

DaytodayeBay

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AMAZON MARKETING SERVICES

"Did you know 56% of US, UK, German and French shoppers use [Amazon](#) as a starting point for shopping online? As a result, Amazon is now the biggest online growth opportunity for brands and manufacturers." [Marketplace pulse](#)

CKS came to us mid-2017 looking for some help with their Amazon growth strategies. We spent the day discussing Amazon product launch best practices, competitor analysis, content optimisation and how we can leverage Amazon's very powerful marketing services.

service that can help vendors grow their business on Amazon. [Find out more >>](#)

Later that month, we were tasked to provide support on content optimisation and to launch their product via Amazon Marketing Services as a part of our monthly account management service.

- Competition on Amazon is far greater than a few years ago, so as a vendor it is important that brands leverage available placements across both paid and organic placements to consistently drive sales and ROI.
- AMS allows Vendor Central sellers to expand product visibility by investing media budget into strategic ad placements.

What we did?

Our initial on-site strategy session helped the team to understand how the Amazon ecosystem works and decide on the best way to work with Amazon. It is important that the Vendor understands all aspects of Seller Central, FBA as well as Vendor Central and AMS. This is purely because their customers (retailers) are already trading on Amazon.

We were then tasked to provide advice on Amazon content where we reviewed and optimised content including title, key features, and description and search terms. Here's one of their [Amazon listings](#).

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Better content plays a significant role in improving organic ranking; but Amazon Marketing Services is the clear route to help you increase your product awareness during a product launch. It is also known to have an impact on organic ranking over a longer period of time.

The next step was to create a unique Amazon Growth plan for the following 3 months. The plan is a process driven by a specific set of actions every month in order to get consistent growth. Our main focus was on Amazon Marketing Services (AMS) which includes Sponsored Ads, Headline Search and Product Display.

- **Sponsored Ads**

Sponsored Ads display products on the top, bottom, right and on product detail pages. We use automated ads to understand customer search terms. Followed up with manual ads which are created by focusing on converting customer search terms.



Sponsored ⓘ
Zeal Silicone Non-Scratch Spatula Spoon, Aqua Blue, 10-Inch, 26 cm
by Zeal
£9.95 
Not in stock; order now and we'll deliver when available
Eligible for FREE UK Delivery

- **Headline Search Ads**

Headline search displays your product on the top of product search above everything else. It is a good opportunity to raise your brand awareness by displaying your logo and key brand message.



SPONSORED BY ZEAL
Multi-purpose silicone
trivets
[Shop now >](#)



Zeal Heat Resistant Non-Slip Honeycomb T...
  1



Zeal Heat Resistant Non-Slip Honeycomb T...




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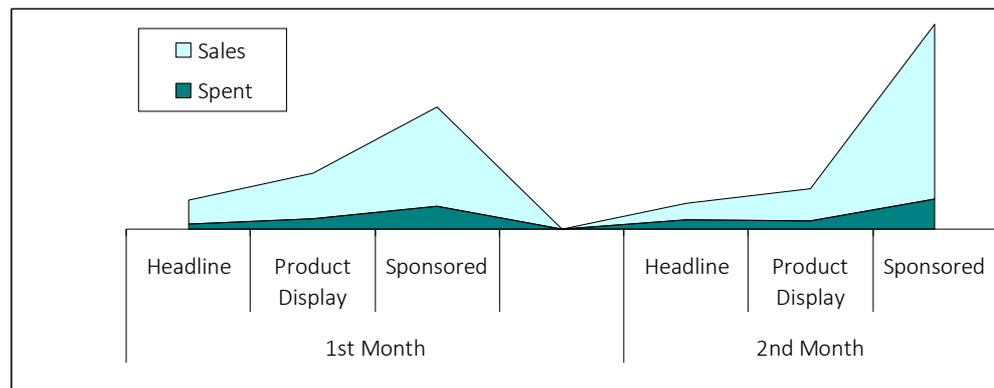


- **Product Display Ads**

Product display ads allow you to target customers based on their buying behaviour and product landing page. With this ad you can display your product below the buy box of similar, best sellers and complementary products.



THE RESULTS



- 30% increase in sales in second month
- Considerably less increase in cost compared to increased sales
- Headline Search, Product Display and Sponsored Ads generated sales from the 1st month

Amazon UK is an attractive marketplace and whether you are based in the UK or abroad, we'd love to help. Our services includes Amazon Marketing Service Management, Amazon product content creation/ optimisation, photo editing and product listing.

Please [get in touch](#) with Prabhat today to discuss more. We promise no sales pitch on discussion.

