

AMAZON PRIME DAY

SCORE OFF TO SEE HOW WELL YOU'RE PREPARED

1. ADVERTISE AGGRESSIVELY

- Sponsored ads on the homepage
- Increase your ad budgets
- Run email campaigns
- Get onto social media

2. WIDE RANGE OF SELECTION

- Increasing catalog size
- Audit products and identify what is not listed
- Maintain inventory levels
- Purchase your selection from vendors - stock

3. AMP UP SEO EFFORTS

- Optimizing titles & descriptions
- Audit your product taxonomy
- High-resolution images
- Respond to reviews

4. OFFER GOOD PRICING DEALS

- Competitive pricing
- Free shipping
- Pricing strategy
- Repricer

5. REKINDLE THE RIPPLE EFFECT

- Follow-up
- Capitalize on the momentum
- Retargeting

