

Increasing Your Conversion Rate on Amazon During COVID-19



Seller's Choice has honed successful solutions for leading e-commerce retailers, providing a unique combination of rich content development and a focused, data-driven methodology. We've delivered outstanding results to clients and partners through knowledge gained from years in digital marketing.

Learn more about Seller's Choice:

sellerschoice.digital

We also regularly share our thoughts on Vocal:

vocal.media/authors/seller-s-choice

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Introduction

What started as a faint mention in headlines has become a massive hurdle for businesses utilizing Amazon's world-renowned e-commerce platform. Businesses that once attributed most of their revenue to Amazon are now finding it increasingly difficult to fulfill orders and keep sales numbers up. For those same businesses, it's becoming imperative to stay in-the-know and effectively adapt to this new type of economy.

In 2019, roughly 40% of US e-commerce took place on Amazon. As COVID-19 becomes an even larger barrier for in-person business transactions, an increase in the demand for Amazon's services is becoming more apparent—and with it, the demand for agencies like Seller's Choice, who can use their Amazon expertise to help define your business. Consumers are doing their part in staying socially-distant; so, what steps can you take as a seller on Amazon to emerge from this hermit-consumer period in the black? Here are some options...



Fulfillment Adjustments

On March 17, 2020, Amazon stated in an email to their sellers that they would freeze all non-essential FBA (Fulfillment By Amazon) shipments from its third-party sellers. In other words, Amazon told sellers that if their products are not deemed essential during this pandemic, they could not ship their products through Amazon's facilities until further notice. While this is a necessary, albeit daunting, move by the e-commerce giant, it left a lot of third-party sellers at a loss for order fulfillment.

Non-essential sellers are now confronted with a decision: wait out Amazon's freeze of FBA shipments, or transition to FBM (Fulfillment By Merchant) shipments. While the choice is theirs, it's not an easy decision to make. For one, no one knows how long COVID-19 will pose such a large threat to business before subsiding. Furthermore, most third-party sellers on Amazon use FBA to circumvent the time and energy they'd otherwise put into areas such as customer service, shipping timeliness and accountability, and infrastructure needed to fulfil the orders on their own. Understandably, it's easier to ship all outgoing orders to one Amazon fulfilment center rather than each individual address where an order was placed. Therefore, if the pros outweigh the cons, transitioning to an FBM model could be just the answer for some businesses during this difficult time.

For those businesses who choose not to transition from FBA to FBM, there are still options. Third-party logistics (3PL) companies are those that can fulfill your orders for you. These companies store and ship products all over the world, and now is a great time to establish a relationship with one of them. These companies are in high demand right now, so their prices may be predictably inflated. Then again,

demand in e-commerce is also extremely high. 3PL could be the perfect solution for circumventing Amazon's current fulfillment restrictions and for keeping your business thriving.

On a brighter note, this new economy is great motivation to diversify your supply chain if you haven't already. The Coronavirus pandemic should be a wake-up call for brands that do not have a strong website or off-Amazon presence built for their products. Amazon makes it easy with their abundance of warehouses and consumer centric hub, but it's key to diversify and keep your business's success in your own hands. It's imperative that brands can put more effort into owning their customers and having input and control over their supply operations instead of leaning on the one e-commerce giant.

Optimize Your Listing

Help prospective customers find your product by optimizing your Amazon listing. Your product is top-quality, top of its industry, and the best solution for people searching for similar products. You know that, we know that, and prospective buyers should too. That's why optimizing your listing is essential during the COVID-19 pandemic.

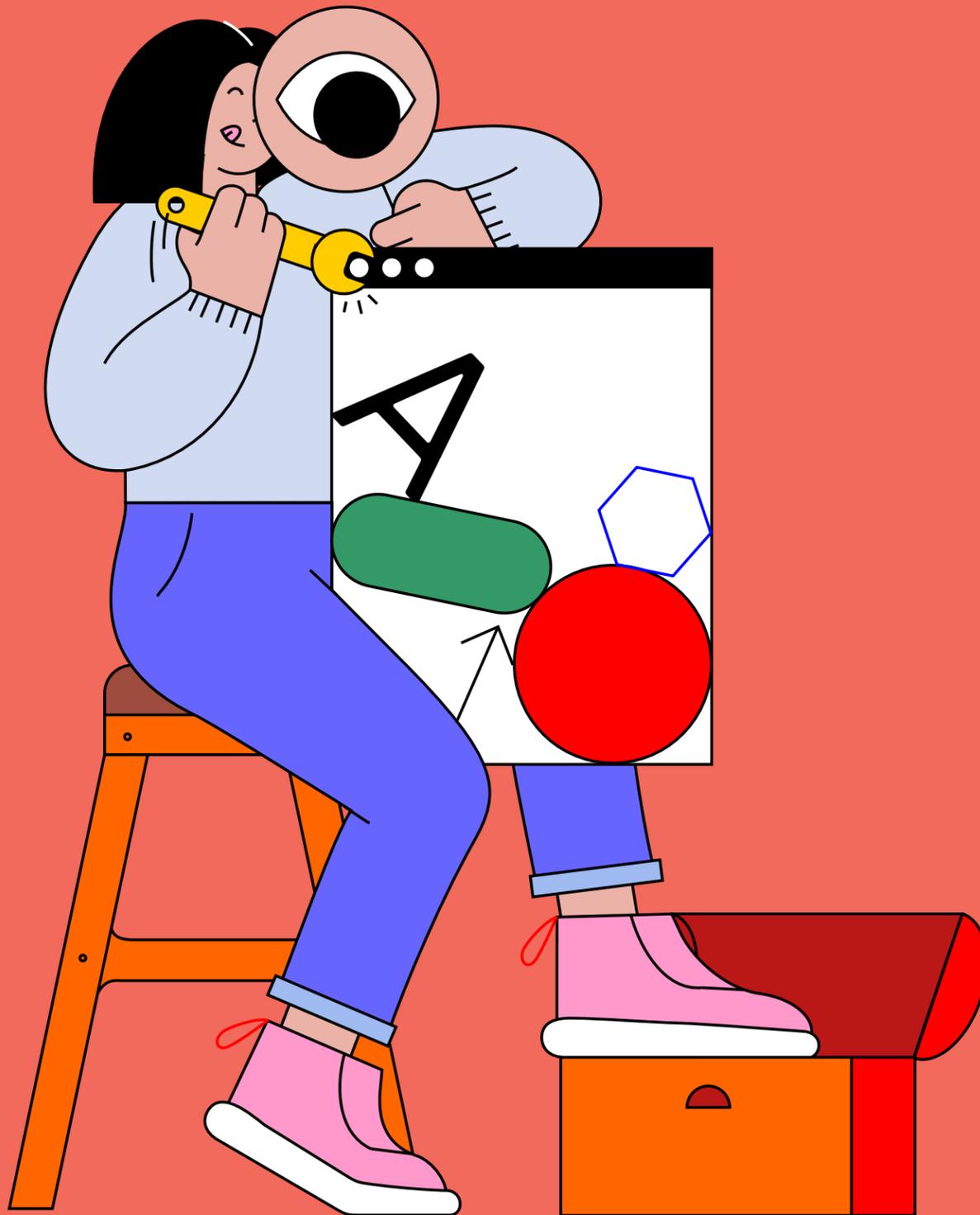
With more search queries than ever before, optimizing your listing gives your brand/product the opportunity to be seen amongst other leading brands/products in your industry. Even if the customer does not click on your product, exposing them to your product could ultimately lead to a sale—if not today, maybe next time they see your name. For sellers, optimizing your listing on Amazon during a time where consumers are stuck at home is like airing a commercial during the Super Bowl; but this time, the Super Bowl is a month long and counting.

So, how do you air your “commercial”? How can you take advantage of the increased traffic on Amazon and redirect them to your storefront? After optimizing listings for a number of diverse products and clients, Seller's Choice has identified some methods guaranteed to result in more conversions.

Here are some starting tips from our listing op experts:

Research Competing Listings

What are your competitors doing better than you? Likewise, what are you doing better than them? Do your best to define your brand's strong points and soften your weaknesses.



Copy Optimization

Does your title include popular keywords associated with your product? For example, if you are selling athletic apparel, are you mentioning that your clothes are made of sweat-resistant material? Define the key tenets of what customers in your niche are looking for and make that tenet apparent in your title.

Back-End Search Terms

Optimize your back-end search terms to make sure clients looking for your product (or similar products) can find yours easily.



Adding A+ Content (EBC)

A+ Content, formerly Enhanced Brand Content (EBC), is a surefire way to increase your brand's perceived legitimacy by consumers. This market differentiator also makes it easier to express your brand's voice and ultimately increase your conversion rate. Here are the benefits of adding A+ content to your product listings, according to our knowledgeable A+ Content team.

Differentiate From Your Competitors

A+ Content allows you to highlight the benefits and key features of your product from your competitors'.

Improved Conversion Rate

Improve your conversions while increasing sales. A+ Content has proven to increase product sales by an average of 3% to 10%.

Reduced Bounce Rates

A+ Content increases customer engagement. Added content on your listing keeps potential customers on your listings and ready to purchase!

Increased Brand Trustworthiness

Solidify your brand with reputable information and imagery. The combination of product features with images allows you to further brand yourself and express that a client can feel good about choosing your brand.

Improved PPC performance

For products running Amazon ads, A+ Content can be an excellent advantage to convert to productive CTRs and to increase the

order session percentage. Good A+ Content provides brand value propositions and helps you increase the ROIs better than your competitors without A+ Content.

Reduced Returns and Negative Reviews

Because you have more real estate to inform the consumer in a visual way, there is a lower chance of misunderstanding the use and quality of the product; therefore, reducing negative reviews and returns.

With A+ content, you're optimizing your listing by conveying brand value, providing customer relevance, and increasing customer engagement.

A+ Content gives your company the opportunity to express your brand's personality and leave a lasting impression before the customer even gets their product. Not to mention, staying at the cutting edge of Amazon's seller tools lets the consumer know you are at the forefront of a quickly evolving industry.

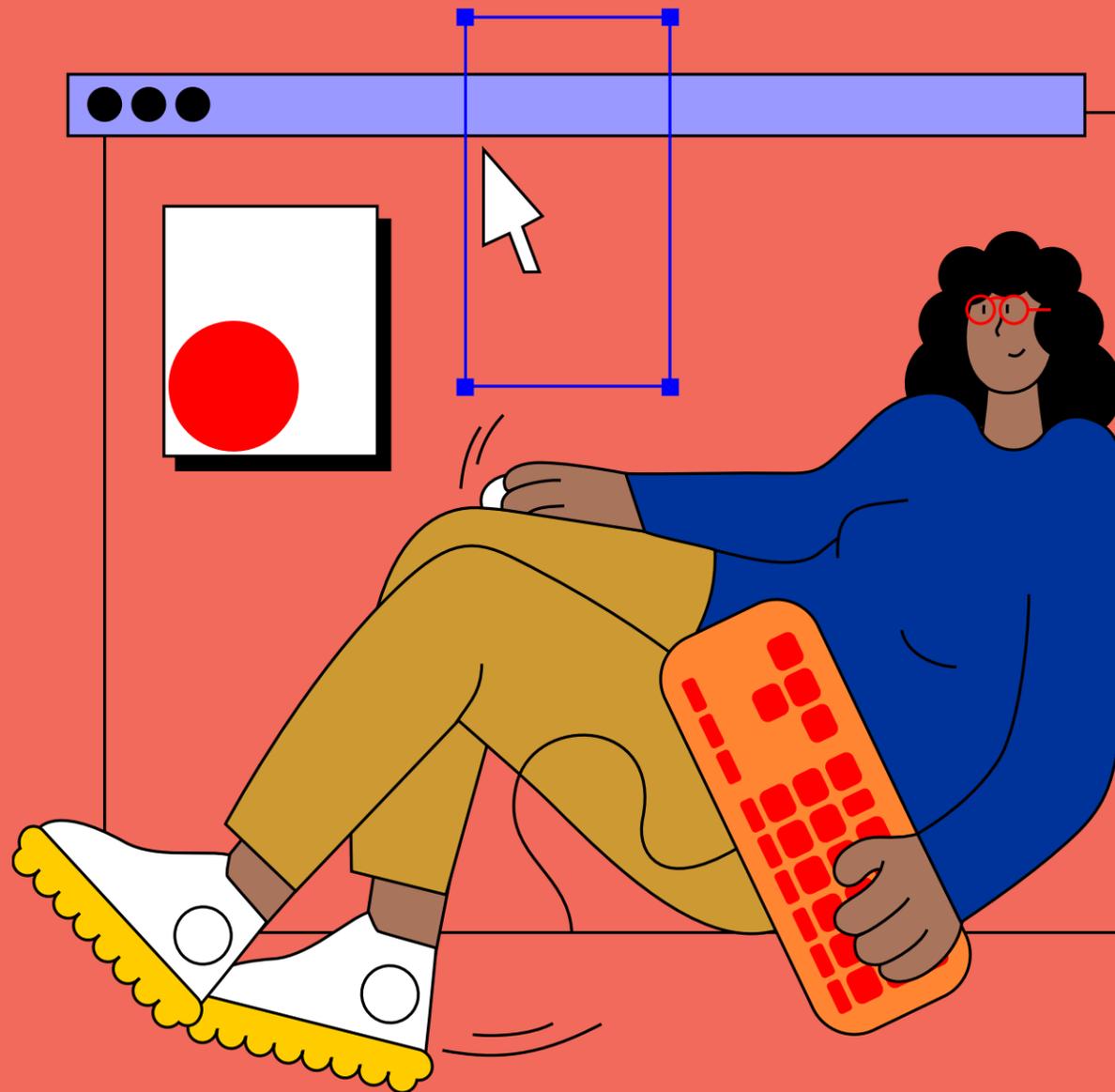
Build or Update Your Storefront

Now that there's a record number of consumers roaming Amazon, it is essential to build up your storefront. Fronts are like micro-websites inside Amazon that you can customize and personalize. Use this as an opportunity to gain reputability in your industry. Once you've optimized your listings, you should do what you can to elaborate on your brand's story and start a conversation with interested consumers.

Make it easy for them to understand where your brand came from, where it's going, and differentiate yourself from your competitors. Amazon's seller tools are more comprehensive than ever, offering brands more creative ways to engage and educate prospective buyers.

Brands now have the opportunity to add features like slideshows, videos, and testimonials to their Amazon storefront. These enhanced features make it possible to get closer to the customer and leave an impression. Instead of just telling the customer what to buy, you can now show them why they should buy your product in a comprehensive way. People are less likely to read about a product than they are to click play on a video.

Of course, a multidimensional approach to a successful storefront will combine powerful copy and content with eye-catching product photography and assets, a variety of media, and extensive knowledge of storefront best practices. It's no simple task, and it may be one that you need an agency like Seller's Choice to assist with in the case that you don't have the expertise or bandwidth internally. Either way, the effort and investment will prove worth it; in helping our clients differentiate



themselves via seller tools like storefronts, we've found that giving a little extra attention to updating your storefront could be the difference that opens the door to new customers.



Strategic Bidding Strategies in Advertising Campaigns

Advertising on Amazon during a time where there is increased traffic may seem like a great idea at first, but it's important to consider the stock of your products. If you own a business that sells mostly non-essential items, advertising for said products won't reflect a good ACoS.

Unless you already have a good amount of stock at an Amazon facility, or you have complete control of your supply chain, now is not an ideal time to advertise non-essential products.

Businesses with a mix of essential and non-essential products should consider increasing their spend on Amazon ads for the products they can keep moving. For those businesses that have already established a bidding strategy for their non-essential products, it's not the end of the world. Take this time to upgrade your storefront and inform customers of products that will be available in the upcoming months.

When designing advertising campaigns for our clients, we always ensure we're thinking three steps ahead, and we recommend that all sellers try to do the same. Use this as an opportunity to gauge your customers' interests and better prepare for the future demand of those products.

Establish or Remodel Email Campaigns

While Amazon is the main player in e-commerce and likely will be for a long time to come, now is a great opportunity to re-work your off-Amazon approach to outreach. While it is necessary to cater to Amazon's dominant format, direct communication with consumers allows you to play by your own rules.

Email campaigns are essential to holistic marketing and give you more control over the content your target audience reads. Redirect your customers to your off-Amazon company website and bring more attention to your unique brand. This redirection of traffic can increase brand familiarity, trust with your current customers, and brand recall with new or potential ones.

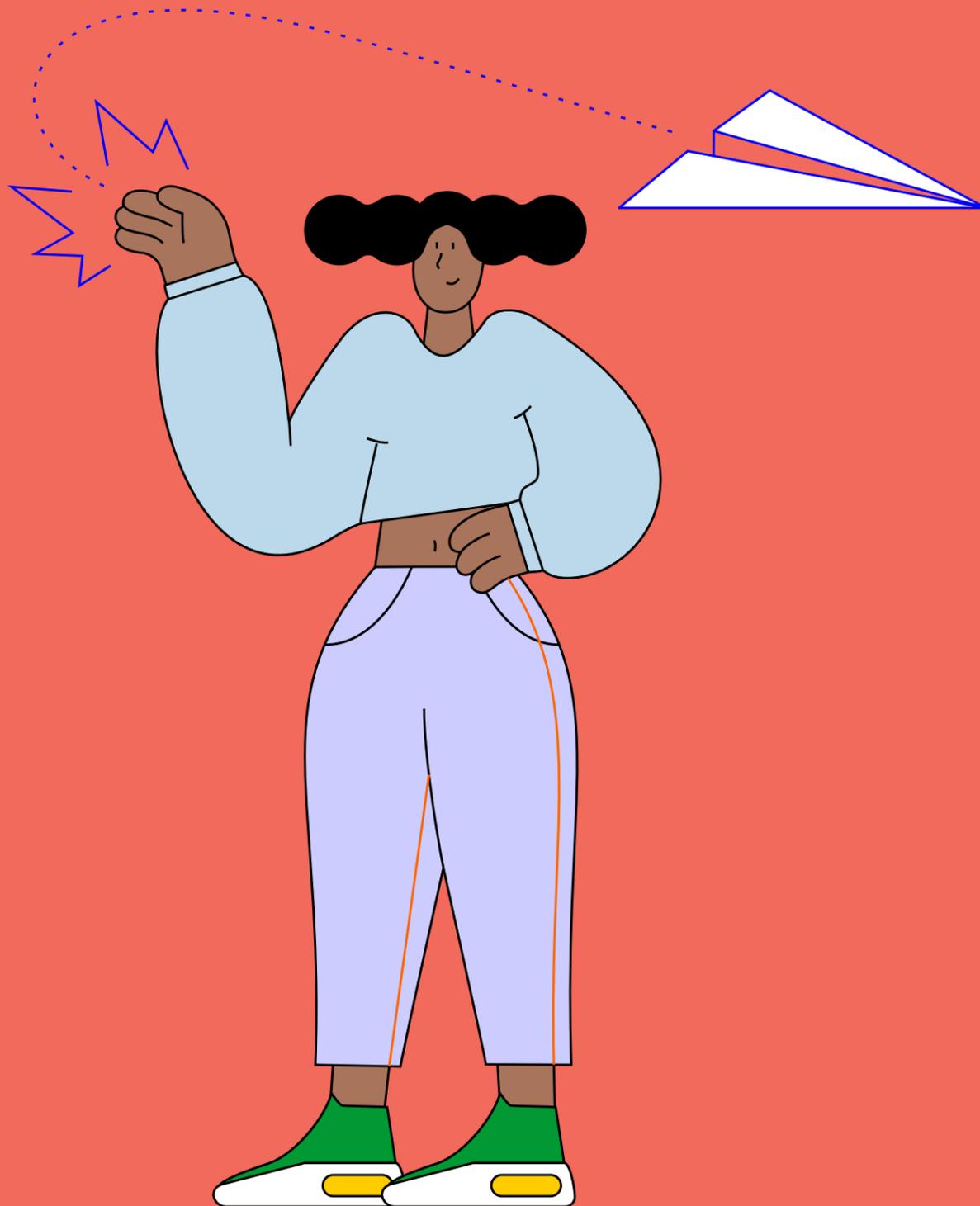
For instance, experimenting with new email campaigns such as newsletters, seasonal campaigns, or post-purchase campaigns gives you an opportunity to see what sticks with your customers. Once you see what works, extrapolate on the method you used. Take advantage of this style of free-form marketing by flaunting your brand's strong points in a creative way.

While this is an off-Amazon approach, email campaigns can include links to your Amazon storefront page and further acclimate customers to the variety of products you have there. If you're concerned that your strength as a brand lies on Amazon but you're hesitant about finding success through off-Amazon techniques, an agency like Seller's Choice will be able to help you get in touch with your target market through these diverse avenues.

Conclusion

Coronavirus may have started as a faint newswire, but it definitely won't end as such. The estimated duration of this quarantine varies depending on who you're talking to. It is our hope that non-essential sellers on Amazon find a way to survive and thrive throughout the pandemic, however long it might last. In the meantime, sellers on all fronts must do what they can to minimize supply chain obstacles.

While the strategies we went over are uniquely important during this pandemic and the new economy that comes with it, they can and should be utilized at all times. It's always a great idea to consider the diversity in your supply chain. It's always a great idea to update your storefront and connect better with your customers. It's always a great idea to stay well-versed in the markets you associate with. Bringing these tactics together might just keep your e-commerce business above water in this quickly changing market, and unpredictable new world.



We're here to help during these uncertain times.

Our aim is to optimize your existing channel placement while developing and managing the tools to propel your successful marketplace and platform expansion.

Please [contact us](#) to us if you need further information regarding the strategies mentioned in this ebook.

