

## Amazon FAQs: Top questions answered by Paxcom's experts



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### Description

### Generic –

#### 1. How do I increase my Amazon sales?

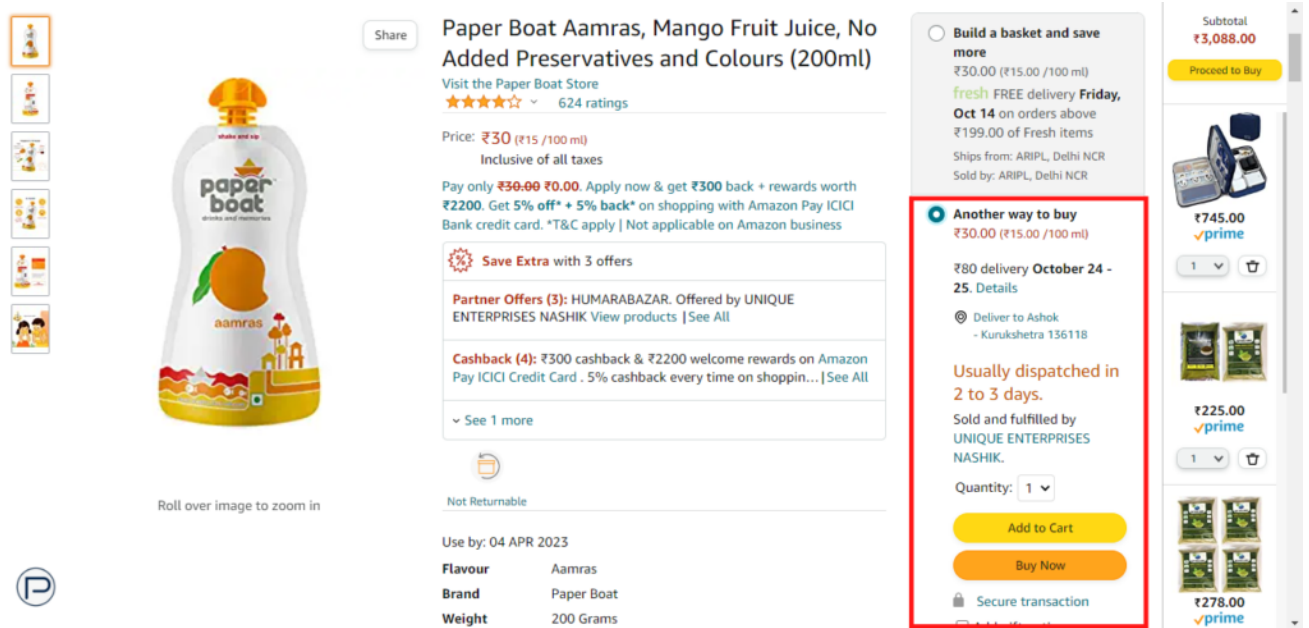
- Make use of Amazon FBA
- Manage your inventory
- A commitment to competitive pricing
- Profit from Amazon Marketing Services/ Advertising
- Get Customer Reviews
- Win buy box
- Run Promotions
- Use bundling of products strategy
- Media buying: Above the fold and below the fold
- Maintain Shipping speed

TOP  
E-COMMERCE  
BUSINESS  
STRATEGIES

Amazon offers a wide variety of services designed to boost sales. Using Fulfillment by Amazon (FBA) to offer Prime shipping to customers is a great way to attract Prime members. Furthermore, you can:

- Promote your business more by providing discounts, sales, and other special offers.
- Sign up to become a Brand Owner and create your own Amazon Stores brand experience.
- Create A+ content to attract buyers.

## 2. What is the Buy Box?



A “Buy Box” is a designated area- in a box, on product pages from which visitors may quickly and easily add items to their shopping baskets. On any eCommerce platform, multiple sellers can sell the same product. If multiple sellers are eligible, they can compete for the Buy Box. A seller can win the Buy Box if he/she meets certain criteria. Meeting competitive requirements and qualifying criteria well boosts a seller’s eligibility

You can increase your chances of winning the Buy Box by-

- Keeping your inventory updated
- Offering multiple shipping options.
- Use a warehouse management system to track your inventory list, shipments, and improve the overall health of your inventory.

## 3. What is an Offer Display?

The Offer Display is a white box on the right side of the product description page where buyers can add items to their shopping cart. If multiple vendors are selling the same products, they could compete

for the Featured Offer. To qualify for Featured Offer placement, sellers must achieve performance-based standards. By leveraging options such as Fulfillment by Amazon, you can improve your odds of getting the Offer Display.

#### **4. Do You Need to Get the Prime Badge to Sell on Amazon?**

One common question asked by those considering selling on Amazon is whether or not they need to get a Prime badge. It's important to note that Prime status isn't mandatory for every type of product. In order to qualify for the badge, a business must meet strict standards for shipping. Amazon tracks the metrics of e-retailers to determine if they can offer prime services.

#### **5. When do I start getting charged by Amazon for selling?**

Subscription fees start when the first payment is processed. If you pick a yearly membership, you will be charged an annual rate plus any additional taxes. If you don't cancel the membership before your annual renewal date, you'll be charged for another year. When you sign up for a subscription, you authorize the company to store your payment information and automatically charge you.

### **Fees and charges-**

#### **6. How much does it cost to sell on Amazon?**

Amazon's selling costs are not uniform across all product categories and seller account types. Additionally, there are fees related to long-term storage. Amazon deducts a percentage of the sale price as a commission for selling products. These fees can be non-negotiable and are deducted from your profit once your products sell.

Amazon also charges extra for storing oversized or hazardous goods. The cost of storing your goods on Amazon is calculated per cubic foot, so this cost can be considerable. The costs of shipping and storage can be reduced by using other methods to optimize your business.

#### **7. What are Amazon's various fee charges?**

Amazon charges sellers a variety of fees. Some are fixed, while others are variable. Some are mandatory, like the sales tax that Amazon collects on their behalf in most states. Others, like sellers of media products, for example, are charged a per-item closing fee.

Amazon also charges a referral fee. A customer's total purchase price is used to determine this fee. This fee can be as high as 15% of the selling price, or as low as \$0.30, depending on the item. Some fees are fixed, while others are variable based on shipping weight.

Amazon's fees vary by product's weight and size.. For example, an item weighing less than one pound can be shipped for \$0.80; however, if it is over two pounds, Amazon charges a \$1.00 shipping fee. Additionally, Amazon also charges \$0.38 per pound over two pounds. Small oversize products, on the other hand, can cost as much as \$8.13. They must weigh at least 70 pounds and have a length or width of more than 60 inches.

The fees that Amazon charges vary, but the majority are per-item and are deducted from the selling price of each item. You should calculate these fees ahead of time before picking up inventory.

## **8. How can I calculate profitability in Amazon seller central?**

To calculate your profitability in Amazon seller central, you'll need to input your revenue estimates and product costs. There's also an FBA calculator that can help you get a close estimate of your ROI and profit margin. This helps you decide what things to sell and the amount to charge. The [FBA calculator](#) allows you to enter the price of a product and its price range, as well as variable costs such as shipping.

## **Account management-**

### **9. How do I become a seller on Amazon India?**

First, you need to register as a seller on Amazon. Simply head on over to the Amazon Seller Central signup page. Your business and personal details will be verified there. A GST Certificate, which will be used to keep tabs on your sales and collect the appropriate taxes, must also be provided. When you're all signed up, you may start selling on Amazon India right away.

You have the option of registering either as an individual or as a business. When you're working solely, you'll need to select the appropriate type of registration, like sole proprietorship or LLC. This provides the additional benefit of limited liability. If your products don't meet customers' expectations and you don't have this protection, they may sue you. You'll also need to give information about your business's taxes, which is important if you want to sell things on Amazon. If you're interested in learning how to start selling on Amazon, [click here](#).

### **10. How do I manage my selling account?**

First, you have to understand the business you're managing. This includes staying up-to-date on the client's current initiatives, financial health, and key business goals. You also need to perform a SWOT analysis of the account to assess its value and potential revenue growth. Be sure to include both projected and actual value in the analysis.

Once you understand your account's potential, you can formulate a strategic business plan. Account management is focused on developing long-term relationships with key accounts. Therefore, it requires a thorough understanding of each key account. The scale of your business, the strength of your market position, and your own resources will all influence the model you choose.

# Amazon advertising

## 11. How much it'll cost to run ads on Amazon?

Amazon has advertising options for every budget. Even \$10 per day can help you boost sales. Examine your budget and determine what actions will benefit your company the most.

Promoting your products and raising your brand's visibility may be done in a number of ways, including through pay-per-click ads, audio and video commercials, custom ads, sponsored ads, and more.

## 12. How can I run a sponsored ad in the Amazon

Follow these steps to to get an [Amazon-sponsored ad](#):

- Create a seller account on Amazon. Sponsored advertising requires a Business selling account for placement.
- Create a marketing campaign.
- Choose the amount you wish to spend per click and establish a budget.
- Track impressions, clicks, click-through rates, customers new to the brand, store visits, advertising expenditures, and more.

# Amazon FBA

## 13. Can Amazon fulfill some orders while I handle others?

Yes. Use Fulfillment by Amazon to ship part of your items while handling the rest on your own. If you choose not to sign up for Fulfillment by Amazon, you can still take orders through Amazon.in for the product units you sell, but you will be responsible for shipping them out yourself.

## 14. What products are not eligible for Amazon Fulfillment?

Product exemptions are specified in the Amazon Services India Business Solutions Agreement like alcoholic drinks, tires for automobiles, any e-gift cards, Batteries without packaging units that are broken or flawed are some examples. Some items that do not qualify for fulfillment by Amazon may still be available for purchase on the Amazon marketplace. Nonetheless, you'll have to handle product fulfillment for these items on your own.

# Amazon Best Seller Badge

## 15. Where can you find BSR for your product?

To see where a product is placed in terms of “Best Seller Rank,” open the product’s detail page and look under “Product details/Product information.” To learn more about how to acquire and keep the “Best Seller” badge, [read here](#).



## 16. How do I earn the Best Seller badge on Amazon?

To get a best seller badge, you must fulfill Amazon’s standards for image stacks and customer experience. Even though reviews don’t decide your best-seller status, they can affect your sales. So optimize every area of your listing. Learn the tips to acquire the “Best Seller” badge on Amazon, [click here](#).

## Conclusion

Selling on Amazon can be tricky and challenging from choosing the appropriate shipping and fulfillment method, registering as a seller, and adhering to rules and regulations.

Paxcom has assisted some of the world’s leading brands in building their online presence on Amazon. We can guide you through the process of selling on Amazon. Several of Paxcom’s services, such as eCommerce promotion management, content and design, developing brand stores, eCommerce advertising, and custom data analytics, are utilized by brands to expand their sales and market share.

We can assist with more details at – [info@paxcom.net](mailto:info@paxcom.net)