INITIALS
+ amazon

How to **WIN on Amazon**

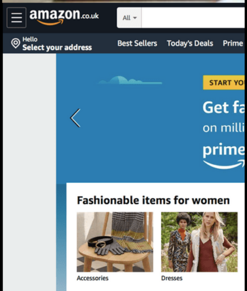
Amazon's dominance of e-commerce is undeniable. In 2019 it accounted for 50% of all online sales – with COVID-19 only reaffirming that leadership position as the world increasingly shifted their shopping habits from physical to digital environments.

But Amazon is no longer just used to 'buy stuff'. Shoppers now visit the platform to start product searches, compare prices, research features and read reviews before they buy. In many ways Amazon is the new Google.

In this paper, we'll be sharing the need-to-knows, as well as practical guidance on optimising your Amazon content for higher engagement and conversion. We'll also dissect real-world examples to provide you with key take-outs you can implement into your Amazon strategy.

*10 years of growth in **8 weeks***

In the US, the surge in online shopping at the start of the pandemic prompted a 10-year growth spurt in just 8 short weeks – similar figures also applying across the UK and much of the globe. But how brands respond to this boom is key.



Fashionable items for women

The danger of short-term marketing

Short-term/performance marketing (quick responses, clicks, short-term sales) is appealing to marketers who are keen to capitalise on this upsurge but are nervous about spending money in these uncertain times. And the likes of paid media and SEO are key in a competitive retail space like Amazon, which can offer a wealth of media real estate to help brands cater to this short-term behaviour.

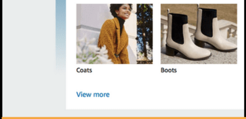
However, to achieve long-term loyalty and growth, marketers have to think beyond just SEO and ranking, going back to basics to provide engaging, useful content that connects emotionally with consumers and ultimately helps elevate their brand from the competition.

Amazon is the new Google

As previously mentioned, shoppers do more than simply buy on Amazon. They visit the platform to discover something new (72% of consumers visit Amazon for new product ideas*), to start their product search (56% of consumers visit Amazon before any other site*) and compare prices (90% of consumers use Amazon to price-check a product*).

By treating your Amazon brand store and product pages as you would if they were bricks and mortar, you can not only increase conversion but also increase frequency and basket size for greater loyalty.

To get your Amazon strategy right, you first must think about:



1) Brand consistency across all touchpoints – specifically, how to build your brand and adapt your brand assets to the Amazon platform.

2) Improving your digital availability to maximise the breadth and depth of distribution in time and space online.

** The big e-commerce marketing opportunity for brands, Kenshoo, 2019*

The 7 shopper science principles *you need to know*

Before pumping money into Amazon media, there are key shopper science principles that need to be considered.

1 **The priorities of the customer, the supplier (Amazon) and yourself as a brand must be considered and balanced equally when crafting effective shopper campaigns**

2 **Visual and copy communication throughout the Amazon journey must deliver**
1. The right message
2. On the right touchpoint
3. At the right time

3 **All copy should be written in shopper-friendly language. Human and authentic without the use of jargon**

4 **Communication should be benefit lead, not feature led**

5 **Brand assets should be deployed to maintain the 'Golden Thread' and create consistency across the shopper journey**

6 **Show, don't tell. Create communication that is visually appealing**

7 **Simplify messages closer to the moment of purchase (in proximity to the Add to Basket / Buy Now buttons) and ensure these are product, not brand focused**

How to apply ***shopper science principles*** *within Amazon*

We all know the 5 Ps of the marketing mix, but the emphasis slightly changes when we consider each pillar within the context of ecommerce and Amazon.

Proposition, Place, Promotion are the best points of focus for effectively executing the shopper marketing principles on Amazon.

P — PROPOSITION

- Establishing what the brand stands for and how it behaves within an ecommerce environment
- Creating a coherent shopper journey

P — PLACEMENT

- Thumbnail image optimisation
- A+ page creation
- Key word tagging and boosting organic search rankings

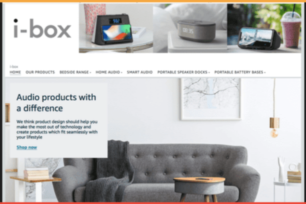
P — PROMOTION

- Cross selling and up selling with the product portfolio
- Providing bulk or multipacks to provide perceived value
- Subscription services

How do the three Ps manifest themselves within Amazon

PROPOSITION

- A+ page
- Brand shop
- Thumbnails



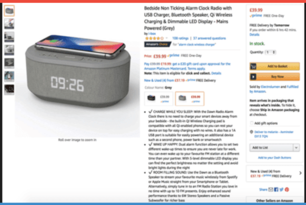
Audio products with a difference

We think product design should help you make the most out of technology and create products which fit seamlessly with your lifestyle

Shop now

PLACEMENT

- Bullet points
- Naming string
- Product description



Bedside Non Ticking Alarm Clock Radio with USB Charger, Bluetooth Speaker, Qi Wireless Charging & Dimmable LED Display - Mains Powered (Grey)

by i-box

108 ratings | 37 answered questions

Amazon's Choice for "alarm clock wireless charger"

Price: £39.99 prime FREE One-Day

Pay ~~£39.99~~ £19.99: get a £20 gift card upon approval for the Amazon Platinum Mastercard. Terms apply.

Note: This item is eligible for click and collect. Details

New & Used (4) from £37.19 prime FREE Delivery

Colour Name: Grey

- ✓ CHARGE WHILE YOU SLEEP: With the Dawn Radio Alarm Clock there is no need to charge your smart devices away from your bedside - the built-in Qi Wireless Charging pad is compatible with all Qi-enabled phones so you can rest your device on top for easy charging with no wires. It also has a 1A USB port is suitable for easily powering an additional device such as a second phone, power bank or smartwatch
- ✓ WAKE UP HAPPY: Dual alarm function allows you to set two different wake-up times to ensure you are never late for work. You can even wake up to your favourite FM station at a different time than your partner. With 5-level dimmable LED display you can find the perfect brightness no matter the setting and avoid bright lights during the night
- ✓ ROOM FILLING SOUND: Use the Dawn as a Bluetooth Speaker to stream your favourite music wirelessly from Spotify or Apple Music straight from your Smartphone or Tablet. Alternatively, simply tune in to an FM Radio Station you love in no time with up to 10 FM presents. Enjoy enhanced sound performance thanks to 6W Stereo Speakers and a Passive Subwoofer for richer bass

£39.99 prime FREE One-Day

FREE Delivery by Tomorrow If you order within 6 hrs 42 mins. Details

In stock.

Quantity: 1

Sold by Electrolumen and Fulfilled by Amazon.

Item arrives in packaging that reveals what's inside. To hide it, choose Ship in Amazon packaging at checkout.

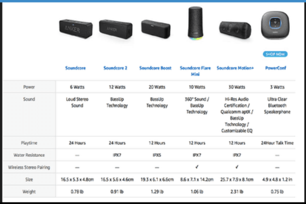
☐ Add gift options

Deliver to melanie - Axminster EX13 7QN

New & Used (4) from £37.19 prime FREE Delivery

PROMOTION

- Range tables
- Alternative product suggestions
- Multipacks / bundles



	Soundcore	Soundcore 2	Soundcore Boost	Soundcore Flare Mini	Soundcore Motion+	PowerConf
Power	6 Watts	12 Watts	20 Watts	10 Watts	30 Watts	3 Watts
Sound	Loud Stereo Sound	BassUp Technology	BassUp Technology	360° Sound / BassUp Technology	Hi-Res Audio Certification / Qualcomm aptX / BassUp Technology / Customizable EQ	Ultra Clear Bluetooth Speakerphone
Playtime	24 Hours	24 Hours	12 Hours	12 Hours	12 Hours	24Hour Talk Time
Water Resistance	—	IPX7	IPX5	IPX7	IPX7	—
Wireless Stereo Pairing	—	—	—	✓	✓	—
Size	16.5 x 5.3 x 4.8cm	16.5 x 5.6 x 4.6cm	19.3 x 6.1 x 6.6cm	8.6 x 7.1 x 14.2cm	25.7 x 7.9 x 8.1cm	4.9 x 4.8 x 1.2 in
Weight	0.78 lb	0.91 lb	1.29 lb	1.06 lb	2.31 lb	0.75 lb

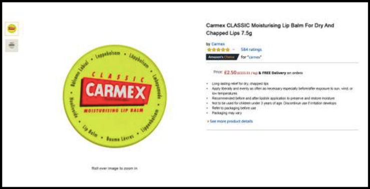
CREATIVE PULSE

Putting the theory to the test

In order to clearly demonstrate the effectiveness of these principles, we conducted research and put these ideas into practice using real-world examples.

Through CreativePulseTM – we asked 150 UK Amazon shoppers their behaviours, preferences and opinions, comparing both existing and optimised Amazon product pages as stimulus.*

**A research platform that considers target audience, location and suitability before qualifying each respondent and surveying via an interactive online questionnaire*



Carmex CLASSIC Moisturising Lip Balm For Dry And Chapped Lips 7.5g

by Carmex

584 ratings

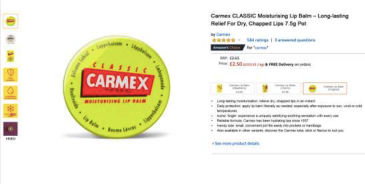
Amazon's Choice for "carmex"

Price: £2.50 & FREE Delivery on orders

- Long-lasting relief for dry, chapped lips
- Apply liberally and evenly as often as necessary especially before/after exposure to sun, wind, or low temperatures
- Recommended before and after lipstick application to preserve and restore moisture
- Not to be used for children under 3 years of age. Discontinue use if irritation develops
- Refer to packaging before use
- Packaging may vary

› See more product details

Vs



Carmex CLASSIC Moisturising Lip Balm – Long-lasting Relief For Dry, Chapped Lips 7.5g Pot

by Carmex

584 ratings | 3 answered questions

Amazon's Choice for "carmex"

RRP: £2.65

Price: £2.50 & FREE Delivery on orders

- Long-lasting moisturisation: relieve dry, chapped lips in an instant
- Daily protection: apply lip balm liberally as needed, especially after exposure to sun, wind or cold temperatures
- Iconic 'tingle' experience: a uniquely satisfying soothing sensation with every use
- Reliable formula: Carmex has been hydrating lips since 1937
- Handy size: small, convenient pot fits easily into pockets or handbags
- Also available in other variants: discover the Carmex tube, stick or flavour to suit you

› See more product details

Having applied our shopper science principles to sub-optimal brands on Amazon to create best practice pages, the respondents were given both the 'before' and 'after' examples and asked questions about each.

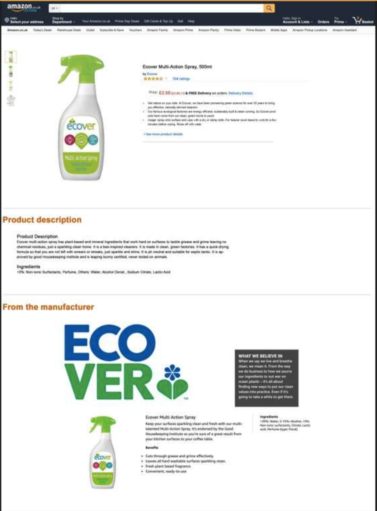
Here is the page for Ecover's Multiaction spray before it was optimised, evidently made up of minimal, functional content.

88% of shoppers look at the thumbnails before anything else on an Amazon page. Their job should be to convey the key USPs of the product quickly and concisely, encouraging the shopper to read the bullet points and scroll down to the A+ page below the fold.

Key areas for improvement identified:
The thumbnails here are far too functional and create no impetus to learn more.

The bullet point copy is feature and usage driven only, the benefits of the product and reasons to buy unclear to the shopper.

The role of the A+ page is to give shoppers more information about the product, but also establish key brand information and help differentiate from the competition. Ecover is a rich and fertile brand that has enough content to fill 10 A+ pages, however their content is limited to a small grey postage stamp. There is also no golden thread connecting the above-the-line brand campaigns to this page. This is the second page that respondents saw – this time optimised with our shopper science principles applied



Ecover Multi-Action Spray, 500ml

by Ecover

104 ratings

Price: £2.50 & FREE Delivery on orders Delivery Details

› See more product details

Product description

Product Description

Ecover multi-action spray has plant-based and mineral ingredients that work hard on surfaces to tackle grease and grime leaving no chemical residues, just a sparkling clean home. It is a bee-inspired cleaners. It is made in clean, green factories. It has a quick-drying formula so that you are not left with smears or streaks, just sparkle and shine. It is ph neutral and suitable for septic tanks. It is approved by good Housekeeping institute and is leaping bunny certified, never tested on animals.

Ingredients

<5%: Non-ionic Surfactants, Perfume, Others: Water, Alcohol Denat., Sodium Citrate, Lactic Acid

From the manufacturer

WHAT WE BELIEVE IN

When we say we live and breathe clean, we mean it. From the way we do business to how we source our ingredients to out war on ocean plastic – it's all about finding new ways to put our clean values into practice. Even if it's going to take a while to get there.

Ecover Multi Action Spray

Keep your surfaces sparkling clean and fresh with our multi-talented Multi-Action Spray. It's endorsed by the Good Housekeeping Institute so you're sure of a great result from your kitchen surfaces to your coffee table.

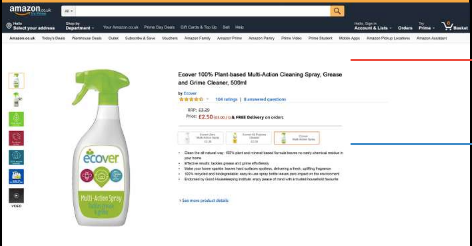
Benefits

- Cuts through grease and grime effectively.
- Leaves all hard washable surfaces sparkling clean.
- Fresh plant based fragrance.
- Convenient, ready-to-use

Ingredients

>30%: Water, 5-15%: Alcohol, <5%: Non-ionic surfactants, Citrate, Lactic acid, Perfume (type: Floral)

This is the second page that respondents saw, this time optimised with our shopper science principles applied.



Ecover 100% Plant-based Multi-Action Cleaning Spray, Grease and Grime Cleaner, 500ml

by Ecover

104 ratings | 8 answered questions

RRP: ~~£3.29~~

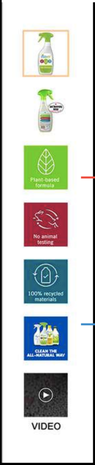
Price: £2.50 & FREE Delivery on orders

- Clean the all-natural way: 100% plant and mineral-based formula leaves no nasty chemical residue in your home
- Effective results: tackles grease and grime effortlessly
- Make your home sparkle: leaves hard surfaces spotless, delivering a fresh, uplifting fragrance
- 100% recycled and biodegradable: easy-to-use spray bottle leaves zero impact on the environment
- Endorsed by Good Housekeeping Institute: enjoy peace of mind with a trusted household favourite

› See more product details

- Copy is optimised to the search algorithm by deploying keywords and search terms
- Communication uses a benefit lead approach to convey the emotional as well as functional reasons for buying

- Variations of the product are displayed to promote cross-selling and exploration of other products within the portfolio



- Show don't tell; unique product characteristics are showcased succinctly
- Brand colours and iconography trigger brand recognition
- Awards reassure and add credibility

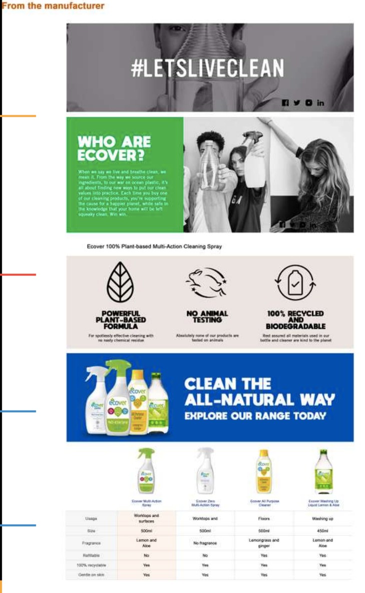
- Range shot establishes the wider product portfolio and promotes cross-selling

- Brand information helps to differentiate Ecover from competitors
- Visual consistency with other branded, campaign or product-specific assets a Shopper may see elsewhere

- Icons from the thumbnails are continued to create visual consistency
- More information is provided around the key product features at this stage as we know we have the shopper's attention

- Range shot establishes the wider product portfolio and promotes cross selling

- Variations of the product are displayed to promote cross selling and exploration of other products within the portfolio



From the manufacturer

#LETSLIVECLEAN

WHO ARE ECOVER?

When we say we live and breathe clean, we mean it. From the way we source our ingredients, to our war on ocean plastic, it's all about finding new ways to put our clean values into practice. Each time you buy one of our cleaning products, you're supporting the cause for a happier planet, while safe in the knowledge that your home will be left squeaky clean. Win win.

Ecover 100% Plant-based Multi-Action Cleaning Spray

POWERFUL PLANT-BASED FORMULA
For spotlessly effective cleaning with no nasty chemical residue

NO ANIMAL TESTING
Absolutely none of our products are tested on animals

100% RECYCLED AND BIODEGRADABLE
Rest assured all materials used in our bottle and cleaner are kind to the planet

CLEAN THE ALL-NATURAL WAY
EXPLORE OUR RANGE TODAY

	Ecover Multi-Action Spray	Ecover Zero Multi-Action Spray	Ecover All Purpose Cleaner	Ecover Washing Up Liquid Lemon & Aloe
Usage	Worktops and surfaces	Worktops and	Floors	Washing up
Size	500ml	500ml	500ml	450ml
Fragrance	Lemon and Aloe	No fragrance	Lemongrass and ginger	Lemon and Aloe
Refillable	No	No	Yes	Yes
100% recyclable	Yes	Yes	Yes	Yes
Gentle on skin	Yes	Yes	Yes	Yes

Key learnings to take away

PROPOSITION

Brand assets and content must be leveraged on Amazon to ensure a coherent and engaging shopper experience, that differentiates you from competitor offerings and ultimately increases penetration. Amazon now provides a lot of opportunities within the A+ page and brand shop to do this which need to be taken advantage of.

PLACEMENT

Content must be deployed effectively. Amazon pages must not only be tailored to the target audience's motivations and purchase drivers, but also optimised to the Amazon platform's specifications and algorithm to prompt visibility in organic search.

PROMOTION

Cross-selling will make or break your business on Amazon, especially with lower-margin FMCG products. By making other products in your portfolio visible you can increase basket size, build brand preference and encourage loyalty.

This research is only a snapshot of the approach and learnings from the broader research exercise, however these learnings justify the importance of applying a more holistic approach to Amazon, as part of a much larger interconnected shopper ecosystem. There are broad principles that apply across markets, however every brand has its own opportunities and story to tell within the broader connected experience of their consumer and it is important to consider this when crafting sound strategy.

For further information, or help optimising your brand in this space please contact Sarah:

Sarah Cook, Group Account Director *sco@initials.co.uk*