

amazon seller university

# The New Seller Guide



# Your success story starts here



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# Growing your business is our business

**We're on a mission to help your business grow.**

We love big ambition and nurturing potential. We've been where you are and truly understand your entrepreneurship. Growing, selling, scaling – we've been there and got the t-shirt. From humble beginnings to major successes – we've experienced it all, and learnt a few tricks along the way.

Now we want to invest in your success and share our knowledge to help your business grow. We think we'd make the perfect partnership. **After all, no one knows your business better than you and we know a thing or two about selling.**



**“Amazon has been fantastic for my business and the product sales. With Amazon we’ve grown 300% from last year.”**

Dominique Woolf  
The Woolf's Kitchen



# You are not a guinea-pig!

Your business means the world to you, and your success means the world to us. That's why we only use proven techniques to help you grow – after all, no one wants to be treated like a guinea-pig.

Rest assured, our Data Scientists have studied numerous sales results, looked at business strategies and crunched the numbers to create the ultimate way to succeed. Aptly named the New Seller Guide – these 7 steps will help you fly through your first 90 days as a seller on Amazon.

**We'll help you start strong, avoid pitfalls and generate sales quickly during this pivotal period.**

You can also check out our Seller University [here](#).

Woo!  
Not a guinea-pig!

## Seller Story

**“Amazon gave us scale and it gave us a chance to get to customers all around the country without having heavy infrastructure behind us to do that”**

Ali Shariat  
Coconut Merchant





How to set up for success

# in the first 90 days

## Step 1

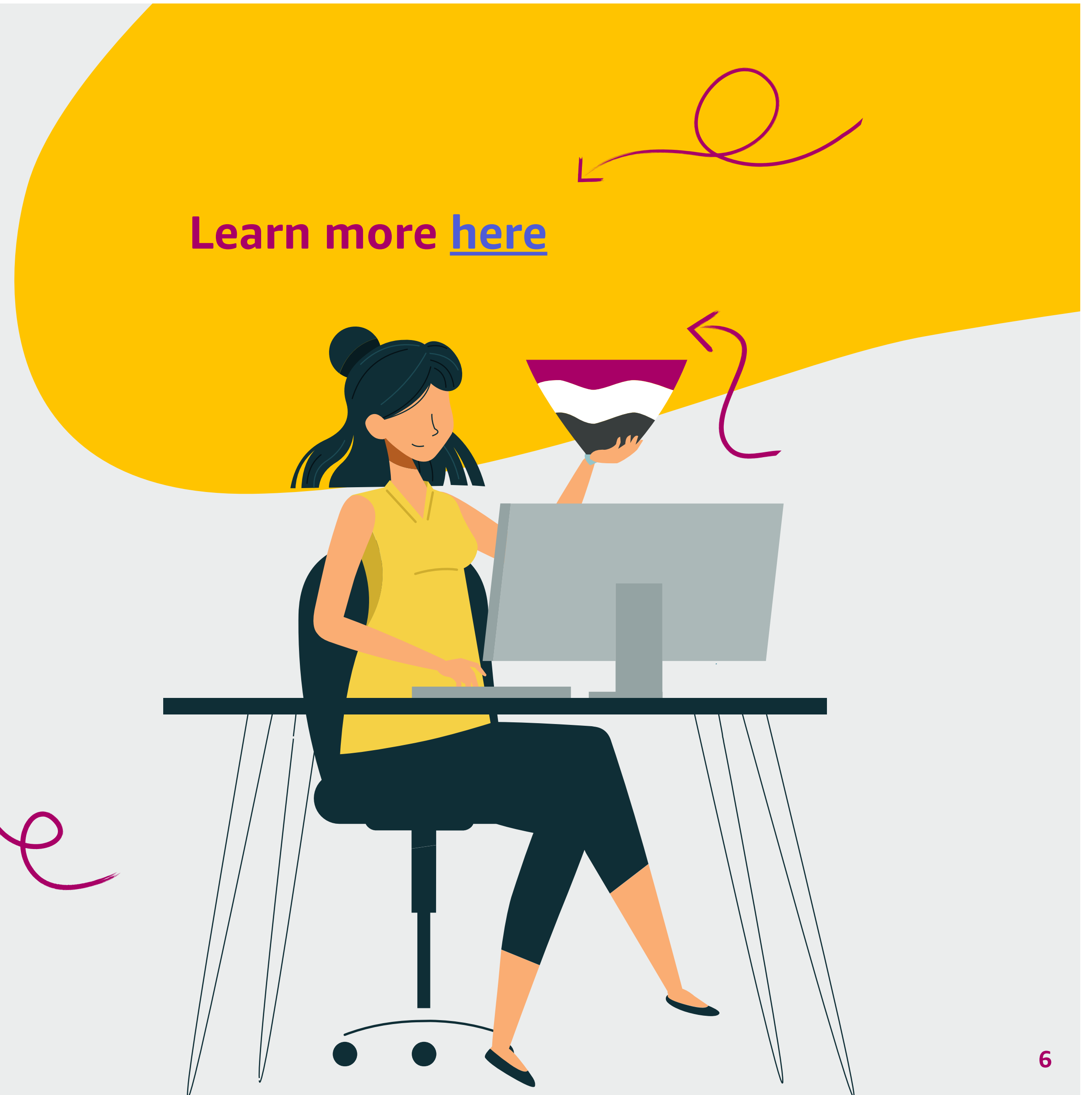
# Register your brand

Selling on Amazon allows you to reach tens of millions of shoppers, and **Brand Registry is your key to success**. It offers you a suite of helpful tools and each tool has been specially designed with you and your brand in mind. We'll help you protect and differentiate your brand with automated protection, powerful search tools and more.

**Brand Registry** also gives you greater control over your brand's product listings on Amazon and enables you to **promote and grow your brand** with enhanced brand content (A+), sponsored brands, brand analytics and dedicated Amazon stores. It also gives you peace of mind with **24/7 protection** and the space to create a safe and trusted experience for your customers.

And as a special bonus, when you **sign up to Brand Registry, we'll also give you a 10% new brand bonus on your first £40,000** in branded sales, followed by 5% through your first year until you reach £800,000, **because for us, investing in your success is our success**.

Learn more [here](#)



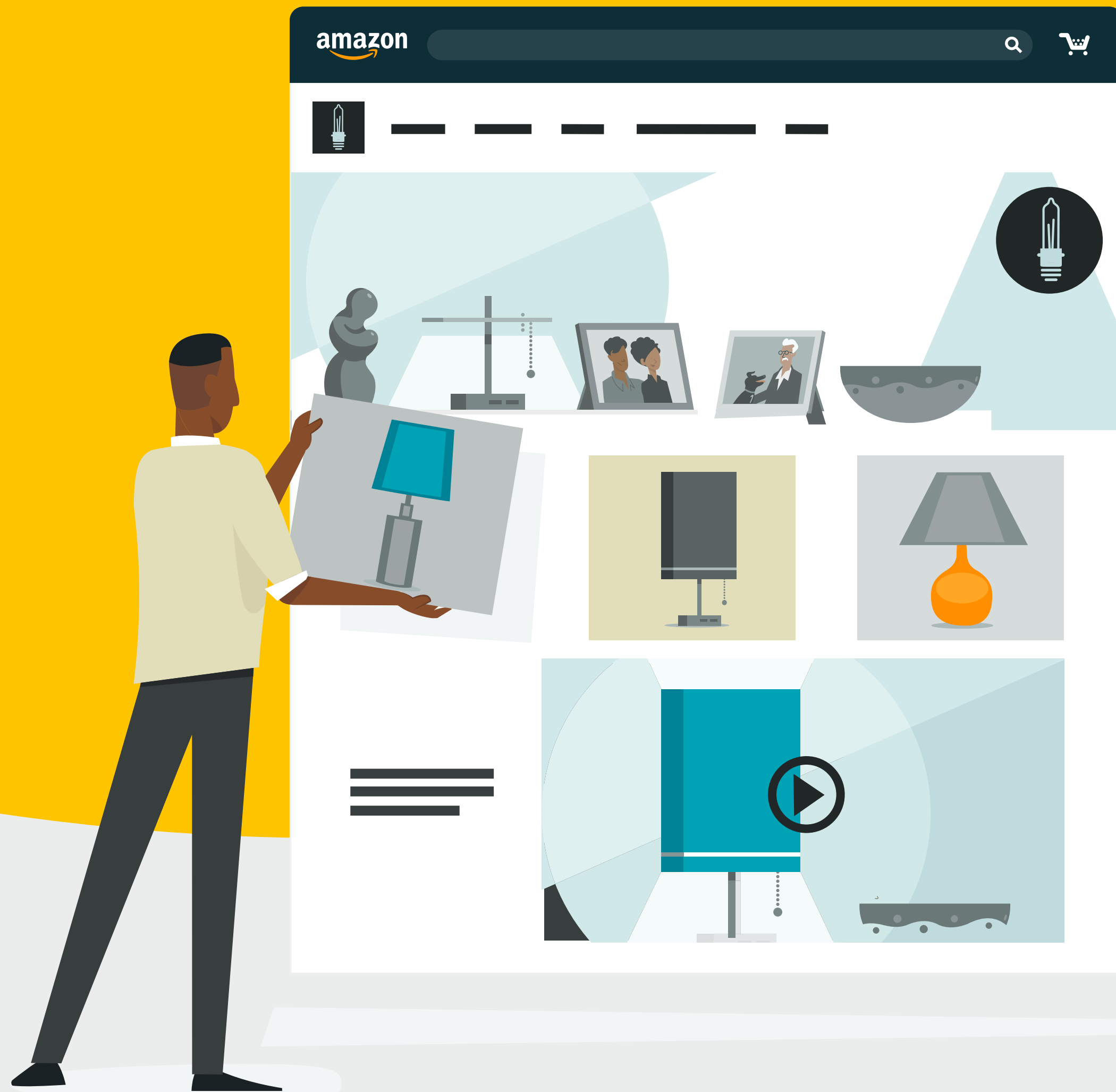
## Step 2

# Widen your product selection

List a wide product catalogue - customers like to be spoiled for choice – and get one step closer to your success on Amazon.

**List at least 40 ASINs** in your product catalogue to start. Offer diversity in sizes, colors, styles. Build your catalogue over time by adding 5-10 new ASINs weekly.

If you sell Apparel, Shoes or Jewelry, **aim for at least 200 live ASINs**, as fashion shoppers want variety. Offer products across price points and designs. Upload clear photos showcasing details. Provide detailed titles, bullet points and descriptions to enrich content. Build your fashion catalogue by adding 20-30 new ASINs weekly until reaching 200+ live listings.



## Step 3

# Content is king



**A+ content** really brings your brand to life and lets you describe your product in new and exciting ways. This is your chance to showcase what you're selling and rich content really helps. Create a unique brand story, add enhanced images and videos, useful product demonstrations and more. Content really is king and you can use it to achieve higher conversion rates, increased traffic and increased sales when used effectively. **Did you know that just by adding A+ content to your detail pages, you can help increase sales by up to 8%?** It's time to get creative.

<sup>1</sup>Amazon internal data



Ali Shariat  
Coconut Merchant





## Step 4

# Boost engagement with product reviews

Generate buzz and increase sales for a brand you enrolled in Amazon Brand Registry by using [Amazon Vine](#), a program that helps generate high-quality customer reviews from Amazon-trusted reviewers. It's as simple as enrolling a product in Vine and providing free units to reviewers, who can help inform and inspire customers.

**On average, brands have found Amazon Vine helped grow initial product sales up to 30%<sup>2</sup>.**

We created the Amazon Vine program to help customers make informed decisions. We invite customers who've earned trust in the Amazon community for their insightful reviews to serve as Vine Voices. Voices request products they want to review and try them out free of charge and share their honest, unbiased opinions in a review.

New sellers who enroll a brand in Amazon Brand Registry **get £160 credit for Amazon Vine!**

<sup>2</sup> Amazon has conducted studies to measure the current performance for products that have Vine reviews. The results of these studies found that, on average, there is a 30% sales lift from Vine reviews. The study of Vine is based on 2019-2020 Amazon.com internal research and is not a guarantee of future sales.

**"Vine allowed me to get reviews really quickly to reassure buyers to buy my products"**

Nadia Hamila  
**Amboora**



## Step 5

# Let FBA do the heavy lifting for you!

When you choose [Fulfilment by Amazon \(FBA\)](#), Amazon takes care of storage, delivery to customers, customer service and returns handling. Your orders are filled and shipped even when you're on vacation!

With FBA, you could give customers the Prime experience on your eligible products. Eligible offers fulfilled using FBA carry the Prime badge because of the Amazon promise of fast delivery and trusted customer service.

[FBA](#) takes the operational burden off your shoulders, leveraging Amazon's global customer service network to **manage customer inquiries, refunds, and returns on FBA orders.**

[Pan-European FBA](#) helps you grow internationally by making it easier to reach millions of customers in Europe at a local cost and with Amazon faster delivery.

**Selling Partners, on average, have seen sales uplift of 35%<sup>3</sup> when moving their products to [FBA](#) in the UK #justsaying.**

To help you start your journey with more confidence we are giving you:

- **£80 credit** for inventory shipping fees into the Amazon fulfilment network using the [Amazon Partnered Carrier program](#) or **£160 credit** towards fulfilment costs when you use [Amazon Global Logistics](#).
- If you use FBA, **free storage and customer return for eligible ASINs** with auto-enrolment in the FBA New Selection program.
- An **exemption for storage utilization surcharge** for 1 year after the FBA inventory received date and **low inventory cost coverage fee (PANEU)** for the first year after the first Pan-EU active date.



**“FBA is incredibly important because I’m able to send all of my coffee into the Amazon warehouse and they handle the dispatching so it gets to the customers on time, but also it takes away all the hassle from me as a seller.”**

Lauren Le Franc  
The Little Coffee Company





## Step 6

# Ramp things up with automatic pricing

Business moves quickly and our free [Automated Pricing](#) tool can help you stay one step ahead. It helps you adjust prices quickly and automatically against your competition, which in turn helps your chance of becoming the Featured Offer.

**Data suggests that competitive pricing may improve sales by up to 3X<sup>4</sup>.**

Being selected as the Featured Offer can accelerate your sales by a whopping 50%, so this is definitely something you should consider. You can choose the listing you want to enrol, set price limits and let us help keep your prices sharp 24/7 – **freeing you up to focus on other parts of your business.**

<sup>4</sup>Amazon internal data, 2021

## Step 7

# Spotlight your products with sponsored ads

Help customers find your business by creating [Sponsored Products and Sponsored Brands ads](#) that appear in multiple placements in the Amazon store. Create campaigns with ease and only pay when customers actually click your ads.

Want to promote products another way?

Try creating Lighting or 7-Day Deals in the Amazon store, or consider Amazon Coupons.

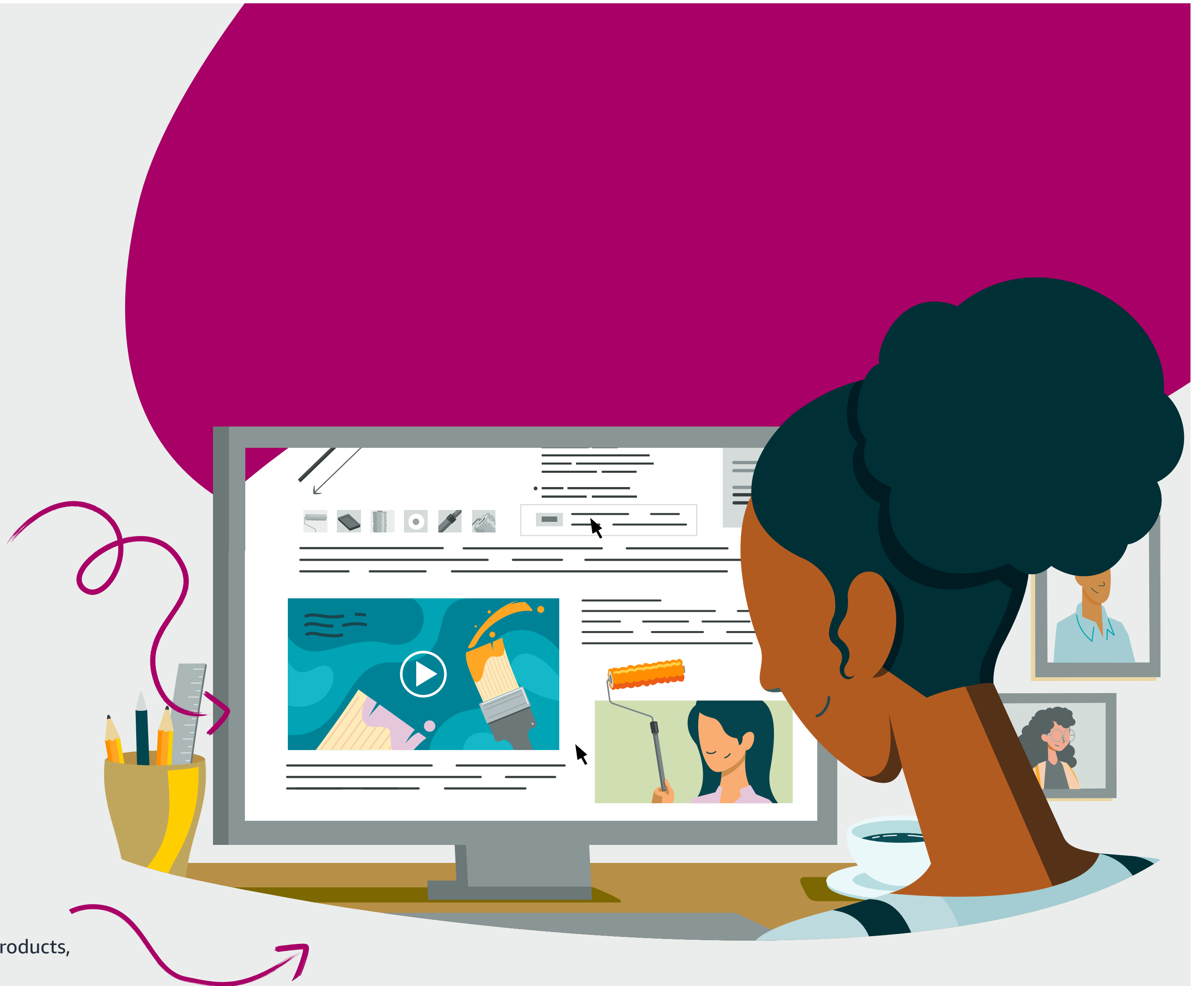
**Products saw an average weekly +30% increase in glance views and +50% lift in units ordered within the first year after launching a Sponsored Products campaign.<sup>5</sup>**

Eligible New Sellers can now get:

- **£40 credit** to create Sponsored Products ads
- **£40 credit** to create Amazon Vouchers

Adopt at least two Amazon Advertising Programs, such as Sponsored Products, Deals or Vouchers, to reach more customers and accelerate your sales.

<sup>5</sup> Amazon internal data



# We've got **your back**

We appreciate that business can be a little scary at times but rest assured we've got your back. We've put together a range of New Seller Incentives to help you achieve a Perfect Launch, including up to **10% back on your branded sales (until £42,000 in bonus value), credits to try Sponsored Products, Vine, Vouchers and more with FBA.**



## [Get started here](#) with these great offers, just for you:

- **10% back on your first £40,000** in branded sales, then 5% back through your first year until you reach £800,000
- **£160 credit** for Amazon Vine
- **£80 credit** for inventory shipping fees into the Amazon fulfilment network using the Amazon Partnered Carrier program or **£160 credit** towards fulfilment costs when you use Amazon Global Logistics
- If you use FBA, **free storage and customer return** for eligible ASINs with auto-enrolment in the FBA New Selection program
- **Exemption for storage utilization surcharge** for 1 year after FBA inventory received date and low inventory cost coverage fee for the first year after the first Pan-EU active date
- **£40 credit** to create Sponsored Products ads
- **£40 credit** to create Amazon Vouchers



# You can and you will

It's no secret that we obsess over customers but we also obsess over selling partners too. You're the partner that helps us offer better products, better selections and better prices. And we're the partner that offers you the potential to grow like never before. You can and you will. So, what are you waiting for? **Enrol today and discover how Amazon can help take your business to the next level.**

**GET STARTED**