

GLOBAL SELLING IN THE US FOR BRAND OWNERS

What you'll learn

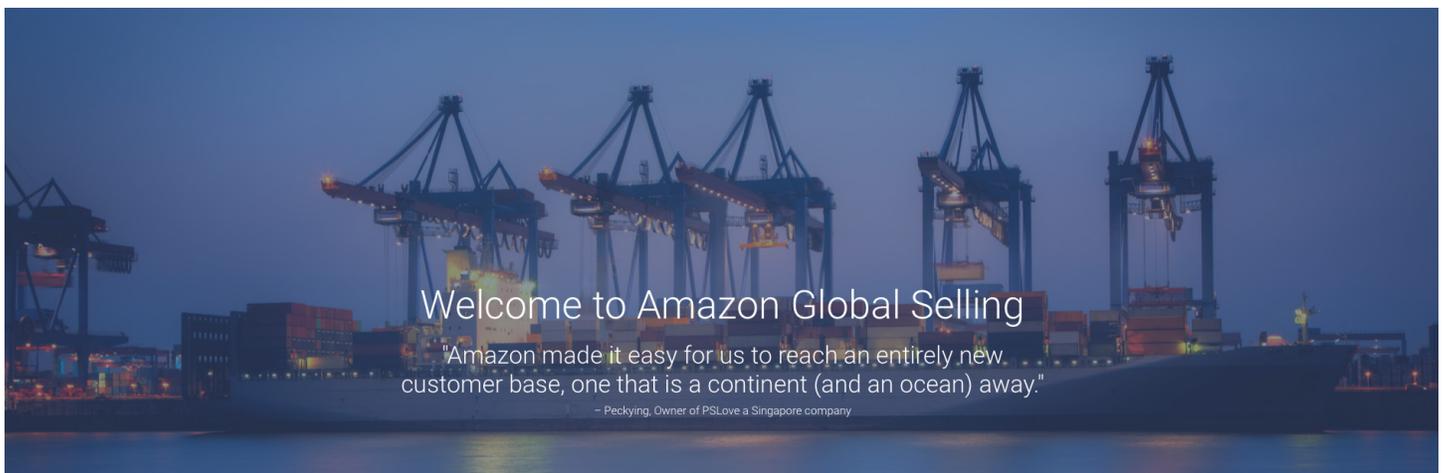
Selling your brand in a new Amazon marketplace from another country can be daunting, but the return on investment of selling your products to millions of new customers can be well worth it. In this chapter, we will help clarify and simplify the process of selling in the US marketplace from other countries.

Global Selling

Amazon provides the tools to help eliminate much of the complexity, cost, and effort of selling internationally.

This chapter covers key considerations and best practices for selling in the US marketplace, including:

- How to pick a brand name
- Translation and localization
- Image guidelines
- Sizing considerations
- Trademarking and Intellectual Property
- Product compliance
- Payments
- International shipping and logistics¹



¹ Please note we have created a separate chapter for International Shipping and Logistics

“If you have entrepreneurial spirit, if you have a great brand, a great product, you can totally rely on Amazon to go internationally”

📍 Seller: Hot Chocolate Designs, February, 2015, Shoes



Pick a brand name that resonates with local customers

Whether you are naming a brand from scratch, or translating the existing name of a brand into a new language, it is important to choose a brand name that gives customers the right first impression of your brand. This is an important step that is often overlooked. The brand name you choose will define the identity of your brand with customers. Here are a few tips for naming your brand:

Tip 1 Consider the customer perspective

When naming your brand, think about what you want your brand to represent to your customers. What does the brand name mean in their local language? Does your brand name evoke the emotions you want your customers to associate with your brand? Is your brand name relevant to the US consumer and does it make sense? These are key questions whether you are selecting or translating a name.

Tip 2 Avoid literal translations

When selling in a new marketplace, many brands choose a literal translation of their brand name. However literal translations often don't make sense and can even be offensive. Be sure to check the meaning of your brand name in a new language.

Tip 3 Include your brand name on packaging, labels, and tags.

Every chance you have to expose customers to your brand name is a marketing opportunity. Frequently exposing your brand can help promote brand awareness and separate your products from generic products.

Tools and Resources:

If you are having trouble coming up with an appropriate brand name, consider consulting a local branding agency to help with naming and other branded content. A simple online search can help identify agencies who specialize in creating and developing brands.

Trademarks and Intellectual Property (IP)

A trademark is a word, symbol, color, sound, or any combination of these that is used to identify the source of a good. They can help differentiate your brand and can be a valuable tool to help customers recognize your brand. As a brand owner, you may want to consider registering your brand or trademark with the US government.

Registering with the US government is not required, but it has several advantages:

- Grants the right to use the registered trademark symbol: ®
- Grants protection and prevents others from registering the same or confusingly similar mark
- May serve as the basis for an international trademark application

To learn more please visit: www.uspto.gov

Tip

As a brand owner on Amazon it is your responsibility to ensure the products you sell do not infringe on the intellectual property of others. Amazon has a zero tolerance policy on IP infringement and listing prohibited intellectual property may result in the removal of your listings, or the suspension or removal of your selling privileges. Sellers are responsible for ensuring the products they offer are legal and authorized for sale or re-sale before listing them on Amazon.

We recommend you familiarize yourself with [Amazon's IP Violation Policy and Examples of Prohibited Listings.](#)

Category and Product Requirements in the US

Customer trust is our number one priority, so to sell certain products and in certain categories we require additional fees, performance checks, and other qualifications. Depending on what you are selling, you may have to get approval before you can list your products. To understand which product categories require approval and additional fees, see: [Categories and products require approval](#)

Additionally, there are products that are strictly prohibited and not allowed for sale in our US marketplace. It is your responsibility to understand and fully comply with all United States regulations and policies when selling goods on Amazon. Please review the [Amazon.com Restricted Products list](#).

Tools and Resources:

- [US Consumer Product Safety Commission](#)
- [Product compliance solutions](#)

*“Selling on Amazon provides such outstanding opportunity, providing sellers with access to overseas markets. Amazon’s tools make it easy for sellers to get started. **If you’re a seller with a great product, I strongly recommend selling globally on Amazon.** Selling globally on Amazon has enabled our company to successfully transform from a manufacturer into a brand. During the same time, our sales on Amazon have achieved enormous growth. ”*

👤 Seller: Bluedio, August, 2016, Electronics



Translation and Localization

Before you start selling in the US, you may need to translate product information into the local language. If you use terms or words that customers are not familiar with you may prevent your products from showing up in search results. To help customers discover your products and provide them the right information to make a purchase, it's important that translations are high-quality.

Localization is the process of adapting terms, currencies, and units of measure to local cultural norms, and to address legal requirements and regulations. For example, even if you are from an English speaking country, there may be regional differences that need to be localized before selling in the US. An American customer will search for “pants” rather than “trousers” as a UK customer would.

Tip 1 Hire a professional translation agency

We do not recommend that you use online translations since they are often low quality or incorrect. We recommend hiring a professional translation agency that offers human translation, editing, and proofreading services to ensure your content is translated accurately.

Tip 2 Pay attention to localization

Accurate product descriptions in the local language will help gain customer trust and increase potential for a sale.

Tools and Resources:

[Third party translation providers on Amazon Solution Provider Network](#)



Sizing

If you are unfamiliar with US sizing standards, it is recommended that you research US sizing standards for your products - this is especially important for clothing, shoes, and accessories categories. The more accurately you can represent your products, the more satisfied customers will be, and the more likely they are to become repeat customers. Additionally, adapting product size information accurately will limit the number of returns.

Tip 1 **Research size before producing products**

If this is the first time you are selling in the US, please research the marketplace sizing standards before producing your products. This will help you produce items with the proper fit and reduce the number of potential returns.

Tip 2 **Create marketplace-specific size charts**

If you have existing products with sizes that are different from standard US sizing, create a customized size chart for your US listings.

Tip 3 **Monitor returns**

Reading customer feedback regularly is important for every aspect of selling, especially if customers are not satisfied with their experience. As a best practice, monitor your returns to see if there are common return reasons such as sizing or fit so you can make the necessary adjustments to your products or sizing.

Tools and Resources:

To provide a customized size chart for your Amazon listings, contact Seller Support and request a “Custom Size Chart Template.” They will provide you with a template to fill in your product sizes and dimensions. After completing your Custom Size Chart Template, Seller Support will assist with uploading the size chart to your account so that each of your detail pages will include your custom size chart.

Images

The quality, clarity and composition of the images that you select for your product detail pages can attract customers and help them decide whether to buy your product. Amazon requires a consistent image browsing experience and has specific image guidelines.

1 Use authorized images

Using unauthorized images from other websites or magazines is prohibited on Amazon and violates our policies. Doing so can result in the removal of selling privileges. Your images must be authentic and originally produced for your brand only and cannot include: similar products from other brands, celebrities or famous models without consent, or text or writing of any kind.

2 Provide high resolution images

Make sure your primary image is at least 1,001 pixels on the longest side. This is a requirement and enables customers to take advantage of our zoom functionality and explore the details of your product. In order to take full advantage of Zoom, upload images that are as large as possible.

3 Only display the product you are selling

An image for a dress should not include

accessories like handbags, sunglasses, or hats since this may confuse customers about what the product includes. To provide a consistent customer experience across all products, lifestyle images are not allowed as the primary image. The main image should have a pure white background only (See example below).



4 Include multiple Images

Provide multiple images to show different angles of the product.

5 Enhanced Brand Content

Use [Enhanced Brand Content](#) to tell your brand story and address common customer questions.

Tools and Resources:

Familiarize yourself with [Amazon's Image policy and guidelines](#).

[List of image service providers](#)

Payment and Currency Conversion

In order to get paid for your sales on Amazon, you will need to add a bank account in Seller Central for Amazon to deposit your funds into a US bank account (routing number needed). If you do not have a US bank account, here are a couple of options:

Amazon Currency Converter for Sellers (ACCS):

Amazon Currency Converter is service that enables Amazon sellers to receive the proceeds from their sales into their home country bank account. It is important to note that Amazon does not support currency conversion to every currency. To check whether your home country is supported, please consult our currency conversion [list of countries](#).

Payoneer:

Payoneer is a regulated money services business and a licensed money transmitter in the United States. Payoneer is also a licensed e-money issuer in the European Economic Area. Payoneer works with Amazon to make local currency disbursements in many countries. Receive disbursements of your Amazon sales into your Payoneer account and transfer them directly to your local bank in your local currency: [Supported countries and currencies](#)

“Throughout the process (of selling internationally on Amazon), we have received a lot of support in terms of logistics, distribution within various European countries, and local language support. Thanks to Amazon’s support, we are able to devote more energy to focusing on product development, building the customer experience and establishing our brand. Since we started selling internationally on Amazon, our sales have risen significantly. In 2015, our sales growth was 136%. For 2016, it is around 100%.”

📍 Seller: Etekcity, August, 2016, Wireless, Home & Kitchen

