need to focus on offering the most competitive price.

But, why is the Buy Box important? According to **BigCommerce**, 82% of sales on Amazon go through the Buy Box, and the rate is even higher for mobile purchases. Getting insights into **your competitor's pricing** with our **Digital Shelf Solution** will help you improve seller metrics and find the right pricing strategy for your products.

5. Provide Plenty of Social Proof

Testimonials can increase sales page conversions by 34%. Social proof has emerged to be of great importance in the eCommerce world, and it isn't limited to recommendations from people customers know in the "real world." A survey conducted by BrightLocal **revealed** that 31% of consumers reported that they read more online reviews in 2020 than ever due to Covid-19.

Product ratings and reviews on Amazon are at the center of the recommended products section, product listing page, and search results. Interestingly, customer feedback also has a huge impact on a brand's ODR or Order Defect Rate. It is one of the most critical measurements tracked by Amazon. ODR is a measure of customers who have had a negative experience with you as a seller. Amazon uses it to assess a brand's health as a seller. The ODR indicator is driven by customer feedback, so review management is the primary step for brands to avoid an Amazon ODR warning and improve their order defect.

6. Go Global

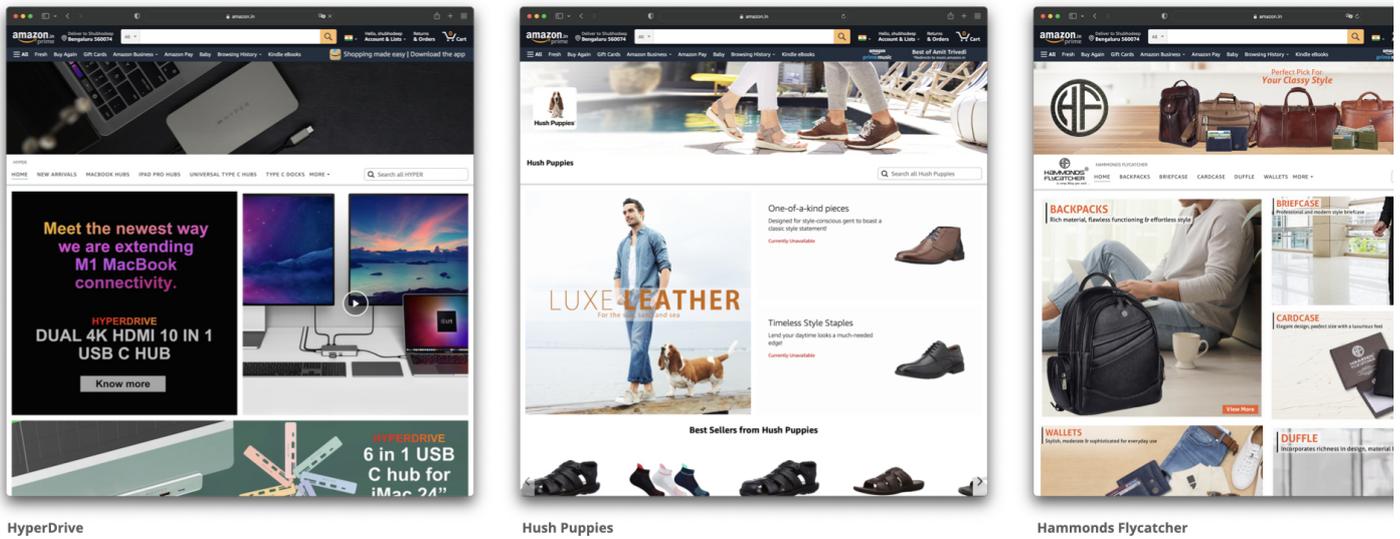
The Amazon marketplace is available in countries and markets worldwide, allowing brands to explore new territories and sell their products globally. Each foreign territory has a unique Amazon site that resonates with its culture and audience, making it easy for global sellers to compete with other brands. If your eCommerce brand has the operation capacity to expand globally, Amazon offers state-of-the-art international logistic capabilities.

Brands can expand in European countries like France, Italy, Netherlands, Germany, Spain, etc., and Asia Pacific locations like India, Japan, and Australia. Amazon is also available in emerging eCommerce locations like the Middle East, Brazil, Turkey, and Singapore.

7. Build a Branded Store

One of the best strategies to stand out on Amazon is to feature your products on a branded Store. Amazon has free tools that allow brands to build an online store where brands and sellers can showcase products and connect with customers. These stores look different from the typical Amazon listing layout and also have the option to create detailed pages with A+ content.

Build your Brand page



Source: amazon.in

Build your Brand Page

For instance, **Netgear**, a company that offers technology-related products has an excellent branded store on Amazon. The brand has embedded images and videos that address buyers' needs and how users' lives are affected by using their products. The most attractive feature about this store is that they have integrated the value offered by their products into new use cases because of the current pandemic. For example, they've used phrases like "Make Online Learning fast and fun" and "Work from office at office speed." Additionally, the categories and search tab help buyers search for specific products easily.

Creating branded stores allows you to build a beautiful brand experience for customers and offers a multi-page, immersive shopping experience. Brands can pick unique designs, integrate promotions, and use rich media to create a custom curation of handpicked products.

Conclusion

Amazon has **9.7 million sellers** worldwide, of which 1.9 million are actively selling on the marketplace. The competition on Amazon is fierce, and it's continuously increasing. Despite a large number of active sellers on Amazon, only a tiny fraction generates a significant portion of its total sales. Fewer than one in ten active Amazon sellers generated over \$100,000 in annual sales, and only one percent of them hit the \$1 million sales mark. Use these strategies to develop a comprehensive understanding of the Amazon platform and how to sell effectively on the platform while maximizing your presence amid rising competition.

- Riya Anand

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