



AMAZON ENGAGE SHOPPERS CHECKLIST

Now that you've Scaled Smart, it's time to grow your brand on Amazon by Engaging Shoppers.

Use this checklist to attract and keep the attention of your Amazon shoppers. By following these steps, your brand will grow and reach shoppers like never before.

Research your audience on Amazon

- Create personas specifically for your Amazon customers
- Identify where they are in the buyer's journey
- Consider price, product features, reviews, and return policies

Create awesome content that resonates with your identified personas

- Develop images specifically for the digital shelf
- Select an image of the product isolated on a white background for the hero
- Choose at least 5 more images that provide the most information about the product
- Write titles for each of your product, and be sure to include:
 - Brand name
 - Product name
 - A brief description
- Upload a video for your product, if possible
- Write feature points using headlines and short, skimmable fragments
- Create A+ Content that answers questions and reinforces your brand

Drive traffic through organic and paid strategies

- Optimize listings for Amazon's A9 algorithm
 - Consider on-listing factors
 - Work keywords naturally into listing titles, feature points, and A+ Content
 - Use keywords sparingly to prioritize user experience – less is more
 - Consider ways to improve off-listing factors
 - Examples include compliance, inventory, marketing, pricing, and Amazon-assigned badges, including “Best Seller” and “Amazon's choice”
- Create and implement an Amazon Advertising strategy
 - Use different advertising functionalities to reach shoppers in every stage of the buyer's journey
 - Start with low-funnel, easy-to-win shoppers and work your way up from there

Consider developing branded packaging specifically for e-commerce

- Add branded graphics to packaging
 - Do not sacrifice user experience for branding
- Consider adding inserts that engage shoppers and encourage repeat purchases

Congrats! 🍷

You now have tools to Engage Shoppers and grow on Amazon.