

Prime Day 2024: A Guide to Optimise Content for Growth



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Description

Prime Day is around the corner, and everyone is gearing up for it. Amazon's Prime Day sale has always been one of the most anticipated eCommerce events globally. **Did you know that Prime Day 2023 sold over 375 million items?**

This 2-day sale event is set to be held on July 16 and 17, 2024. With super-saving deals and discounts, Prime Day 2024 could be one of the biggest catalysts for shoppers who love to spend less and save more at the same time. As a vendor, you must ensure retail readiness and avoid the last-minute hustle.

To help you with it, we present a complete guide to help you prepare for the Mega event and make you primed for prime day.



Source: About Amazon

Prime Day 2023: Sneak-a-peek

With \$12.7 billion in total sales and 375 million items sold at the global level, Prime Day 2023 recorded tremendous growth, making it the biggest Prime Day ever.

Dominant Categories

1. Electronics: Lead to a 392% increase in sales over the two-day event and the 14-day trail
2. Sports & Outdoors : A significant surge of 246% in sales on Day 1
3. Health & Household: Recorded an 181% increase in sales on the second day of the event

So, how can you effectively equip yourself for Prime Day?

The secret lies in approaching it as a well-planned expedition rather than a single-day event. Think of it as embarking on a thrilling adventure with a strategic, multifaceted approach: **the preparation, the main event, and the aftermath.**

It's really important to set up the lead-up phase for success. This includes fine-tuning your content strategy, aligning it with the occasion, and [ensuring your ads are finely tuned](#). Just like explorers meticulously pack their gear before a journey, you want to make sure every element of your campaign is in place and ready to shine.

1. Pre-Event Phase: Preparation for the Main Event

Customers' biggest pet peeve is out-of-stock, incomplete titles, and descriptions. As a result, you must ensure that everything complies with the best SEO practices, from current inventory to optimised product content.

- **Inventory Management:** Analyse the forecast thoroughly and ensure that the inventory is up-to-date to meet the surge in anticipated demand.
- **Content Strategy & SEO:** Highlight key products, create informative content, and use high-quality images to improve visibility and content quality.
- **Promotions:** Customers love discounts; incorporate promotions strategically to attract them.

2. D-Day: Main Event

- Steal deals, advertising, and customer engagement must be prioritised throughout. Utilise Amazon ad avenues like sponsored product ads, sponsored brand ads, and sponsored display ads to kickstart your journey of gaining more customer traction and visibility.
- **Lightning Deals:** Introduce time-ticking deals to create a sense of urgency and encourage purchases.
- **Customer Engagement:** Harness the power of social media platforms to keep your audience informed about the mega event and deals so they won't miss out.

3. Results: Aftermath of the Event

- Motivate customers to leave their "feedback and reviews" about the product, as this will help with credibility and future conversions.
- Follow-ups are important—send follow-up emails to customers offering exclusive discount codes for future purchases.
- Analyse customer behaviour throughout the whole process to determine which strategies worked best during the fiesta. Incorporate those insights into structuring your future campaigns and strategies for the next mega event.

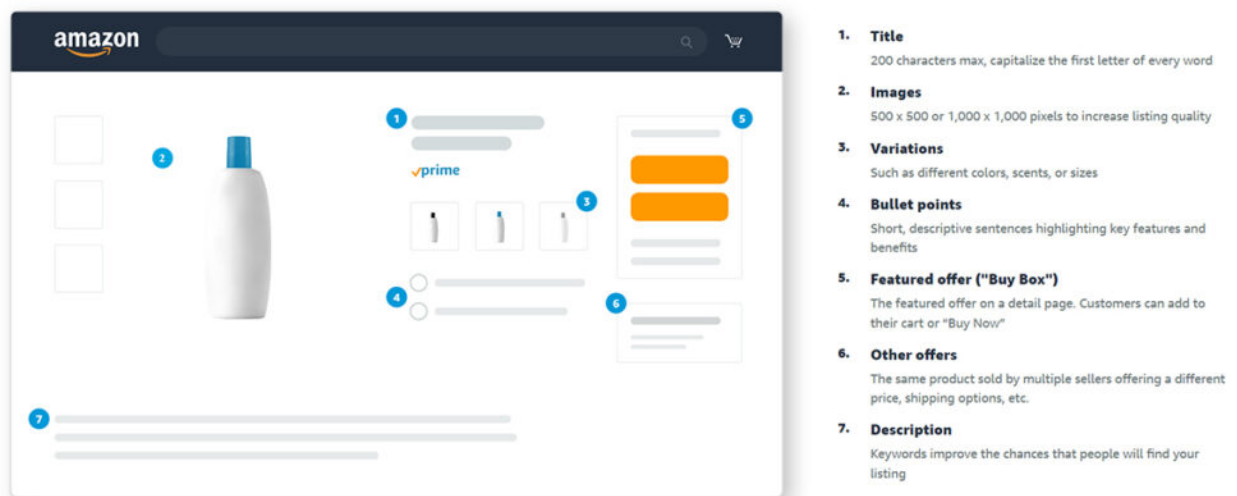
By meticulously planning and executing your strategy in these three phases, you can maximise your sales and ensure a successful Prime Day 2024. Moving ahead, let's discuss in detail how you can excel in content optimisation for Prime Day 2024.

Preparing for D-Day: A Guide to Content Optimisation

A lot goes into preparing for the event, from inventory management to product listing, choosing the right fulfilment partner, streamlining Amazon advertising campaigns, allotting the right budgets, and leveraging social media channels to increase the network. All these efforts will be worthwhile if the content is highly optimised and meets the requirements.

While executing media planning and creating visually appealing elements like banners and deal tags are important, content optimisation goes beyond aesthetics. It involves infusing your product detail pages with carefully chosen keywords that align with your advertising strategy. Additionally, it's essential to have high-quality images and engaging elements like videos and [A+ content](#), as these can enhance the consumer's experience with your brand.

Thinking from a consumer's perspective, providing a positive experience on your detail page is essential since customers can only physically interact with your product after making a purchase. High-quality content serves as a positive indicator that your product is legitimate and can help build trust with potential buyers.



Amazon Content Guidelines

Creating a Comprehensive Content Strategy Guide

Regarding online marketplaces, the power of content has increased multifold. Customers only make purchases after reading the product description, titles, and reviews. These are the basic parameters, along with highly defined images, to relay the message more impactfully and intriguingly.



Content Strategy Guide for Prime Day

This guide provides you with a complete overview of optimising the content on Amazon, making you retail-ready and all geared up for sale. It is necessary to utilise and make the most of the given space efficiently. Described below are a few of the upgraded strategies to elevate and optimise your content.

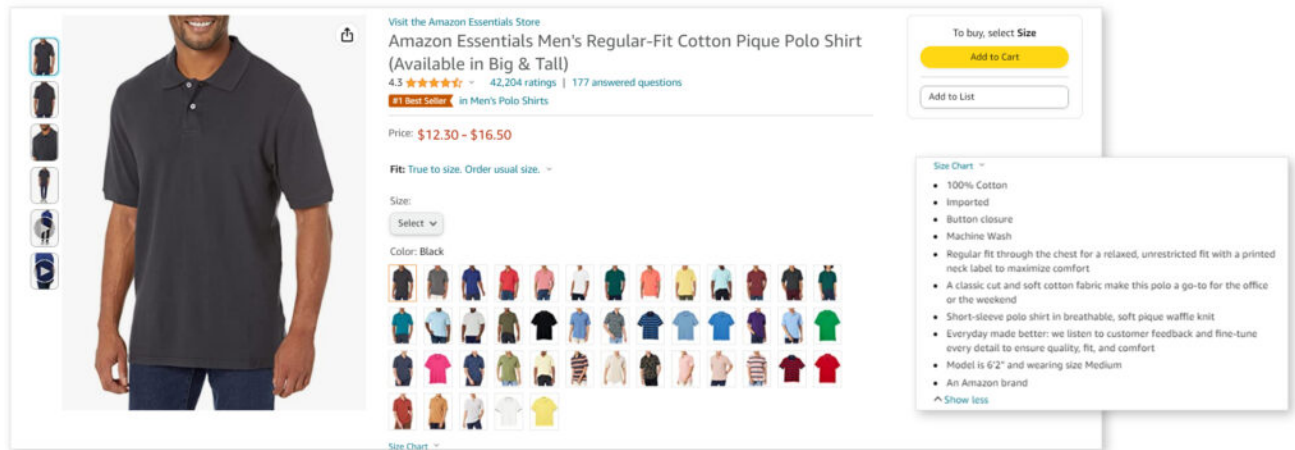
1. Optimised Keywords

To ensure a better ranking, the first step is to research the relevant keywords for your product. The keywords need to be strategically placed in the titles, meta descriptions, and meta tags in the backend to improve the search engine ranking across the marketplace.

Including generic, brand, and category keywords increases the relevance of the product and taps a larger audience. Use high and low-ranking keywords in the content to improve organic visibility and avoid keyword stuffing.

2. Clear Product Descriptions

- Write unique, informative, and persuasive [product descriptions](#), highlighting key features, benefits, and value propositions.
- Use storytelling techniques to engage customers and create an emotional connection with your brand.
- Make sure the grammar is accurate and the content is readable and easy-to-understand for a diverse audience.



Source: Amazon

1. Product Titles

- The thumb rule is to always include product-identifying information.
- Use Numbers/Numerics.
- Keyword Insertion adds value to your content. Long-tail, short-tail, and intent targeting increase relevance and help you reach a larger audience.
- Capitalization is important.
- Your Product title should consist of

“Brand + Product Name + Grammage + Product Category + Keywords/USP + Variant/Flavours”

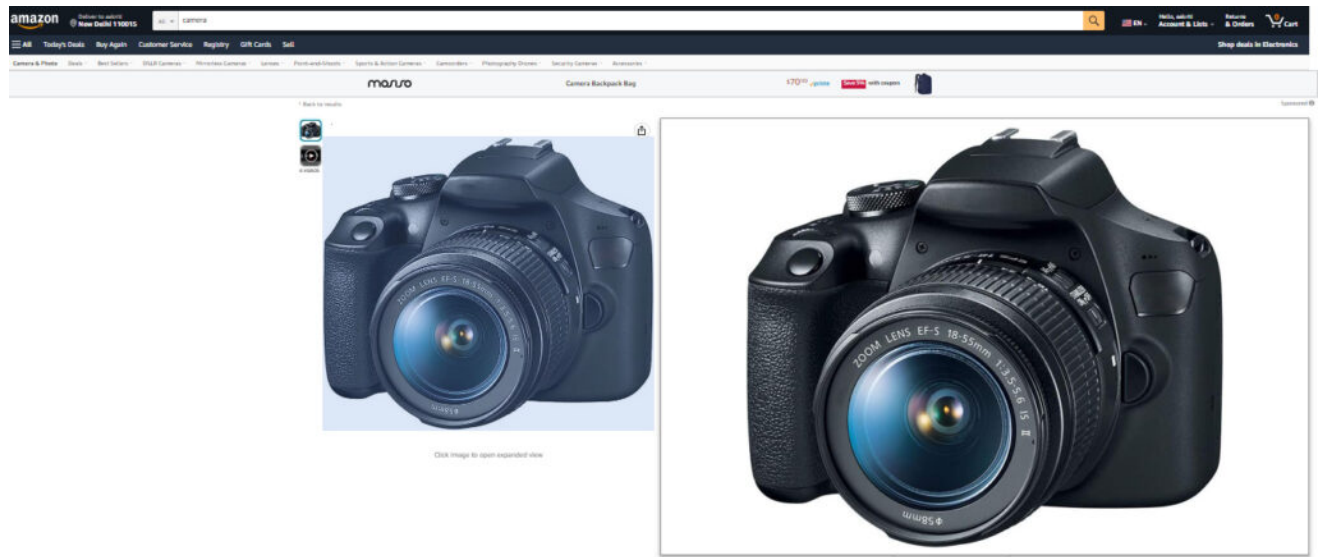
Amazon product titles have a limit of 200 characters, and it’s essential to make sure that your tile is structured correctly and doesn’t look keyword-heavy.

Example-Chicco Baby Moments Body Lotion for Babies, 200ml|Almond Milk & Murumuru Butter|Quick Absorb Formula with Natural Ingredients for Ultra Soft Skin|Dermatologically Tested|Parabens & Phenoxyethanol Free

2. High-Resolution Product Images

High-quality images act as a catalyst for the brand. Listed below are the requirements that will help you maintain the image quality on the platform.

- The main, or hero, image is the first thing consumers see on the Amazon search result page. It’s like the first impression of your product, which should be bang on and of high quality, so that the consumer is prompted to open your product display page. For the primary or hero image:
- A professional product photograph is necessary.
- It should not contain any watermark, text, or logo.
- A pure white background elevates the image quality.
- The product should take up at least 85% of the picture.



Source: Amazon

- **For all the additional pictures:**

Make sure to follow a storyline for your consumers to grasp your product. It can be done with the use of lifestyle images or with user-guide photos.

“Introductory image > USP Image > Feature Image > Benefit Image > Lifestyle Image > how-to-use/claims/usage image”

- Minimum 500Px
- JPEG, PNG or GIF files are preferred

High-resolution and interactive images stand out for themselves. Apart from highlighting the brand's personality, they also enhance the consumer's shopping experience and highlight the brand's personality.

5. A+ Content

If you are a vendor or third-party seller on Amazon, you can take advantage of A+ Content. A+ Content lets you add custom paragraph headers, images, layouts, bulleted feature lists, and comparison charts to your enhanced product descriptions.

Features of A+ Content



Certification

Do not add certification information in the A+ content without a disclaimer.



Boastful Claims

Do not submit boastful claims as "The product is best or No.1" without supporting disclaimers.



Health Claims

Add health information in A+ content only if you have supporting disclaimers.



Test Details

Do not add test details without supporting disclaimers.



Low-resolution Images

Always submit high-resolution images in the A+ content.



Cropped Images

Do not submit cropped images in A+ content.



Selling Information

Do not include selling information in the A+ content.



Warranty/Guarantee

Do not submit any warranty or guarantee information.



Competitive Callout

Do not compare your product with other brands without supporting disclaimers.

Source: Amazon Vendor Central

A+ content gives your brand credibility and also contributes to boosting organic rankings. A+ content should combine relevant information about the product and highly interactive graphics. According to Amazon, A+ content can both increase the number of customers who make repeat purchases and boost overall sales by an average of 5%.

Look at how Paxcom helped a leading food category brand achieve 7x growth on Amazon by optimising its content and primary images. The brand recorded **7x revenue growth, 180x growth in visibility**, and a [700% increase in orders](#).

6. Brand Store

Using a brand store as the landing page for your advertisements can increase conversion rates. Customers can learn about a brand's offerings on the brand store page and choose among various categories or variants. Additionally, the brand store is an ideal feature for cross-selling.



Get discovered by shoppers

Help shoppers explore your full range of products with your own branded URL on Amazon.



Customize your Store, easily

Use predesigned templates and drag-and-drop tiles to create a Store that fits your brand and spotlights your best-selling products, without ever writing a line of code.



Measure your success

Metrics like sales, visits, page views, and traffic sources help you better understand how to best serve your shoppers.

Amazon Brand Store

Source: Amazon Ads

A brand store helps you improve your organic rankings and increase conversions. The storefront can make you stand out from the competition.

Here are a few other ways to help you increase the conversion rate and make Prime Day worthwhile for the brand.

- **User reviews and social proof:**

- Encourage customers to leave reviews and ratings for your products. Positive thoughts and social proof can significantly impact purchase decisions.
- Highlight positive reviews and testimonials on your website and social media platforms to build trust and credibility.

- **Optimised landing pages:**

- Create dedicated landing pages like brand stores, PDPs, and pages for your Prime Day promotions with clear and compelling messaging.
- Ensure your landing pages are optimised for mobile devices, as many shoppers browse and purchase using their smartphones or tablets.
- Streamline the checkout process to minimise friction and make it easy for customers to complete their purchases.

- **Ad campaigns and paid advertising:**

- Consider running targeted ads on platforms like Google Ads, Amazon Advertising, or social media platforms to increase visibility and drive traffic to your Prime Day promotions.
- Set up ad campaigns well in advance, ensuring proper targeting, relevant keywords, and compelling ad copy.

How can Paxcom help?

Find out how Paxcom can help your brand reach new heights and offer the best eCommerce assistance for Amazon. Our team of specialised experts and Amazon ADvisors is here to assist you with all your Amazon-related queries. With expertise in Amazon ad campaigns, content strategy, and content marketing for Prime Day, Paxcom provides comprehensive support to ensure your brand excels. Let us guide you through optimising your listings, enhancing your ad performance, and crafting compelling content to maximise your Prime Day success.

Check out how **Paxcom helped a personal care brand attain a new high in sales on Amazon by 35%**. The brand faced challenges in growing its business and finding efficient strategies for [improved visibility and ROI](#). Paxcom handled the situation and drafted a robust strategy, resulting in a **158.82% increase in impressions and a 35% increase in sales**. Why don't you join hands with us and witness such growth for your brand?

Schedule a conversation [here](#) or write to us at info@paxcom.net