

prime day

Get ready for Prime Day with FBA

Make it your biggest sales day ever



■ Assess your inventory

Make sure your featured products are well stocked so that you're ready to handle increased demand. Check your **Inventory Performance Dashboard** to see how much you need to restock.

■ Get products in by June 26

Plan your inventory levels now to make sure your shipments arrive at an Amazon fulfillment center in time.

■ Clear out inventory

If you have slow-moving or aging inventory, take the opportunity to remove it from our fulfillment centers to make way for popular products.

■ Pick your prices

Prime Day is the best day of the year to offer eye-catching discounts on featured products. Announce your prices on Prime Day so that competitors don't match you!

■ Advertise on Amazon

Reach more customers with Sponsored Products and Headline Search Ads. These **pay-per-click ads** target relevant search terms to reach customers looking for products like yours. Test ad campaigns early to plan a successful Prime Day strategy.

■ Promote yourself

Once the date for Prime Day is announced, get the word out! Watch your email for a social media toolkit of suggested posts to help you build buzz.