

QLD Amazon Workshop | Brisbane 2019

Key Takeaways

Thank you for your interest in Selling on Amazon! We have included below key considerations and resources for more information covered in our workshop. If you have any questions or feedback on the event, please feel free to reach out at sellerevents@amazon.com.au.

Contents – Selling on Amazon Journey:

- I. Getting started
- II. Listings
- III. Fulfilment
- IV. Discovery
- V. Conversion
- VI. Build your brand
- VII. Amazon Advertising
- VIII. Go global
- IX. Resources

I. Getting Started

When you sell on Amazon, you gain access to millions of customers. Before you begin the self-service registration process, be sure to have the following information available.

- Your business name, address, and contact information
- An internationally-chargeable credit card with valid billing address
- A phone number where you can be reached during this registration process
- Your tax identity information

Start selling

II. Listings

Your product listings are the building blocks of your business on Amazon.com.au and creating a strong foundation is essential to your continued growth. High-quality listings help improve the customer experience by making it easier for customers to find, evaluate, and purchase your products.

Key takeaways:

- You can create listings in multiple ways on Amazon. The two most popular methods are through the [Add a Product](#) tool, or by using [Add Products via Upload](#) to list in bulk
- List a wide variety of items when getting started. The more of your catalogue you list, the more data on sales and traffic you will have to make informed decisions on sourcing and production for this new channel in the future

- Having at least 3 or more images on detail pages have been shown to increase sales conversion by over 30%¹
- High quality detail pages will ensure that customers have all the information they need to make a purchasing decision so remember to have: inspiring images, descriptive titles, clear and concise bullet points, imaginative descriptions, assign the correct product category, variation families, and use hidden keywords to help with discoverability
- [Amazon Marketplace Web Service](#) (Amazon MWS) is an integrated web service API that helps Amazon Sellers to programmatically exchange data on listings, orders, payments, reports and more

For more information:

1. Refer to the listing modules in [Seller University](#) to learn more
2. View our [Product Page Style Guides](#) for more tips and information specific to your category

III. Fulfilment

When fulfilling your own orders on Amazon, it is important to set accurate shipping times by region in your Seller Central [shipping settings](#).

Or, let Amazon manage fulfilment on your behalf. Fulfilment by Amazon (FBA) can grow your sales, via increased traffic and shopper conversion, as well as reduce your shipping costs. In 2018, in Australia, products with a sale saw an average 25% uplift² after converting to FBA.

Key takeaways:

- When your products are in FBA, they are [Prime](#) eligible!
- When selecting products to send into FBA, start with products that are already selling, or those that have been more successful in other marketplaces
- It is better to send in a wide selection (i.e., many different products), rather than a deep selection (i.e. many of the same products), as this provides you a better understanding of which products sell best in FBA

For more information:

1. [Shipping settings](#)
2. [FBA fees](#)
3. [How to create a shipment](#)
4. [Multi-channel fulfilment fees](#)

IV. Discovery

We have over 120 million products and more than 10,000 registered Australian sellers on Amazon.com.au. The following tools will help you grow your Amazon.com.au business.

¹ All data regarding the impact of listing quality on conversion and sales is based on customer behavior across Amazon's EU Marketplaces

² *Comparing performance of products with at least one sale 28 days pre and post FBA enrolment across AU Sellers in 2018*

Key takeaways:

- By featuring your product on the [Amazon Deals page](#), you'll give customers you may have not have reached before a chance to find your product. Running Deals can provide several benefits like increasing traffic to your products, sales and then creating a halo effect on your products after running the deal. Our deals calendar will also include: EOFY, Prime day, Black Friday, Cyber Monday as well as Christmas and the Boxing Day sales period
- [Promotional coupons](#) are a self-service tool that allows Sellers to create and fund their own digital coupons codes. There are several options you can choose from when [creating](#) this kind of promotion. Consider running social media campaigns, deal forums or customer emails to drive traffic to your promotion
- [Affiliates](#) can choose from over a million products already listed to advertise. It's easy and free to join. Choose from over a million products to advertise to your customers. Whether you are a large network, content site or blogger, we have simple linking tools to meet your advertising needs. Then earn advertising fees from Qualifying Purchases

For more information:

1. With [Business reports](#), you can understand your Amazon business at either an aggregate or product level over different time periods such as days, weeks, and months
2. You will need to use relevant [keywords](#) and optimize your Amazon listing. Adding keywords is located in Seller Central when you are adding or editing your items
3. We collect deals weekly. To participate, please reach out to au-marketplace-deals@amazon.com.

V. Conversion

Conversion is driven by the three things customers look for when shopping online:

1. **Value in pricing**
2. **Fast and accurate shipping times**
3. **Great customer service**

Focusing on these three factors will also help you win the Featured Offer, which is a powerful tool to lift conversion and increase sales.

Key Takeaways:

- Use the [Automate Pricing Tool](#) to ensure you stay sharp on your pricing across the board. You can set competitive pricing rules to compete against other sellers, as well as sales-based pricing rules to adjust prices based on your own sales. Remember, setting min/max prices ensures you're always in control and can guarantee the minimum margins you wish to make
- Configure your [Shipping Settings](#) to set accurate and different transit times by region
- Regularly monitor your performance metrics in the [Account Health Dashboard](#) in Seller Central to ensure you're delivering a great customer experience. Check and respond to any [Performance Notifications](#) you receive related to your account health

For more information:

1. Refer to the modules in [Seller University](#) to learn more about these topics
2. Help Pages for further details on [Automate Pricing](#), Delivery ([modify transit times](#), [premium shipping](#), [valid tracking rate](#)) and [account health](#)

VI. Build your brand

First things first, register your brand! [Brand Registry](#) gives you more control over Amazon product pages that use your brand name, so customers are more likely to see correct information associated with your brand. Proactive brand protection Brand Registry uses information that you provide about your brand to implement additional predictive protections that attempt to identify and remove potentially bad listings. The more you tell us in Brand Registry about your brand and its intellectual property, the more we can help you protect your brand.



2. Brand Analytics

When you use [Brand Registry](#), you will receive Brand Analytics at no additional charge. This is a tool existing within Seller Central that allows you to access reports providing competitive insights and aggregated customer information. Brand Analytics will give you access to the following reports:

- [Amazon Search Term Report](#): Identify Search Terms related to your products you'd like to target, as well as which terms are most effective in leading Amazon customers to your products.
- [Market Basket Report](#): See which products are most frequently purchased at the same time as your products to identify opportunities such as bundling and cross-sell promotions.
- [Item Comparison Report](#): See which products customers are viewing in the same session and comparing yours against so that you may assess product differentiators.
- [Alternative Purchase Report](#): See which products are most frequently purchased instead of your products.

3. Amazon Launchpad

[Amazon Launchpad](#) is an exclusive program that showcases innovate products from start-ups and emerging brands like yours to millions of Amazon customers. We make it easy for brands to launch new products on Amazon and get them discovered. We use Amazon's world-class ecommerce expertise, global infrastructure, and powerful marketing tools to help you tell your story and deliver your products.

Launchpad looks for start-ups and emerging brands that have a unique and innovative consumer product, inventory to ship, and are the brand owner of the product. All applications are reviewed on a case-by-case basis against our selective criteria before acceptance into the Amazon Launchpad program. To learn more and apply for Launchpad today, please visit the Launchpad site [here](#).

VII. Amazon Advertising

Our [advertising solutions](#) let you reach and engage shoppers at every stage of their journey—from awareness to purchase and beyond. Ads appear right where shoppers will see them, such as the first page of search results or product detail pages. You place bids on keywords or products, and if your ad is relevant and your bid wins, your ad gets displayed to shoppers.

Key Takeaways:

- We have three advertising solutions, 1) Sponsored Products, 2) Sponsored Brands, and 3) Stores

- Many shoppers come to Amazon ready to buy. Advertising helps you reach customers who are searching for products like yours to purchase
- Advertising provides an instant visibility boost to your brand and products. Ads appear in highly visible placements, like page one of search results or on product detail pages
- Pay only for the clicks your ads receive. Campaign reports track ad spend and performance, so you can learn what's working and fine-tune your campaigns

For more information:

1. Learn more about [Amazon Advertising](#)
2. Refer to the [help pages](#) for tips on getting started

VIII. Global Selling

Accelerate your international sales using the power of Amazon's global brand. Amazon has an ever-growing customer base and state-of-the-art international logistics capabilities. Leverage Amazon's global scale to sell to hundreds of millions of new customers. If you are interested in selling internationally with Amazon, please visit our [Global Selling website](#).

For more information:

1. [Decide where to sell](#)
2. Connect with trusted local service providers through the [Solution Provider Network](#)

IX. Resources

To learn more about getting started, or register today, you can visit our website at <https://amazon.com.au/startselling>

If you are already registered, you can find more information in Seller Central here:

1. [Visit our help pages](#)
2. [Attend our Seller University](#)
3. [Contact Seller Support](#)
4. [Watch Seller testimonials](#)