



The Only Amazon Prime Day Seller Checklist Your Brand Will Ever Need

In the Months Leading Up to Prime Day...

- Pick Your Priority Products**
Assess which of your current products are most likely to sell well during Prime Day.
- Confirm Full Access to Your Amazon Seller Features**
Double-check that your products meet the eligibility requirements for Deals and Featured Offers. These features are essential to boosting your brand's visibility on Amazon.
- Gather New Photos and Videos for Your Product Pages**
Brainstorm ideas for creative product imagery. Your photos and videos should stand out from the crowd and grab shoppers' attention at a glance.
- Conduct a Quick Competitive Analysis**
Check up on your direct competitors on Amazon to understand what you're up against.
- Begin Building Awareness on Social Media**
Get a head-start on hyping up your social followers about your products and future Prime Day deals.

In the Weeks Leading Up to Prime Day...

- Create a Competitive Pricing Strategy**
Consider discounts, deals and "optimal" price points for your products during Prime Day.
- Factor Free Shipping Into Your Promotions**
Set up free shipping on your Prime Day products to maximize exposure and visibility.
- Update Product Pages for Amazon SEO**
Research and insert relevant keywords into your product titles and descriptions.
- Tune-Up Your Amazon Product Copy**
Ensure that your products' key features and benefits are front-and-center for shoppers.
- Make Sure Your Inventory Can Meet Demand**
Confirm your inventory and snuff out any potential fulfillment roadblocks.

In the Days Leading Up to (and During Prime Day)...

- Prepare Your Promotional Content Calendar**
Plan and schedule your Prime Day emails and social media posts.
- Point Traffic to Your Prime Day Deals**
Provide direct links to your Amazon storefront from all of your marketing channels.
- Hype Up Your Prime Campaign (and Let Creators Help)**
Encourage and empower content creators to post about your Prime Day deals to drive more page views and purchases.
- Respond to Customers Throughout Your Campaign**
Pay close attention to your emails, notifications, social mentions and DMs.
- Watch Your Sales Dashboard During (and After) Prime Day**
Assess your top-performing products and traffic sources. Figure out what worked, what didn't and where you can improve for next Prime Day!

For a in-depth guide to completing this checklist, visit:

<https://brands.joinstatus.com/amazon-prime-day-seller-checklist>