Quarterly Newsletter

amazon handmade

01

Introduction

As the seasons change, spring events are upon us with Easter and Big Spring Sale! The Handmade team is excited to help you bloom this spring. We're here to support our Handmade community every step of the way with tips, best practices, and community updates to help you flourish. Be sure to check out Seller Central News, Handmade Forums, and the Handmade Hub to stay up to date.

02

Discover Our New Seller Guide: Learn the Handmade Listing Experience!

We're excited to introduce our comprehensive new seller guide, designed to help you navigate the new listing experience for Handmade products, launched in October 2024. This step-by-step video tutorial walks you through the entire process of creating listings using the new Handmade classification attribute.

This step-by-step video tutorial will show you how to:

- Create listings using the standardized Amazon format with the new Handmade classification attribute
- Properly categorize your items using standard product types
- Complete the GTIN exemption process
- Upload products individually or in bulk

Ready to enhance your selling experience?

Watch the tutorial now

Bonus: Check out our complete guide in the Handmade Hub, where you'll find step-by-step instructions and helpful FAQs all in one place.

03

Calendar of Events

We want to make sure our Handmade community is well-informed about upcoming important dates and events. See below for our Q1 & Q2 2025 Calendar and look out for monthly calendar updates on our Handmade Hub.

March - June 2025 Events Calendar

Q1 & Q2 2025			
Mar	**April**	**May**	**June**
Big Spring Sale 3/25 - 3/31			
Easter: 4/20 Event launches ~8 weeks prior			
Mother's Day: 5/11 Event launches ~8 weeks prior			
Father's Day: 6/22 Event launches ~8 weeks prior			
Memorial Day Sale: 5/26 Event launches ~2 weeks prior			
Graduation May - June			

*Please note, event dates are subject to change

Tips & Reminders

2025 High-Traffic and Seasonal Events

Although we highly recommend running promotions strategically throughout the year based on your goals, this is a friendly reminder to review the deals recommendations in your **Advertising** section under the **Deals** tab.

For high-traffic events, you will see deal recommendations for each eligible event in your Seller Central Account. We recommend checking these opportunities on a weekly basis.

Key Recommendations:

1. Take advantage of opportunities when you see them available in Seller Central, as they may not be available the following week.
2. Prioritize "Best Deals" when available.
3. Select ASINs that best fit with the season and/or event you want to create deals for.
4. Ensure sufficient inventory is available by the time of the event.

Don't worry if you don't have deals recommendations – you can still create Coupons, Price Discounts, and other promotion types to drive traffic to your listings and enhance customers' experiences.

Get started on creating exciting, can't-miss offers for your customers. These events are your chance to showcase your fantastic handmade creations to the world. Take time to strategize enticing deals to make every season your most successful yet!

Looking forward: High-Traffic Events in March and April

March						
Sun	**Mon**	**Tues**	**Wed**	**Thur**	**Fri**	**Sat**
2 Easter	3 Easter	4 Easter	5 Easter	6 Easter	7 Easter	8 Easter
9 Easter	10 Easter	11 Easter	12 Easter	13 Easter	14 Easter	15 Easter
16 Easter	17 Last Day to submit Big Spring Sale Deals Easter	18 Easter	19 Easter	20 Easter	21 Easter	22 Easter
23 Easter	24 Easter Mother's Day	25 Big Spring Sale Easter Mother's Day	26 Big Spring Sale Easter Mother's Day	27 Big Spring Sale Easter Mother's Day	28 Big Spring Sale Easter Mother's Day	29 Big Spring Sale Easter Mother's Day
30 Big Spring Sale Easter Mother's Day	31 Big Spring Sale Easter Mother's Day					

April						
Sun	**Mon**	**Tues**	**Wed**	**Thur**	**Fri**	**Sat**
		1 Easter Mother's Day	2 Easter Mother's Day	3 Easter Mother's Day	4 Easter Mother's Day	5 Easter Mother's Day
6 Easter Mother's Day	7 Easter Mother's Day	8 Easter Mother's Day	9 Easter Mother's Day	10 Easter Mother's Day	11 Easter Mother's Day	12 Easter Mother's Day
13 Easter Mother's Day	14 Easter Mother's Day Father's Day	15 Easter Mother's Day Father's Day	16 Easter Mother's Day Father's Day	17 Easter Mother's Day Father's Day	18 Easter Mother's Day Father's Day	19 Easter Mother's Day Father's Day
20 Easter Mother's Day Father's Day	21 Mother's Day Father's Day	22 Mother's Day Father's Day	23 Mother's Day Father's Day	24 Mother's Day Father's Day	25 Mother's Day Father's Day	26 Mother's Day Father's Day
27 Mother's Day Father's Day	28 Mother's Day Father's Day	29 Mother's Day Father's Day	30 Mother's Day Father's Day			

This year Easter is **April 20th**, and our marketing will begin ~8 weeks prior to the event. This year's Big Spring Sale will run from **March 25th 00:00 to March 31st 23:59.** We recommend you submit deals by **March 17th** to be considered for the event.

Big Spring Sale will focus on deals from categories including Home, Fashion, Beauty, Outdoors, Sports, and other seasonally relevant categories. The event will have a dedicated landing page and will be promoted through merchandising placements across Amazon.com, email, and push notifications.

Boost Your Product Visibility

Are you making the most of product attributes in your Handmade listings? These powerful tools have become even more crucial with the New Listing Experience (see section above), helping your creations reach the right customers.

What are Listing Attributes?
Think of attributes as your product's essential characteristics – like Material, Size, and Metal Type. They're specific to each Product Type (such as Necklaces, Towels, or Candles) and help customers make informed purchasing decisions. To create a new product listing on Amazon, you will use the standard Amazon listing experience with a new **"Handmade Classification"** attribute (see New Listing Experience section for more information.)

Why Attributes Matter:
- Enhance product discoverability in Amazon searches
- Power automatic browse navigation
- Improve customers' shopping experiences by making it easier for customers to find, evaluate, and purchase your products
- Enable product comparison features
- Populate technical specifications on Detail Pages to help customers make an informed purchasing decision

Pro Tips for Using Attributes:
1. When creating a new listing, you will enter the item name and select the Product Type the item belongs to. After selecting your Product Type, attributes will automatically appear in your listing page.
2. Access all available attributes through the left-hand menu under "Attributes" → "All attributes."
3. Look for required attributes marked with asterisks and red borders.

4. Watch for red exclamation points indicating sections needing attention.

Listing Language ⑦		Target Audience ⑦	Example: Women
English			Add More
		* Model Number ⑦	Example: RXZER23
Attributes ⑦		* Model Name ⑦	Example: MacBook Pro
○ Required		* Manufacturer ⑦	Example: Nike, Procter & Gamble
○ Recommended		Handmade Classification ⑦	Example: Hand-Altered
● All attributes		Generic Keyword ⑦	Example: Water sport shoes; Derek Rose; Electric; Wi-Fi; Banana
			Add More
▣ Copy from existing product		Special Features ⑦	Example: Corded
			Add More
		Style ⑦	Example: Art Deco
		Target Gender ⑦	Example: Female
		* Material ⑦	Example: Plastic
			Add More
		* Number of Items ⑦	Example: 5
		Item Package Quantity ⑦	Example: 1
		Subject Character ⑦	Example: Batman
		* Color ⑦	Example: Cranberry
		Size ⑦	Example: Mini

Missing Attributes = Missing Opportunities

Remember: Products missing relevant attributes won't appear in many of Amazon's discovery features, potentially limiting your reach to customers.

Want to learn more? Visit Product type and attributes in Seller Central for detailed requirements by Product Type.

Quick Reminder: Handmade Customization Requirements

A friendly reminder about your Handmade listings' customization requirements:

Things to Know:
- Each custom listing must have at least one $0 (zero-cost) customization option, meaning that customers can use at least one customization feature without paying an additional charge beyond the base price.
- Customers must be required to select at least one customization. Listings that

have only optional text and number customizations must be updated.

- Non-compliant custom Handmade listings could be removed.

Quick Action Steps:

1. In your Seller Central account, go to Menu, then click "Inventory", and select "Manage All Inventory."

2. Select "Add/edit customization information" from Edit menu.

3. Review your custom Handmade listings and ensure that each listing includes at least one $0 (zero-cost) customization option.

Need help or more information? Go to Amazon Custom: Product personalization

05

Our Handmade Family

Moonlight Makers

Nicole and Claire, two neighbors with a shared love for creativity and humor, started their business during playdates while their children played together. What began with funny dish towels and t-shirts has grown into a vibrant gift brand. Now offering clean, non-toxic candles, tote bags with eco-friendly inks, mugs, earrings, and more, the brand is a go-to for unique, delightful gifts that add joy and personality to any occasion. Check out the Moonlight Makers Store and their Disco Ball Stud Earrings featured above.

06

Share your Voice
Survey time: 2-5 minutes

We want to hear from you. In this short survey, you'll find a couple of questions that will help us improve your experience selling on Handmade.

Answer short survey

Was this edition of the Newsletter helpful?

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Storefront | **Handmade Hub**