

ecomDNA

**HOW TO
LAUNCH FROM
\$0 to \$100K
WITHOUT ANY
REVIEWS**

**An ecomDNA Case Study
& Tutorial**

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Introduction

Thank you for downloading this guide from ecomDNA. If you're like thousands of other sellers - or soon to be sellers - you're looking to learn all you can about Amazon FBA in order to avoid costly mistakes and of course, see a big return on your investment.

My name is John Cavendish, and I'm the Founder of ecomDNA. I launched my first Amazon product in 2015 with very limited experience. Since then, my own Amazon based businesses have exceeded \$250,00 in monthly sales over only 30 products, and much more for our clients. EcomDNA was created to help brands leverage the largest shopping and feedback site on the planet for their already established brands. We give brands access to best practise expertise for running their Amazon operations.

This guide was designed to help brands and sellers, like you, show what is possible and how to achieve some of these results for yourself. I hope that this very brief 1.0 overview has been valuable. Please reach out for any information that you'd like to see in the next update.

Thanks for your time and happy selling!

John Cavendish

Founder

ecomDNA

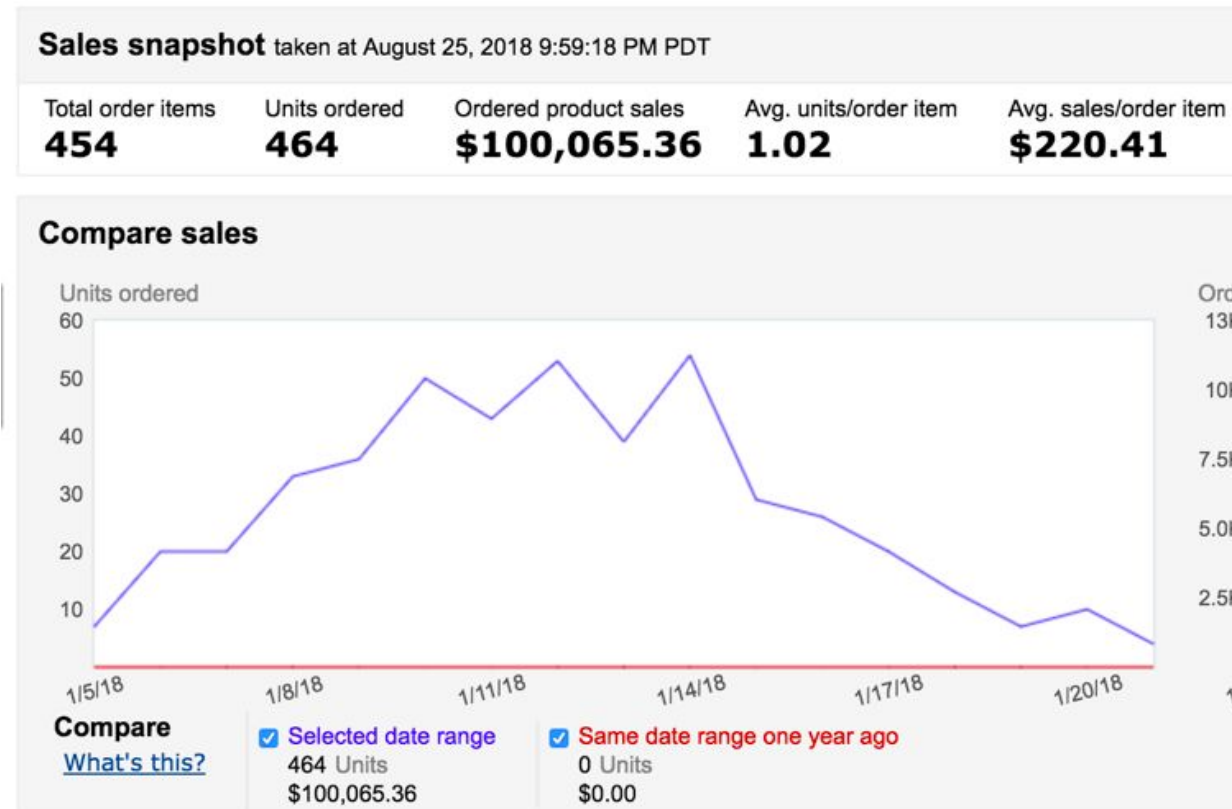
The Case Study

This case study both serves as an inspiration and a guide to what is possible on the Amazon global platform. You can follow our steps to help recreate this for yourself, and contact us using the details at the end of this ebook.

Case Details

This client was launching a new SKU of a hot product. They approached ecomDNA at the final product specification phase. We helped them tailor this product for the Amazon marketplace, which may explain some of their exceptional results. It's important to note that this was a new product to market from an unknown brand, thus they didn't have the benefit of consumer brand awareness and an existing Amazon listing with reviews.

While these results are impressive, we believe it indicates what is possible for brand new sellers. If you already have an established brand or some products on Amazon, this could only benefit your brand and boost your success.



The above results are a dream scenario for many sellers. Starting from zero reviews and hitting 100k in under two weeks on a single SKU (with two variations). As you can see, they actually ran out of inventory of one of the variations around the 14th of January, so if stock had been consistent this would have been even more successful!

In the following pages, I want to break down the process that got the client to this stage so that you can replicate this type of success for yourself.

This brief guide and breakdown should serve as a high-level reference for how to set up a SKU for maximum performance on Amazon.com or Amazon's EU marketplaces.

What We Will Cover:

1. Preparing Your Listings:

This will include information about preparing your Images, Keywords, PPC, and Copywriting.

2. Setting Up:

I'll share my top advice to setting up your Amazon Account and your Listings

3. Launching:

Perhaps the most exciting part of your journey is launching. I'll go over investing in Ads, Getting reviews, and following up with your buyers.

4. Operations:

Learn about how I set up Daily Monitoring, Customer Service, Feedback Management, and PPC Advertising.

Preparing Your Listings

Keywords:

Amazon's search engine works like many other modern examples such as Google - by automatically reviewing the listing (front and back end) and judging relevance to many millions of keywords that are held in the system.

It is up to the seller to ensure that Amazon's system understands both what the product is, and what it can be used for to ensure that Amazon can provide relevant results to the customer, and thereby increase the quality of the platform.

For every product, there are the standard or obvious terms. These are the keywords that you can easily think of and will probably account for around ~70% of sales.

The other ~30% can come from the long tail, similar or benefit based keywords. Therefore for every product we do detailed keyword research using several online tools. These include tools such as Merchant Words, Keyword Inspector, and Google Trends to name a few.

Here is an example below:

Keywords a manufacturer might use for a scented candle:

Candle, luxury, scented, aromatherapy, beeswax,

Keywords found through our method (250 optimized):

Candles scented, jars, aromatherapy, relaxing, fragrant, designed, fragrance, fragranced, gifts large small medium wax natural soy smelly set eucalyptus stress beeswax premium black gold

These keywords need to then be incorporated into the Amazon listings, both in the title, bullets, copy and in the Amazon system (back end).

Amazon has now limited the back end to 250 characters, so we use only the most relevant keywords here. Next, we include the rest of the keywords in the listing title and bullets to ensure proper indexing (amazon recognizing relevant keyword), and then check each keyword against the functional listing to ensure that it can appear in all search results.

PPC Keywords:

Amazon Pay Per Click Advertising (PPC) has become increasingly popular and competitive over the past years. Having a solid strategy and regularly optimizing and trimming down has become a necessity when managing your own channel and Amazon presence.

The keyword research process we use when putting together a PPC advertising campaign is similar to the above, but we also include phrases. We would expect a normal product to have around 150-200 keyword bids to cover all of the potential long and short search terms.

Short search term:

Candle, scented candle

Long search term (extract):

beeswax scented candles, large scented candles, soy candles scented, luxury candles scented, scented candles in jars, aromatherapy candles gift set, aromatherapy candles for stress

Copywriting:

There are many online resources relating to best practices for listing creation; we have our own proprietary method. Copywriting is an art form and so every copywriter will produce something different when creating a quality listing. It is important to understand both the uses and benefits of the product when creating a title and bullets.

Best practice is to include the highest volume keywords at the start of the title, and move towards less volume at the end.

On Amazon, you also have 5 bullet points to sell your product. It is important to sell the benefits of the product and allow the customer to read through the bullets as a story, tackling objections and selling the positive benefits that they will achieve when purchasing this product.

If you have a registered trademark you can now take advantage of Amazon's "Enhanced Brand Content" (EBC) when creating the listing body.

This allows the use of images, text, and hyperlinks to produce a visually pleasing listing and to help cross-sell between products. There are many guides online for this online so we won't go into great detail here.

Setting Up

Account setup:

Creating an Amazon account in either in EU or USA is a simple process, just head to sellercentral.amazon.com or sellercentral.amazon.co.uk and follow the wizard to get started.

Once your account is created it's time to upload all of the listings that we discussed earlier, this can either be done individually or in bulk upload (if you have someone on your team who is good with spreadsheets and is willing to trial and error their way until they are perfect and accepted by Amazon).

If you are working with Amazon Europe you can link all of your listings so that inventory is pulled from a central location. If you want any further information on that reach out to us and we can help guide you through.

Listings:

When uploading the listings previously written and optimized for Amazon, the end result that the customer will view must be considered. This is especially important when uploading products with multiple variations as these can easily look messy.

We recommend checking each listing individually for Title, Bullets, Copy formatting, and images.

It is ideal that each product should have at least 5 images - including some situational photos. The main image for each product must comply with Amazon's guidelines of having the product fill 80% of the frame, along with the main image being only of the product, with no props or filler.

Launching

Product launching is very different depending if you already have re-sellers for your products, or you are starting with a new SKU that has never been sold on Amazon before.

If you already have re-sellers, then there are different challenges than having a brand new listing. With a new listing there is no social proof for your product which will limit customer confidence, whereas if there are re-sellers then the challenge is to become the main seller for your product!

We target these situations differently.

When competing with other sellers of your own product previously sold B2B, the aim is for us to become the main seller. When starting a new listings the aim is to accumulate feedback as quickly as possible.

Operations

Daily Monitoring:

Amazon runs 24/7 365 days per year, having solid operating processes is the only way to achieve long term success. Twenty-four hours is too long to go without monitoring and checking and so we believe in being very proactive with both listing monitoring and follow up.

Customer Service:

Reactive customer service is the lifeblood of any business, but in the eCommerce world it makes the difference between products growing and shrinking in the long term. All customer messages should be responded to within 12 hours, 7 days per week.

Feedback Management:

Feedback, both product reviews and seller feedback, is a major determining buying factor when a customer is deciding to put their trust in your company and brand. Amazon is live 24/7 365 days per year, and so your monitoring should be too.

Any time that there is negative feedback on an account potential customers will be making decisions and judgements. For that reason we monitor all feedback and reviews continuously, 365 days per year.

Negative reviews and seller feedback is always commented on so that customers know that the brand is responsive. Feedback should then be proactively managed by reaching out to the customer and Amazon, to both solve the issue and minimize any sales impact.

PPC / Advertising Management:

Ads are where the magic happens for getting the maximum number of potential customers to see your brand. As well as getting your listing to the top of the pile for your brand and category, the aim of advertising is to expose your brand to potential customers who may have never heard of you, or are looking for something else all together.

Ad strategy is continuously changing so I don't want to include too much here, but a basic structure to start with is:

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1. Start with the PPC keywords researched above
2. Create a new campaign for the selected ASIN
3. Add a full set of the keywords 'exact match' at a bid of \$2.50
4. Add a full set of the keywords 'phrase match' at a bid of \$2.30
5. Add a full set of the keywords 'broad match' at a bid of \$2.00
6. Create a low bid automatic match campaign

