

# Amazon Brand Content Growth Map

SMALL CHANGES COMPOUND UP TO MAKE BIG INCREASES IN SALES



SESSIONS/ GLANCE VIEWS	UNIT SESSION % CONVERSION %	UNITS SOLD	AVE \$ SALE	SALES	\$ Increase	% Increase	Annualised Increase
10,000	10%	1,000	\$20	\$20,000			
5%	5%	5%					
10,500	10.5%	1,103	\$21	\$23,153	\$3,153	15.76%	\$37,830
10%	10%	10%					
11,000	11%	1,210	\$22	\$26,260	\$6,620	33%	\$79,440

# STRATEGIES AND TACTICS TO IMPROVE EACH INPUT AREA



## SET CLEAR SESSIONS/ GLANCE VIEWS

- Measure It
- Quality Hero shot
- Indexing on key search terms
- Clear titles - What is it
- Relevant Search terms in Title
- Relevant Search terms in Bullet points
- Relevant Search terms in A+
- Relevant Search terms in backend
- Track search term rankings
- Better organic rank from more sales
- Correct Category Node or Sub node
- Avoid Out Of Stock issues
- Subscribe & Save
- Cross promote in A+ Content Table
- Cross Promote in Image stack
- Cross promote in Videos



## UNIT SESSION % CONVERSION %

- Tracking it by SKU
- Complete Image Stack
- 6 Clear Concepts
- Clear Title with Specifics
- Parent/Child Variation Set up
- Emotional Benefits
- Functional Benefits
- Answer Objections in Advance
- Review Score of 4 or better
- A+ Content
- Videos in Listing
- How to Videos
- UGC Videos in reviews
- Brand Story Video
- Subscribe & Save
- Quality Storefront
- Q&A Answers
- Consistent brand look and feel
- Error free copy
- Price - if 3P - test
- Use Coupons or promotion codes



## AVE \$ SALE

- Measure It
- More effort into higher priced products in the catalogue
- Target Larger pack size
- Bundled Offers
- A+ - Upsell
- Brand Story
- Accessory - Frequently Bought Together
- Buy X Units and Save Y
- Suggest in Bullets X goes with Y
- Better Communicate the Value
- Red herring product
- Quality brand equals premium