



HOW TO CREATE EFFECTIVE LISTINGS ON AMAZON IN 3 SIMPLE STEPS

Prepared for:

Niche and Mature Market Brands



3 SIMPLE STEPS

1
CREATIVE

2
ADVERTISING

3
BUY BOX & STOCK



SOME OF OUR CLIENTS



HARRY POTTER Ceramic Mug with Photograph of Hermione Granger and Hogwarts Crest in Presentation Box - Official Merchandise

Inspired by the films starring HARRY POTTER and his wizarding friends Hermione Granger and Ron Weasley for a piece of the magical world normally hidden to muggles

Stoli and Soda

**LOW CARB
ZERO SUGAR
UNDER 100 CAL**



VALENTINE'S DAY

A Tatty Teddy gift by ME to You is AN ADORABLE, ROMANTIC WAY TO EXPRESS YOUR FEELINGS AND LET SOMEONE SPECIAL KNOW HOW MUCH YOU CARE

ME to YOU

Best Seller

Judge JDG35 Double Walled Glass Coffee Cups with Handle, Set of 2 Hollow Vacuum Sealed, Hand Made, Heat Resistant, Dishwasher Safe,...

★★★★☆ ~ 7,544

£14⁷⁴ (£7.37/count) ~~£27.75~~

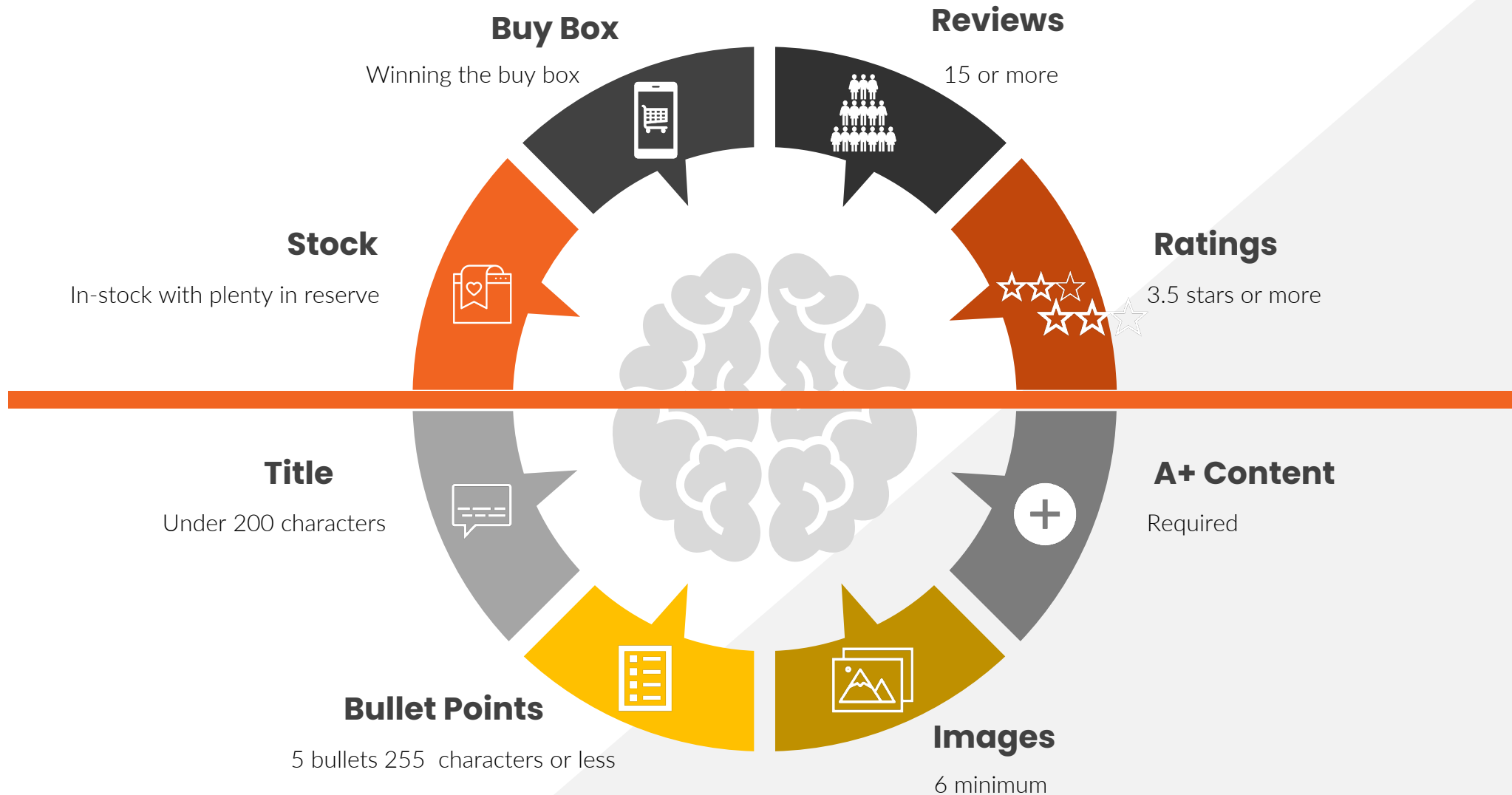
✓prime Today by 10PM
FREE delivery

STEP 1 – CREATIVE

CREATING CONTENT



AMAZON'S 'RETAIL READY' DEFINITION



BRAND EXPERIENCE – WEB & STORE



BRAND EXPERIENCE - AMAZON



AMAZON CREATIVE ELEMENTS

Protecting the brand at every touchpoint



1
TITLE

2
BULLETS

3
IMAGES & VIDEO

4
A+ CONTENT

5
STOREFRONT

1&2 PRODUCT LISTING

Title – Amazon guidelines and taxonomy

Bullet points –

- Bullet 1 – Overview
- Bullets 2&3 – Benefits & Features
- Bullet 4 – Usage
- Bullet 5 – Brand statement

Keyword Rich – to get found

Voice of Amazon – 3rd Person to build trust

Brand voice – maintain coherent brand experience

Customer journey – 'this one'

Awareness

Consideration

Interest

Decision

Amazon EU S.a.r.l (credit broker).Capital One is the lender.
Learn more

- LIGHTWEIGHT AND VERSATILE LINE TRIMMER FOR SMALL TO MEDIUM GARDENS - This grass trimmer makes light work of tidying the lawn, while cutting back in hard to reach areas is easy thanks to an easily adjustable head and telescopic shaft
- POWERFUL RELIABLE 450W MOTOR - designed and developed by British firm Webb, with mains lead for excellent freedom of movement
- 1.6mm NYLON LINE BUMP FEED - line gives a cutting width of 25cm and automatically feeds the head is bumped on the ground
- COMFORTABLE TO HOLD AT DIFFERENT ANGLES - ergonomically designed with a large handle on the back and an adjustable guide handle at the front to make it easy to trim long grass and overgrowth
- GENUINE PRODUCT FROM AN ESTABLISHED BRITISH BRAND - Webb has a long-standing reputation for superior quality products that are simple to use and easy to maintain, and it has a large UK-based customer service team ready to help with any aftercare issues

Compare with similar items

Report incorrect product information.

10% off voucher

POSENPRO
Tools & Equipment

POSENPRO 7.2V 2-in-1 Cordless Hedge Trimmers Electric Grass Trimmer Shrubbery Trimmer Handheld Shrub Shear...

★★★★☆ 175

£39.99 prime

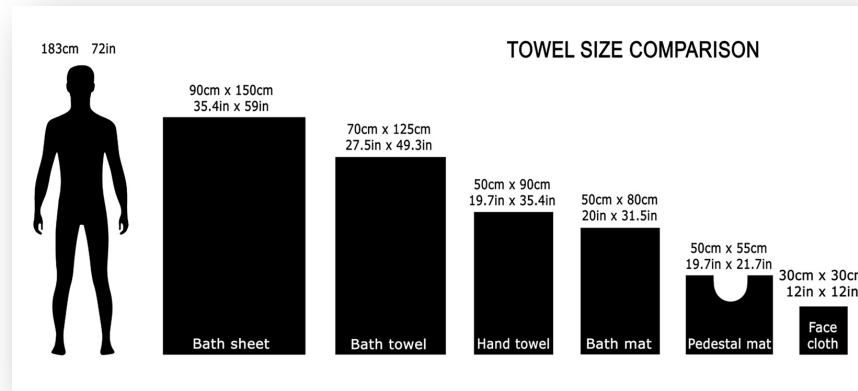
3 IMAGES CASE STUDY – BEFORE STORYBOARDING



Zero Twist pile
The fibre's air absorbency creates a fluffier, softer feel.




Normal yarn
Twisted yarns absorb moisture, making it harder and less soft,



CASE STUDY RESULTS – 137% UPLIFT IN 6 WEEKS




Why Zero Twist is so soft and absorbent



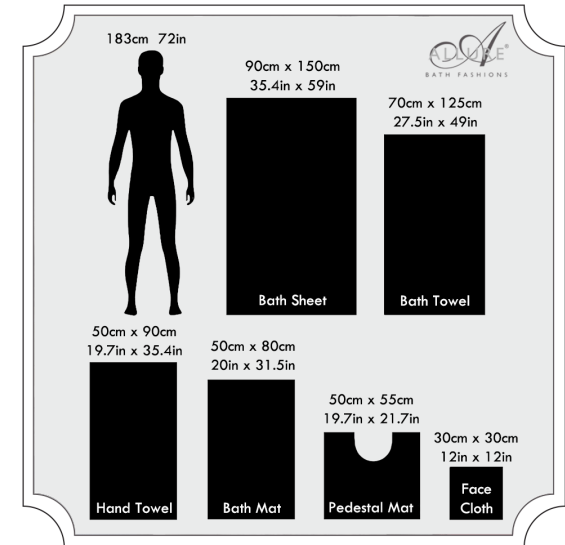
Normal Yarn

Twisted yarns absorb moisture, making it harder & less soft



Zero Twist Pile

The fibre's air absorbency creates a fluffier, softer feel



TECHNIQUES

GTECHNIQ BIKE
BIKE CLEAN CONCENTRATE

Concentrate dilutes to make 3 litres of Bike Clean.

GTECHNIQ BIKE

Re-use Bike Clean bottle and sprayer to save waste.

GTECHNIQ BIKE

100% SATISFACTION

BRAND GUARANTEE

100% Satisfaction from Gtechniq, a UK-based global company, founded by a quantum physicist.

3900
FIFTIES BLUE

Professional quality
Used in top salons worldwide

MADE IN ITALY

elchim

Lasts for years
2,500 blow dries or more

Ionic and ceramic system for healthy and shiny hair

MADE IN ITALY

Strong, sturdy and very comfortable

OH!ME

Designed in the UK to bring joy to your home

OH!ME

Molly Dollz

40cm tall
Soft cuddly body

Molly Dollz

Press tummy for 30 realistic sounds (batteries included)

DELICIOUSLY VERSATILE

The loud and clear flavours of Stoli make it a perfect pairing for tonic, lemonade or ginger beer or as the alcohol spirits in classic martinis, Moscow Mules or edgy new cocktails

AWARD-WINNING

RUSSIAN ALPHA GRADE RECIPE CREATED IN 1938 made from pure Russian wheat, rye and artesian water at the Stoli distillery, in Leliva, formerly part of Russia.

greenworks

EIN GRÜNER SAUBERER RASEN UND MEHR FREIZEIT

greenworks

ULTRA LEISE, ZUVERLÄSSIG UND EINFACH ZU BEDIENEN

Style Girls
for colour, fun, for light!

Easy to remove

Non-toxic and child-safe

Style Girls
for colour, fun, for light!

Pretty crystal studded heart

Real working lock and keys

Stoli

FROM 007 TO FIRST IN SPACE

Stoli was the first premium Russian Vodka to be sold in the USA, the first to launch flavoured vodkas and the first to be served in space - and has also been served in the martinis for James Bond

Stoli

PIONEERING AND SUSTAINABLE

Stoli believes in making the world a better place, so not only has it run LGBTQ bartending competitions all over the world, the distillery is now setting its sights on being carbon neutral within five years

VIDEOS

Relatively new feature

Home & Dining › Kitchen Tools & Gadgets › Knife Sharpeners › Manual Knife Sharpeners



Size Comparison
Can be easily stored in drawer!

Roll over image to zoom in



4 VIDEOS

AnySharp World's Best Knife Sharpener with PowerGrip, Red

Visit the AnySharp Store

★★★★☆ 563 ratings

£12.49

prime One-Day
& FREE Returns

Gift card balance getting low? Top up your account now.

May be available at a lower price from [other sellers](#), potentially without free Prime shipping.

Note: This item is eligible for **FREE Click and Collect** without a minimum order subject to availability. [Details](#)

Colour Name: Red



Material	Plastic
Brand	AnySharp
Colour	Red
Item dimensions L x W x H	6.3 x 6.3 x 7 centimetres
Item weight	20 Grams
Grit type	Fine

£12.49

prime One-Day
& FREE Returns

FREE delivery **Tomorrow, March 7**. Order within 5 hrs 37 mins. [Details](#)

Deliver to M - London E14 0

Only 5 left in stock.

Quantity: 1

Add to Basket

Buy Now

Secure transaction

Dispatches from Amazon
Sold by HyperSave

Add gift options

Add to List

New (4) from
£7.75 + £3.00 delivery



Water Bottle

9.1 in

Smartphone

5.95 in

Bottle Opener

2.75 in

Any Sharp

2.76 in

Size Comparison

Can be easily stored in drawer!

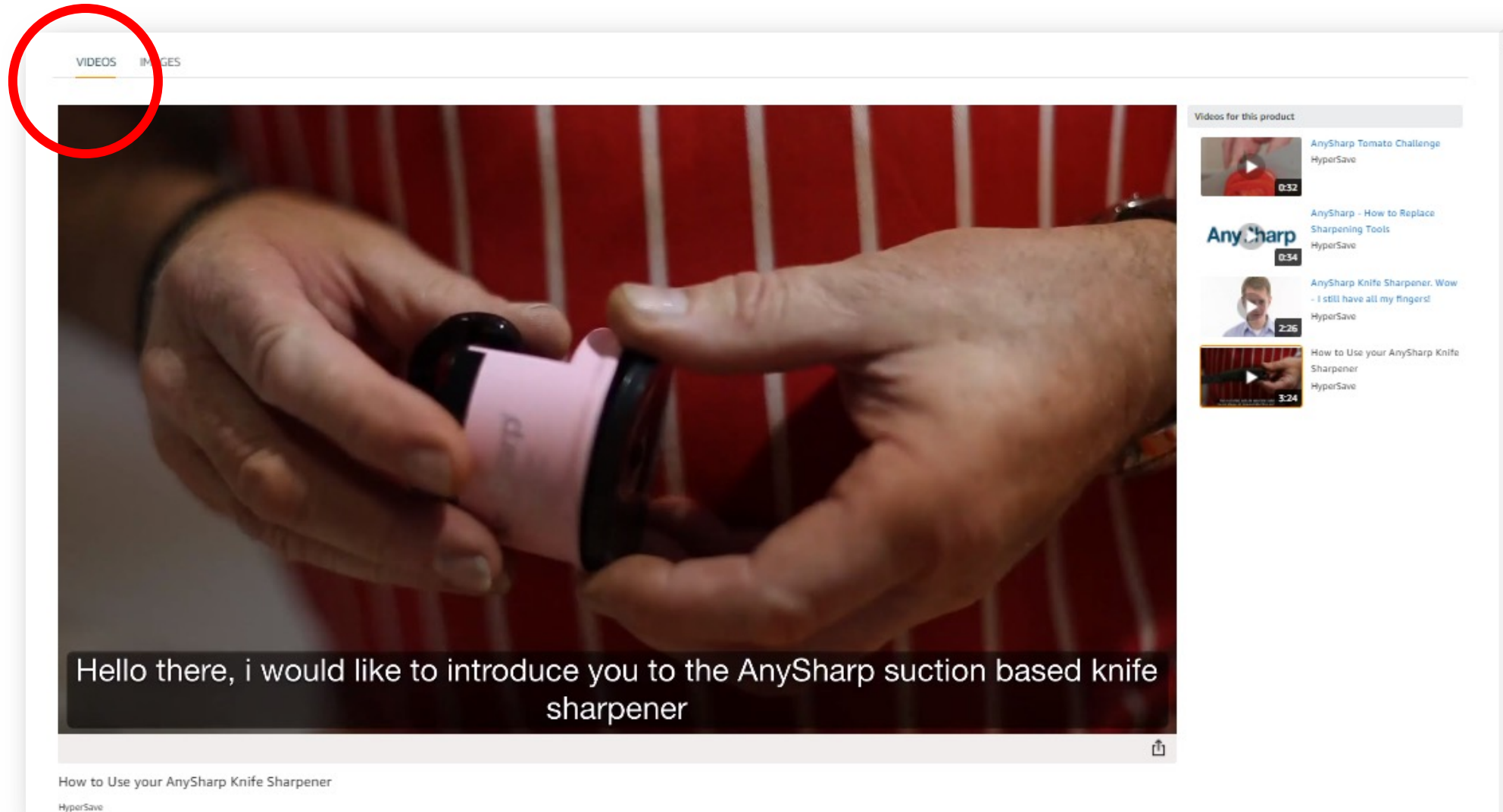
AnySharp World's Best Knife Sharpener with PowerGrip, Red

Colour Name: Red



VIDEO TITLES

Need to reflect the content the customer will view



The screenshot shows a product page with a navigation bar at the top containing 'VIDEOS' and 'IMAGES'. The 'VIDEOS' tab is highlighted with a red circle. Below the navigation bar is a large video player showing a person's hands using a pink AnySharp suction-based knife sharpener. The video has a black subtitle bar at the bottom with the text: 'Hello there, i would like to introduce you to the AnySharp suction based knife sharpener'. To the right of the video player is a section titled 'Videos for this product' which lists four related videos with their titles, durations, and the 'AnySharp' logo.

VIDEOS IMAGES

AnySharp Tomato Challenge
HyperSave
0:32

AnySharp - How to Replace
Sharpening Tools
HyperSave
0:54

AnySharp Knife Sharpener. Wow
- I still have all my fingers!
HyperSave
2:26

How to Use your AnySharp Knife
Sharpener
HyperSave
3:24

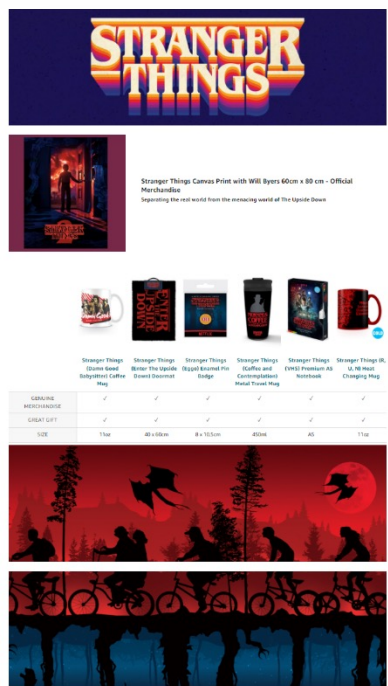
Hello there, i would like to introduce you to the AnySharp suction based knife sharpener

How to Use your AnySharp Knife Sharpener
HyperSave

4. A+ BRAND CONTENT

Increases sales by up to 10%

- Brand rather than product
- First person – from us to you
- Comparison chart with live links
- Great for search

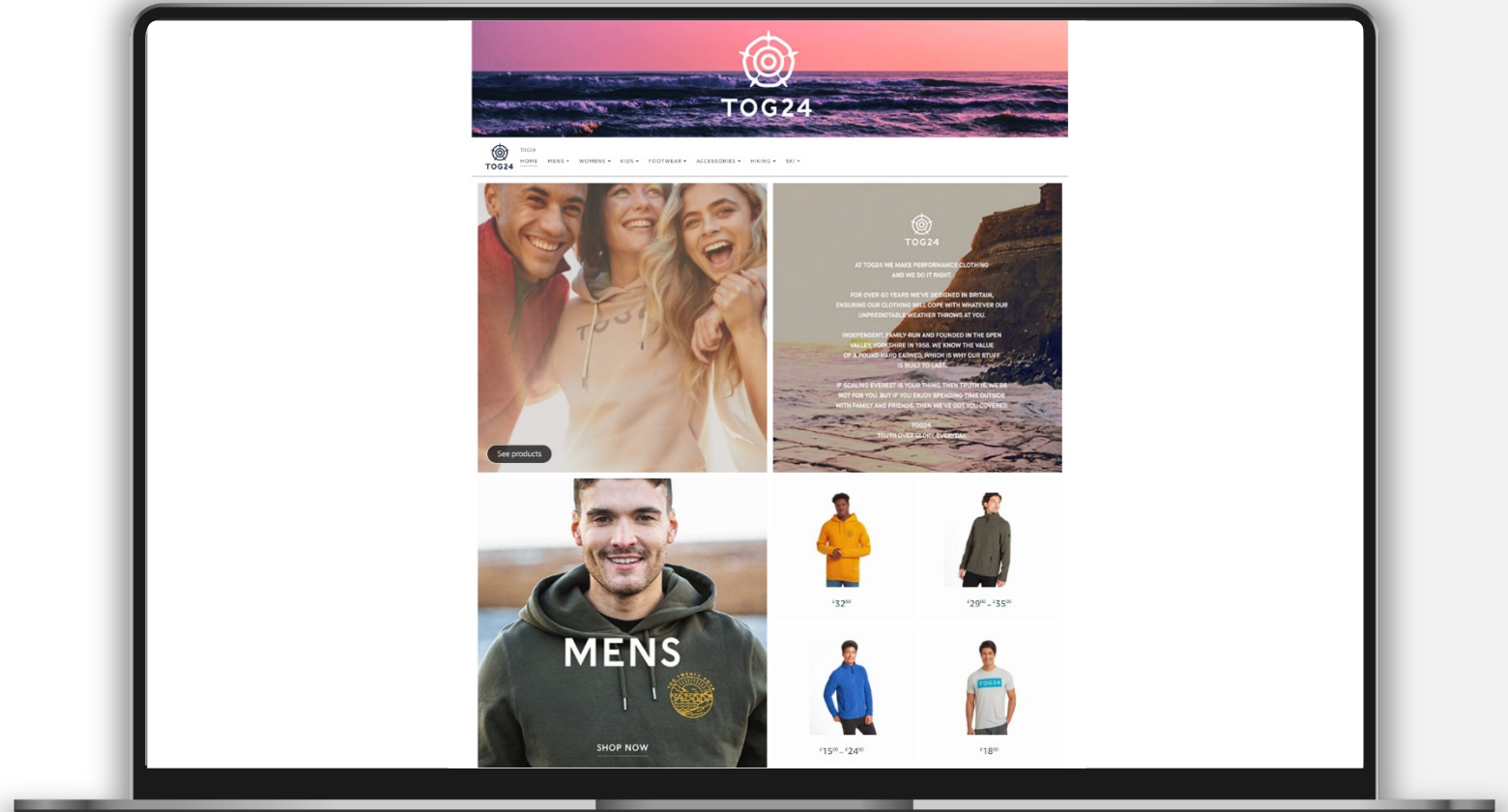


	VIOLET	NEON PINK	PURPLE	FEMME GOLD	SKY BLUE	RED
For Her	✓	✓	✓	✓	✓	✓
Genealogy	Citrus, Blackcurrant, Orange Blossoms, Coffee, Vanilla, Woody & Musky	Citrus Mandarin, Ginger, Floral, Ozonic, Jasmin, Woody, Vanilla, Musks	Watery, Floral, Rose, Jasmin, Fruity, Woody, Vanilla	Citrus, Fruity, Jasmin, Lilly, Rose, Caramel, Musk	Orange, Blossom, Honey, Amber, Woody, Musk	Floral, Spicy, Fruity, Oakmoss, Woody, Vanilla
Spray Sizes	50ml, 100ml, 150ml	50ml, 100ml, 150ml	50ml, 100ml, 150ml	50ml, 100ml, 150ml	50ml, 100ml, 150ml	50ml, 100ml, 150ml
Gift Set Available	✓	✓	✓	✓	✓	✓

5. AMAZON STOREFRONTS

A micro-website inside amazon

- Builds trust and loyalty
- Presents your entire range
- Keeps customers in AMZ
- Landing page to amplify ad spend
- Banners updated regularly to mirror own website



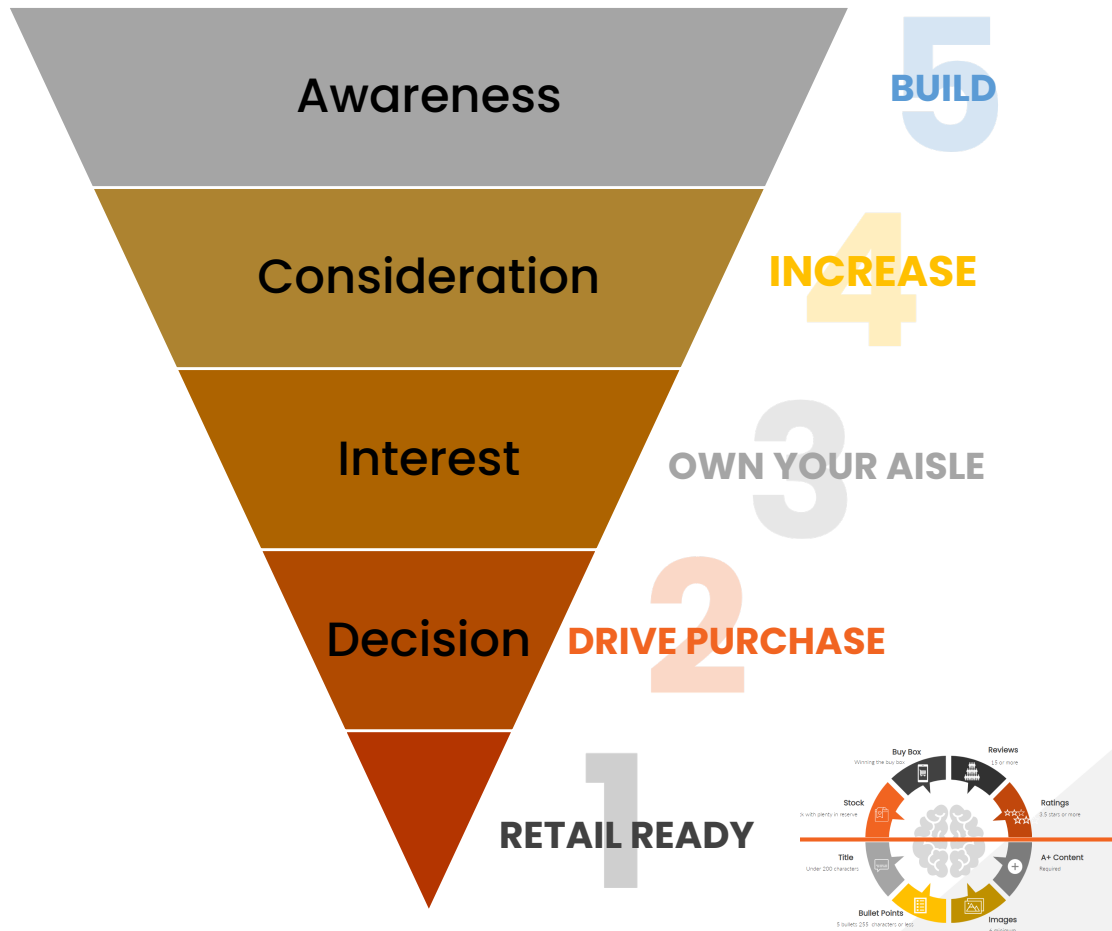
STEP 2

Advertising



ADVERTISING STRATEGY

Amazon Funnel



GOAL	AD TYPE
Expand your reach	OTT Over The Top Audio Ads Amazon DSP (Display & Video)
Build your Brand	OTT Over The Top Sponsored Brands Video Amazon DSP (Display & Video)
Stand out in your category	Sponsored Products Amazon DSP Sponsored Display
Reach shoppers most likely to purchase	Sponsored Products Amazon DSP Sponsored Display
Ready to be advertised	Title, Bullets, Images, A+ Videos and reviews

SPONSORED PRODUCT & SPONSORED BRAND ADVERTISING

Amazon's Choice



Judge JEA83 Electrical Popcorn Maker, Plastic, Red/White

★★★★★ ~ 66

£25⁹⁵ ~~£30.00~~

Get it **Tomorrow, Jan 16**
FREE Delivery by Amazon

This is a Native Listing

Amazon's Choice



Sponsored ⓘ

Judge JEA83 Electrical Popcorn Maker, Plastic, Red/White

★★★★★ ~ 66

£25⁹⁵ ~~£30.00~~

Get it **Tomorrow, Jan 16**
FREE Delivery by Amazon

This is a Sponsored Product advertisement in Native format

WHERE YOUR ADS APPEAR

Multiple places to get shoppers to see your ads



TOP OF SHOPPING RESULTS
SPONSORED PRODUCTS



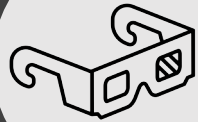
PRODUCT DETAIL PAGE
SPONSORED PRODUCTS
SPONSORED BRANDS
SPONSORED DISPLAY (BETA)



ABOVE SHOPPING RESULTS
SPONSORED BRANDS

AUDIENCES ON AMAZON DSP

Who your ads are shown to



CONVENTIONAL RETARGETING

People who have looked
at your product or
similar



LOOKALIKE AUDIENCES

People who are just like
your best customers.



LIFESTYLE SEGMENTS

People known to be
interested in your type of
products



IN-MARKET SEGMENTS

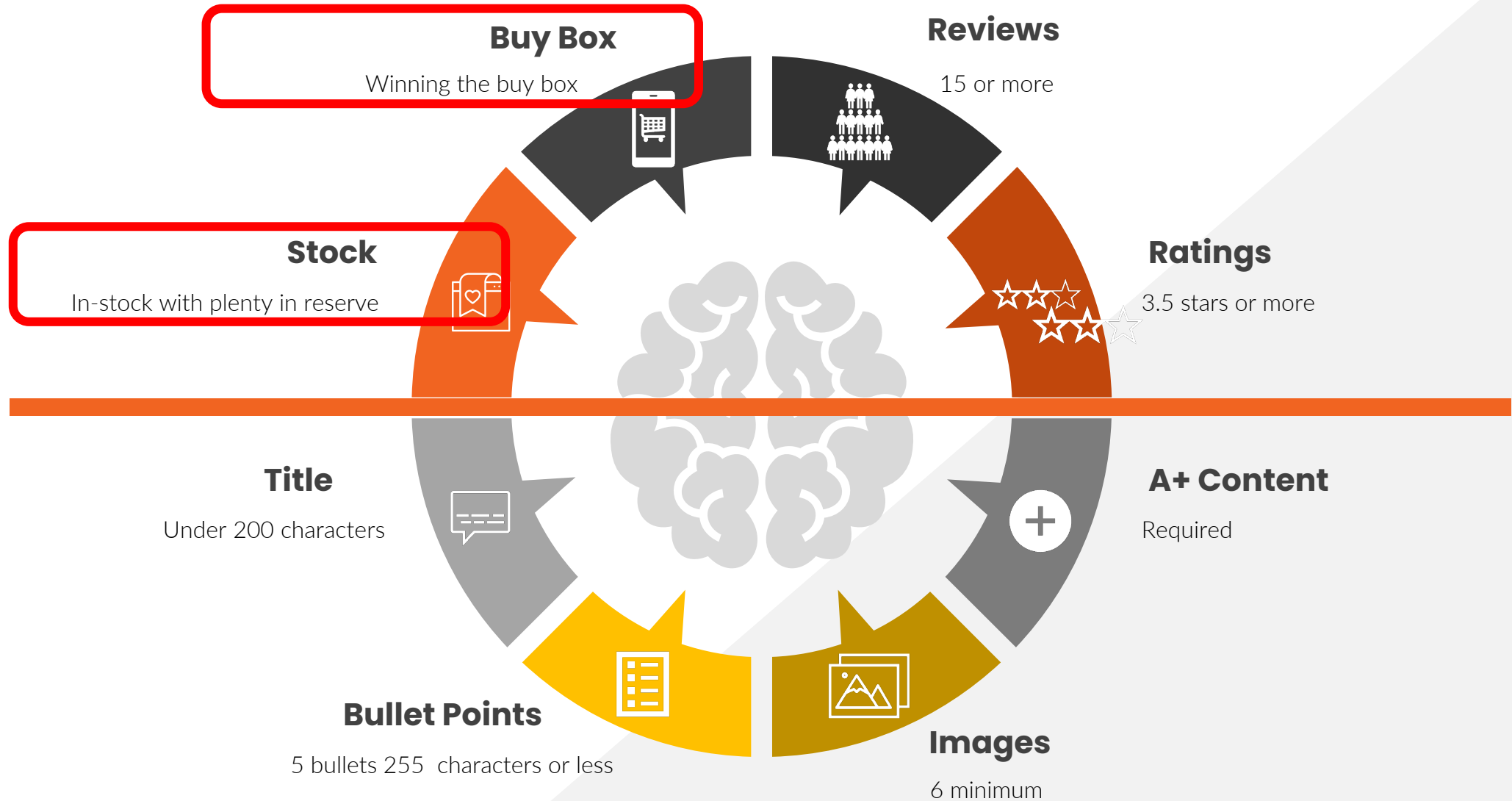
People who have
searched for products in
your category on
Amazon

STEP 3

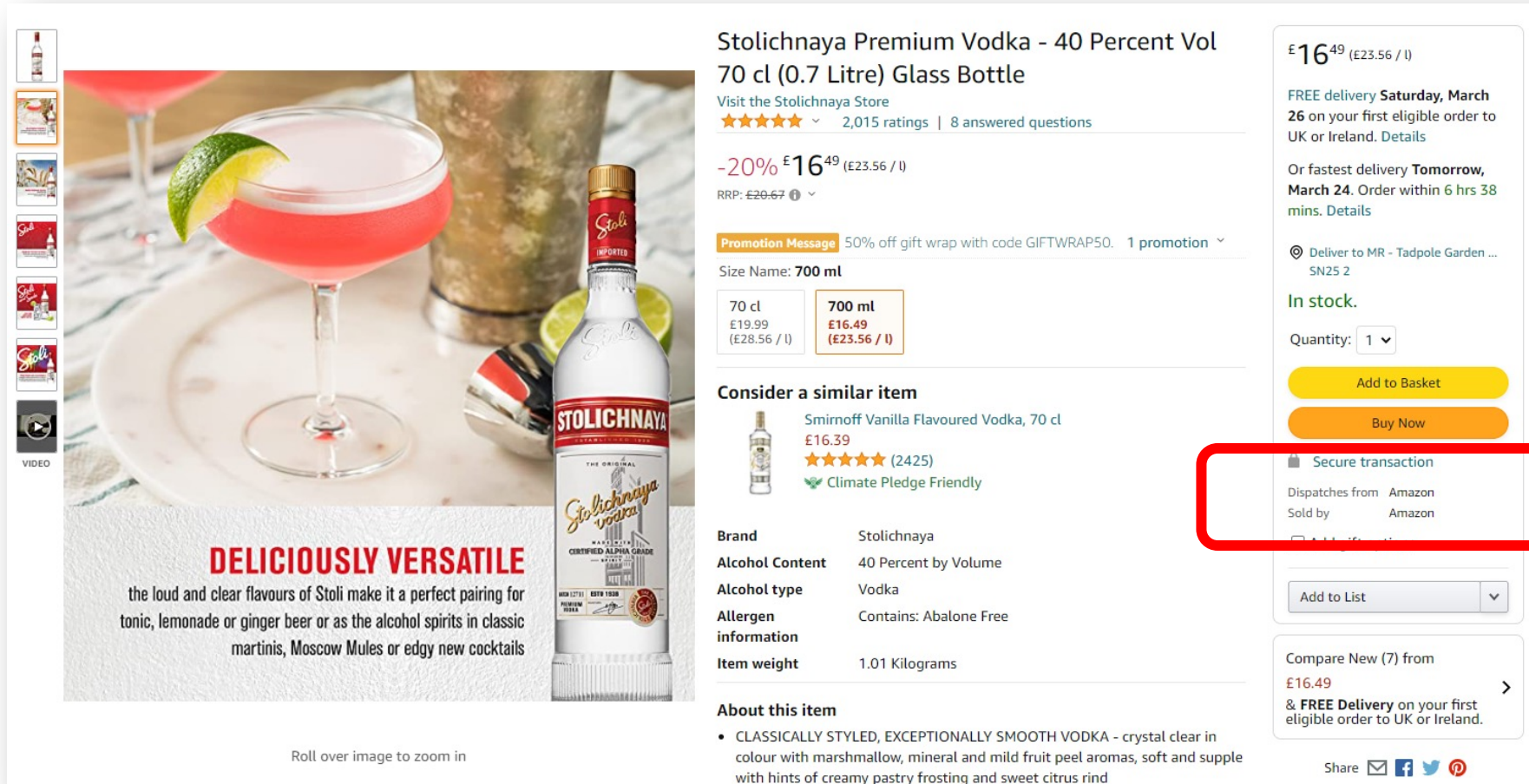
Stock & Winning the Buy Box



AMAZON'S 'RETAIL READY' DEFINITION



WINNING THE BUY BOX



The image shows a screenshot of an Amazon product page for Stolichnaya Premium Vodka. The page features a large image of a vodka bottle and a cocktail glass with a pink drink and a lime wedge. A red box highlights the 'Secure transaction' section, which includes 'Dispatches from Amazon' and 'Sold by Amazon'. The price is £16.49, and there is a promotion for 50% off gift wrap. The page also includes a 'Consider a similar item' section for Smirnoff Vanilla Flavoured Vodka and a 'About this item' section with a description of the vodka's flavor profile.

Stolichnaya Premium Vodka - 40 Percent Vol 70 cl (0.7 Litre) Glass Bottle

Visit the Stolichnaya Store
★★★★★ 2,015 ratings | 8 answered questions


-20% £16⁴⁹ (€23.56 / l)
RRP: £20.67

Promotion Message 50% off gift wrap with code GIFTWRAP50. 1 promotion

Size Name: **700 ml**

70 cl £19.99 (£28.56 / l)	700 ml £16.49 (£23.56 / l)
---------------------------------	--

Consider a similar item

 Smirnoff Vanilla Flavoured Vodka, 70 cl
£16.39
★★★★★ (2425)
Climate Pledge Friendly

Brand Stolichnaya
Alcohol Content 40 Percent by Volume
Alcohol type Vodka
Allergen information Contains: Abalone Free
Item weight 1.01 Kilograms

About this item

- CLASSICALLY STYLED, EXCEPTIONALLY SMOOTH VODKA - crystal clear in colour with marshmallow, mineral and mild fruit peel aromas, soft and supple with hints of creamy pastry frosting and sweet citrus rind

£16⁴⁹ (€23.56 / l)

FREE delivery Saturday, March 26 on your first eligible order to UK or Ireland. Details

Or fastest delivery **Tomorrow, March 24.** Order within 6 hrs 38 mins. Details

Deliver to MR - Tadpole Garden ... SN25 2

In stock.

Quantity: 1

Add to Basket

Buy Now

Secure transaction

Dispatches from Amazon
Sold by Amazon

Add to List

Compare New (7) from
£16.49
& **FREE Delivery** on your first eligible order to UK or Ireland.

Share

STOCK AND THE AMAZON FLYWHEEL



QUESTIONS?

Thank you





Merchant Square, London, W2 1AY
Kembrey Park, Swindon, SN2 8BW
www.optimizon.co.uk

James Pitts-Drake
Founder & CEO
james@optimizon.co.uk

Mel Henson
Head of Creative
mel@optimizon.co.uk