

*Learn From The Pros!*

# How to Crush Sales on Amazon Prime Day

***WITHOUT  
CRUSHING  
PROFITS***



amazon  
**primeday**

# What We'll Cover

- *How to maximize sales and profitability on Prime Day*
- *Driving traffic to your Amazon Store*
  - *Non-Advertising*
  - *Advertising*
- *Forecasting sales and inventory spikes*
- *The three mistakes to avoid*



# Who We Are

## **Melih Oztalay, CEO of SmartFinds Marketing**

- *33 years in advertising and marketing*
- *Early Adopter starting the Internet group in 1994*
- *Published Industry Author, Speaker and Subject Matter Expert*
- *Avid soccer player and skier*



## **Ryan Flannagan, CEO of Nuanced Media**

- Published Author
- Quoted by BuzzFeed, Modern Retail, etc.
- Husband & Father of a 18 month old



# Maximizing Sales on Prime Day



- *To maximize sales, you must maximize traffic + conversion rate*
- *Maximizing traffic:*
  - *Capture on-channel traffic*
  - *Drive external traffic*



*The point of Prime Day is to get more people to sign up for the Prime service, one of the most successful loyalty and lucrative programs ever.*

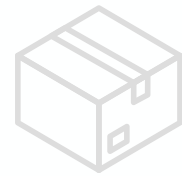
Prime subscribers spend roughly twice as much annually on Amazon as non-subscribers.





# Capturing On-Channel Traffic

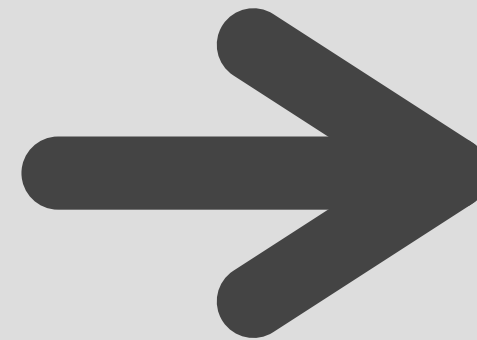
- *Lightning deals*
- *Prime exclusive discounts*
- *PPC strategy for Prime Day related keywords*
- *Organic keyword ranking*



# Driving Traffic To Your Amazon Store

## *1. Non-Advertising*

- *Organic Marketing using your website*
- *Use Outbound Links from your blog post*
- *Content Marketing*



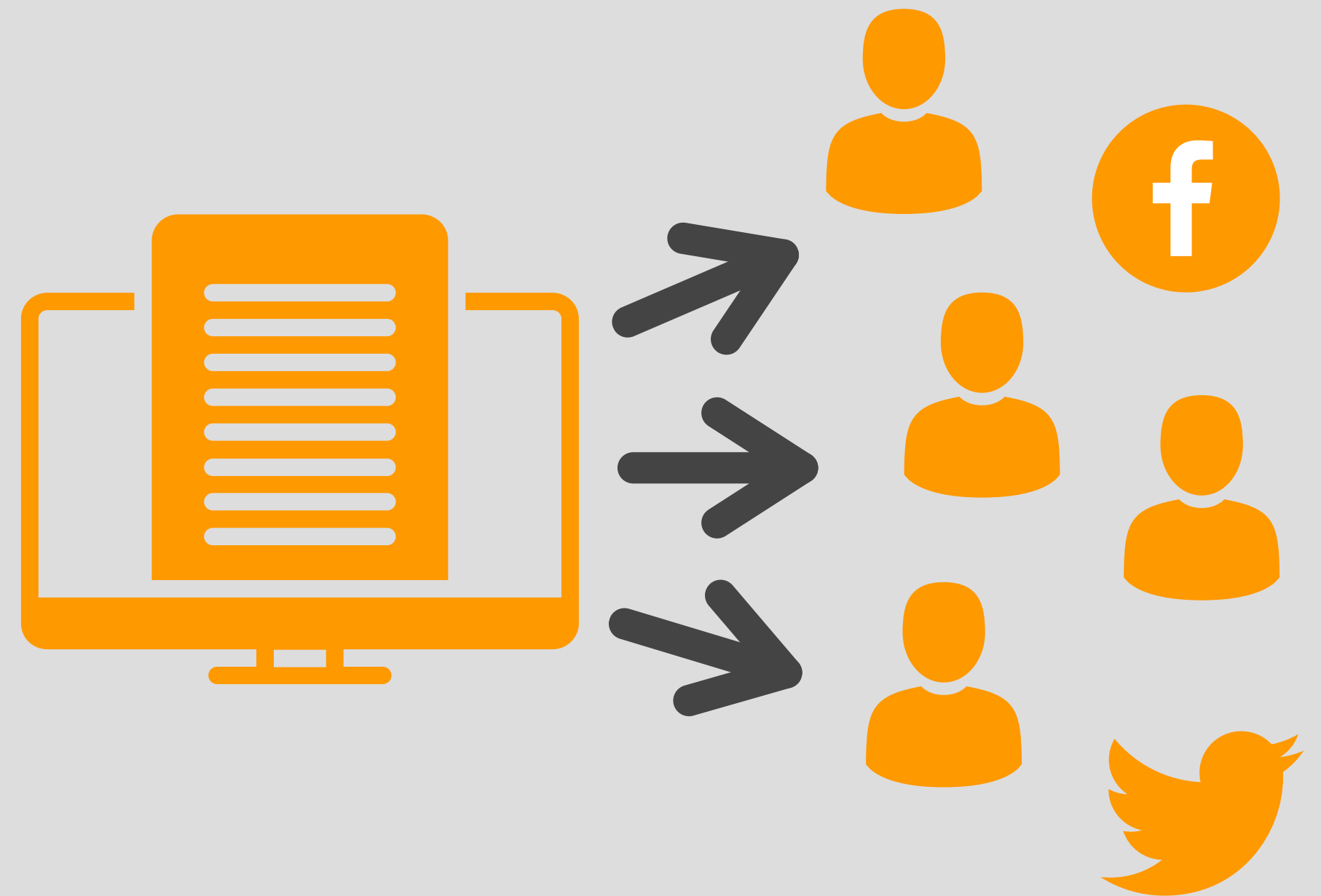
# Driving Traffic To Your Amazon Store

## 1. Non-Advertising

### Content Marketing

#### Distributing Your Content

- *Flipboard*
- *Paper.li*
- *Press Release Distribution*
- *Curation Websites*
- *Document Websites*
- *Social Communities*



# Driving Traffic To Your Amazon Store

## *1. Non-Advertising*

### *Social Media Marketing*

- *Prepare your social community posts.*
- *Be sure to use the right hashtags (e.g. #PrimeDay2020, #PrimeDay).*
- *Facebook, Instagram, and YouTube have the broadest audiences with more than 5 billion monthly active users combined.*
- *84% of users tap into Pinterest when planning and considering purchases.*
- *Twitter is real-time. Be sure to communicate your deals leading up to, on Prime Day and during Prime Day.*



# Driving Traffic To Your Amazon Store

## *1. Non-Advertising*

### *Email Marketing*

*Increase and Plan securing more email addresses*

- *Use your website*
- *Use your existing newsletters*
- *Use social communities*

*Subject: Focus on your deals during Prime Day*

*Body: Focus on the visuals - Keep it simple*

*Call To Action: Send people directly to purchase*

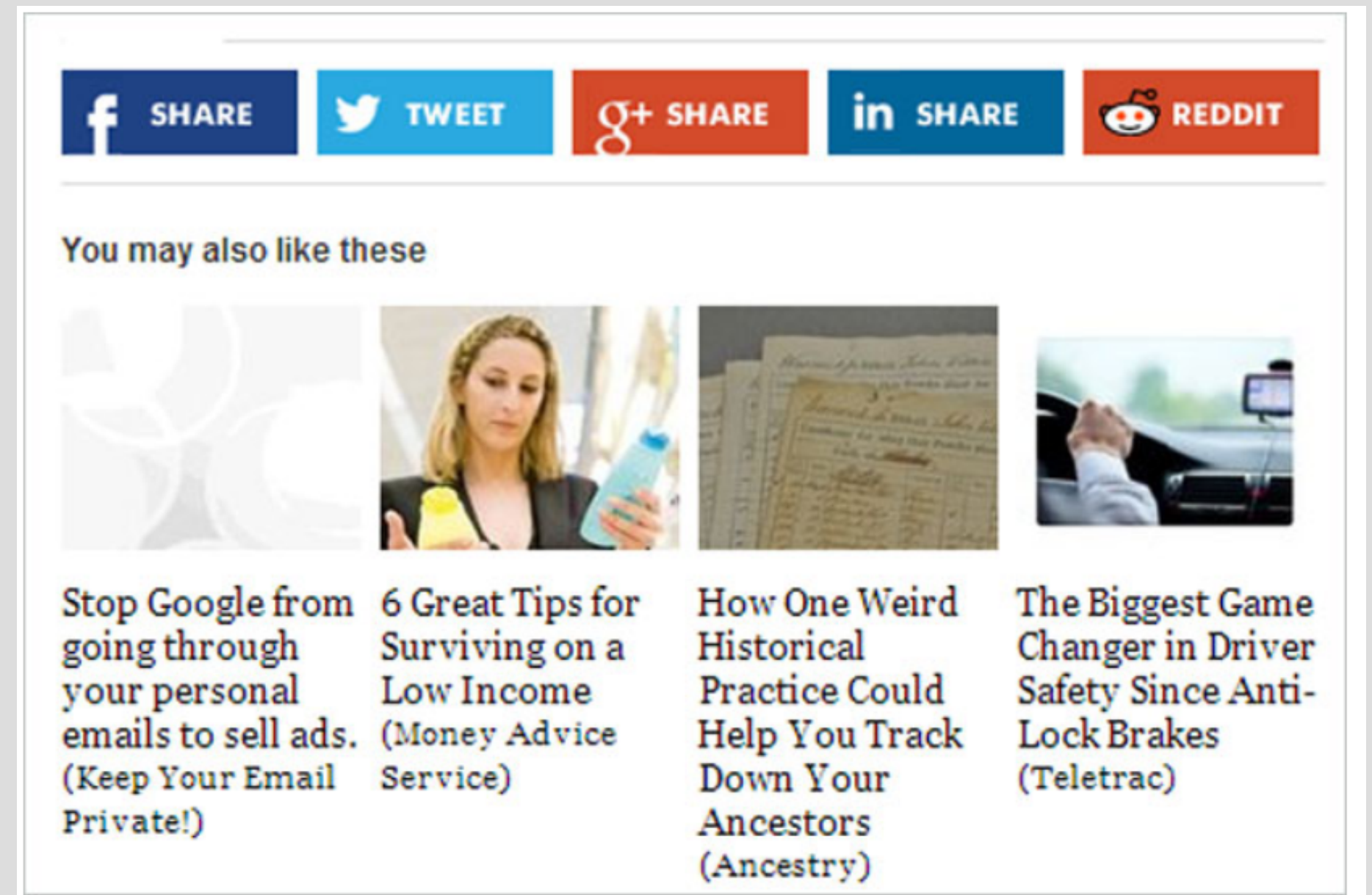


# Driving Traffic To Your Amazon Store





## 2. Advertising

### Consider Native Advertising

- *Outbrain and Taboola*
- *Advertising that works within existing web pages that are relevant to the topic*



The screenshot displays a native advertising interface. At the top, there are five social sharing buttons: Facebook Share, Tweet, Google+ Share, LinkedIn Share, and Reddit. Below these is a section titled "You may also like these" which contains four article thumbnails. Each thumbnail includes a small image and a text-based title.

Thumbnail Image	Article Title
	Stop Google from going through your personal emails to sell ads. (Keep Your Email Private!)
	6 Great Tips for Surviving on a Low Income (Money Advice Service)
	How One Weird Historical Practice Could Help You Track Down Your Ancestors (Ancestry)
	The Biggest Game Changer in Driver Safety Since Anti-Lock Brakes (Teletrac)

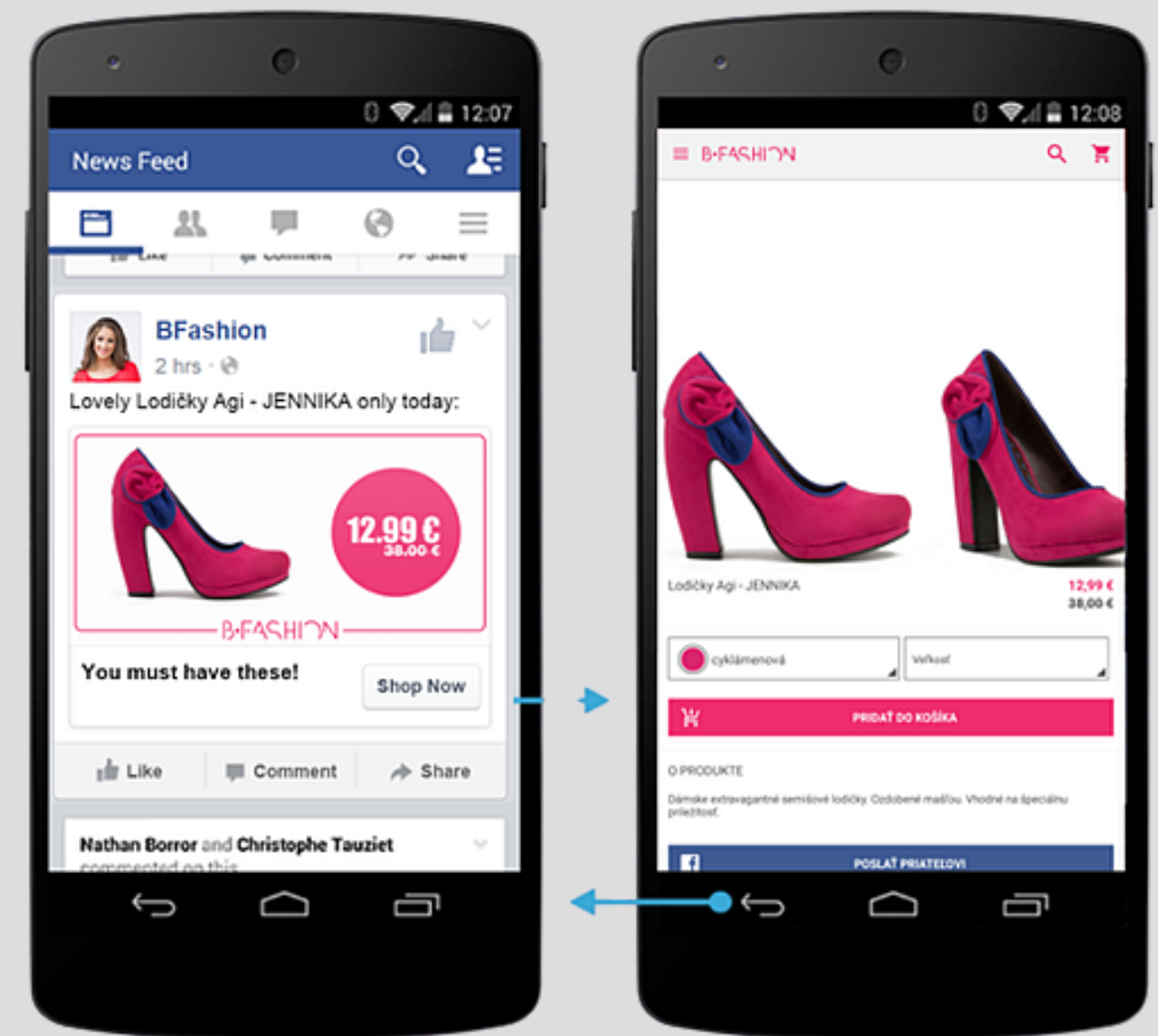
# Driving Traffic To Your Amazon Store

## 2. Advertising

*Consider advertising in social communities instead of Google Adwords*

Facebook, Instagram, Pinterest, etc.

- Page likes
- Call-to-action
- Instant experience ads
- Event ads
- Promoted pins



# Maximizing Conversion Rates

- *CVR = percentage of buyers who land on your product page that actually purchase*
- *On Prime Day, CVR is primarily driven by deal value*
- *Higher discounts = higher CVR's*
- *Lightning deals help CVR's also because they are time sensitive and create scarcity*



# Maximizing Profitability

- *You can crush sales but also crush your profits if you don't know what you're doing*
- *Know your unit economics*
- *Understand your goals for Prime Day by product*
- *Craft deals strategically*
  - *Which child SKU's to include*
  - *How much discount*
  - *Type of deal*
- *Leverage deals primarily for traffic*
- *Focus on Prime Exclusive Discounts*

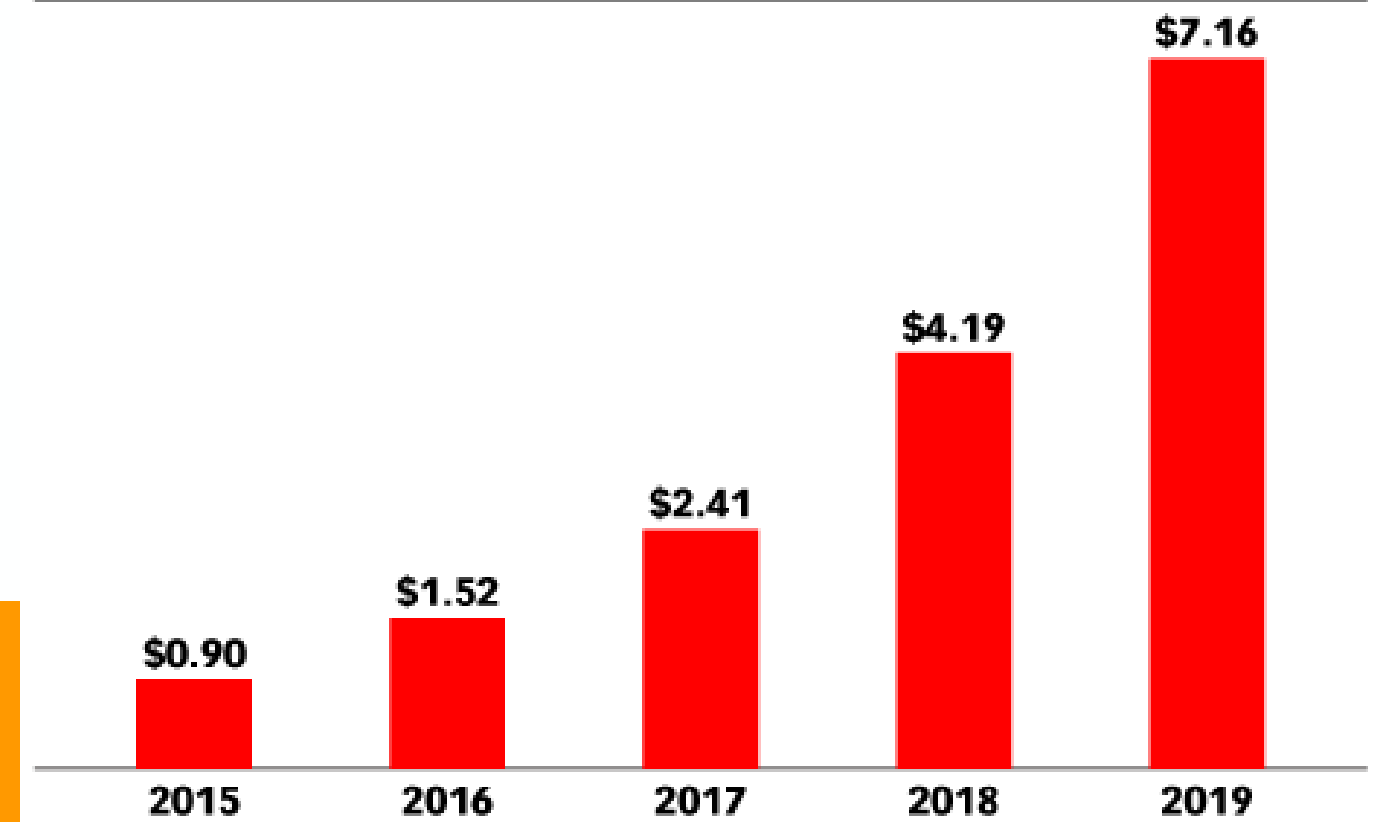




# Forecasting Sales & Inventory

- *Look at your last year's sales*
- *How many units are you offering in your lightning deal?*
- *If your lightning deal is successful be sure you have enough inventory for additional sales*

**Gross Merchandise Sales Worldwide on Amazon  
During Amazon Prime Day, 2015-2019**  
billions



Source: Internet Retailer, July 18, 2019

248789

www.eMarketer.com

# The Three Mistakes to Avoid

1. *Running deals with a bad schedule  
(Lightning Deals)*
2. *Making too much inventory available  
for a deal (Lightning Deals)*
3. *Layering deals*



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Questions?

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# Nuanced Media

*Our team of Amazon & eCommerce Experts have over 20 years of Amazon, e-commerce, and digital marketing experience. This experience has produced over \$100,000,000s in online sales. When you work with Nuanced Media, you are getting an experienced team that knows what to do, on and off the Amazon platform, to provide you the highest ROI possible.*

**20+**  
*years of experience*

**\$100s**  
*of Millions sold online*

**100s**  
*of clients*

# NUANCED MEDIA

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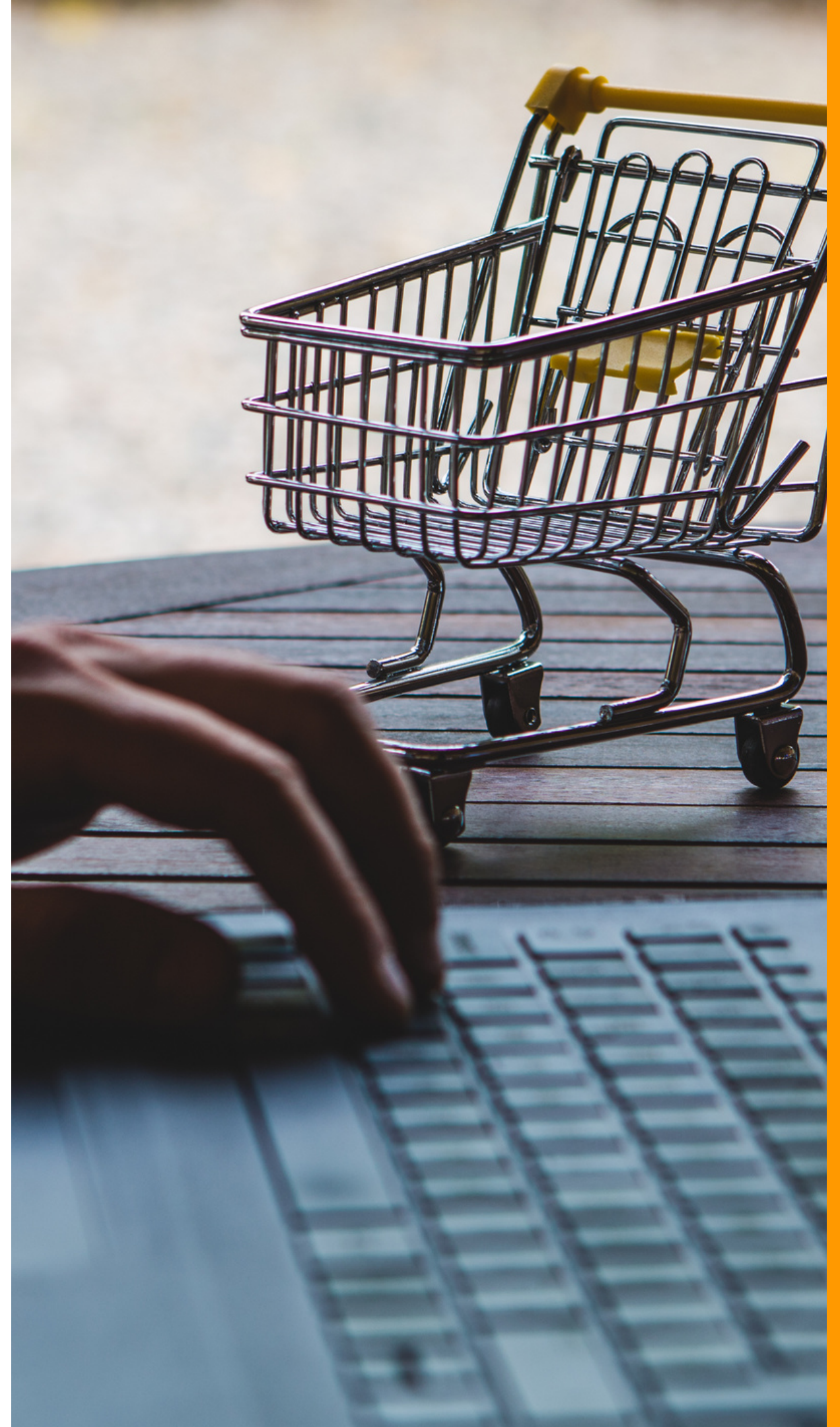
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<https://nuancedmedia.com>

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# SmartFinds Marketing

*Today's web has powerful new tools for engaging customers, making it a game changer for businesses.*

*Leveraging our 25 years of experience in Digital Marketing, we can put those powerful new tools to work for you, providing an important edge in creating successful online customer relationships.*

*SmartFinds manages our client's entire web presence to become their digital marketing department. This ensures a consistent strategy across all marketing and technical channels.*



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