

Everything you need to know about the Amazon Product Launch



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Description

Ready to Launch Your Product on Amazon? Here's How to Get Started

Launching a new product on Amazon is an exciting milestone for any business. With its immense reach and unparalleled customer base, Amazon provides a unique opportunity to grow your brand and boost sales. However, success doesn't happen by chance—it's the result of a thoughtful and strategic approach.

In this guide, we'll walk you through the key steps to executing a winning Amazon product launch. **From maximizing visibility to driving conversions**, we'll cover the strategies that position your product for long-term success in the competitive Amazon marketplace.

Why Amazon?

Amazon isn't just a marketplace—it's an eCommerce powerhouse that attracts over 197 million users every month. With its seamless shopping experience, expansive catalog of 350+ million products, and lightning-fast delivery options, Amazon has become the go-to platform for millions of customers worldwide.

This dominance offers sellers an incredible advantage: access to an enormous, ready-to-buy audience. Whether your product is part of Amazon's private catalog of 12 million products or listed alongside

millions of marketplace sellers, the potential for growth is vast.

Take inspiration from Amazon's mission statement:

"Our vision is to be Earth's most customer-centric company; to build a place where people can come to find and discover anything they might want to buy online."

Twinnings leveraged Amazon Ads for the launch of "Cold Infuse Tea," and the brand recorded an uplift in sales attributed to advertising of 100% on Amazon.co.uk in a span of 12 weeks.

By aligning your product launch with this customer-first philosophy, you can tap into Amazon's ecosystem to create an exceptional shopping experience that drives loyalty and sales.

Understanding the Essence of an Amazon Product Launch

Before diving into the strategies that make an Amazon product launch successful, it's important to define what the process entails. Launching a product on Amazon means introducing a new item—be it an entirely new creation or an upgrade to an existing product—to Amazon's vast marketplace. Essentially, any effort to bring something fresh or improved to Amazon customers qualifies as a product launch.

Amazon's mission to be "**Earth's most customer-centric company**" and host **every product imaginable** makes it an ideal platform for reaching a diverse audience. However, while the opportunities are immense, launching a product effectively requires a strategic approach. Without preparation, you might find the experience daunting. But with the right branding strategy in place, your launch can set the stage for long-term success.

What is a branding strategy?

Branding goes beyond your business name—it's the identity that customers associate with your products or services. A branding strategy is a carefully planned approach to defining, promoting, and differentiating your brand. It's how you shape customer perceptions and position yourself against competitors.

Key elements of a branding strategy include:

- **Defining Your Target Audience:** Understand who your ideal customer is and what they value.
- **Finalizing Your Product Niche:** Choose a product with high demand, strong profit margins, and manageable competition.
- **Creating Keyword-Rich Content:** Use relevant keywords to develop a content strategy that enhances visibility and drives engagement.
- **Continuously Improving Your Product:** Gather feedback, monitor competitors, and refine your product to meet customer needs.
- **Building Brand Strength:** Promote your brand consistently to stand out in the marketplace and sustain growth.

Why Branding Matters for Your Product Launch

Launching a product isn't just about making it available for purchase; it's about creating buzz, sparking interest, and ensuring your brand receives the exposure it deserves. A strong branding strategy not only attracts customers during the launch phase but also sets the foundation for future success.

Remember, an Amazon product launch is the **beginning of the journey**, not the destination. By prioritizing branding, you can build lasting connections with customers and keep your business ahead of the competition.

Why Strategies for an Amazon Product Launch Are Crucial

Picture this: You've just launched a fantastic new product on Amazon. You're confident it will be a game-changer. But weeks pass, and sales are disappointingly low. The product feels like a hidden gem buried in the vast sands of Amazon's marketplace. Why? Because, without a well-defined Amazon product launch strategy, even the best products risk going unnoticed.

Now imagine an alternate scenario: You carefully craft a launch plan that identifies your target audience, maximizes visibility, and ensures your product makes a splash. That's the difference a strategic approach can make. Let's explore why an effective product launch strategy is essential:

The Benefits of a Strong Amazon Product Launch Strategy

- **Targeted Marketing:** A thoughtful strategy pinpoints the ideal audience for your product. It eliminates guesswork and ensures your marketing efforts resonate with the right customers at the right time.
- **Enhanced Visibility:** Standing out in Amazon's crowded marketplace is no small feat. A well-executed strategy elevates your product's visibility, helping it rank higher in search results and attract attention.

Types of Amazon Product Launch Strategies

Depending on your goals and market dynamics, Amazon product launches can take different forms. Let's explore two popular approaches:

Soft Amazon Product Launch

In a soft launch, the focus is on testing the waters. This approach targets a smaller, controlled audience within a specific geographic area. Often referred to as a **beta launch**, it's an excellent way to gather valuable customer feedback, address any issues, and refine your product before a broader rollout.

Hard Amazon Product Launch

A hard launch, on the other hand, is all about making a big splash. This type of launch leverages extensive marketing efforts, media coverage, and a sense of anticipation to generate buzz. For instance, Apple's globally renowned launches for the iPhone and other products exemplify the impact of a well-orchestrated hard launch.

The first and foremost step before launching a product should be securing an Amazon Prime badge. Listed below are a few reasons how Prime Badge elevates your brand in the long run.

Prime Badge: A Crucial Step in Your Amazon Product Launch Strategy

In the competitive Amazon marketplace, few elements carry as much weight as the **Prime Badge**. When customers see that signature blue checkmark accompanied by the word "Prime," it immediately triggers a sense of trust and reliability. Securing this badge is not just an optional enhancement—it's a pivotal step in crafting a successful Amazon product launch strategy.

The Prime Badge and Customer Trust

1. **Instant Credibility:** The Prime Badge signals that a product is eligible for fast, reliable shipping through Amazon's Fulfillment by Amazon (FBA) program. For customers, this reassurance translates to a smooth, hassle-free shopping experience.
2. **Perceived Quality:** Products with the Prime Badge often appear more professional and higher-quality in the eyes of customers. Many shoppers associate it with Amazon's commitment to excellent service standards.
3. **Buyer Confidence:** Customers are more likely to choose a product with a Prime Badge, especially if they're unfamiliar with the seller. It eliminates doubts about delivery delays or additional shipping costs, creating a sense of security that encourages purchases.

Why the Prime Badge Is a Stepping Stone in Your Launch Strategy

1. **Enhanced Visibility:** Products with the Prime Badge are favored by Amazon's algorithm and are more likely to appear higher in search results, giving them a significant edge over non-Prime products. This increased visibility is critical during a product launch when your primary goal is to capture attention and drive sales.
2. **Access to a Larger Audience:** Amazon Prime has a loyal subscriber base of over 200 million members worldwide. Many Prime members exclusively shop for Prime-eligible products, meaning your product's eligibility can unlock access to this substantial customer segment.
3. **Increased Conversion Rates:** Data consistently shows that Prime-eligible products have higher conversion rates compared to their non-Prime counterparts. By securing the badge, you can maximize your chances of turning browsers into buyers during the crucial early days of your launch.
4. **Eligibility for Amazon Prime Day and Promotions:** Having the Prime Badge makes your product eligible for Prime-exclusive events and promotions, such as Prime Day. These events drive massive traffic and can act as a catalyst for your product's success.

How to Secure the Prime Badge

To earn the Prime Badge, enrolling in Amazon's **Fulfillment by Amazon (FBA)** program is the most straightforward route. This ensures your products are stored in Amazon's warehouses and shipped directly by Amazon, meeting their fast and reliable shipping standards.

Leveraging the Prime Badge for Launch Success

Incorporating the Prime Badge into your product launch strategy is more than a tactical move—it's a game-changer. By instilling confidence in customers, improving visibility, and tapping into Amazon's Prime ecosystem, you position your product for success from day one. As you refine other elements of your launch, like branding and content creation, the Prime Badge acts as a cornerstone, ensuring your efforts culminate in a trustworthy and appealing offer that resonates with Amazon shoppers.

Securing the Prime Badge is not just about logistics; it's about aligning with customer expectations and leveraging one of Amazon's most powerful trust signals to propel your product launch to new heights.

Moving ahead, As we delve deeper into the steps of a successful Amazon product launch, we'll continue to follow the journey, ensuring that every strategy we discuss is applied to this scenario for practical insights.

Steps to Plan a Successful Amazon Product Launch

1. Product Category Analysis

Launching a product without choosing the right category is like attending a music festival without knowing the performing bands. Here's why product category analysis is indispensable:

- **Market Pulse:** Understand market trends and growth rates to identify the ideal product category for your entry.

- **Competitor Evaluation:** Analyze competitor products, features, pricing, and services to gain insights.
- **Customer Behavior:** Study your potential customers' buying habits and tailor your marketing campaigns accordingly.

2. Price It Right

Pricing your product correctly is paramount. A misstep here can hinder your Amazon product launch. Key pricing considerations:

- **Calculate Profit Margin:** Factor in all costs, including inbound, Amazon fees, storage, and advertising costs, to determine your profit margin.
- **Set Minimum and Maximum Rates:** Establish a pricing range that ensures profitability while initially aiming to reach the break-even point.
- **Competitor Analysis:** Price competitively within your niche, but only sometimes opt for the lowest price. Create perceived value while remaining competitive.
- **Consumer-Driven Pricing:** Utilize psychological pricing based on customer traits and factors like time, place, goods, or service.
- **A/B Testing:** Experiment with different prices, compare performance, and make data-driven decisions.
- **Leverage Coupons and Deals:** Discounts can boost customer loyalty and visibility.
- **Dynamic Pricing:** Continuously update prices to stay competitive in Amazon's dynamic marketplace.

Learn more on how to optimize your prices on Amazon here: [Pricing Amazon Products: Optimize Listing for Profitability](#)

3. Set up an Amazon Seller Central account

Creating an [Amazon Seller Central account](#) is essential. This unified interface allows you to list and manage your products. Ensure you provide accurate details:

- Supplier Address
- Box Dimensions and Weights
- Number of Units per Box
- Transport Carrier
- SKU for the Product
- Labeling stickers Amazon provides are crucial for tracking your product in the warehouse.

4. Create your Amazon inventory

So, after setting up an Amazon Seller Central account, establish an inventory in the warehouse, and that can be done in two ways.

(a) Fulfillment by Amazon (FBA)

Amazon FBA is a fulfillment service that enables sellers to store their products in Amazon's warehouses and deliver them to customers through its logistic network. This means sellers don't have to worry about the storage and shipping of the product.

Note: Make sure to list the product with the correct details on the site.

If you are curious about how Amazon FBA works, here is the guide for you. Don't worry—we come well prepared.

(b) Merchant-fulfilled or Seller-ship Program

Amazon Seller Ship is a program that helps sellers manage their inventory and fulfillment process. This program lets you ship items to Amazon's fulfillment centers, where they can be stored, packed, and shipped on demand directly to customers.

Paxcom's [Kinator](#) software assists brands with inventory alerts and geographical inventory tracking, providing them with daily/weekly alerts to refill the out-of-stock products on multiple channels, simultaneously avoiding lost sales and the data of their competing brands. Our dashboard and reports summarize the in-stock percentage availability of each channel to get an overview of stock availability at each channel.

Learn more here on [how out-of-stock](#) instances can hamper your sales.

5. Create the Perfect Amazon listing

Consider the importance of eye-catching content; it makes and breaks your game. When you sell on Amazon, your entire marketing strategy revolves around getting more traffic through your product listings, Titles, Descriptions, Images, and A+ content, and in order to create an optimized listing, some of the things need to be established as follows:

We all know how the Amazon algorithm works when it comes to conversions. To come in top search results, sales velocity matters; to achieve that, let's understand its inner-engineering.

RESEARCH, RESEARCH, and RESEARCH!

Conduct competitor analysis to analyze your competitor listings to get an insight into your product launch and look for keywords they have included in their titles, descriptions, bullet points, and A+ content. You can learn more on how to optimize content for better ranking [here](#).

To make your keyword research better, discover long-tail and short-tail keywords. It helps you to stay relevant for a longer time. Let's take an example for a clear understanding of how Long-tail keywords work. They have at least three words in them. "Budget laptops under 15,000"- has three words in it: "budget," "laptops," and "under 15,000".

Short-tail keywords are only one or two words: “laptops.” These are less competitive and easy to rank for. However, it is hard to get traffic from them because of the low search volume.

Format of 10/10 product listing based on Paxcom’s expertise

- **Titles:** Creating short titles with relevant keywords to boost click-through rate
- **Descriptions and bullet points:** It lets you stand out from the competition.
- **Images:** Amazon has strict guidelines regarding images. They should be in HD and rich in content.
- **A+ content** is new, enhanced content that provides more than just information. But let brands tell their story with a combination of visuals and text.

6. Leverage Amazon Ads Solution

Did you know that 75% of Amazon shoppers are looking for new products, with 68% engaging in “window shopping” without a particular product or brand in mind? This represents a golden opportunity for emerging brands to showcase their offerings to the right audience and earn consideration for purchase.

Amazon Ads solutions can be your catalyst for a triumphant product launch, delivering results in three pivotal ways:

- **Help Audiences Discover Your Product:** Ensure your product becomes a part of shoppers’ consideration set.
- **Reach Browsing Shoppers:** Target those actively seeking products akin to yours.
- **Remarket to Potential Buyers:** Re-engage with audiences already interested in your product.

Now, let’s delve into Amazon Ads solutions that can help your product launch, diminishing variability and ensuring consistent outcomes:

Let’s glide through various ad properties:

- **Sponsored Products**

These cost-per-click ads serve as your gateway to discovery and sales. They appear in shopping results, channeling traffic to your new product’s detail page. This not only boosts page views but also encourages valuable product reviews. As your campaigns roll out, closely monitor and adjust budgets and keywords to align with key moments in your product’s lifecycle.

- **Sponsored Brands**

Crafted to drive sales through engaging and actionable ads, Sponsored Brands incorporate familiar elements from the Amazon shopping experience, such as price, star ratings, and Prime eligibility. These ads offer vital product details right within the ad placement. Sponsored Brands also empower you with customization options, allowing you to showcase new product releases, different headlines, various featured product combinations, and links to your Store pages.

- **Amazon Stores**

Elevate brand awareness and educate audiences about your new product's features through Stores. This free, self-service product enables brand owners to curate multipage stores that showcase their brand, products, and value propositions on Amazon. Visitors can explore a curated collection of your brand's products in a brand-centric shopping experience, accessible on both mobile and desktop.

- **Sponsored Display**

This is your solution for remarketing, expanding your customer base, and driving purchases. Sponsored Display complements your Sponsored Products and Sponsored brand campaigns with additional targeting capabilities. For example, suppose shoppers express initial interest in your product but wait to make an immediate purchase. In that case, remarketing allows you to re-engage them with display ads as they browse third-party websites.

- **Amazon DSP (Display Side Platform)**

For advertisers aiming to scale their display advertising efforts, Amazon DSP offers programmatic buying of display, video, and audio ads at scale. It empowers you to engage relevant audiences based on lifestyle, purchase behavior, and media consumption signals. These ads can be displayed on Amazon-owned sites and leading publishers' sites.

7. Tweak your PPC Campaign Optimization Approach

To ensure a successful lift-off, your PPC (Pay-Per-Click) strategy plays a crucial role but requires some strategic adjustments. Here's how you can refine your PPC approach for a successful Amazon product launch:

- **Increase Bidding Intensity:** Visualize your product launch as the ignition of a rocket. Your primary goal initially isn't immediate profitability but visibility. Think of this phase as the ignition that propels your product into the Amazon marketplace.
- **Disable Dynamic Bidding:** Amazon's dynamic bidding is like an automatic course correction system. However, during the launch phase, your aim is not precision but maximizing sales. Disable dynamic bidding and adhere to fixed bids for consistent control.
- **Leverage Amazon Product Targeting:** Consider your established products as guiding stars. By associating a PPC ad with these stars, you achieve two crucial objectives: Directing the attention of customers who are already navigating within your sphere, potentially leading them to explore more of your offerings. The selected star likely boasts an array of positive reviews, acting as a beacon of trust and credibility for potential buyers.

8. Ratings & Reviews For The Win

Consider this: **74% of consumers trust a business more if it has positive reviews, and 82% of people search for negative reviews to find out what to expect from a product or service.** Yet, when you're at the dawn of your product launch, acquiring reviews can be a formidable challenge. This is where Amazon's Early Review Program steps in as an ally.

Amazon's Early Review Program is an exciting addition tailor-made to assist customers in amplifying the buzz about their latest acquisitions. Here's how it works: Customers receive complimentary items in exchange for providing feedback on them. It's a symbiotic arrangement benefiting both you and your customers.

Early reviewer program (Amazon product launch)

With Amazon's early review program, you can quickly build up hype around your product launch and increase its chances of success. You will also gain valuable insights from real-time insights generated from customer reactions. This information is crucial to improving your following product or service offering.

Leverage Sentiment analysis as a complementing partner to this- Analyzing the sentiment embedded in these reviews lets you gauge customer reactions, preferences, and pain points. This data is akin to a compass, guiding you toward refining subsequent product or service offerings, ensuring they remain attuned to customer sentiment and market dynamics.

Read more about Sentiment analysis, and get your answer for all the What's, How's, and Why's here- [How Sentiment Analysis can improve customer experience in E-commerce?](#)

Some Theories Behind Successful Amazon Product Launch

- **Marketing Theory:** Decide on the most suitable advertising and promotion methods for your Amazon product launch, whether traditional, email-based, or influencer-driven.
- **Profitability Curve:** Analyze how your product's profit or loss evolves. Use this information to allocate budgets for promotion.
- **Diffusion of Innovation:** Understand your target market's adoption behavior using the diffusion of innovation theory. Identify early adopters, pre-order customers, and late adopters.
- **Pricing Theory:** Price your product strategically by considering market dynamics, competition, consumer interaction, and product category.

But before we conclude the blog, here is a 90-day AtoZ roadmap for the brand to ensure best practices are being followed throughout the entire process of the 30:60:90-day launch cycle.

1. Within 30 Days of Launching the Product
2. Within 60 Days of Launching the Product
3. Within 90 Days of Launching the Product

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Base Level : The First 30 Days

This phase is all about creating visibility, establishing trust, and driving initial sales. By leveraging Sponsored Ads, Premium A+ Content, Amazon Vine reviews, and strategic promotions, you can position your product to succeed in Amazon's competitive marketplace. Here are the key strategies to prioritize during this crucial period:

1. Leverage Sponsored Ads for Visibility

Amazon's Sponsored Ads are one of the most effective tools for increasing product visibility early on. By bidding on relevant keywords, you can ensure your product appears in front of your target audience, even in a competitive niche.

- **Example:**
A seller launches an eco-friendly water bottle bid on "reusable water bottle" and related terms. Within the first week, sponsored ads drove significant traffic, enabling the product to rank organically for high-value keywords.

2. Enhance Product Listings with Premium A+ Content

Premium A+ Content offers enhanced visuals and rich storytelling to elevate your product listing. This feature allows you to showcase your product's unique value proposition while creating a professional, brand-centric appearance.

- **Pro Tip:**

Use the enhanced content to answer common customer questions or concerns, such as durability or unique use cases.

3. Build Credibility with Amazon Vine Reviews

Early reviews are vital for establishing trust. The Amazon Vine program invites trusted reviewers to provide feedback on your product, helping potential buyers make informed decisions.

- **Best Practices:**
 - Ensure your product meets high-quality standards before participating in the Vine program to maximize positive feedback.

4. Engage Customers with Tailored Coupons and Promotions

Price incentives like coupons and promotions can help capture attention and encourage purchases during the early stages of your launch. These tools not only attract cost-conscious shoppers but also create urgency.

- **Example:**

A skincare brand launched with a 15% off coupon targeted at first-time buyers. This small discount generated a surge in sales, boosting their product ranking in search results.

- **Middle Level : Best Practices for Days 31-60 of Your Amazon Product Launch**

After building initial traction during the first 30 days, the focus for the next 30 days shifts to **retention, upselling, and discoverability**. This phase is all about converting first-time buyers into repeat customers, maximizing basket size, and further optimizing your product's visibility.

1. Encourage Repeat Purchases with Subscribe & Save

Amazon's **Subscribe & Save** program is a powerful tool for fostering customer loyalty, especially for consumable or frequently replenished products. This feature incentivizes buyers to subscribe for recurring deliveries at a discounted rate, ensuring consistent sales and customer retention.

- **Best Practices:**
 - Offer discounts that strike a balance between profitability and attractiveness (e.g., 5%-15% off for subscribers).
 - Highlight the Subscribe & Save option prominently on your product listing and marketing materials.
 - Use email follow-ups (via Amazon-approved channels) to remind customers of the convenience of subscriptions.
- **Example:**

A seller of organic protein bars leveraged Subscribe & Save to convert one-time buyers into subscribers. Within a month, recurring orders accounted for 30% of their sales, providing a reliable revenue stream.

2. Increase Cart Size with Virtual Bundles

Virtual bundles allow you to group related products into a single offer without physically packaging them together. This strategy encourages customers to add more items to their carts, increasing the average order value.

- **How to Create Effective Bundles:**

- Pair complementary products (e.g., a water bottle with a reusable straw).
- Use data from past sales to identify commonly purchased items together.
- Highlight the cost savings of buying as a bundle rather than individually.

- **Pro Tip:**

Use Virtual Bundles to cross-promote new or less popular items alongside bestsellers, boosting visibility for your entire catalog.

3. Optimize Listing Discoverability with Search Optimization

By the 60-day mark, you should have enough data to refine your product listing for improved discoverability. This involves analyzing keyword performance, customer behavior, and search trends to optimize your listing further.

- **Steps to Optimize Your Listing:**

- **Analyze Keyword Data:** Use insights from Sponsored Ads campaigns to identify high-performing keywords and incorporate them into your title, bullet points, and backend search terms.
- **Refine Product Title:** Ensure your title includes primary keywords while maintaining readability and relevance.
- **Improve Bullet Points and Descriptions:** Use keyword-rich content to highlight product features, benefits, and customer pain points.
- **Update Backend Search Terms:** Add missed but relevant keywords based on customer search behavior or competitor analysis.

- **Example:**

A seller of ergonomic office chairs updated their listing to include keywords like “adjustable desk chair” and “lumbar support chair” after analyzing search data. This optimization improved their ranking and boosted traffic by 20%.

Days 31-60: Key Takeaway

This phase is all about scaling your success. By implementing Subscribe & Save, leveraging Virtual Bundles, and refining your listing with search optimization, you can retain customers, increase revenue per transaction, and strengthen your product’s discoverability on Amazon.

These efforts lay the groundwork for sustained growth as you transition into the final 90-day phase, focusing on expansion and long-term strategies.

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Final Level: Best Practices for Days 61-90 of Your Amazon Product Launch

As you approach the final phase of your 30:60:90-day plan, the goal is to **analyze performance, retain customers, and scale growth opportunities**. Here's how to focus on the key areas highlighted:

1. Analyze Your Growth Opportunities

The 90-day mark is the perfect time to evaluate how your product has performed and identify areas for expansion. Analyzing growth opportunities involves leveraging Amazon's analytics tools to assess trends, competitor activity, and customer behavior.

- **Best Practices:**

- Use the **Business Reports Dashboard** to track sales performance, session data, and conversion rates.
- Analyze product reviews to identify patterns in customer preferences and pain points.
- Compare your product's performance against competitors to uncover gaps in pricing, features, or branding.

- **Example:**

If your data reveals a spike in sales among a particular demographic, consider creating targeted ads or bundling related products to capitalize on that demand.

2. Retain Customers with Customer Loyalty Analytics

Customer loyalty is key to sustainable success. Use analytics to understand purchasing trends and tailor strategies to retain your audience.

- **Strategies to Build Loyalty:**

- Identify repeat customers and offer personalized promotions or discounts.
- Encourage positive reviews by reaching out (via Amazon's "Request a Review" feature) after every successful purchase.
- Use tools to segment your audience and craft tailored email campaigns (within Amazon's guidelines).

- **Pro Tip:**

Consider running a loyalty-focused promotion, such as offering discounts for customers who make multiple purchases or subscribe to your products.

3. Optimize Content with Manage Your Experiments

Amazon's **Manage Your Experiments** (MYE) tool allows you to test different elements of your product listing and identify what works best. This A/B testing approach can significantly boost conversions.

- **What You Can Test:**

- Product Titles: Experiment with keyword placement and phrasing to enhance click-through rates.
- Main Images: Test variations to find the most visually appealing option for your target audience.
- Product Descriptions: Identify which copy style resonates best with your customers.
- **Pro Tip:**
Keep the testing period consistent to gather reliable data. Small tweaks can lead to a noticeable improvement in click-through and conversion rates.

4. Access a Larger Customer Base with Deals

Offering **deals** is an excellent way to attract price-sensitive customers and drive traffic to your product listing. Amazon provides several promotional options to reach a broader audience, especially during high-traffic periods like holidays or Prime Day.

- **Best Practices for Running Deals:**
 - Utilize **Lightning Deals** to create urgency and encourage immediate purchases.
 - Offer **Best Deal Promotions** to maintain longer-term visibility on Amazon's Deals page.
 - Time your deals strategically during peak shopping hours or events.
- **Example:**
Running a Lightning Deal for a new kitchen gadget during Black Friday resulted in a 3x increase in sales within 24 hours.

Days 61-90: Key Takeaway

This final phase emphasizes **refinement, retention, and scaling**. By analyzing growth opportunities, building customer loyalty, optimizing your listing through A/B testing, and reaching a larger audience with deals, you can strengthen your product's place in the market and prepare for long-term success.

Conclusion

An Amazon product launch is more than just an event—it's a pivotal moment that can define your product's trajectory and impact your business's growth. A well-executed launch has the potential to elevate your product, boost visibility, and drive substantial sales, while a poorly planned one could hinder progress in a competitive marketplace.

By understanding the essential elements of a successful launch strategy and implementing tactics aligned with your business goals, you can significantly increase your chances of success. **From defining your target audience to creating a strong branding strategy and executing effective marketing campaigns, every step counts in positioning your product for long-term success.**

Are you ready to make your mark on Amazon? Start by developing a comprehensive product launch plan that incorporates the insights and strategies we've outlined. With meticulous preparation and focused execution, your product can capture the attention of Amazon's vast customer base and achieve extraordinary results.

These tried-and-tested methods from our eCommerce experts are designed to streamline your launch process and set the foundation for consistent growth in the competitive Amazon ecosystem.

Paxcom's Solution for Amazon product launch

Navigating the intricacies of the e-commerce landscape can be challenging, often diverting your attention from what truly matters and driving more sales. At Paxcom, we understand the hurdles you face, and our mission is to empower you to overcome them seamlessly.

Our team comprises seasoned e-commerce experts well-versed in catering to brands of all sizes, spanning a diverse spectrum of product categories. With an exhaustive skill set encompassing everything from meticulous product listing and content optimization to harnessing the power of Amazon Marketing Services, cutting-edge data analytics, efficient inventory management, and impeccable order fulfillment, we've got you covered at every step.

As an integral facet of our Amazon Launch Solution, Paxcom offers the advantage of our proprietary in-house software, Kinator. This decisive tool steps in as a post-launch strategy, ensuring your ongoing success. Kinator diligently scours all publicly available data, generating tailor-made reports that serve as your compass in the ever-evolving e-commerce landscape. From on-shelf availability and search visibility reports to category visibility insights, product pricing analysis, and promotional strategy recommendations, our software equips you with the data-driven insights needed to make informed decisions that drive your business forward.