



Promotions Overview

Chapter 1

When a product has a promotional offer, it may increase sales conversion, especially during Prime Day, Black Friday, and other peak sales periods. Therefore, Amazon makes promotions a regular feature of the website. Sellers on each store can use a variety of promotional tools to create special offers, according to their store's operational needs and product sales; in consideration of customer preferences and holiday event period across various countries. This section details how you can leverage on Amazon's on-site promotion tools and peak season campaigns to boost sales, strengthen store operations, build your brand, and increase conversion rates.

1. Introduction to promotions

Creating a promotion for your products at the right time helps with sales growth. In this section we will explain in detail what a promotion is, its benefits, and how to best leverage on our promotion tools.

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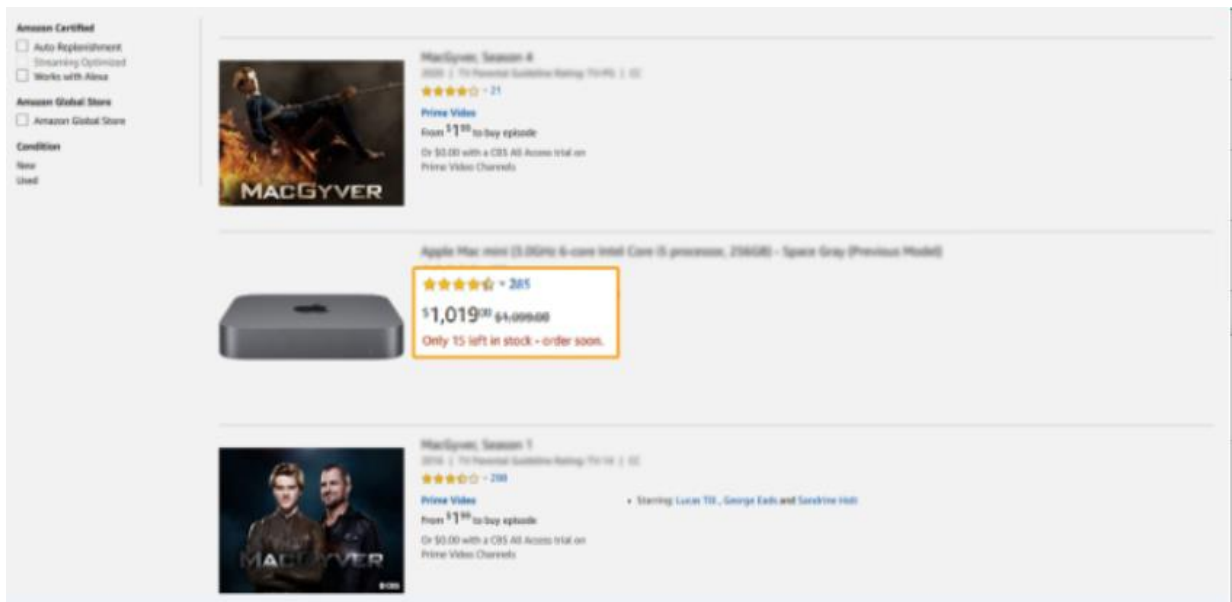
This learning material consists of one chapter. For other topics, please refer to the lookup guide on [Related Topics](#).

1.1 What Are Promotions?

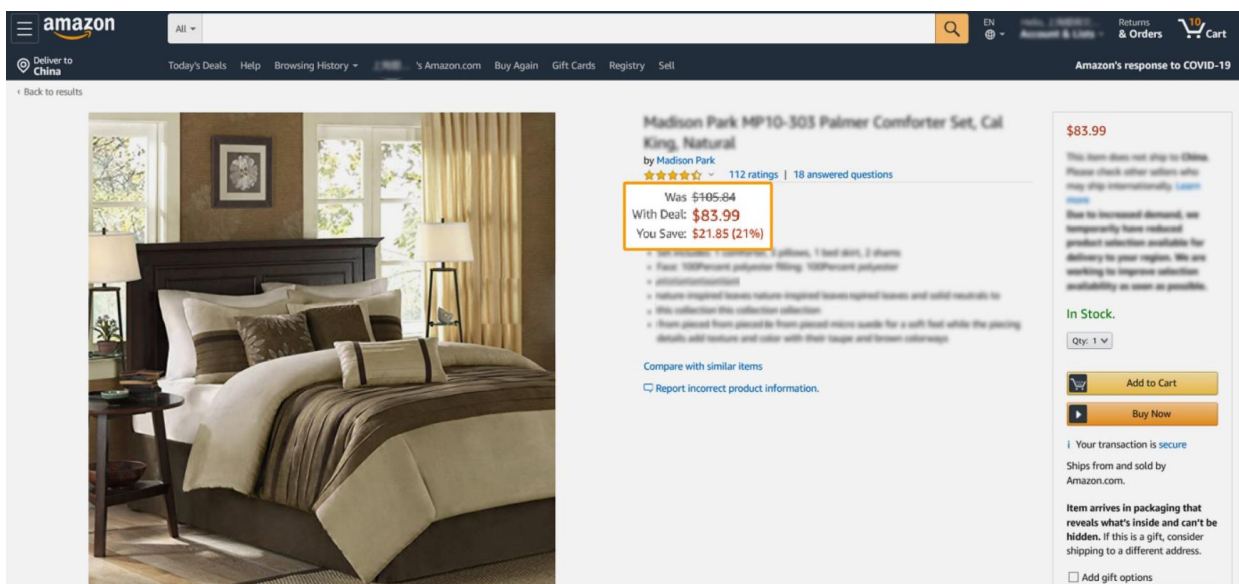
Promotions are marketing tools that allow sellers to set attractive offers on selected products to drive brand awareness and sales conversion.

To gain an edge over competing products, sellers may use promotions in order to influence customer purchasing decisions. Promotions you create typically appear on the following pages:

- Product detail pages and search results.

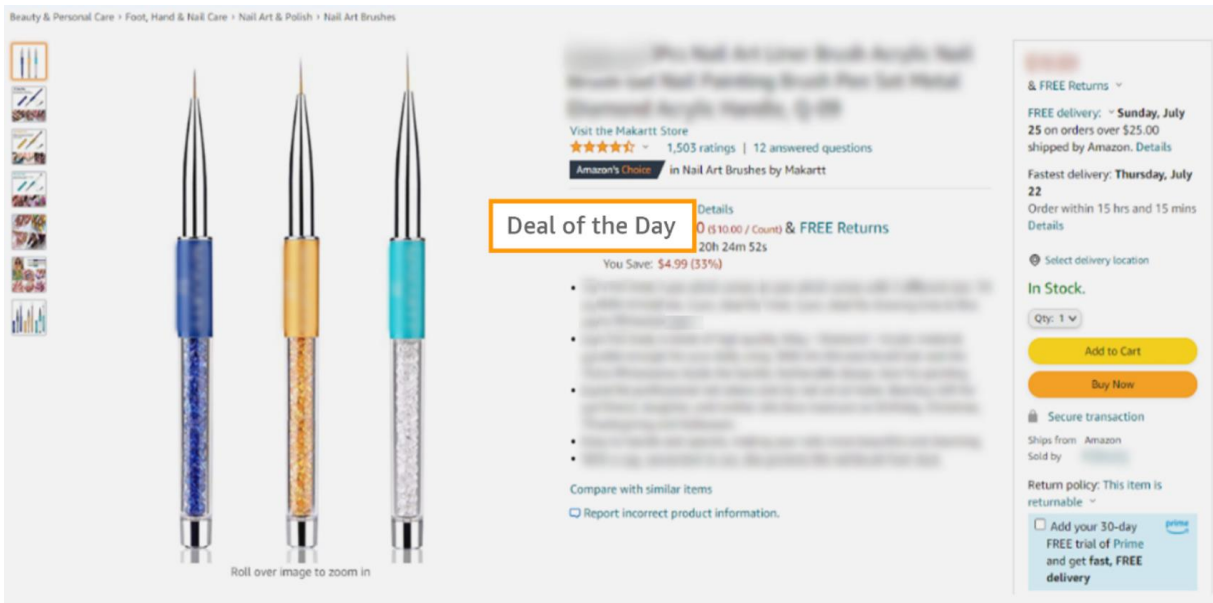


(Search results)

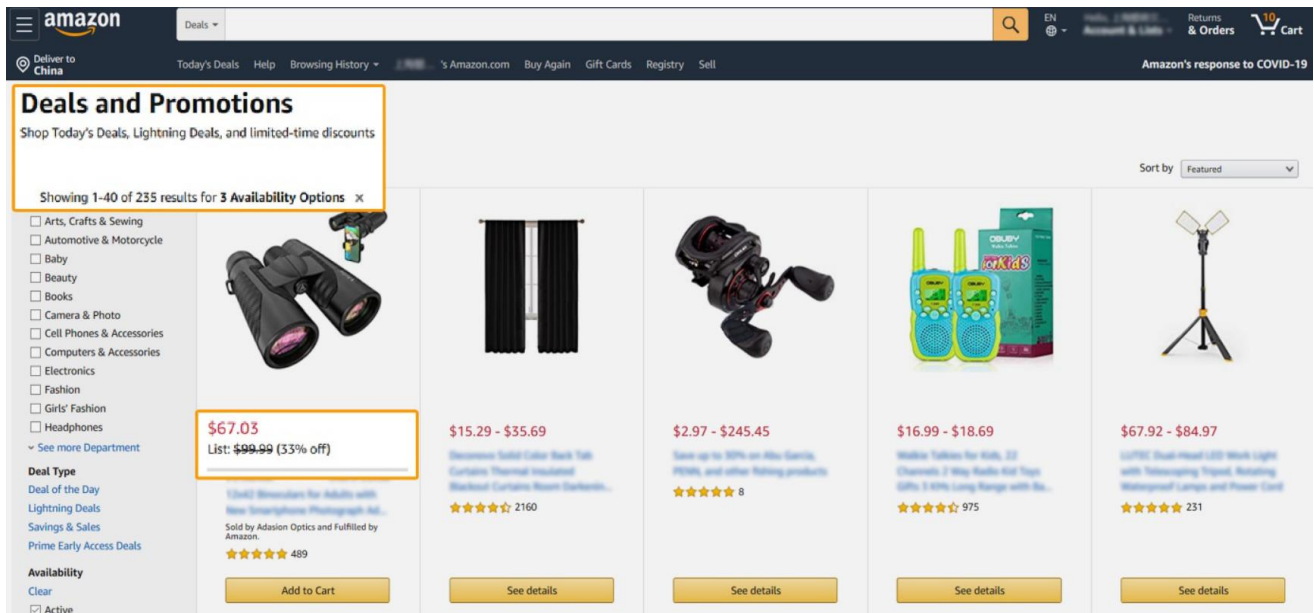


(Product detail page)

- Product detail and checkout page where customers add and confirm their purchase

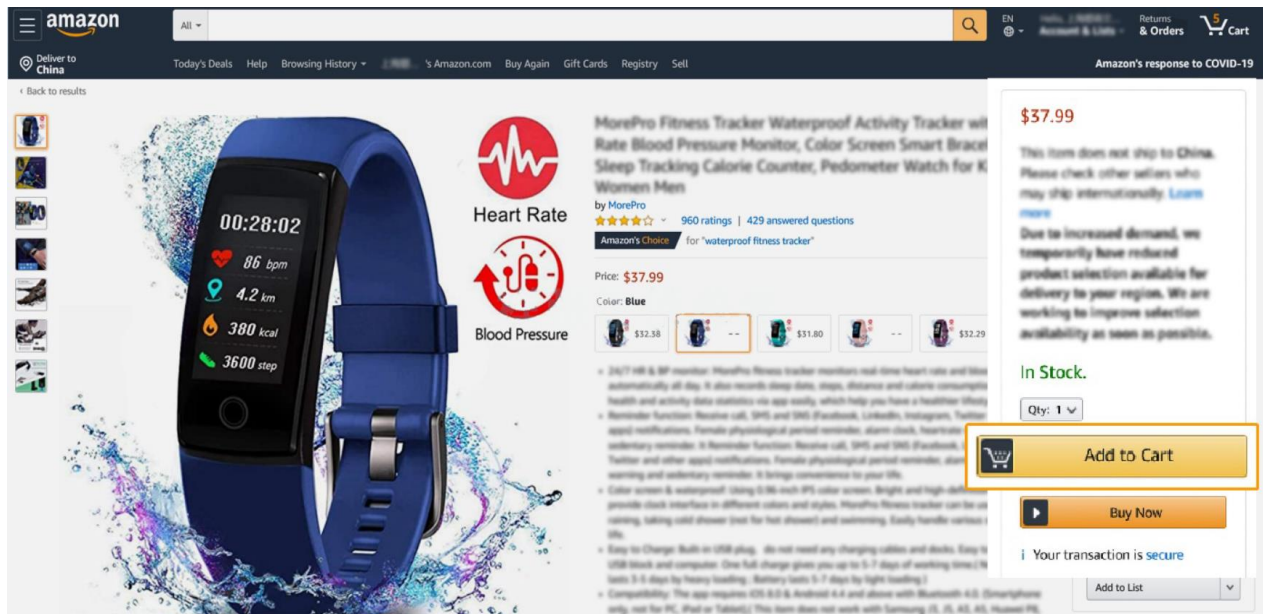


- Pages specially dedicated to displaying promotions, such as the Deals and Promotions page and the Coupon page



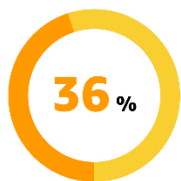
Important:

- Promotions can help your products stand out from the competition and stimulate sales. However, promotions are most effective when your offer is the Featured Offer (formerly known as "Buy Box"). Otherwise, the promotional messaging cannot appear on the detail page. For more information, go to [How the Featured Offer works](#).

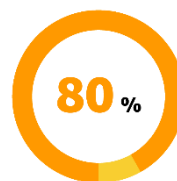


1.2 Why Should I Create Promotions?

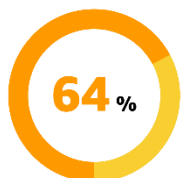
During customers' purchasing journey, they often go through two stages namely, browsing and comparing. According to Amazon's data, the following six points are key factors that influences European and American customers when making a purchase decision¹:



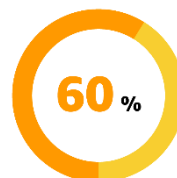
Thirty-six percent of online spending comes from customers who are willing to spend time looking for less expensive, better-value products



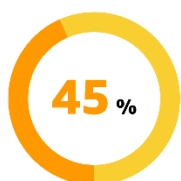
Eighty percent of customers choose to shop online due to free delivery services



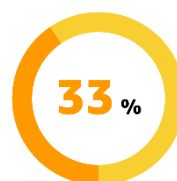
Sixty-four percent of customers choose to make purchases due to free return and refund policies



Sixty percent of online customers hope to enjoy a discount or receive a gift when shopping



Forty-five percent of customers choose to shop on websites with a high rate of positive reviews



Thirty-three percent of customers prioritize buying products that they can use a coupon for

Based on the above data, Amazon found that most customers make quick purchasing decisions based on a number of benefits, including discounts and free shipping. Therefore, Amazon offers sellers a variety of effective promotional tools to leverage on, and frequently host campaigns across all Amazon stores during peak seasons to help sellers drive sales growth.

1. The above data comes from The Amazon Blog



In conclusion, the benefits of holding promotion can be summarized as follows:



- **Boosting sales:**

Products with promotions may receive a significant increase in sales and bring additional traffic to the store due to attractive prices and thus, increased demand and orders from potential customers.



- **Strengthening brand building and store operations:**

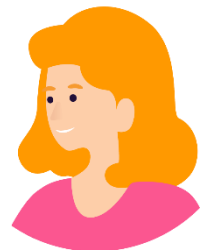
Promotions play a significant role in brand building and store operations. Using the right promotional tools at the right time help sellers increase brand exposure and awareness. Certain types of promotions, such as clearance promotions, can help improve store operations by reducing the economic stress caused by overstocking.



When is the right time to hold a promotion?

We recommend that you actively participate in promotions during the following situations to help your store run better:

- **During peak sales seasons,** you can leverage on promotional tools combined with peak season traffic to further engage and influence customers' purchasing decisions, to drive sales conversion.
- **Clearance Promotions:** When your store is overstocked or has a slow-moving product, you can use clearance promotions to boost sales in order to improve cash flow, optimize inventory levels, and reduce the total storage costs of overstock inventory.
- **New product (Cold Start):** When you start selling a new product, you can use low-threshold promotional tools such as coupons along with active participation in various on-site promotions to drive sales, performance, and brand exposure.
- **When your sales growth plateaus or declines:** You can try creating promotions that best appeal to your customers, such as discounts, free shipping, and bonus gifts in order to encourage customers to place orders that drive sales conversion.



1.3 How Can I Create Promotions on Amazon?

There are a number of things to note to ensure that the promotions you set up are effective. We have prepared the following tips to help you build a better campaign:



- To help you familiarize with the various types of promotional tools, its role, usage, and precautions that should be taken before set up, [Click here](#) to learn more.
- Familiarize with the peak sales seasons [for Amazon stores in different countries](#) and prepare in advance. You can look out and participate in the latest promotions and related events announced on Amazon Seller Central. We have prepared a detailed guide for selling during peak seasons. [Click here](#) for more information.
- Find the most suitable promotional strategy for your products by combining various promotional tools with peak sales seasons.
- Finally, take note that [restricted products](#) as well as products that are inappropriate, are not eligible for promotions. Ineligible products includes, but are not limited to:
 - Books;
 - Music;
 - Videos;
 - DVD(BMVD);
 - Alcohol.

Once you understand all of the above, [click here](#) to learn how you can create promotions. When you have become proficient in the use of the various promotional tools during Amazon campaigns, you can continue to drive your product exposure and sales volume even further by optimizing your promotional strategy.



Related Topics

Promotions Overview

- What is a Promotion?
- Why Should I Create Promotions?
- How Can I Create Promotions on Amazon?

Search path: Amazon Seller Central > Performance > Seller University > Search learning material name

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

Learn more about Promotions:

- Want to create an effective campaign? Search for “Promotional Tools”
- How can I attract more product reviews? Search for “Review Programs”
- How can I increase off-site traffic? Search for “Off-site traffic projects”
- How do I prepare for the peak sales seasons? Search for “Peak Sales Seasons”



Extended Learning

You can also [click here](#) to view Amazon's **online live webinar**, or scan the QR code below to follow the **Amazon Global Selling Facebook** to learn more about the latest relevant information.



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Learning Feedback

If you think the content is helpful to you, please select the "✓" in the bottom right corner of the page to give us feedback. Thank you!

The screenshot shows the Amazon Seller University interface. At the top, there's a navigation bar with 'amazon seller central' and various menu items like 'Catalog', 'Inventory', 'Pricing', 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 'Cross-border Logistics Basics 1.4 - Amazon Logistics Solutions' and features a large orange banner with the text 'Promotions Overview Chapter 1'. A sidebar on the left lists various topics under 'Browse topics'. At the bottom of the page, there are two 'Was this useful?' pop-ups, one larger and one smaller, both with a green checkmark selected.

