

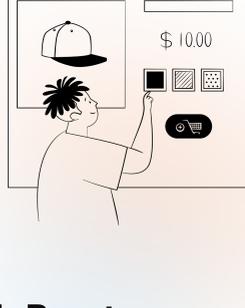
# Eight Growth Hacking Tips To Help You Sell More On Amazon

Amazon is a king of the eCommerce sites selling over 12 million products. It drives a significant share of total internet traffic, recording approximately 2.45 billion visits per month in 2021.

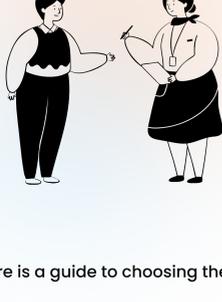
How to direct some of that traffic to your store?

Well, it's not a big deal if you follow the right tips and give preference to your customers' experience - after all, the customer is the king.

Here, we have curated well-versed power seller hacks to help you catch the attention of millions of Amazon visitors and translate them to your customers. So, let's get started!



## Eight Growth Hacking Tips To Boost Your Sale On Amazon



### 1. Prefer star products

There's no surprise that most sellers pick high-demand, low-competition products to boost their sales. However, you also need to get the nerve of your customers to succeed in your segment.

Narrow your niche. Choose only best-selling products as they can bring a significant margin to your bank account. Many sellers have separated their cash cows and star products, like Gorilla Glue and Crocs.

This allowed them to focus more on best-selling products. You can also choose your star products based on the margin and net sales.

#### Here is a guide to choosing the best products:

Make an excel sheet, list your products with the below-mentioned points, and give each point 5 marks.

- Evaluate the net sales of each product you listed on Amazon.
- Take a look at reviews and ratings of each product.
- Calculate the margin you get on each product.

Do your math: Give your products marks out of 5 at every point and then sum up the total marks of every product.

The products with the highest marks are your star products. So, focus more on them, but this doesn't mean you leave your other products.

Instead, give them importance, too, as they also bring revenue to your desk

If you need help to separate your star products, reach out to us. At Saffron Edge, we have teamed up with professional tools to do a quick audit of your store and help you develop strategies that can give you an edge over your competitors.



### 2. Focus on improving your brand presence and identity

Go through the stores of some of the big brands, like Pinzon, Solimo, Wag, etc., and analyze their stores. Now, come to your store and do an audit of your entire Amazon store.

Skim through the best articles and resources on branding Amazon stores to know trending strategies in the market. Now, curate a unique strategy that can work for you.

Remember that people tend to align more towards a business that emotionally connects with them, not professionally.

Because everyone loves familiar feelings, the better you make your customers happy, the better they will connect with you. And can even become your loyal customers.



#### How to do this?

The journey of branding your Amazon stores begins from understanding the pain point of your customers.

Once you know what your customer is looking for, you can showcase yourself better. It will be great if you can emotionally relate to your customers.

You can check out a Coca-Cola advertisement here, emphasizing people's laugh and smile to connect with them emotionally.

Thus, Coca-Cola is counted among the top beverage brands worldwide.

If you also want that kind of success and want to leverage your brand, you need to align every piece of your marketing as per the buyer's persona.

Whether you are creating new ads, content, and images for your Amazon store, keep your buyer's perspective in mind to earn a good brand identity.

You can adopt features like A+ content to leave a positive impact on your customers. This helps you generate confidence in them to purchase.

Also, it makes your brand memorable. So, whenever the customer needs the same type of product, they will always choose you.

Even your customers will work for you like a free promoter and recommend your products to their loved ones. Hence, you can drive more leads.

However, building a brand identity is not an overnight game. You have to be very patient and put in regular effort.



### 3. Take customer data seriously

Data is a pillar of business. The better the pillar is, the better you will see growth. Even a famous quote states the same:

"Data really powers everything that we do." - Jeff Weiner.

You need to focus on your customer data to know what things work for you. If you get an eye on your data, you can drive exclusive and effective strategies for your business.

How to collect data about your Amazon store?

Well, there are several online tools available these days, which allow you to know about your store's performance.

Amazon Analytics also provides crucial metrics to its millions of sellers. Skim through all the data and make a note of important aspects.

Track your top-performing keywords, profit margins, sales, and other significant metrics to determine the overall performance of your store.

Make sure that you consider the most critical metrics. But how to know which metrics are more important for your business? You should check out "Key Metrics Business Should Track On Amazon."

For effective management, enable autopilot using some of the best Amazon tools. Also, go through your competitor's data and analyze them to know what they are doing.



### 4. Outsource to streamline your workflow

Running an Amazon store is not an easy task. You need to set up a big team that can efficiently manage your products, orders, payments, and product return.

But hiring a big team will cost you more and can even affect your budget. So, what to do?

You can outsource - partner with a company that provides Amazon marketplace services.

Some entrepreneurs, especially solopreneurs, overlook the benefits of outsourcing for their day-to-day Amazon store management. This is where they fail to overcome their challenges and boost their business.

Listing new products, dispatching orders on time, managing the effects, fulfilling the stock, PPC management, and getting new customers through multiple channels are tasks that solopreneurs cannot do on their own. It's best to hire experienced experts to manage your Amazon store effectively.

### 5. Evaluate all the associated costs

Most sellers face huge losses on Amazon because of poor cost management of their products.

Maybe you also face this problem where you have to compromise with the margins.

There are many costs associated with your product, like the product, shipping, storage, referral, marketing, and after-sales fee. Missing any cost can result in huge losses, which no seller wants.

But managing the cost of hundreds of products is a tedious task. So, how to do it?

Well, you need to price strategically.

Whenever you decide your product's final cost, you must consider the entire cost, from manufacturing to after-sales.

Also, don't forget to analyze your competitor's price so that you can make more informed decisions in labeling the product price.



### 6. Consider multichannel approach

With the changing landscape, the way of marketing is also changing. Businesses are now shifting to other platforms to market their products.

This is because multichannel selling has lots of benefits; these platforms can bring more traffic to your store, which will result in more conversions.

You should also expand your reach by considering other online platforms for marketing.

But remember that not all platforms are suitable for your business. You need to know which platform is more prevalent among your target audience.

After choosing the platform as per your business, test your marketing strategy on all these channels and determine the ROI based on your money and time spent.

You can also combine multichannel efforts for better growth. Take the example of Maggie, an international brand for seasoning and soups.

In 2017, Maggie combined their marketing strategies for Facebook and Instagram, shortening their TV advertisement from 30 seconds to 8 seconds mobile-optimize clip with a caption for three months.

The results are in favor of Maggie. They experienced a 9% growth in sales. And 3.06x annualized return to their advertising spending.

You can also get the same kind of growth by applying this strategy successfully in your business.

Curate your marketing strategies as per your business model and product line. For example, if you are doing retail arbitrage, you should focus on pricing strategy. On the other hand, if you sell private label products, you might focus more on product visibility.



### 7. Consider Amazon PPC (Pay-Per-Click)

Amazon provides various marketing solutions for different parts of the sales funnel.

For example, you can use Amazon Sponsored brands ads to maximize your reach and Sponsored display ads for retargeting.

As more sellers are scaling their Amazon-sponsored ads, it becomes more important to optimize them.

Most sellers think that spending enormous amounts of money on ads can bring more benefits. But it's not true.

Optimization matters more. You should consider the end goals and break down the ad campaign so that they can align as per your buyer's persona.

How to optimize your ad to target your audience while saving colossal money?

The answer is quite simple. The optimization depends on your strategy. If you have a solid advertising strategy, you can enrich your campaign and boost your leads.

Here, we will uncover three advanced Amazon ad tactics that will add more value to your ad campaigns, ultimately resulting in more sales on autopilot.



#### • Prefer long-tail Amazon keywords to target superiors shoppers

Amazon long-tail keywords are the secret sauce that will bring the customer's heart to your store.

Using long-tail keywords is far better than short-term because it is seen that people who search for "liquid fertilizer for indoor plants" will make more purchases than those who search for "liquid fertilizer." This is because those who search "liquid fertilizer for indoor plants" are more specific.

#### • Consider sponsored ads to improve brand presence

We all know how vital brand presence is in improving the sales rate. The more you publish yourself, the more people will know about you.

Use Amazon Sponsored ads to boost your visibility on related keywords so that visitors will scroll through your ads and may purchase your products.

#### • Define your target customers to reduce ad expenditure

Doing deep keyword research and running paid advertisements are two critical aspects for Amazon sellers.

Creating an ad campaign without a clear audience may end up in huge losses. But how to know who your audience is?

Understand your demographics. Know which keywords are searched by people to describe their problems. Figure out their browsing pattern and identify which platforms to target.

These nuances help you put yourself in your target audience's shoes so that you can easily align with them.



### 8. Always aim for the #1 position

It's a common wish of every seller to rank on page 1 and at the first position of organic search results.

But it's a bitter truth that only a few can get a position on page 1. Don't panic.

There are ways to get your store in the #1 position:

- Break down your goals and invest time and money researching your product and niche.
- Identify the gaps in marketing and understand what your competitor is doing. Once you know your competitor's weaknesses and their best parts, you can better curate strategies that will give you a kickstart.
- Know the pain points of your customers.
- Focus on customer feedback, understand why they are unhappy, and try to make them happy.
- Learn new marketing trends and use multiple tools to streamline your workflow.

You need to hone your skills consistently. Here are some programs that will help you develop the best strategies.

- Attend Amazon sellers conferences.

Proactively participate in Amazon seller forums.

- Learn new Amazon PPC trends to improve your marketing strategies.



## Takeaway!

By following these eight growth hacking tips, you can start selling more while spending less on advertisements.

You don't need too many resources to curate a strategy for your business. All you need is to tweak your keyword research and ad development strategy. You don't need to spend hundreds of dollars to convert your impressions into paying customers. Optimizing your store with advanced SEO per your buyer's persona will work for you.

But keep in mind that Data is your key to success. Don't overlook its importance. Always use different platforms to evaluate e-commerce metrics to unlock success.

However, managing an Amazon store is not a cakewalk. It's best to partner with us. We will help you overcome your marketing challenges and lay a strong marketing foundation for your business so that you can touch your goals.

We have customer-centric, data-driven strategies that are proven and effective to nurture your business. So, what are you waiting for? Talk to us now; our team will walk you through our services and let you know how to pace up your business growth.