



# The ultimate Amazon Prime Day checklist

Perfect your marketplace strategy to maximize sales

Amazon Prime Day raises the stakes each year, with Prime members having purchased over [375 million items worldwide](#) during the 2023 event. To maximize sales on Prime Day 2024, ensure your inventory, product information, and pricing strategies are thoroughly prepared using the following checklist.

## Optimize your product listings

Prime Day comes and goes fast, so it's all about quick decisions. Remove any friction in the browsing and purchasing process by ensuring your listings include all of the relevant information customers will be looking for. Check for the following product attributes:

- **Title:** Put your brand name first in the title. Then use other attributes, such as dimensions of materials, if customers search for them. Remember, titles should be compelling and not just stuffed with keywords. Consider the following order: Brand Name>Product>Key features>Size>Color>Quantity

➔ **Productsup platform tip:** Use the smart rule boxes in [Marketplaces PX](#) like "Append" or "Prepend" to combine data across multiple columns and create effective titles in seconds.

- **Bullet points:** Shoppers might not scroll down the page before they decide to buy, so bullet points can

have a positive impact on conversion rates. They're indexed in organic search results on Amazon, so be sure to include as many relevant keywords as you can. Always ensure your bullet points are concise, compelling, and appealing. For instance, you can highlight your customers' favorite features or any warranties to increase confidence in purchasing decisions.

➔ **Productsup platform tip:** Use the "Split string" rule box to separate a long text into bullet points.



- **Description:** The product description is your chance to influence an indecisive buyer's purchasing decision. Include all relevant details that weren't included in the bullet points, such as features and dimensions.
  - ➔ **Productsup platform tip:** Use the "Text template" rule box to create text benchmarks for your descriptions and automatically insert related attributes, saving you time and money on copywriting.
- **Images:** Your first image directly impacts your CTR, so it should be clear and showcase the product well. Remember to provide different views of the product and close-up shots of important details. If possible, provide images that give an idea about your product's dimensions, and ensure the resolution is high enough for the customer to zoom.
  - ➔ **Productsup platform tip:** Use our [Image Designer](#) to create and save customized image templates by providing multiple optimization options. You can shift, resize, and rotate fields by pulling, dragging, and changing color, transparency, font, etc.
- **Keywords:** Prior to Prime Day, update keywords to secure the most relevant search terms for the event. Also, consider search terms outside of those in your title and description. Make sure to take proper care of "hidden keywords" or "backend keywords". Use synonyms of your primary keywords and other words in their family tree.
- **A+ Content:** A+ Content is a curated collection of multimedia elements that appear in the "From the manufacturer" section of Amazon product detail pages. When creating A+ Content, make sure you have a variety of high-quality images and videos that represent your product's value proposition. You can also promote complementary products to leverage cross-selling opportunities.
  - ➔ **Productsup platform tip:** Use [Marketplaces PX](#) to upload A+ Content automatically.



## Prepare inventory

Many brands underestimate the number of sales they'll make from the event. Prepare for the influx of shoppers by increasing your inventory to ensure you have enough of each product available. Look back at order data from previous Prime Day's to predict demand.



## Run ads early

Leading up to Prime Day, shoppers are already scouting for deals and creating wishlists of the items they plan to buy. Start your ad campaigns in the weeks prior to the event to build brand awareness before it becomes too crowded (and expensive) to vvy for attention. You'll want to allocate ad support to your products that are highly reviewed.

Amazon's **Sponsored Products** and **Sponsored Brands** ad types are best suited for Prime Day. **Sponsored TV Ads** and **Streaming TV Ads** are also great options to repurpose existing video content and offer QR codes linked to products.

**NEW FOR 2024!** [As of January](#), you must use custom images instead of ASIN or stock images for Sponsored Brands campaigns.

## Leverage social media and influencer marketing

Before and during Prime Day, consumers use social media to exchange tips about the best deals. To ensure you're a part of these conversations, use targeted messaging with #PrimeDay hashtags.

**NEW FOR 2024!** Amazon launched a new mobile feature, "Consult-a-Friend", which allows shoppers to ask their friends and family for advice while they're shopping on the platform directly.

## Diversify your deals across channels

Considering deals on Prime Day have expanded beyond the digital walls of Amazon, it's important to run your promotions across multiple sales channels. However, make sure your Amazon discounts are unique, as Amazon checks price fluctuations across the internet and might decide not to feature your deal if it's not exclusive to Prime Day.

## Set up exclusive Prime discounts and coupons

**Exclusive Prime discounts** (only redeemable by Prime members) make your deals stand out in searches and product pages. Exclusive Prime coupons are static deals customers can apply while checking out and are useful for products you want to give an added boost. Set these offers up a week or two before Prime Day.

## Automate pricing

Prime Day sales nearly always go to the brand offering the best deal, so you'll want to update your pricing based on your competitors' discounts. This also increases your chances of being an Amazon "Featured Offer."

➔ **Productsup platform tip:** Make simple adjustments to your pricing data within our platform and see the updates reflected on Amazon automatically.

New to Amazon? Start by registering on [Amazon Seller Central](#). Find more setup instructions [here](#).

### Additional resources

Discover how [Productsup Marketplaces PX](#) can support your Amazon strategy. Our platform can help you import and enrich your product content easily to publish error-free product listings across Amazon marketplaces globally.

[Book a demo](#)

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## Kimberly-Clark

"Our goal is to continuously improve our online shelf presentation, and Productsup offers a fully automated content platform and the necessary support to make this happen."

**Sophie van Logtestijn**  
Customer Business Manager eCommerce

Find more helpful tips for advertising and selling on Amazon:

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