



# Basics of "Brand"

## Chapter 2

With regards to branding, many Sellers tend to misunderstand and underestimate the advantages brought by brand effect, and cannot intuitively sense the differences between the daily operations of cross-border e-commerce on Amazon with and without a brand, so they may ignore the importance of it. In this chapter, we will help you establish a better understanding on branding, introduce in detail the important role of branding in cross-border e-commerce, and some successful practices in cross-border brand operation.

# 2. What are the differences between cross-border e-commerce Sellers on Amazon with and without a brand?

After having read the first chapter, you must have obtained a preliminary understanding of the positive impact of a brand on sales conversion. You might be curious about how the difference in sales caused by branding is actually generated? Now let's take a closer look at the actual sales process on Amazon - what are the actual differences between Sellers with a brand and Sellers without a brand in business operation?

2.1 What are the differences between cross-border e-commerce Sellers on Amazon with and without a brand? ..... 3

There are three chapters in this course. For more courses, please refer to the course search guide on the Related Topics page to find what you want.

## 2.1 What are the differences between cross-border e-commerce Sellers on Amazon with and without a brand?



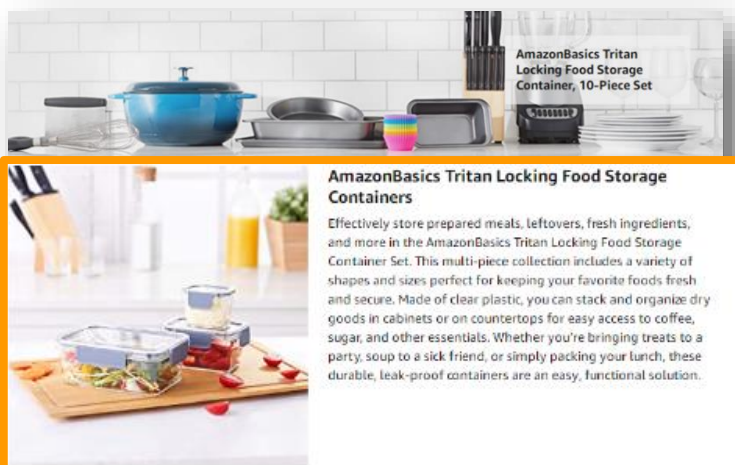
Data research shows<sup>1</sup> **80%** of consumers find new brands and new products through Amazon; official data of Amazon Global Selling also indicates the sales growth rate of Sellers with a brand is **1.5 times**<sup>2</sup> that of total Sellers.

More and more Amazon Sellers are opting to use the branding strategy. By means of marketing and promoting functions, traffic tools and brand data analysis reports, which are exclusive for brand Sellers, they have greatly improved the image of their products and brands, and further spurred the increase of sales. They have also received positive feedback from consumers around the world.

In this chapter, you will find the differences between Sellers with and without a brand in the daily operations of cross-border e-commerce on Amazon.

| Branded  | Non-branded  |
|--|--|
| <p><b>More and richer display forms</b></p> <p>A branded product can be displayed in richer forms, such as image, text and video, to allow beautifully illustrated description of product details, and display product usage scenarios, helping buyers establish a better understanding of the product features and usage mode, and stimulating their desire to buy with rich images, to thereby increase the sales conversion rate of the listing page. In addition, the Seller can add brand stories to strengthen consumers' impression with the brand.</p> | <p><b>Product detail page displayed in plain text</b></p> <p>Sellers who sell non-branded products can only use plain text for product description. With a single display form, they cannot use scenario images or videos to display product features and usage scenarios more comprehensively and directly, especially for functional products. So they are more likely to appear unattractive.</p> |

Example of a brand-exclusive graphic detail page:



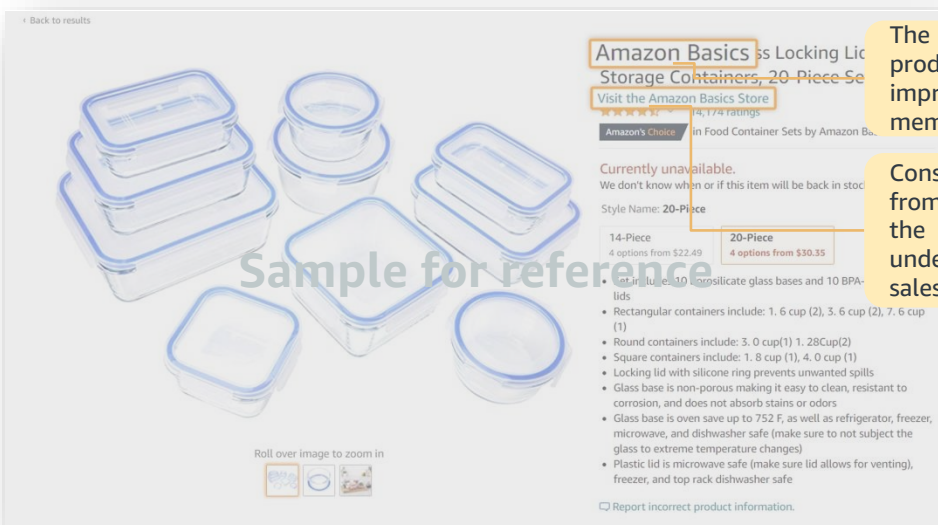
Branded products are displayed in richer forms, such as image, text, and video.

1. Cpcstrategy: <http://learn.cpcstrategy.com/rs/006-GWW-889/images/2018-Amazon-Shopper-Behavior-Study.pdf>
2. Official data of Amazon Global Selling in 2019



| Branded   | Non-branded   |
|---|---|
| <p><b><u>More brand exposure to increase buying tendency</u></b></p> <p>When consumers search for products, your brand name can also be found in the product name item on the page of search results. The repetition of the brand name not only strengthens consumers' impression with your brand, but also helps highlight the characteristics of your products and push them to the fore in search results.</p>   | <p><b><u>More difficult to form memory points</u></b></p> <p>Sellers who do not own a brand are not allowed to include the brand name in the product name item in accordance with Amazon's policy requirements. Compared with other products, the uniqueness of such cannot be highlighted in the first time, so they cannot form a buying memory in consumers' mind.</p> |
| <p><b><u>Facilitating exposure and sales of other products of the brand</u></b></p> <p>Consumers can directly click the brand name from the product detail page to learn about the brand's qualifications and the series of products under the brand. In this way, the Seller can use a single product to increase the exposure and conversion of other products under the entire brand, thereby driving the sales of the entire product line of the brand.</p> | <p><b><u>Difficult to drive display and sales of other products</u></b></p> <p>For Sellers who do not have a brand, because there is no way to round up all products through the brand name, it is difficult to interconnect with other products, and the channels to display products are limited, leading to invisible loss of many sales opportunities.</p>            |

Example of a brand-exclusive graphic detail page:



The brand name can be displayed in the product name item to strengthen consumers' impression of your brand and stir up the memory repeatedly

Consumers can directly click the brand name from the product detail page to learn about the brand's qualifications and other products under the brand, so that the exposure and sales of the entire brand can be increased.

| Branded   | Non-branded   |
|---|---|
| <p><b><u>Exclusive brand sales tools and functions</u></b></p> <p>Compared with Sellers without a brand, brand Sellers may utilize brand flagship store, brand advertisements, data reports and other exclusive marketing functions and tools for brand Sellers on Amazon's Seller platform, enabling them to grasp sales information in a timely manner and develop appropriate promotion plans according to their own needs. This part will be introduced in detail in the <a href="#">Instructions to Start Amazon Branding</a>.</p> | <p><b><u>Basic sales tools and functions</u></b></p> <p>For Sellers who do not have a brand, they can use various sales functions of Seller Central, but have fewer tools to further increase traffic and conversion, and may be impacted when competing with brand Sellers on the same platform.</p> |

Example of brand flagship store on Amazon:



Lastly, in addition to the above advantages, the intellectual property rights of brand Sellers' products are also protected.

Registering a brand on Amazon is a double guarantee for quality and service of purchased products for consumers, and can also avoid brand infringement and counterfeit affairs for Sellers, guarding your brand reputation and sales. You will find a detailed introduction to this part in the [Instructions to Start Amazon Branding - Prevention of Brand Infringement and Listing Hijack](#).

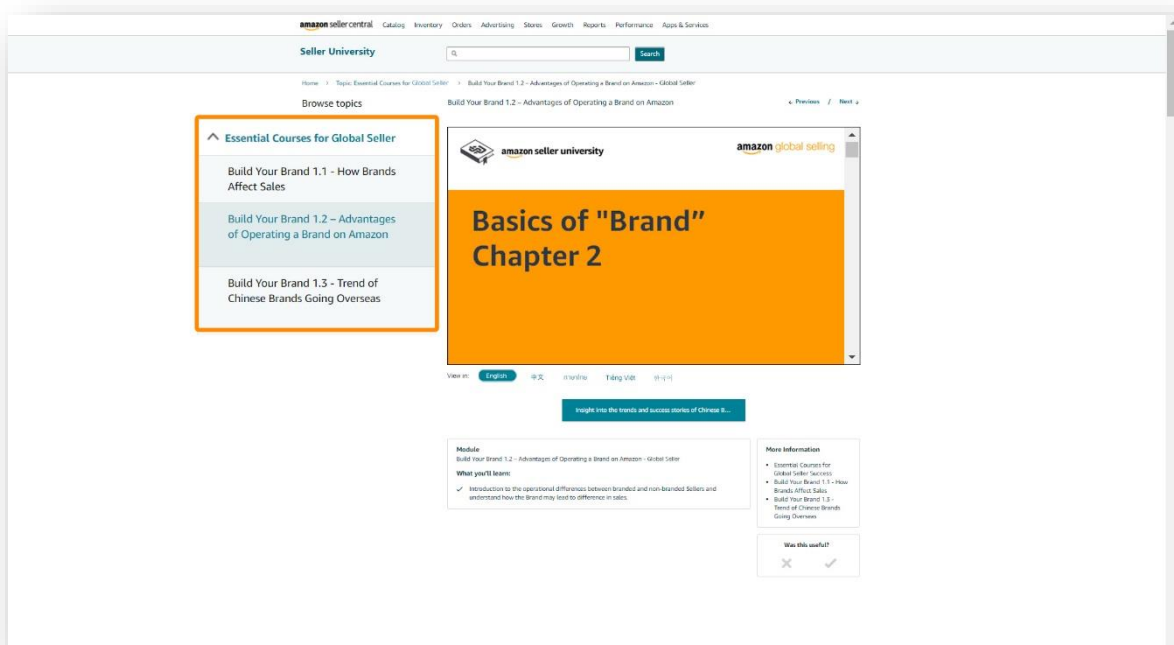
# Related Topics

## Basics of "Brand"

- Importance of brands and how branding affects cross-border e-commerce
- What are the differences between cross-border e-commerce Sellers on Amazon with and without a brand?
- Trends and cases of local brands going global

**Paths:** Amazon Seller Central > Performance > Seller University > Search course name

**Quick links:** Amazon Seller University [North America Stores](#), [Europe Stores](#), [Japan Store](#)



Learn more about Brands:

- To register a brand now, search "Start brand registry"
- To learn specific operations of Amazon branding, search "Brand marketing"

# Learning Feedback

If you found the content covered to be helpful for you, please light up the "✓" in the bottom right corner of the page to give your feedback, thank you!

The screenshot shows the Amazon Seller University interface. At the top, there's a navigation bar with 'amazon sellercentral' and various menu items like Catalog, Inventory, Orders, etc. Below that is the 'Seller University' header with a search bar and a 'New to selling on Amazon? Start here' link. The main content area is titled 'Basics of "Brand" Chapter 2'. A callout box on the left highlights the 'Essential Courses for Global Seller' menu item. Another callout box on the right highlights the 'Was this useful?' feedback prompt, which includes a green checkmark icon. A third callout box at the bottom right shows a smaller version of the 'Was this useful?' prompt with a grey 'X' and a grey checkmark.

