

AMZ Agency Academy

DAY 1

Understand Common Seller Pain Points

In order to provide a solution you must first truly understand the problem. Do you know what obstacles Amazon sellers are facing on a regular basis? Understanding common seller pain points is the framework to defining your service offerings. Not only will you be able to better engage with your customers but provide proactive solutions.

Below is a list of Amazon seller tasks and common pain points experienced at each stage.

Amazon Listing Creation

Arguably the most crucial task after designing and manufacturing an Amazon product is creating a stellar listing. A listing that is favored by the Amazon algorithm and resonates with buyers, resulting in high click and conversion rates.

Pain Points:

- What are the most relevant and important keywords to include in my listing?
- How do I make a listing that is optimized for maximum views and conversions?
- How can I make sure my listing is better optimized than my competitors?

Increasing Clicks & Conversions with PPC

Breaking through the noise on Amazon often requires Pay-Per-Click (PPC) advertising. PPC gives sellers the opportunity to showcase their products and bid on keywords they are not yet ranking for.

Pain Points:

- What keywords should I be targeting in my PPC campaigns?
- How should I set up my PCC campaigns?
- What is the best way to monitor the effectiveness of my PPC campaigns?

Business Monitoring & Alerts

The goal of a successful Amazon business is to make profit! Access to key performance data is crucial to making timely business decisions. Amazon changes rapidly and knowing your numbers and being alerted to key listing changes makes the world of difference.

Pain Points:

- How is my business performing?
- What effect do key listing changes have on my sales?
- What is my profit margin?

Tracking Keyword Performance

What you can measure you can manage. Once a listing is established it is important to monitor keyword ranking performance over time. Keywords are how buyers find a listing and even small movements in keyword rankings can have a dramatic impact on sales.

Pain Points:

- What keywords should I be tracking performance for?
- How do I monitor my keyword rankings?
- Can I see which keywords I'm ranking for / not ranking for?

During the course of the Agency Challenge we will provide solutions you can implement immediately for each of these common seller pain points.