



Amazon Prime Day

6 Actionable Tips to Be Prepared



WITHIN

Since its inception in 2015, Amazon Prime Day has evolved into a retail holiday that rivals Black Friday and Cyber Monday. The extraordinary growth and popularity of Prime Day have transformed it into a highly anticipated event for shoppers and a lucrative opportunity for retailers and advertisers.

With this year's Prime Day just around the corner, it's a crucial moment for retailers to attract new customers in the fiercely competitive e-commerce market. To help your brand seize this opportunity, WITHIN's Retail Media Team has curated a list of actionable tips to prepare and strategize for Prime Day

I Actionable Tips

STEP 1

Prepare Your Inventory

Strategic inventory preparation plays a pivotal role in a successful Prime Day strategy on Amazon. To avoid running out of stock and missing out on sales opportunities, it's crucial to maintain appropriate stock levels based on demand forecasts and historical data. Including a buffer stock can effectively manage unexpected spikes in demand that often arise during Prime Day. Timely communication with suppliers is also essential to ensure timely restocking efforts, especially for popular products. Balancing sufficient inventory without overstocking is vital for a smooth Prime Day experience, allowing you to fulfill customer demand while upholding product quality.

STEP 2

Allocate Your Budget for Maximum Impact

As traffic surges, the cost of ad space also rises. To make the most of your advertising budget, follow these tips:

- ▶ Manage your bids and budget carefully throughout Prime Day to avoid being outbid or depleting your funds too soon. We recommend increasing your bids in the week leading up to Prime Day and raising them by at least 20% during the event.
- ▶ Invest more in branded advertising during peak traffic periods to ensure your brand stands out and outperforms competitors. Prioritize must-win keyword campaigns for Sponsored Product, Sponsored Brand, and Sponsored Brand Video ads to strategically distribute your spending.
- ▶ Allocate your advertising budget to your top-selling products and best-performing keywords. These proven performers generate clicks, conversions, and revenue, making them ideal for increased exposure during high-traffic times.

STEP 3

Optimize Your Product Listing and Descriptions

To effectively reach consumers actively searching for products like yours, optimize your product listings and descriptions. Start this optimization well in advance of Prime Day and make it a regular practice. **To ensure you maximize the potential of your listings and descriptions, here are some useful tips:**

- ▶ Incorporate SEO-rich keywords in your product titles that accurately describe your product. The product title plays a vital role in determining its relevance for customer searches on Amazon and other search engines.
- ▶ Craft clear, compelling, and informative product descriptions that highlight key features, differentiating your product from competitors. Use a mix of short-tail and long-tail keywords to optimize visibility on Amazon's A10 algorithm and increase the chances of accurately matching your listings to potential customer searches.
- ▶ Make the most of available image and video modules on the product detail page. Include high-quality, professional, and lifestyle images and videos that effectively showcase your product's purpose and features. According to Amazon, shoppers who view product videos are 3.6 times more likely¹ to make a purchase of the showcased product.

STEP 4

Choose Your Promotions Strategically

To maximize the potential of Prime Day traffic and effectively convert customers, it's crucial to thoughtfully choose product promotion strategies. We highly recommend implementing Lightning Deals or Prime Exclusive Discounts. Prime Exclusive Discounts, available exclusively to Amazon Prime members, offer transparent visibility of the exact savings they can enjoy on items. Lightning Deals, on the other hand, create a sense of urgency with their time-sensitive and limited-quantity nature. Submit these promotions for approval as early as one to two months in advance.



STEP 5

Test Your Prime Day Campaigns Early

Avoid testing your campaigns during Prime Day, just as you would during peak periods like Black Friday or Cyber Monday. Instead, prioritize early testing of your advertising campaigns to proactively refine crucial elements such as audience targeting, ad creatives, and messaging. Starting early gives you ample time to iterate and optimize your campaigns, leading to improved effectiveness and a higher return on investment (ROI).

STEP 6

Promote Your Prime Day Deals on Other Channels

Expand the reach of your Prime Day deals by promoting them across various marketing channels, such as email, social media, and SMS. This strategic approach widens your customer base across platforms, provides a seamless purchasing experience, and fosters engagement with loyal customers, encouraging repeat purchases. Utilize custom Amazon Attribution links in your off channel promotions to identify which non-Amazon channels successfully drove engagement and conversions, allowing you to gain valuable insights for future marketing efforts.

PRO TIP:

Extend the life of your creative content by repurposing your top-performing social media posts on Amazon Posts. This Instagram-like browsing experience connects each post directly to product pages, allowing for seamless shopping.

Amazon Prime Day offers an exceptional opportunity for your brand to achieve a substantial boost in revenue and expand your audience. By effectively preparing for this highly anticipated event, you can establish Prime Day as a cornerstone holiday for your business, one that generates substantial sales and solidifies your brand's presence in the marketplace.

If you're looking to maximize your brand's potential through Amazon, don't hesitate to [send us a message.](#)

Amazon Prime Day Prep Checklist:

Assess product demand and inventory levels.

Review historical sales data and trends to estimate Prime Day demand per product.

Confirm you have sufficient inventory to fulfill expected demand.

Add buffer stock for potential sales spikes.

Conduct a thorough audit of product listings.

Ensure listings are up-to-date.

Optimize product titles with SEO-rich keywords.

Include mix of short-tail and long-tail keywords in descriptions.

Craft clear, compelling, and informative descriptions.

Upload high-quality images and videos to each product detail page.

Determine discounted products and appropriate discount method.

Submit discounts one to two months in advance for approval.

Identify top-selling products and best-performing keywords.

Allocate dedicated advertising budget for top sellers and keywords.

Determine must-win keyword campaigns for Sponsored Product, Sponsored Brand, and Sponsored Brand Video ads.

Allocate dedicated advertising budget to support must-win keyword non-branded campaigns.

Allocate dedicated advertising budget specifically for branded spend.

Develop integrated marketing strategy across non-Amazon channels to promote Prime Day deals.

Activate Amazon Posts.

Repurpose high-performing social media content for Amazon Posts.

Review, restore, or remove inactive or suppressed listings.

Test Amazon Prime Day advertising strategies.

Refine audience targeting.

Adjust creative elements.

Optimize messaging.