



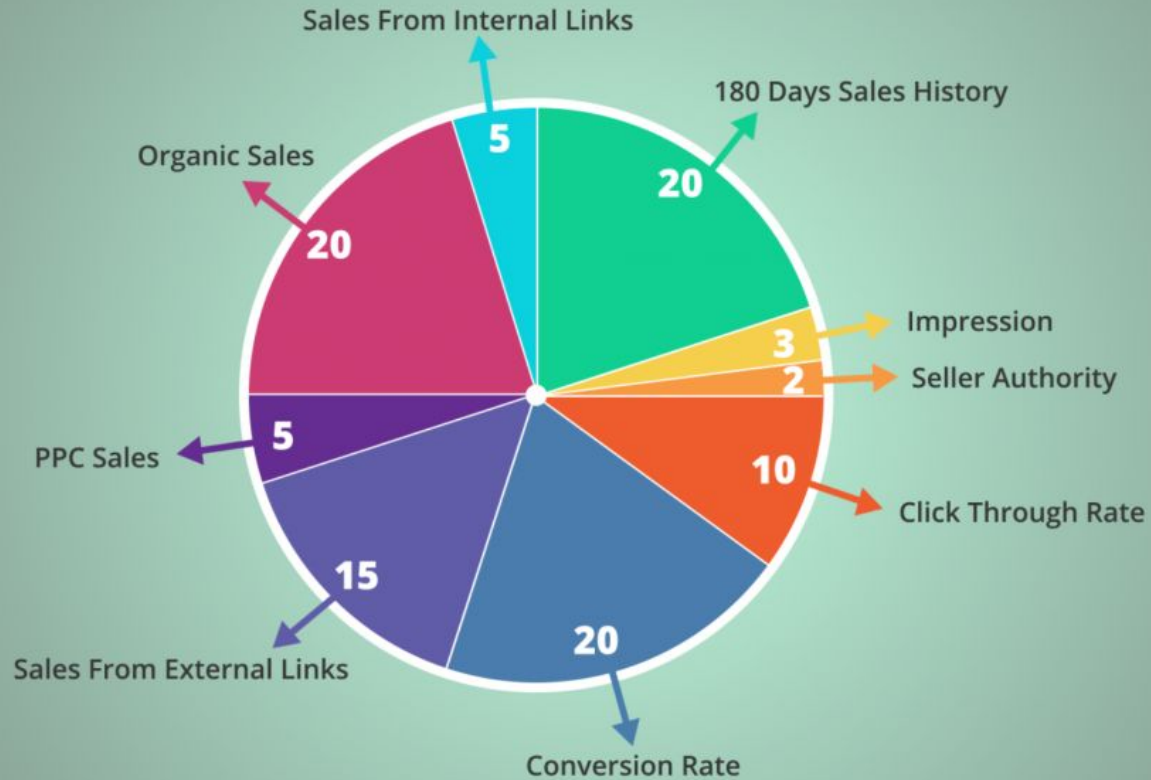
Branding off of **amazon**

AI COMMERCE
INTELLIGENT MARKETPLACE MANAGEMENT

Why Advertise Off Of Amazon

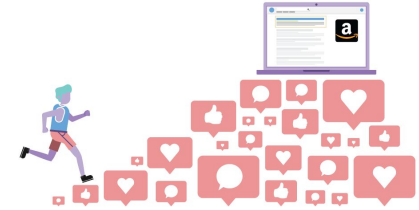
- Improve Amazon Rank of your products (BSR or Best Seller Rank)
- Get sales for lower cost than Amazon Sponsored Ads and Amazon PPC
- Avoid aggressive competition on Amazon
- Build sustainable sales that don't rely on Amazon's traffic platform
- Leave the competition wondering how you're ranking your products on Amazon





9 external to amazon traffic sources to promote Amazon

1. Using Pinterest for Amazon Traffic
2. Instagram for Amazon Sales
3. Google Adwords (Google Ads and Shopping Ads)
4. Bing Ads (Microsoft Advertising)
5. Running Facebook Ads for Amazon Products
6. YouTube
7. Product Launch Services (Deal Sites)- Rebate Key
8. Search Engine Marketing (SEO) Organic Traffic - Blog Post - Top 5 Best ...
9. Email Marketing Traffic
10. Using Amazon Influencers to generate sales & traffic



Social Media

The way that you are going to reach your audience on any social media platform is by creating content. Content could include blogs, videos, pictures, Instagram posts – anything that will capture your target audience’s attention.

Traffic Directly to Your Listings

You can use your ad or social media post to send customers straight to the listing or to a landing page that is on Amazon. Many sellers will utilize a Super URL, where you link to your product using a specific keyword that you are trying to rank on.

Using a Sales Funnel

A sales funnel allows you to build email lists, advertising pixels or tags – something you cannot do on an Amazon page. The real benefit of a sales funnel is to filter out the traffic to help determine who is really interested in your offer.

Creating Active Engagement with a Customer

Automated messenger programs can provide the opportunity to answer customer questions, let them know about your products features and give them the opportunity to feel more connected to your company.

21% of consumers start their search for products on social media

Facebook Advertising is a powerful marketing tool that allows you to target specific interests and demographic groups that are more likely to look for and purchase your products.



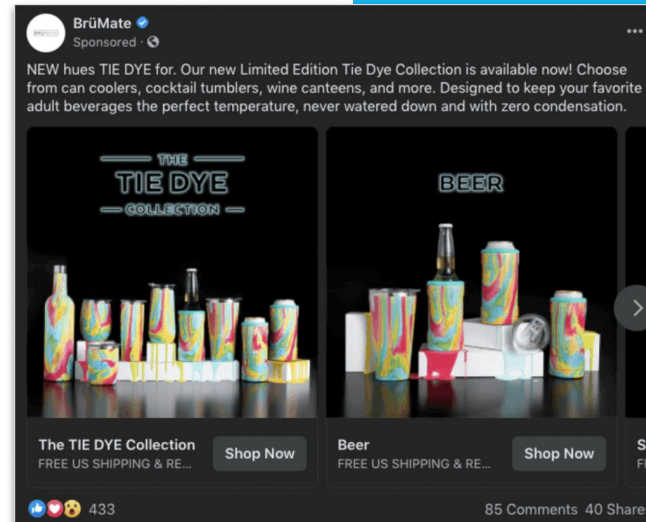
Social Media

Ideas to start off-Amazon ad efforts:

1. Use “user-generated content.” Solicit photos from your previous customers and use those images in an ad to show real people using the product.
2. Create video ads for Amazon on Facebook.
3. Offer exclusive discounts in your ads.
4. Use carousel ads on Facebook to show multiple images or videos in one ad.
5. Create a video ad of a real-life customer providing an honest review of the product.
6. Add information about your return policy or risk-free purchase guarantee.
7. Show multiple variations of one ad.

Consumers are already looking at their phones all day

Grow your brand
Build a following
Connect with your audience
Increase brand awareness.



Google

- Brands are ignoring Google Search Ads linking to Amazon
 - Become Amazon obsessed
- Google Search ads can facilitate rapid revenue growth. By implementing Google Search Advertising (GSA), you're gaining an advantage over brands that are only advertising within the Amazon ecosystem.
- If they lead to a conversion on Amazon, this will have a positive impact on your Best Seller Ranking (BSR), which will in turn help you generate more sales in the future.
- Tapping into non-Amazon traffic through GSA is particularly useful when you have specific marketing goals e.g. new product launches.

Potential customers on Google are mostly (if not all) at the awareness/interest phase near the top of the sales funnel.



WHY AMAZON SELLERS SHOULD USE GOOGLE ADS

The overall concept is simple – more sales channels means more people see your product, and more people buy your product.

- [BOOST SALES, RANKINGS](#) - Around half of all customers use Amazon search when they want to buy something online. That leaves a large number of people starting their search somewhere else – most often on Google Ads.
- [EVERGREEN TRAFFIC](#) - AdWords is a powerful evergreen traffic source. You're not going to need the same kind of constant upkeep as you will with, say Facebook ads for example.
- [MANY SIMILARITIES TO AMAZON PPC](#)
- [CAPTURE EMAILS & BUILD YOUR AUDIENCE](#) - You'll know that Amazon doesn't give access to contact info from your customers, such as email, phone numbers etc. So the only way to build a customer list is to capture this info *before* they get to Amazon, when communication with the customer is fair game.



Google

See the Amazon Advertising & GSA results from a company using google ads in the tables below. This client is from another agency a well established brand selling niche products in the electronics category, with price points greater than \$100.

Month	PPC Spend Amazon Advertising	PPC Sales Amazon Advertising
9/30/2019	\$10,241.16	\$102,375.84
10/31/2019	\$11,501.53	\$118,505.25
11/30/2019	\$14,363.23	\$151,259.29
12/31/2019	\$18,375.05	\$238,231.35
1/31/2020	\$11,633.41	\$125,759.24
2/29/2020	\$11,091.58	\$114,286.40

Month	PPC Spend Google Search (driving traffic exclusively to Amazon)	PPC Sales Google Search (for conversions that occurred on Amazon)
9/30/2019	\$628.14	\$6,202.37
10/31/2019	\$900.90	\$7,781.28
11/30/2019	\$1,386.01	\$9,942.50
12/31/2019	\$762.74	\$3,895.50
1/31/2020	\$1,216.02	\$6,145.52
2/29/2020	\$1,205.75	\$8,016.75

Influencers

Amazon Influencers are a specific type of influencer

These influencers are actually part of a specific program called the Amazon Influencer Program, which is an extension of the Amazon Associates Program

Amazon influencers have the ability to create their own storefront, in a very similar way to how Brand Registered Private Label Brands on Amazon can create their own Amazon Storefront.

<https://www.fourstarzz.com/influence-r-marketing-agency>

Amazon Influencers are hidden in plain sight, you just need to know how to find Amazon Influencers for your Private Label Brand.



In Summary

To get your products to rank better on Amazon you need to send customers to your Amazon listings from outside sources. Amazon recognizes this and will reward you because you are taking clicks away from other retailers including your own website.