

# YOUR OFFICIAL 2019 AMAZON PRIME DAY CHECKLIST

Prime Day is coming. Are you ready?

Last year, over 100 million products were sold during the day-and-a-half shopping extravaganza, exceeding over \$4 billion in sales. This year will see even more consumers searching for deals and more sellers competing for their attention.

To ensure you don't miss a sale, it's important to have advanced strategies in place across the entire buyer's journey — from marketing, to selling to fulfilling.

You've likely already begun gearing up for the big day. But in case you need some structure to your Prime Day strategies, here's a quick three-part checklist for 2019:



## MARKETING

**Amazon Advertising** has become essential for sellers in recent years as product visibility becomes harder to come by. Start testing your campaigns and ad formats now to ensure your products get seen. Even if you didn't meet the May 10 deadline for submitting Lightning Deals — Amazon's popular version of the flash deal — there are still plenty of other options to consider:

- **Sponsored Products** to promote individual listings
- **Product Display Ads** to drive traffic to product detail pages
- **Amazon Coupons** to encourage sales
- **Volume Pricing** to increase basket size

Areas to focus on for marketing:

- Double your ad budget (at minimum) for Prime Day — Amazon's traffic will be up significantly
- Complete keyword pruning before the event
- Begin implementing and testing campaign tactics one month ahead
- Analyze your average spend per day to tighten up unnecessary spending

**PRO TIP:** Don't neglect other marketplaces. Make sure you set aside inventory and ad budget for other marketplaces running promotions on Prime Day, such as Walmart, Target and eBay.

For more in-depth Amazon Advertising tips, check out our eBook: [Your Ultimate Guide to Advanced Amazon Advertising](#).

## SELLING

Most sellers benefit from the massive uptick in traffic on Prime Day. But great marketing and advertising means nothing if you can't turn *browsers* into *buyers*.

Areas to focus on for selling:

- Complete a data audit of current listings
- Audit your current product categorization
- Begin uploading any new items for Prime Day consideration
- Optimize product titles and feature bullets

Areas to focus on for selling (*continued*):

- Ensure each listing has at least three images, plus zoom functionality where possible
- Compare your listings with competitor listings
- Leverage a reliable [Amazon repricer](#)

**PRO TIP:** Check your Amazon health metrics on a regular basis. If you're not aware of any product or customer complaints, return or refund requests, or late shipments, you could be unknowingly and negatively impacting your ability to succeed on the Amazon marketplace. Make it a habit to begin checking weekly as you approach Prime Day.

## FULFILLING

Prime Day will see a record number of Prime shoppers scouring Amazon, so it's a good idea to ensure your products have the Prime badge by using either Fulfillment by Amazon (FBA) or Seller-Fulfilled Prime. It goes without saying that short handling times and fast deliveries will ultimately dictate your Prime Day outcomes.

Areas to focus on for fulfilling:

- Prioritize receivables and check for warehouse items that need attention
- Find ways to offer free shipping for all Prime Day product promotions
- If needed, consider baking shipping costs into the item retail price
- Consider using a tool like [ChannelAdvisor Shipping Management Suite](#) to route each order to the most cost-effective carrier

**PRO TIP:** Lastly, make sure you set expectations with your team. High-volume shopping events like Prime Day can be overwhelming for companies that are unprepared, so make sure every department is ready. From social media to customer service, fulfillment or returns, put a plan in place for efficient communication and execution.

Want more? Listen to our free, on-demand webinar, [Get Prime Day Ready: Make the Most of Amazon's Biggest Shopping Day](#), for more details on how to maximize your sales this year.

## Connect and Optimize the World's Commerce

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