

# CHECKLIST

Q3 - Q4 2022

## REVIEW PRODUCT LISTING

- Review product titles, bullet points, descriptions, Images, and A+ content/EBC
- Optimize listings for mobile. Optimize images and utilize AB testing like the hero image
- Add festive details for the holidays. Ribbons or a graphic on how your product is giftable
- Review keywords on your listing and optimize after the competition

## AMAZON ACCOUNT HEALTH

- Check on your account health and performance
- Check on shipping performance and what your customers are saying
- During events, monitor your account and address fire drills. Every hour a listing is down is lost revenue. [Read More](#)

## OPTIMIZE YOUR STOREFRONT

- Create a page in your Brand Store dedicated to highlighting deals available during Black Friday and Cyber Monday.
- Add a holiday gift guide to your Store.
- Create Sponsored Brand Ads Driving to Storefront

## CREATE COMPETITIVE DEALS

- Submit deals for multiple products with competitive prices.
- Ensure that your deals match that of other retailers to prevent your listings from losing the buy box
- On the morning of Prime Day, check out competitors within your category and offer a better deal
- Conquest competitors' listings through strategic ASIN targeting and keyword bidding

## DRIVE EXTERNAL TRAFFIC

- Self-promote Amazon deals on social media, emails, and external ads. Leverage resources such as Amazon Live and Amazon Posts.
- Consider getting assistance from a PR firm to get press features that drive external traffic to Amazon
- Leading up to Prime Day partner with influencers on social media to promote your Prime Day deals. [Read More](#)

## PREPARE INVENTORY

- Maintain an IPI score above 450 and avoid stock limits and overage fees this holiday season. [Read More](#)
- Ensure you have enough inventory to meet consumer demands. Using FBM for your most popular items is good practice to avoid the risk of it going out of stock.
- Forecast inventory for Amazon. [Read More](#)
- Ship inventory in time. Mark Amazon's key dates in your calendar

# RUN ADVERTISEMENTS

- Confirm your Q3 / Q4 advertising budget and fine-tune bids for peak events. Amazon recommends a budget that is about 2-4x your typical budget for high-traffic days.
- Make sure your ads are optimized for conversions and that you're not wasting money on keywords that generate little to no sales.
- Have advertising automation setup on all campaigns.
- When creating promotions, note that a 20% off coupon is the minimum to see a significant spike in sales.
- Create special Sponsored Brand Ads that highlight discounted products.
- Create complementary product bundles to drive even more sales.
- Ensure that your advertising budgets and bids are open and increased the night before Prime Day starts. Take advantage of the typical spike in day one sales.