



# Promotional tools and how to use them

## Chapter 1

When customers find that a purchase is eligible for a promotional offer, it may increase their probability of making a purchase, 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, combined with customer preferences and holiday distribution across various countries. This section details how you can use Amazon's in-site promotion tools and peak season campaigns to boost sales, strengthen store operations, build your brand, and increase conversion rates.

# 1. Overview of Promotional Tools

Amazon offers sellers a variety of promotional tools, tools that provide effective marketing techniques for boosting sales, creating hits, and opening up marketing opportunities. Mastering these tools is just one of the ways for sellers to increase sales, optimize store operations, and strengthen their brand. This section will give you a detailed introduction to these promotional tools and their benefits.

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This learning material is comprised of eight chapters. For other chapters of interest, please refer to the lookup guide on [Related Topics](#).

## 1.1 What is a promotional tool?

Promotional tools are the various promotional features of Amazon Seller Central that offer customers a combination of discount offers and shopping rewards. You can use these promotional tools for all kinds of marketing events such as promoting during peak seasons or debuting of a new store, and this in turn can both drive customers to place orders and promote sales. It also helps you stand out from the competition and quickly grab on to market share. This is why getting the hang of participating in and managing promotions will help boost your performance on Amazon.

So then, how exactly do promotions work on Amazon? The following table provides a list of Amazon's existing promotional tools; you'll learn more about their specific rules and how to use them in the next few chapters.

Classification	Promotional tools
Coupons	Coupons
Prime Exclusive Discounts	Prime Exclusive Discounts
Deals	Lightning Deal (LD)
	7-Day Promotion / Best Deal / 7DD
	Top Deal / Deal of the Day / DOTD
Clearance	Clearance Promotions & Clearance Sales, Outlet Deal & Outlet Sale
Points	Amazon Points (Currently only on the Japan store)
Social Media Promo Codes	Social Media Promo Codes



## 1.2 Why you should use promotional tools

Promotions are a critical component of any marketing strategy, helping to drive product sales, attract new customers, and boost visibility of your products and brand. This is why creating campaigns with Amazon Promotions not only offers customers a discounted price, but also helps improve your brand and optimize store operations, a win-win situation for both sellers and customers that Amazon is committed to.

In short, the advantages of using promotional tools can be summarized in the following points:

**01**

### Boost sales

Different promotional tools will deliver different results for your brand and products, but put simply, using the right promotional tools at the right time increases your chances of higher sales for your store.

**02**

### Effectively gain customers and strengthen customer retention

Nearly all promotional tools offer customers a certain price discount, and since customers often want to find affordable products, properly using promotional tools can help them discover and buy products, and will have a certain repurchase rate.

**03**

### Increase Brand Awareness

Creating a promotion also brings exposure to the brand, and when customers buy a product, they naturally focus on the brand of the product they buy, resulting in a certain level of brand loyalty.

**04**

### Halo Effect

The effect of a promotion is not only seen during the promotion period, it also is seen for a certain period after the promotion ends and in the brand, product, and store operations. We call this the halo effect.

**05**

### Creating a win-win situation

Using promotional tools not only benefits customers through discounts, but also helps sellers improve their sales, a win-win for both sellers and customers that Amazon strives to create.



## 06

### Customized Strategy Layouts

The flexible combination of promotional tools and the peak sales season helps sellers customize a perfectly tailored marketing plan to boost sales.



### Ineligible products

Restricted products and products that are unpleasant, embarrassing, or otherwise inappropriate are not eligible for promotion. Ineligible products include, but are not limited to:

- Books;
- Music;
- Videos;
- DVD(BMVD);
- Alcohol.



# Related Topics

## Promotional tools and how to use them

- Overview of Promotional Tools
- Prime Exclusive Discounts
- Coupons
- Deals
- Clearance Promotions & Clearance Sales
- Amazon Points
- Social Media Promo Codes
- How to make better use of promotions

**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 learn more about what a promotion is and how to create them? Search for “Promotions”
- 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.



Amazon Global Selling  
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# Learning Feedback

If you think the content is helpful to you, please highlight 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 links like 'amazon seller central', 'Catalog', 'Inventory', 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'. On the left, there's a 'Browse topics' sidebar with a list of categories like 'Quick Start Guide', 'Essential Modules for Asian Global Seller', etc. The main content area features a large orange banner with the text 'Promotional tools and how to use them Chapter 1'. Below the banner, there's a 'View in:' section with language options (English, 中文, 日本語, Tiếng Việt, 한국어) and a button to 'See more Amazon Sellers University Logistics Courses'. At the bottom right, there's a 'Was this useful?' feedback widget with a grey 'X' and a green checkmark button.

