

amazon seller university

# The Perfect Launch Playbook



# Your success story starts here



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# Growing your business is our business

**We're on a mission to help your business grow.**

We love big ambition and nurturing potential. We've been where you are and truly understand your entrepreneurship. Growing, selling, scaling – we've been there and got the t-shirt. From humble beginnings to major successes – we've experienced it all, and learnt a few tricks along the way.

Now we want to invest in your success and share our knowledge to help your business grow. We think we'd make the perfect partnership. **After all, no one knows your business better than you and we know a thing or two about selling.**



**"I've sold so far to over 25 countries and 39 U.S. states. That just wouldn't be possible if I wasn't selling on Amazon..."**

Kate Chester  
Kate Chester Art



# You are not a guinea-pig!

Your business means the world to you, and your success means the world to us. That's why we only use proven techniques to help you grow – after all, no one wants to be treated like a guinea-pig.

Rest assured, our Data Scientists have studied numerous sales results, looked at business strategies and crunched the numbers to create the ultimate way to succeed. Aptly named the Perfect Launch – these 5 steps will help you fly through your first 90 days as a seller on Amazon.

**We'll help you start strong, avoid pitfalls and generate sales quickly during this pivotal period.**

You can also check out our Seller University [here](#).

Woo!  
Notaguinea-pig!

## Seller Story

**“Customers are already purchasing from Amazon, and so not being there you’re missing out on a massive opportunity to sell to customers that want to buy your product”**

Arjun Sofat  
Free Soul





How to achieve

# the Perfect Launch

## Step 1

# Register your brand

Selling on Amazon allows you to reach tens of millions of shoppers, and **Brand Registry is your key to success**. It offers you a suite of helpful tools and each tool has been specially designed with you and your brand in mind. We'll help you protect and differentiate your brand with automated protection, powerful search tools and more.

**Brand Registry** also gives you greater control over your brand's product listings on Amazon and enables you to **promote and grow your brand with enhanced brand content (A+)**, sponsored brands, brand analytics and dedicated Amazon stores. It also gives you peace of mind with 24/7 protection and the space to create a safe and trusted experience for your customers.

And as a special bonus, when you **sign up to Brand Registry**, **we'll also give you a 5% new brand bonus** on up to £800,000 in branded sales (up to £40,000 in bonuses), free Vine enrolment for one product to kickstart product reviews (£160 value), and up to 2,000 free Transparency codes to proactively protect your products against counterfeits (£80 value), **because for us, investing in your success is our success**.

Learn more [here](#)



## Step 2

# Content is king



**A+ content** really brings your brand to life and lets you describe your product in new and exciting ways. This is your chance to showcase what you're selling and rich content really helps. Create a unique brand story, add enhanced images and videos, useful product demonstrations and more. Content really is king and you can use it to achieve higher conversion rates, increased traffic and increased sales when used effectively. **Did you know that just by adding A+ content to your detail pages, you can help increase sales by an average of 5.6%?! It's time to get creative.**



Arjun Sofat  
Free Soul





## Step 3

# Let FBA do the heavy lifting for you!

When you choose [Fulfilment by Amazon \(FBA\)](#), Amazon takes care of storage, delivery to customers, customer service and returns handling. Your orders are filled and shipped even when you're on vacation! With [FBA](#), you could give customers the Prime experience on your eligible products. Eligible offers fulfilled using [FBA](#) carry the Prime badge because of the Amazon promise of fast delivery and trusted customer service.

[FBA](#) takes the operational burden off your shoulders, leveraging Amazon's global customer service network **to manage customer inquiries, refunds, and returns on [FBA](#) orders**. Amazon provides trusted, 24/7 customer support in the local languages of Amazon's European stores.

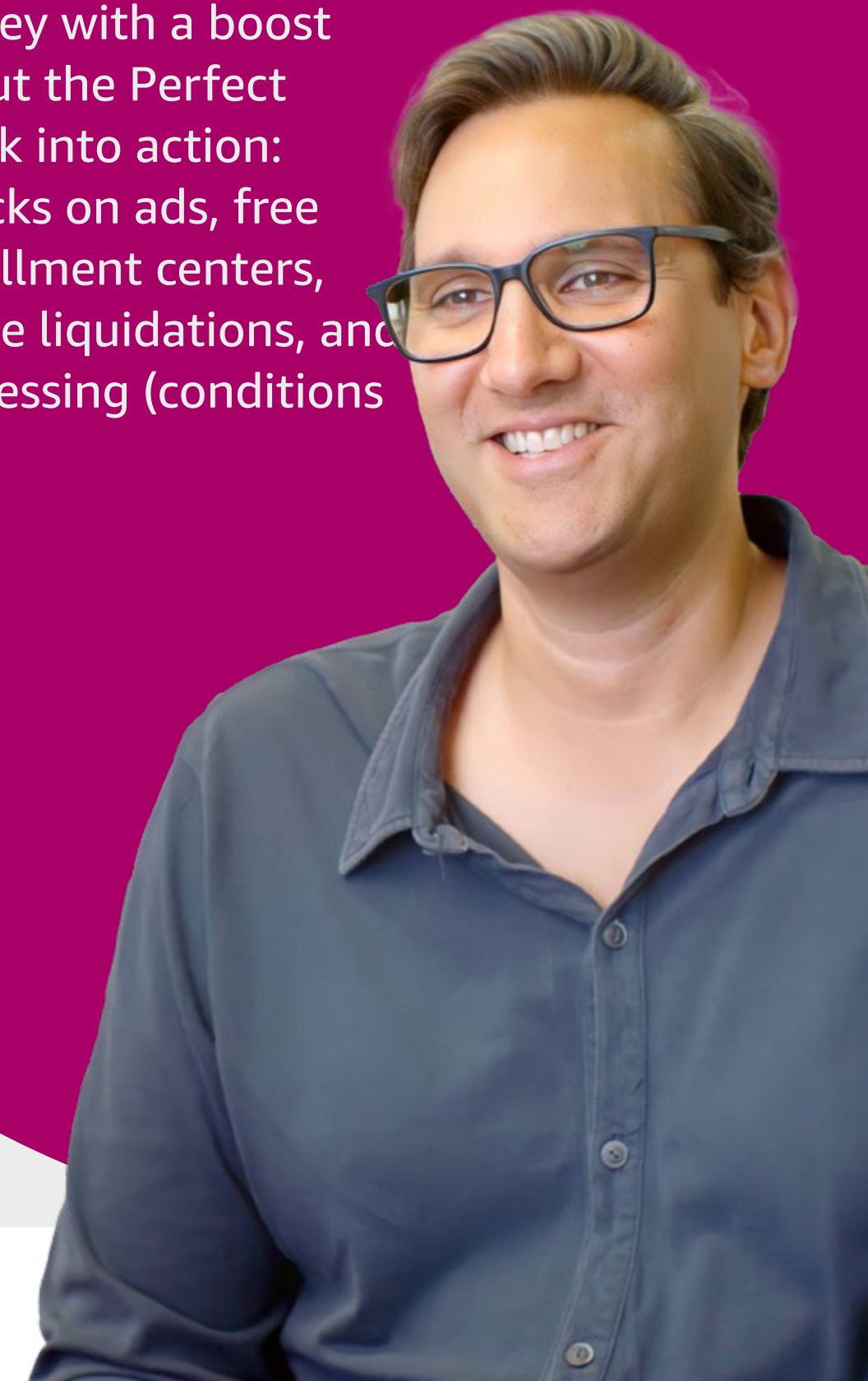
[Pan-European FBA](#) helps you grow internationally by making it easier to reach millions of customers in Europe at a local cost and with Amazon faster delivery. You can choose countries for Amazon to store and distribute your products for you, and make the most of [Pan-European FBA](#) benefits.

Selling Partners, on average, have seen sales uplift of 35%\* when moving their products to [FBA](#) in the UK #justsaying.

**"It allowed us to have product in fulfilment centres nearest to the customer. Not paying any additional fees, we're able to be extremely competitive on our pricing. Therefore, we sell more units."**

Zamir Cajee  
iQualTech

Start your journey with a boost with [FBA](#) and put the Perfect Launch playbook into action: promotional clicks on ads, free shipping to fulfillment centers, free storage, free liquidations, and free return processing (conditions apply).



## Step 4

# Ramp things up with automatic pricing

Business moves quickly and our free Automate Pricing tool can help you stay one step ahead. It helps you adjust prices quickly and automatically against your competition, which in turn helps your chance of becoming the Featured Offer.

Being selected as the Featured Offer can accelerate your sales by a whopping 50%, so this is definitely something you should consider. You can choose the listing you want to enrol, set price limits and let us help keep your prices sharp 24/7 – **freeing you up to focus on other parts of your business.**

Lavinia Davolio  
**Lavolio**



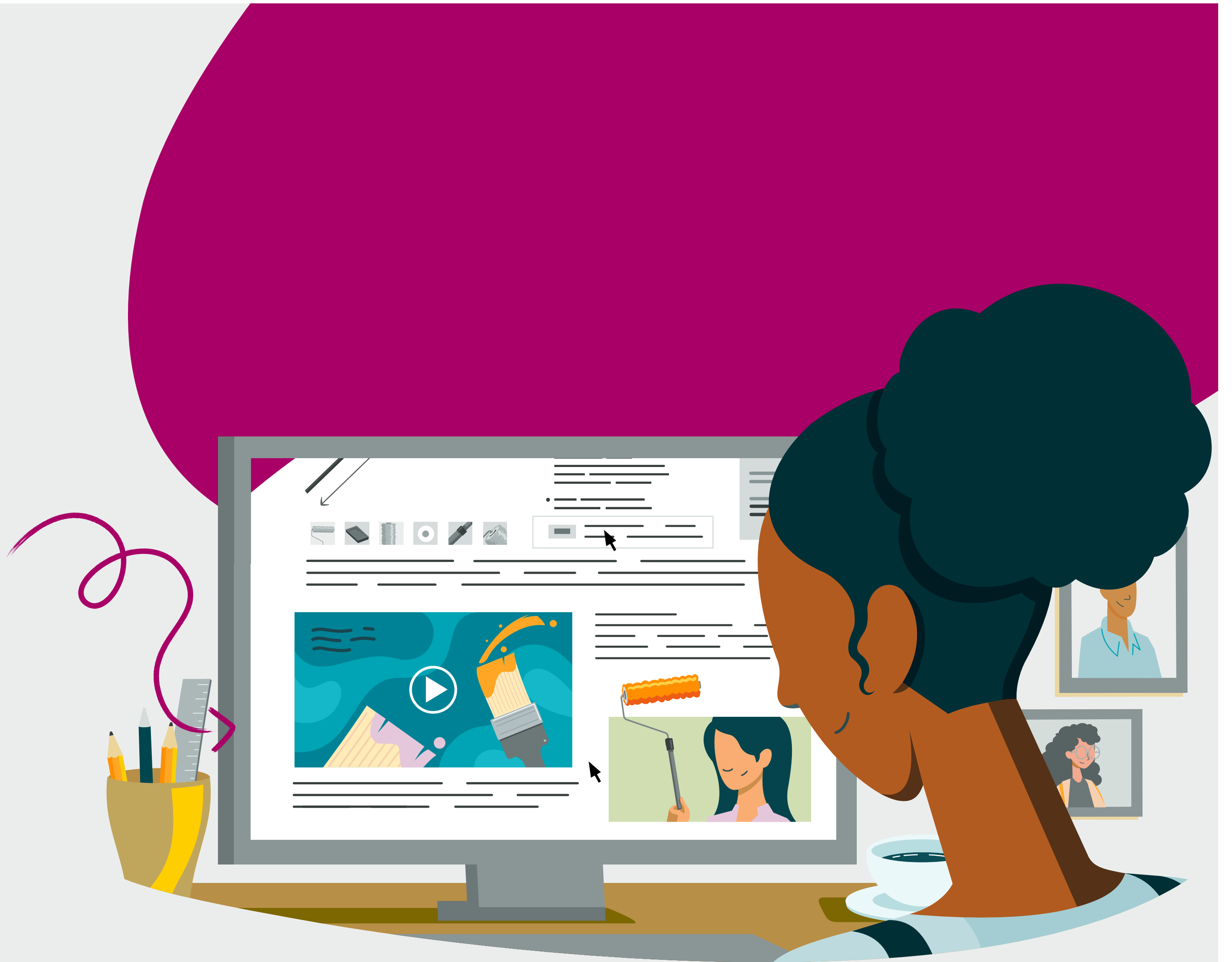
## Step 5

# Spotlight your products with sponsored ads

Show off your products with a [Sponsored Products ad](#). These are quick and easy to set up, and can help your customers find your products quickly. These ads appear in related search results and product pages, and you only pay when someone clicks on your ad – clever.

You can also complement your ad by running a deal or offering a voucher to help increase conversion.

**Sellers saw an average weekly lift of +40% in units ordered and +54% in glance views within the first year after launching a Sponsored Products campaign.**



# We've got **your back**

We appreciate that business can be a little scary at times but rest assured we've got your back. We've put together a range of New Seller Incentives to help you achieve a Perfect Launch, including **5% back on your first £800,000 in branded sales, credits to try cost-per click advertising and more.**



## [Get started here](#) with these great offers, just for you:

- **Get 5% back** as new brand bonus on your first £800,000 in branded sales
- **Take £80 off** inbound FBA shipping using the Amazon Partnered Carrier program
- Out-of-country sellers take **£160 off fulfilment fees** using Amazon Global Logistics
- **Get 90 days free storage for 50 units**, plus 180 days free removals with Fulfilment by Amazon
- **Get £160 credit for Sponsored Products CPC ads**—bids are up to you
- **Receive up to 2,000 free Transparency codes** (£80 value)
- Enrol one product in Vine for free for up to **30 trusted reviews** (£160 value)



# You can and you will

It's no secret that we obsess over customers but we also obsess over selling partners too. You're the partner that helps us offer better products, better selections and better prices. And we're the partner that offers you the potential to grow like never before. You can and you will. So, what are you waiting for? **Enrol today and discover how Amazon can help take your business to the next level.**

[\*\*GET STARTED\*\*](#)