



There was much anticipation about Amazon's arrival in Australia. Many retailers were worried about the big picture – how will Amazon impact me? - without focusing on the more important question – how can I make an impact on Amazon? With Amazon's launch in Australia, now is the time to understand how you can take control and harness the power of the Amazon effect.

## 1. MAKE THE BUY BOX YOUR FOCUS

The importance of the Buy Box should not be underestimated. This is where you will be seen by customers and this is what makes it as likely as possible to convert. With competitive pricing, positive customer feedback metric, fast and efficient delivery, adequate volume of inventory and low refund and return rates, your products are more likely to get prime position in Amazon's Buy Box. ChannelAdvisor's [Algorithmic Repricer](#) helps you win the Buy Box while maintaining profit.

## 2. GO TIME!

Timing is everything. We know that a wait-and-see approach is tempting when it comes to anything new. But to really mark your stake in Amazon, seller history is vital. This is what will ensure positive feedback, gain trust with potential customers and of course, help with Buy Box placement.

## 3. OPTIMISING FOR AMAZON

Amazon is a data-driven company, and products with better quality data will perform better. Retailers are SEO savvy and used to complying with Google search. But optimising for Amazon is a whole new ball game. Ensure that you get into a pattern of:

- Researching similar products to see what listings appear with words you may not be using
- Using single words rather than phrases (because consumers may not use those exact words in that exact order and that would prevent your product appearing)
- Ensuring you don't repeat words from your product title
- Utilising the hidden key fields to use synonyms and abbreviations that consumers may use to find you

Before you know it, these are all things that will come naturally and optimising for Amazon will become second nature. Listing products is one of the most important parts of ensuring that your products are seen by consumers, but we know it's tedious and time-consuming. ChannelAdvisor's Listing Management enables you to customise and brand your marketplace listings to meet your strategic business goals through dynamic listing strategies and intervals.

## 4. CONSUMER ENGAGEMENT ALL THE WAY

Don't think about about Amazon as a platform for selling products. Think of it as a way to connect to your consumer. The more engaged you are, the higher you will rank. Amazon weighs the number and ranking of product reviews very heavily, so satisfied customers are key. Rapidly respond to all feedback as the quality and speed of your responses is extremely important. It impacts your seller rating, which in turn impacts visibility. Our Actionable Retail Insights offer customised recommendations on specific actions to take to improve your data, pricing and products. Have the data at your fingertips to know exactly how to satisfy your consumer.

## 5. FULFILLING ON PROMISES

Converting a sale is half the battle. Ensuring you have inventory available and speedy fulfilment is where you'll really make your mark. It's vital to deliver quickly and efficiently so that you increase positive customer feedback, increase your visibility and increase your chances of winning Buy Box placement. ChannelAdvisor Marketplaces enables you to launch, track and automate your inventory across marketplaces from one central platform, eliminating duplicate product data and preventing potential overselling scenarios. Our [360 seller dashboard](#) provides key information on sales channel performance, top-performing products, orders past shipment date and product-listing statuses.



## WHAT NEXT?

Our mission is not only to ensure that you sell more on Amazon but that you sell more efficiently and without the hassles that can be the undoing of even the most experienced retailer. Industry-leading technology combined with years of expertise will allow you to operate more strategically in the fast-paced and ever-changing Amazon landscape.

To learn more about how ChannelAdvisor can help you make your mark on Amazon contact us at [ausales@channeladvisor.com](mailto:ausales@channeladvisor.com) or 1 300 887 239. To get the latest e-commerce news and tips delivered straight to your inbox, [subscribe to our monthly newsletter](#).