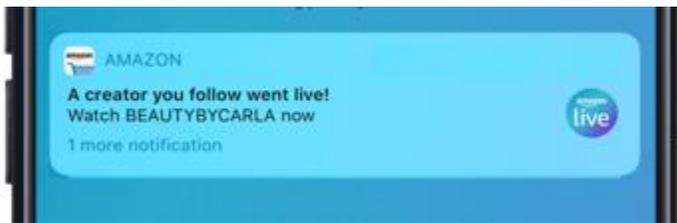


# Follow

## What you need to know to grow your following on Amazon

Getting started with Amazon Live means getting started focusing on your on Amazon following. Growing your following is the key to increasing your viewership over time, and getting customers to watch your



content regularly. Growing your following may help you attract repeat viewers since your followers are eligible to be notified when you start a livestream. Mastering strategies to grow your following is one of the keys to success to getting started with Amazon Live.

*Note: Follow metrics can be found in your analytics dashboard in the Amazon Live Creator app.*

## Checklist for brands and influencers

### 01 Work to level up

When you meet the requirements to increase your [Amazon Live level](#), you can unlock more benefits – including additional placements for your livestreams on Amazon.com. As an Insider, you are eligible to appear on product detail pages of products featured in your livestreams. At A-List, you are eligible to appear on the [Amazon.com home page](#). The more ways that customers can discover your livestreams, the more ways they have to follow you.

[Read more](#) about how to apply and what we look for at each level.



Rising Star



Insider



A-List

### 02 Share tune-in posts on social media and other marketing channels

Let your audience know when you are going live. You can get a shareable link for your livestream or channel in the app. If you're an influencer, you can also share your storefront link.

On Instagram, remember to tag @amazonlive for a chance to get reposted on the Amazon Live story and gain followers who already follow Amazon Live.

### 03 Verbally remind viewers to follow you

For example, “Remember to follow me for more content like this.” Followers are eligible to get notified from the Amazon mobile shopping app when you go live.

### 04 Create custom overlays during your stream

For example, “Unmute to hear tips”, “Follow to stay connected”, or “Shop all items below.” You can add these while using broadcasting software. [Read more here](#) about broadcasting software.



### 05 Use special deals to incentive your audience

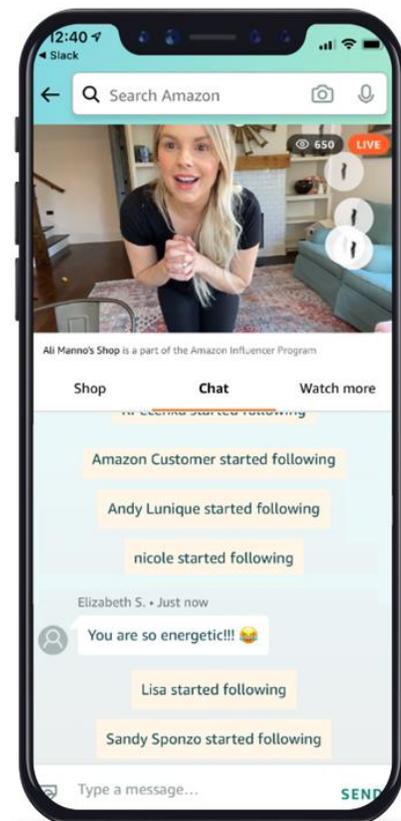
Add value to shoppers by surfacing promo codes in your livestreams on products you are featuring. If you're a brand, consider creating live-only deals that be showcased exclusively during a livestream. For brands, [read more here](#) about how to set up promo codes in Vendor Central or Seller Central. For influencers, [read more here](#) about how to find existing promo codes from brands in Associates Central.

### 06 Ask viewers what they want to see

During your livestream, ask viewers about what they want to see from your future livestreams. For a brand, this could be showcasing different scenarios of how your products can be used. For an influencer, this could be featuring different brands or specific products. You can also ask your audience in other places where you engage with them, like on social media.

### 07 Pay attention to follow notifications in chat

When a viewer follows you during your livestream, you will see a notification in the chat. Make sure to thank new followers and encourage others to do the same if they haven't already. Remind viewers that followers are eligible to get notified from the Amazon mobile shopping app when you go live.



## Additional items for influencers

### 01 Use other features available to you

As a participant of the [Amazon Influencer Program](#), you have additional features available to you such as [Shoppable Photos](#), [StyleSnap](#) and [Idea Lists](#). These are eligible to appear in the [#FoundItOnAmazon](#) feed in addition to your storefront, which can lead to you getting discovered by new customers.

*You can find more information about Follow in our [FAQs](#). Also, don't forget to review and follow the [Amazon Live Community Policy](#).*