

Amazon marketing - How does it work?

Amazon is the largest marketplace in the world. Millions of sellers offer their products here. And that means everyone, from small retailers to large organizations, needs advertising. To get your products noticed and purchased, you require a marketing strategy that allows you to make the best use of Amazon to market your products.

Marketing on Amazon has four components:



What is Amazon advertising?

Amazon Advertising (formerly Amazon Marketing Services) is a pay-per-click service similar to Google Ads: sellers only pay when potential customers click on targeted ads. Creating an ad is crucial to getting your product noticed.

Amazon SEO

Amazon dominates the e-commerce market in North America. But it's not just an e-commerce site; it's also a search engine. And as a search engine, it has its search engine optimization or SEO.

Amazon's search engine is called A9. It works on its algorithm, just like Google. A9 is also similar to Google in another aspect: users, those who search (in this case, customers), are its top priority.

Affiliate marketing

Affiliate marketing is essentially bartering: in exchange for publishing/promoting/distributing your product, you pay a small commission to the affiliate site if readers click on it and make a

purchase. It's a win-win scenario that will help you increase sales and gather positive reviews.

Social media marketing

The strategy of expanding your marketing strategy with social media is a great idea.

The key here is balance: too much-branded content will lose customer interest. Meanwhile, the occasional mention and link to your Amazon page can help you interest potential customers and increase overall sales.

Key product features

After the product name, image, price, and purchase options (if any), customers can see the key features of your product, which are presented as a bulleted list. These items allow you to describe your product's features, benefits, characteristics, and details.

Product description

If the buyer has gotten to the description of your product, we can assume they are ready to buy. Why? Buyers have to scroll down the page to find it. They must scroll through Amazon ads, sponsored products, and other information presented. If shoppers have reached the product description - they are interested in the development and ready to buy.

Product price

The right price is crucial to the sale.

Start by determining the lowest possible selling price. This is the "break-even" price which includes the cost of producing your product, shipping, storage, and packaging (this is where a prep center can help), the money spent on marketing, and any fees Amazon charges.

Direct marketing

Direct marketing methods do not use intermediaries to present information about your brand directly to potential customers.

Be sure to familiarize yourself with Amazon's policies and prohibitions. Direct marketing must be done with customers' informed consent. Unwanted contact can result in a ban by Amazon.

Website

Amazon offers a starting point for your brand, but as sales grow, you can try to expand into your online stores or more niche marketplaces like Etsy.

Shipping

One of Amazon's most significant advantages is fast, free shipping for Prime members. To compete in this huge market, you'll need to consider shipping costs, speed, and terms for shoppers before you set up your store.

Amazon analytics

Amazon Analytics provides insights into what customers look for, what they buy, and how often. These metrics, called "Brand Analytics," are available to sellers directly responsible for selling their brand's products on Amazon.

Although Amazon's platform seems complicated, the right marketing strategy can help you achieve significant sales success.