

EBOOK

* Sales
Layer

How to sell on Amazon step by step

The Amazon logo, a thick orange curved arrow pointing from the bottom left to the top right, is positioned behind the main title text.

The ultimate pocket guide to selling your
products on the world's largest marketplace

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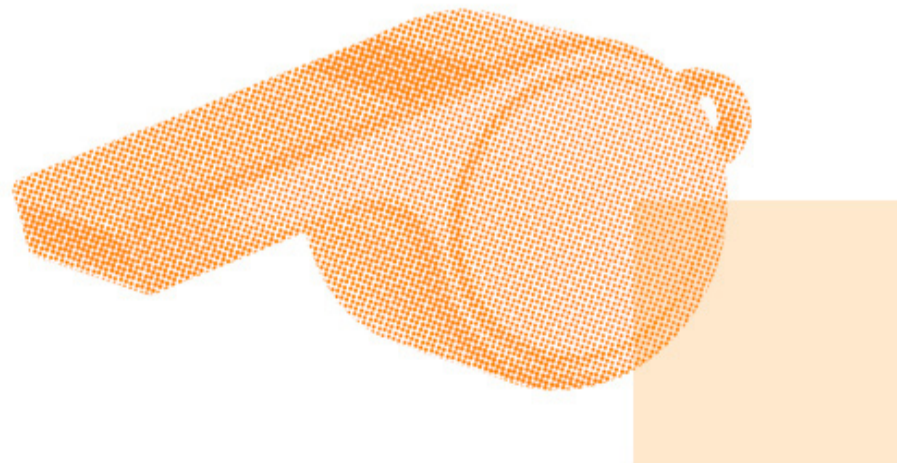
3 Summary

Sales Layer: a commitment to the future of ecommerce

Your goal is to design and expand an online strategy through different channels and marketplaces that reach distributors, sellers, and digital consumers on multiple markets. Our mission is to provide you with agile tools and add more and more services that automate and enrich your daily work and your catalog. This ebook tells you how to sell on Amazon more easily and improve your positioning on the world's largest marketplace.

If you would like to discover other materials related to the management and quality of product and catalog content, visit Sales Layer's [resource center](#), or request a [personalized session](#) with our team.

Have more to tell us? Write us at info@saleslayer.com



The essentials

We always must start with the basics, so these are the 5 fundamental elements for taking your first steps on Amazon:

- 1 A product to sell (or as many as you want!).
- 2 A seller account on Amazon.
- 3 A product listing.
- 4 An inventory management system.
- 5 A shipments processing system.

And, of course... at least one customer to make the Amazon sales process a reality. (But we want to make sure that there are many more than just one!).

If you are going to dive into the Amazon adventure, you surely already have the profile of your potential audience defined or have studied the presence and behavior of your customers on marketplaces like this one; but, don't worry, we'll go back to that later on.

The most important thing before taking the leap to Amazon, just like with any other ecommerce channel, is the product. What are you going to sell? Are you going to sell exclusively on Amazon or will it be complementary to other platforms? Is the product yours as a brand, or are you a retailer who is selling third-party products? Is this something new to the market or is it a product with a history and competition?

One of the most common practices amongst inexperienced sellers on Amazon, or those who want the marketplace to be their main source of income, is reselling third-party products (a third-party brand or a generic that has been rebranded) that have been purchased in bulk or directly from producers. This tactic, known as **Retail Arbitrage**, is the cheapest sales strategy to apply on Amazon, but if you are reading this we know that your case surely is not that one.

If you want to launch your own product catalog on Amazon (you decide if all of it or just a part thereof), you'll first have to undertake the following analysis:

- Product type.
- Competition.
- Sales levels and costs.

Even though this may seem to be too much, any preparations you can do for Amazon are well worth it: be very sure what profits you want to obtain to be able to know what strategies to adopt and how much time to invest in them. It is not the same to propose a catalog with constant sales, but sales that are low volume and throughout the year, as it is to opt for seasonal products that sell large volumes at certain times (a star product for seasons like Christmas, Halloween, back to school, Mother's Day, or a trend that comes and goes quickly and which needs fast action).

Whether your product is in the seasonal category or if it is in regular demand, you'll have to monitor the level of the product's sales by means of a software tool that allows you to analyze the units sold throughout the year, the estimated necessary stock, and the average daily sales on Amazon. In this way, you can create an **initial action plan** and determine how many resources are recommendable to start in your sales niche.

And remember that much before you think, that plan will have to be adapted again.... So keep studying all the necessary steps to launch your products on Amazon with us.



Before starting....

Don't get obsessed with figures! 15% is considered to be a good sales conversion rate for an Amazon product page.



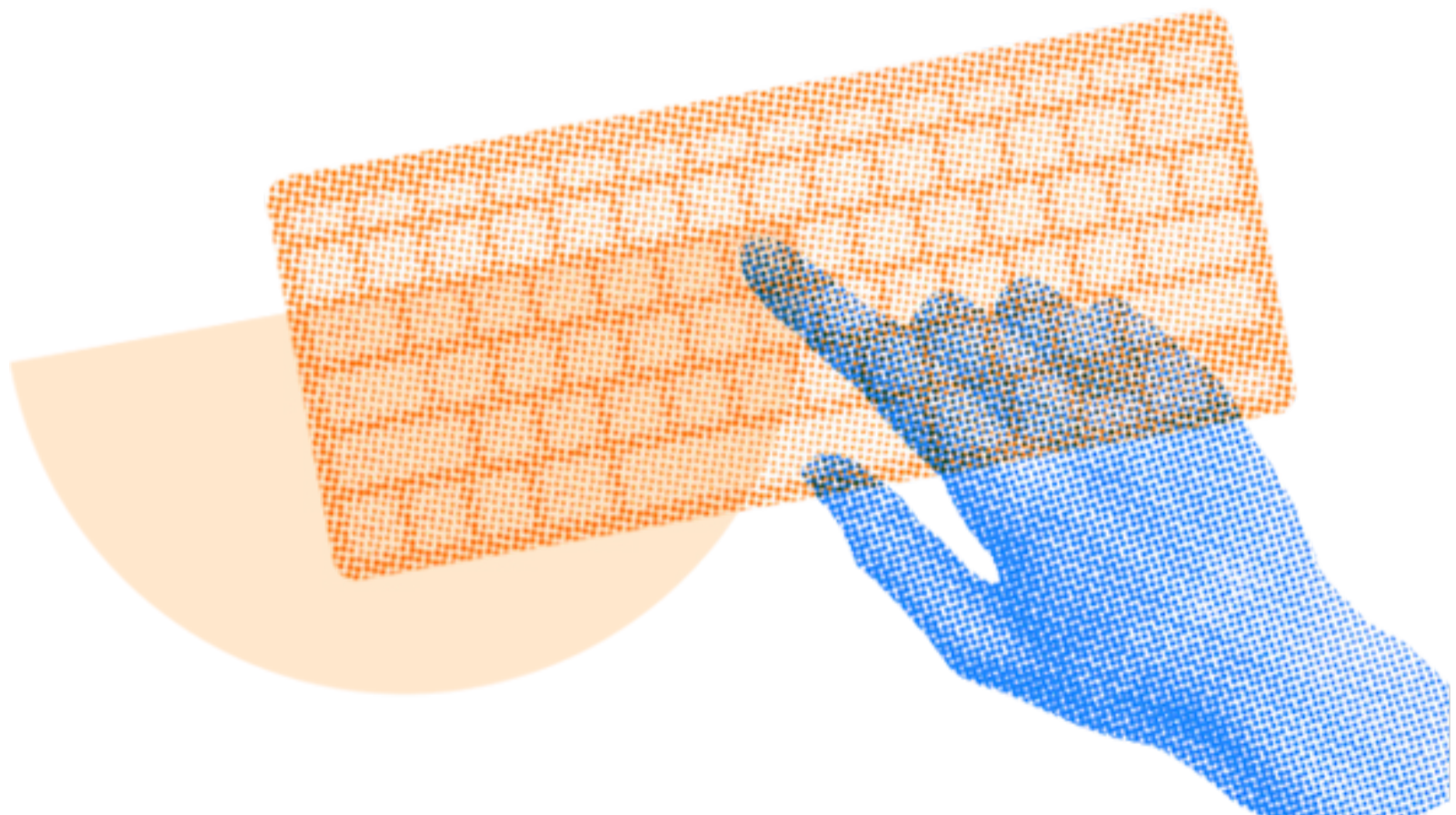
**7 steps to
successfully
selling
products
on Amazon**

1. Create an account

In the ecommerce world, many practices for success for customers are also applicable to the retailers, sellers, and distributors themselves. On Spotify, Netflix, and YouTube, only a certain type of customers have access to all the features and get out of the usage and browsing annoyances, while the rest have to accept more limited services... or no services at all.

In Amazon, the buyers are divided into occasional users and premium members – but they're not the only ones who are divided. As a seller on Amazon, you'll also have to choose your access to **two different types of accounts**:

- Individual Seller Account.
- Pro Seller Account.



In both cases, you will need:

- A credit card (debit cards are not accepted!).
- A telephone number, business name, taxpayer ID, and registration address for your company.
- The ID, address, and telephone number of the contact individual (and of the beneficiaries of the company if they are different).
- A bank account.

Saying someone is a 'Pro' is already a common expression to designate any outstanding professional or service, but as a seller on Amazon, the word 'Pro' also refers to your business expectations on the marketplace. Do you want to be humble and accept the basic features to ensure a minimal brand presence on Amazon? Or do you want to go big and get Amazon to be a strong sales channel for your catalog?

As you can imagine, a Pro account gives you access to many more features than a basic one, but with both you have to pay commissions per product sale which depend on the country and category.

Here are some examples of these fees as a reference in the UK. Each percentage is applied on the sales price of the item:



Food 8% - 15%



Beauty 8% - 10%



Alcoholic beverages 10%



DIY and tools 12%



Sports 15%



Electronics 7%



Jewelry 20%



Books, music, and videos 15%*



Furniture 10% - 15%



Fashion 7% - 15%

**In this category, there is also an extra fee of €1.01 for books and €0.81 for music, videos, DVD, software, and videogames.*



Important note!

If you want to sell products on Amazon UK, remember that from September 2020, a digital services fee of 2% has been imposed in the United Kingdom that affects the reference fees, fulfilment by Amazon (FBA) fees, FBA storage fees, and multichannel fulfillment fees for products sold on Amazon UK.

Here are all the difference between the Amazon seller plans so that you can compare them more easily:

Individual seller plan	Professional plan
No monthly fee	£25/month (plus VAT)
Less than 40 items per month	More than 40 items per month
Reference fees by category	Reference fees by category
£0.75 per each closed sale	No fee per unit sold
Only allows for sales in the following categories: Automotive and Industry, Sports and Outdoors, Electronics and Computers, Home, Garden and DIY, Toys and Baby, Music, Video and DVD	1-click ordering option
	Access to all product categories
	Analysis reports
	Order reports and files
	Inventory management
	Sales on 5 marketplaces in Europe (amazon.co.uk, amazon.de, amazon.fr, amazon.it, amazon.es)
	Creation of new listings

You can start with a basic account and change to Pro at any time (and vice versa), but we recommend you make the decision based on the nature of your business and the initial estimates that you've come up with.

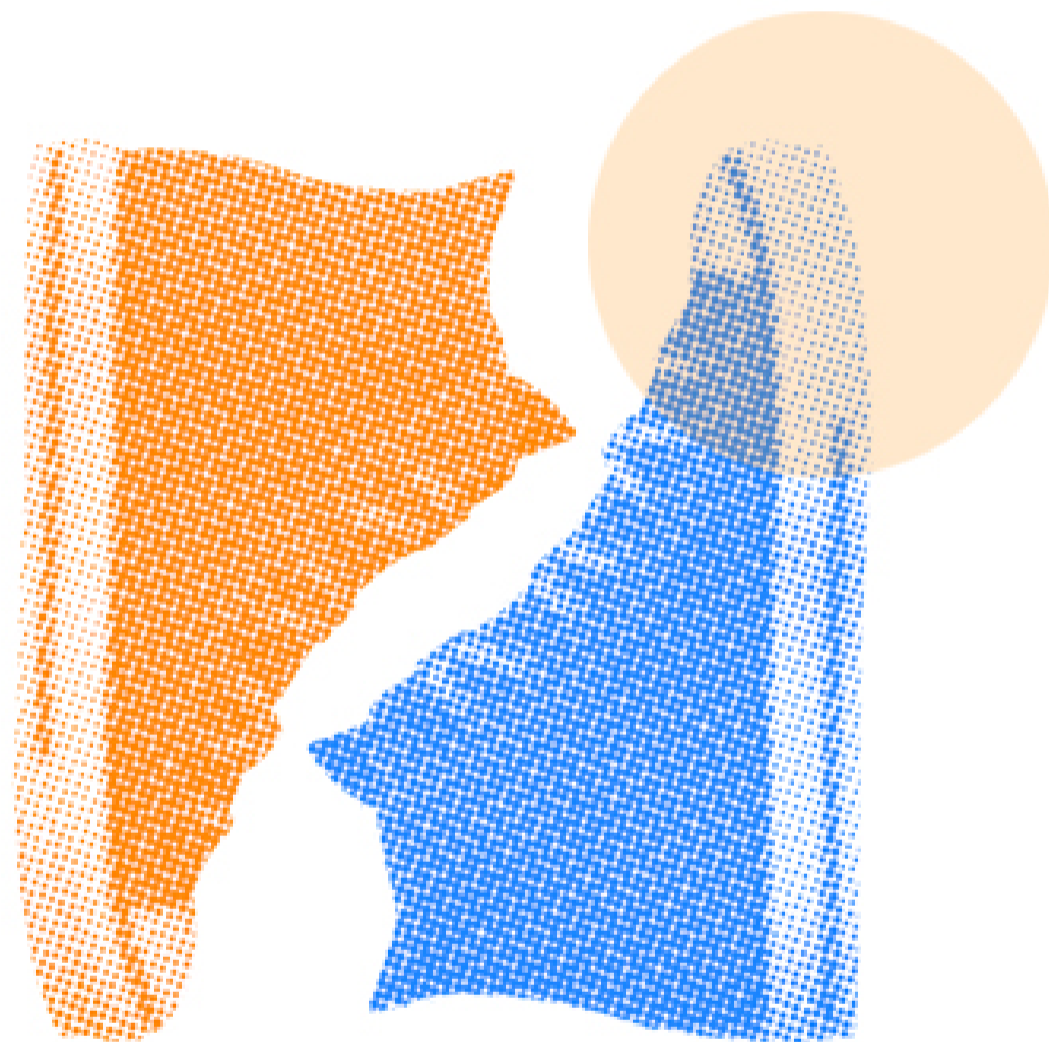


Note for giants!

If you upload more than 2 million SKUs to Amazon, an extra fee of £0.0003 per active SKU that does not belong to the Books, Music, Video, and DVD category applies.

Have you chosen your account type and filled in your data? You can start with the basic information that is required and complete your profile later.

Let's go to the next step: open your **Central Control Panel!**



2. Create a list of products

In a giant marketplace, it is very important for you to put your products in the right place to guarantee their visibility (and to avoid fee problems with Amazon).

Of course, ideally is for you to always have a category with low competition and high product demand, but as you can imagine, that is not the most common situation and, if you do find yourself in that position, it only lasts for a short amount of time until the trend becomes popular and supply grows.

The good news: you can sell successfully on Amazon in any category if you watch your production and sale costs on Amazon and apply a growth strategy.

On Amazon, **there are more than 30 predefined product categories**, and from your seller panel you can add products to listings that are already created or make a totally new listing.

How do you add your products to a listing?

Search Amazon for your product type and check if other sellers already offer it on the marketplace. If this is the case, you'll just have to click on "**Sell Yours**" and add the specific product information to that listing.

This is the quickest and easiest method, and it can be useful if you want the user to find you in the same results as your competition and for you to appear as an alternative if other sellers with a greater track record run out of stock.

If there are several listing where your product appears, choose those that have the best position in the search results, better quality product pages, and the greatest number of positive reviews from buyers.

If you decide to use this system, it is recommendable for you to use an app or tool to monitor the **prices** of your competition for you so that you can readjust yours automatically and continue to be competitive.

Have you got a new product that is not in any listing?

You can create your own listing for products that have not yet been sold on Amazon or which do not appear in any pre-existing listing. But this option is only available for Pro sellers!

This method offers you all the control, as you can create the listing from scratch, making sure that it has the best possible quality of material: images with a good resolution, unique and detailed descriptions, and valuable keywords for your product and niche.

This positions you much better than the competition that chooses poorly written product pages that are incomplete or made up of the same information and materials used by everyone else; and it will also improve your image in the eyes of buyers (and this will increase your visits and sales figures).

Another tip! The **A+ Content** function allows brand owners to personalize the description of their products. It also allows you to include the history of your brand, improved images, and additional text blocks. To access this function, you have to be a Pro seller registered as the owner of a brand. It's something that interests you if that is your case, as enriched product pages on Amazon improve conversion a lot.

The essential elements to publish products on Amazon

- Product name or title
- Images
- List of features
- Product description
- Brand and manufacturer
- Model and part number
- Contents
- Variants
- Search terms
- Browsing and search filters

The perfect title for an Amazon product

Better if less than 80 characters

Brand (or "generic")

Product name

Unique identifying data: color, size, number of units...

The most popular product keywords

No special characters, upper case text, or promotional words



Be careful!

If your product has size or color variations, you should include them in the titles of the child ASINs, not in the main title.

Do you think that this system takes too much time? Well, you don't have to invest a monstrous amount of time into adding all your products and their data yourself.

Get an **automated software solution to upload your product data** and which will guarantee that quality product information gets sent consistently and that it is always up to date for all your Amazon listings.

For these massive, block tasks that require a lot of accuracy, the best idea is to have a **Product Information Management (PIM)** system that streamlines your omnichannel sales and ensures an error-free ecommerce experience.

Automating Amazon templates with Sales Layer

At Sales Layer, we offer 3 types of connectors to automate your sending of product information to Amazon:

- **Amazon Seller Central Connector:** for sellers who want to put their products on sale directly on the marketplace.
- **Amazon Vendor Central Connector:** for manufacturers and providers who want to sell their products directly to Amazon.
- **Amazon Vendor API Connector (New!):** Sales Layer is an exclusive partner of Amazon Vendor API in Spain. With this connector, you save time and avoid the Vendor Central self-service tools for adding and updating products.

Super fast! You download the template from Amazon, which is provided by Amazon to users who want to sell on the platform, and you import that template into the Sales Layer PIM software.

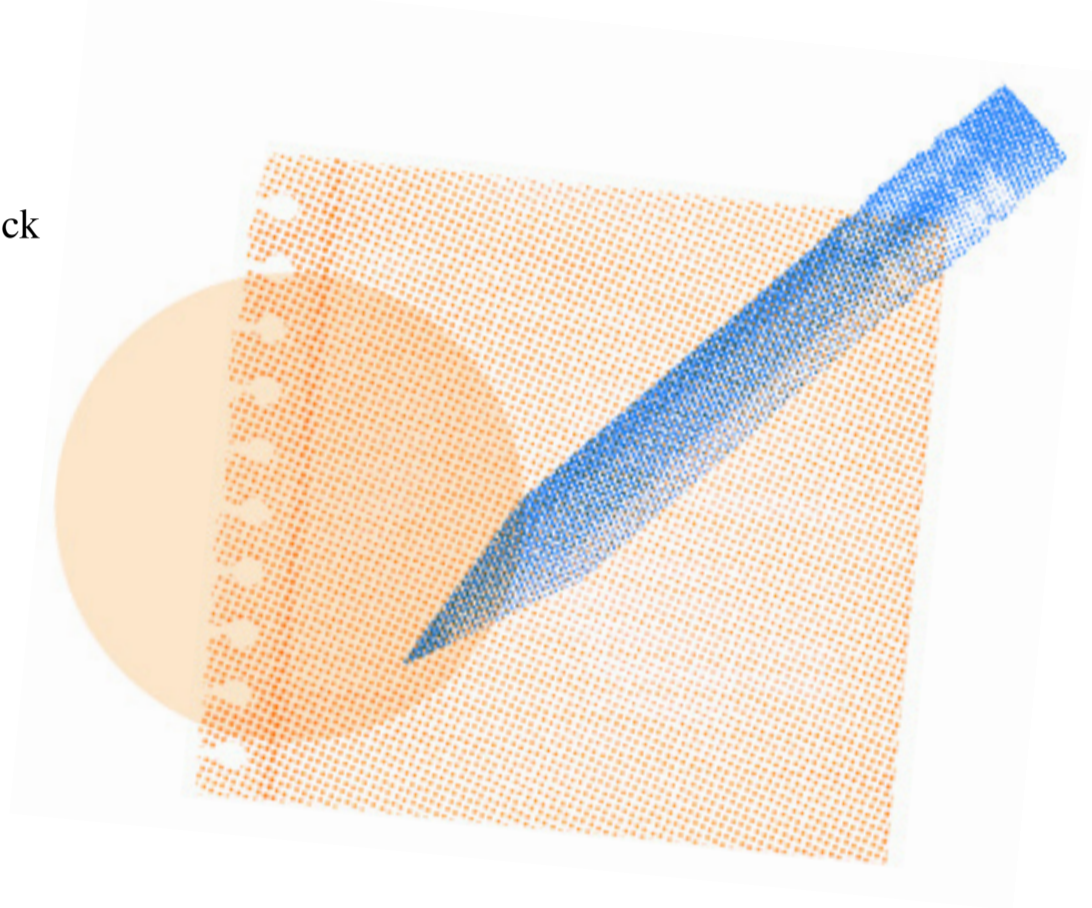
Automatic! The PIM software automatically fills out the template.

Instant! The changes and updates that are made to the PIM system's catalog information are reflected instantly on your Amazon product pages.

Flexible! Your information fields in the PIM solution adapt to the structure required by Amazon. In addition, you get warnings for corrections so that your information is always validated.

And before you get too excited creating listings, remember that you must complete all the product information – especially the key pieces of data:

- Product name
- Manufacturer
- Country of manufacture
- Brand
- Number of packages
- Unit of measurement
- Product ID (UPC, EAN, GCID, ISBN)
- Price
- Main image
- Description
- Available stock



Other complementary data may not be required for Amazon (like the SKU), but remember that it is always useful to include that data to make your product pages as complete as possible and to clear up any doubts that any type of customers may have.



3. Join Prime

The buyer's dilemma, whether to join Prime or not, also affects you as a seller on Amazon.

Prime is a subscription system that, in exchange for an annual fee, allows buyers to have access to advantages like **same day shipping**. Amongst the search options, users can mark the Prime box and filter out the products and sellers that do not offer prime: in this case, you would not be included in many results and you would miss out on the attention of the most regular Amazon customers – those who spend most!

Sellers occupying the first positions in any listing are always Prime sellers. The disadvantage: normally Prime sellers use Amazon's fulfillment services to store and send their products, as this ensures compliance with Prime service requirements, like 1-day shipping.



More than 150 million users in 17 countries around the world have a Prime account.

You will soon find out more about shipments with Amazon in the following steps!

4. Comply with the rules

Rule no. 1: Ask for permission

Not all products can be sold instantly on Amazon. You need to get direct permission from Amazon to be able to sell these product categories on the marketplace:

Basic products for household use and individual protection	Products with sales restrictions on Amazon
<ul style="list-style-type: none">Toys and games (only between November and January)Some electronic productsMusic and DVDOrganic foods and organic pet foodBeer, wine, and liquorsClothing and accessoriesDevices for streaming	<ul style="list-style-type: none">WeaponsAlcoholic beveragesTobacco, electronic cigarettes, and related productsAnimals and animal derivativesMedicines, dietary supplements, drugs, and related itemsDangerous productsHealth productsOffensive and controversial itemsSexual and erotic productsBets and lotteriesCurrency, coins, cash equivalents, and gift cardsFood and drinksCar and motorcycleElectronicsJewelryClothing and accessoriesCosmetics



Did you know...?

The line in terms of products that are not allowed on Amazon can be a very fine one: you can't sell a toy crossbow that shoots projectiles or products for developing photographs.

Rule no. 2: Add all the information

It is very important to include the **legally required data** depending on the type of product:

- Allergens in foods.
- Chemical composition for pharmaceutical products.
- Usage instructions and recommendations for medical products.
- Recommended ages and warnings for products for children.



Rule no. 3: Show good photos

A good product photo makes the difference between a customer buying or not, and also between a larger or smaller number of returns.

If you have few and bad photos with a low resolution, the buyer will go to look at other, better product pages. And if the buyer purchases your product but is surprised because it turns out to be different from the image you put, they will return it straight away.

In short, **a good image gallery is the best way to present your products!** And remember that a PIM solution like Sales Layer includes a photo improvement service for your product files and catalogs.

And, in fact, Amazon has its own rules about what the photos you upload should be like.

These are the **specifications required by Amazon** for product images:

- Pure white background (RGB code: 255, 255, 255).
- Minimum size of 1600 pixels on the longest side.
- JPEG (.jpg), TIFF (.tif), or GIF (.gif) file formats.
- The product must occupy at least 85% of the image.
- The product must appear out of the package.
- Fashion products for adults must be shown on human models.
- Children's fashion products must be shown on a flat surface.
- Always photos, never illustrations.
- You cannot include foreign items like logotypes or text.
- Photos cannot show full or partial nudity.
- Alternative text or "alt tags" to help those with sight problems.



Interestingly,

some of Amazon's rules are quite specific: if you are selling shoes, in the photos a single shoe should appear facing left with a 45 degree angle.

5. Watch your inventory... and your reviews

In the tab for your inventory on Amazon, you have a list of all the products that you have uploaded, and the stock will have to be correctly marked for that list of products. If you have a product on sale but it is not in stock, Amazon will penalize you and your customers will be frustrated.

What's the punishment if you don't have your inventory information up to date?
It will lower your seller ranking and worsen your image towards customers who visit the marketplace.

This can be confusing if you use the same stock figure for Amazon, your online shop, and your physical shop, for example. That's why it's recommendable to use an automatic inventory management system that allows you to edit and update blocks of information (a PIM solution will automatically update the stock figures on any channels you'd like).



I've got my stock under control!

Then start worrying about the impression that your products give to customers:

Take care of the packaging. It is better to use personalized packaging, although if Amazon is distributing your products you know that they will be sent in their brand boxes. And many times this can be frustrating for the buyer because of the size of the box and the excessive packaging used in comparison with the product.

Build a good reputation. Your ranking as a seller is everything to have good positioning on Amazon. Having reviews will get you points, but they are more effective if they are positive. This will allow you to appear in searches by average rating or for the best-rated products. Most buyers guide themselves by the reviews in your product files, looking at them almost as if they were a personal recommendation, and they **value more sellers and products with an average of 4 to 4.5 stars.**

How do you get 5-star ratings on Amazon? Don't try to generate them yourself, because this is obvious and Amazon can penalize you. Instead, offer excellent service, complete information, and honest products to get the best reviews!



¡Alerta!

Recuerda que no puedes elegir qué reseñas destacar de tu página de producto, de modo que si recibes alguna negativa, responde de inmediato para ofrecer una buena imagen de atención al cliente.

6. Manage your shipping system

Another danger for the seller! If you cancel a pending order for no reason, don't send your orders on time (or before 30 days), and don't comply with the timelines promised to the buyer... Amazon will lower your seller rating.

You have two options to manage your orders on Amazon.

- **Amazon Seller Central.**
- **Manually:** By downloading your daily order report with the information on the customers and shipments so that you can directly manage them with the courier service you have chosen.

Do you want to offer free shipping? This is something very attractive for customers (and one of the advantages of Prime). You choose how much to charge per shipment, and if all or only some will be free.



How does Amazon's shipping system work?

If you use **Amazon's fulfilment services**, you have to send your products to the Amazon warehouse that they specify to you, and from there they'll take care of storing them, packaging them, and sending them for you each time you get an order.

This service is not free, even if you are a Pro seller. Instead, it adds extra fees:

Shipping fees	Storage fees
<p>Small sizes or lightweight: from £0.61 to £0.82 per shipment (light products priced under £9).</p> <p>Standard or large sizes: from £1.38 to £12.04 per shipment (from less than a kilo to up to more than 30 kilos in weight).</p>	<p>From £0.40 to £0.93 per cubic foot per month, depending on the month of the year.</p>
Other costs	
<p>Local returns: from £0.25 to £3, depending on the size of the package.</p> <p>Cross-border returns: from £0.65 to £10.50, depending on the size of the package.</p> <p>Disposal: from £0.25 to £3, depending on the size of the package.</p> <p>Label service: £0.15</p> <p>Bagging: from £0.25 to £0.50, depending on the size of the package.</p> <p>Bubble wrap: from £0.40 to £0.80, depending on the size of the package.</p> <p>Opaque bagging: from £0.50 to £1, depending on the size of the package.</p> <p>Taping: from £0.10 to £0.20, depending on the size of the package.</p>	

The advantage of having Amazon send your products

- Access to appearing as a Prime product.
- Priority in product rankings.
- More trust from buyers.
- A greater level of sales.
- VAT management option.

Printing your shipping labels one by one, reviewing addresses, packing your boxes, and taking them to the post office yourself is not feasible if you are a business with a serious volume of sales.

The best idea is for you to compare options to see if it is more profitable for Amazon to send the orders for you or if it's better for a courier service partner to do that.



Tip:

Always look for a courier service that will grow with you and adapt to your sales volumes. If you want to be extra sure, you can hire a company to monitor the quality of your shipments.



7. Promote yourself

Your products are not going to magically appear in the first positions on Amazon searches, nor will they be suggested magically to users – even if you have followed all the steps to perfection and your quality is top notch.

Like any marketplace, Amazon makes it easy to get in, but not to stand out from the rest.

Without a doubt, you will need the support of marketing tools and software, or the help of Amazon itself through its internal advertising option. This will help you to do search engine optimization on your product pages so that the SEO is up to date for frequent searches (and remember that a PIM solution will automatically update product descriptions).



Attention!

Products that are on the first results page on Amazon are the ones that get the most buyers. You'll only get there by getting more sales and good reviews... with quality product content.

How to use Amazon Sponsored Products

- 1 Select the products that you want to advertise.
- 2 Choose your keywords (Amazon can add them automatically if you prefer).
- 3 Mark your spending limit for bids and set a budget.
- 4 Measure the performance of your ads.

Sponsored Product ads appear on the **mobile and desktop versions** of the Amazon page, as well as in the Amazon mobile app. When customers click on an ad, they will be directed to your selected product page.

If you are a brand owner on Amazon, there is the **Sponsored Brands** version to create ads about your brand with up to 3 highlighted products. These ads work with a *pay per click* system that is similar to Google AdWords. **You will only pay for the clicks that you receive.**

You can also generate **Sponsored Display** ads that will only remain active while your product is in stock.

As you know, the higher your bid is, the more possibilities you'll have to stand out in the different categories – especially with very competitive keywords and environments. If other competitors in the same keyword range bid more than you, your products will not appear amongst the first ones and you'll have to increase your bid amount to climb up in the search results.

Also take into account aspects that influence demand and, therefore, keyword competition like the **season of the year**. Use analytics tools to study the evolution of users' search queries and purchases by month in order to predict when you could have increased demand.

During what month is there a spike in searches for kids' canteens on Amazon? What week do searches for Halloween costumes or St. Valentine's Day gifts increase?

Rank the keywords related with common and popular searches whose results you would like to appear in, study the average costs, and calculate your advertising budget on Amazon.

Creative rules for ads on Amazon

- High resolution images and videos.
- Animations are only allowed in videos.
- Formats: 728 x 90, 800 x 90, 300 x 250, 160 x 600, 245 x 135, or 900 x 45.
- Include: headline text, brand logo, images, and/or video and images of the advertised ASINs.
- Language of the Amazon site where the ad will appear.
- CTA without pressure or message asking for clicks.
- No exaggerated messages.
- Audio is not required.
- Subtitles are recommended if there is audio.

The result: increasing sales and reviews

Is it enough to just create ads on Amazon in order to get to the first page of results?

You've probably already figured out that the answer is no. The marketplace promotes the hiring of its own ads, but to move up, you'll have to sell more and get a reputation that is almost impeccable.

To promote sales on Amazon, especially when you first open your account and during the first few weeks, it is recommendable to opt for a more noticeable strategy that may seem unprofitable to you.

Offer discounts on your products on Amazon or coupons with discount codes that can only be used once per user and which are managed from your Amazon account. Many buyers seek out products with discounts and this is a fast way to start to get sales and move up in terms of positing, number of sales, and reviews.

In relationship with reviews, remember that your only possible strategy is to offer quality service. Amazon forbids sellers from contacting users for any reason not related with the current purchase or order, and they protect users' data and encrypt users' email addresses.

If you wanted to use Amazon's platform to grow your newsletter list or mailing campaign, you can forget about it because Amazon will not reveal buyers' data to you.

You can connect your usual mail server (Outlook, Hotmail, Gmail, Thunderbird, GMX...) to the Message Center. Answering all questions and queries that you get about your products quickly and easily will bring about a better impression amongst users and increase your rating in general.



Don't forget!

In your messages to Amazon customers, you may not include links or clickable materials to your website, app, or product pages – nor may you include promotions.

Summing up!

Don't go it alone!

Individual sellers on Amazon don't have much of a professional outlook, but a small or medium business can find itself with a volume of sales that is hard to manage, especially considering all the other ecommerce channels.

Search for the best Product Management tool for you so that your product content is effectively organized on Amazon, as well as being up to date and homogenous with your presence on any other platform, app, or website. We recommend powerful, scalable, and intuitive Product Content Management... pssst, like Sales Layer!

Keep up to date!

There are many specialized blogs and YouTube channels for Amazon sellers, like [StartupBros](#), [AM/PM](#), [SellerEngine](#), [SellerApp](#), and [the Reddit sub-forum for Amazon Sellers](#). There, you'll be able to get tips to get the most out of Fulfilment by Amazon, understand the extensive policies for each product and category, and find news on rules and modified fees for each region.

And, above all...

Try, try, and try! Only through trial and error will you be able to find the perfect formula for your product pages, listings, and marketing strategy on Amazon. There is no magic spell for all categories or for all times of the year.

Partner up with experienced people, like Sales Layer, and get a leg up on the challenge of selling on Amazon! Try our exclusive Amazon connectors for free [here](#) and become an Amazon expert.

