

SellerLabs

CHECKLIST

PRIME AMAZON PRIME DAY 2022



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As one of the biggest retailer's Amazon shopping events approaches, online merchants hurry on with their Prime day arrangements.

Given the heavy traffic and fierce competition for this annual 2-day sales campaign, planning ahead is crucial for online sellers to have their products front and center in the marketplace.

Winning Prime Day customers is generally correlated with forecasting the right amount of inventory, [efficient advertising](#), pricing, and data management strategies.

To help you get your Prime Day preparations in gear and reduce the stress of planning, we put together seven key strategies to fuel your deals and boost your Amazon Prime Day sales.

Read on to ease your Prime Day planning headaches with:

- A Prime Day deadlines overview
- Pro tips on advertising, pricing, inventory, and data management for maximum profit
- Solutions to the major Prime Day concerns for Amazon sellers in 2022

First Thing' s First: When is Amazon Prime Day?

Amazon's Prime Day 2022 will be held [on July 12 and 13](#).

Amazon Prime Day 2022 Checklist

STAY ON TOP OF PRIME DAY DEADLINES

Make sure any of your inventory reaches fulfillment centers by June 20 to avoid stockouts when the event comes around.

April 29

- Lightning Deals Submission Deadline (US/CA)
- Prime Member Promotions Deadline (US/CA)

1

May 13

- Lightning Deals Submission Deadline (EU/Other Markets)
- Prime Member Promotions Deadline (EU/Other Markets)

June 2

- Inbound Shipping Cutoff Deadline (US/CA)

June 10

- Coupon Submission Deadline (US/CA/EU)

June 20

- FBA Inventory Cutoff Deadline (US/CA/EU)

June 29

- Inbound Shipping Cutoff Deadline (EU)

July 9

- Prime Exclusive Discounts Deadline (US/CA/EU)

Results of Running out of Amazon Inventory:



2

MONITOR INVENTORY LEVELS

Evaluate your Amazon FBA inventory ahead of time. Running out of stock can affect your rankings, jeopardize sales, and decrease customer loyalty.

Pro Tip: Send inventory in parts rather than one large shipment to ensure some of your stock is received in time if something gets lost in transit or FC receiving is backed up.

PROTECT YOUR PRICING

Set a price cut in advance to offer the desired strike-through price to your customers on Prime Day. Mind your profit margins and Amazon's increased FBA costs when pricing items to ensure you're still making a profit.

Pro Tip: This year, price discount strike-through deals and coupons will show in search in green, while Prime Discounts will get a "Prime Special" banner!

3



OPTIMIZE FOR CONVERSIONS

Take care of your product listings and maintain your brand voice with the A+ Content blocks to increase conversion for all of that increased traffic.

Pro Tip: Shoppers who watch videos on a product listing are more likely to buy the product.

4



5

BOOST YOUR PROMOTIONS

Get the most visibility for your deals by promoting through all available channels:

- Amazon PPC advertising
- Social Media
- Amazon's Posts
- Customer Engagement programs

Pro Tip: Amazon Posts will show on followers' home page in-app and on desktop! Schedule one Post per deal for optimal visibility.





6

JOIN BRAND REFERRAL BONUS PROGRAM

Take advantage of this program for your non-Amazon marketing to offset the costs of the promotions you're running.

Pro Tip: Make sure you are enrolled in Amazon Attribution Program, as all traffic must have an Amazon Attribution tag in order to qualify for this bonus.

LEVERAGE YOUR AMAZON DATA

Analyze traffic and sales data to increase reviews, retarget shoppers with advertising, and study which deal types received the most interaction.

Pro Tip: Take advantage of Seller Labs PRO Data Warehouse to create powerful reports and make

7



EASE YOUR PRIME DAY ARRANGEMENTS

Activate Seller Labs Data Warehouse

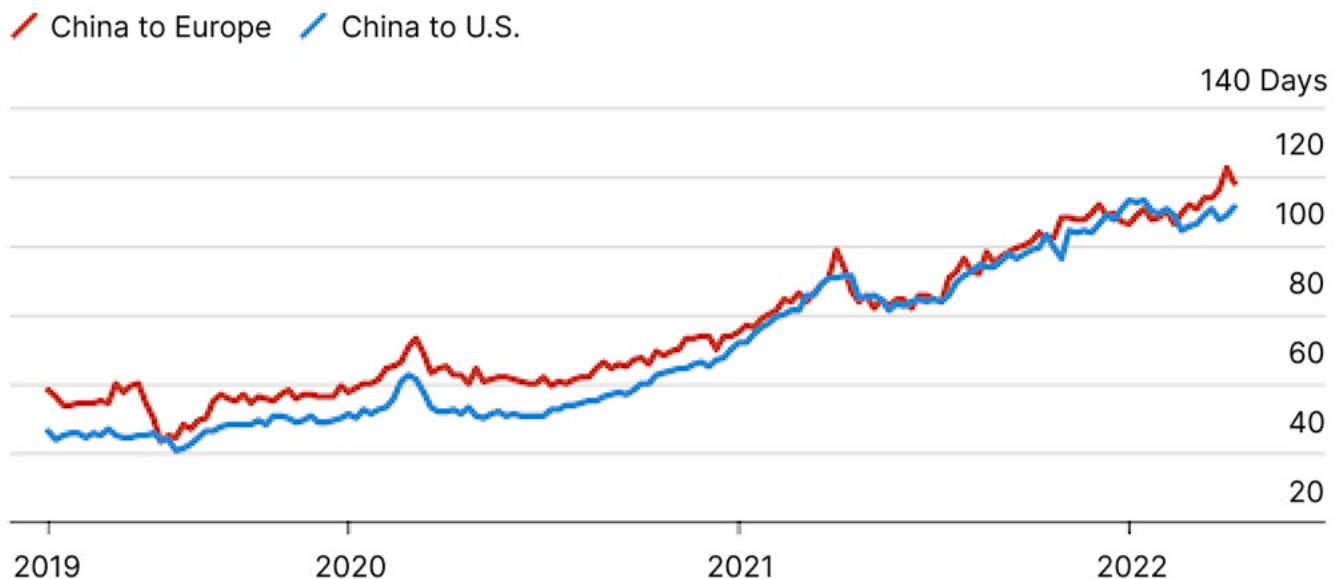
First Thing's First: When is Amazon Prime Day?

On top of the cut-and-dried routines, the annual shopping event tosses new challenges for Amazon sellers due to the ongoing [supply chain issues](#) and growing inflation in 2022. We are here to offer solutions to the most pressing problems you face:

1 LEVERAGE YOUR AMAZON DATA

Due to the current economic struggles coupled with the post-pandemic effects, online merchants may see new shipping disruptions in 2022. As noted by [Bloomberg](#), delivery delays for ocean freight have more than doubled in the pandemic.

Main Concern: If your products come from China, it may take them more than 100 days on average to reach a warehouse in the United States, which may prevent you from getting stock ready for Prime Day.

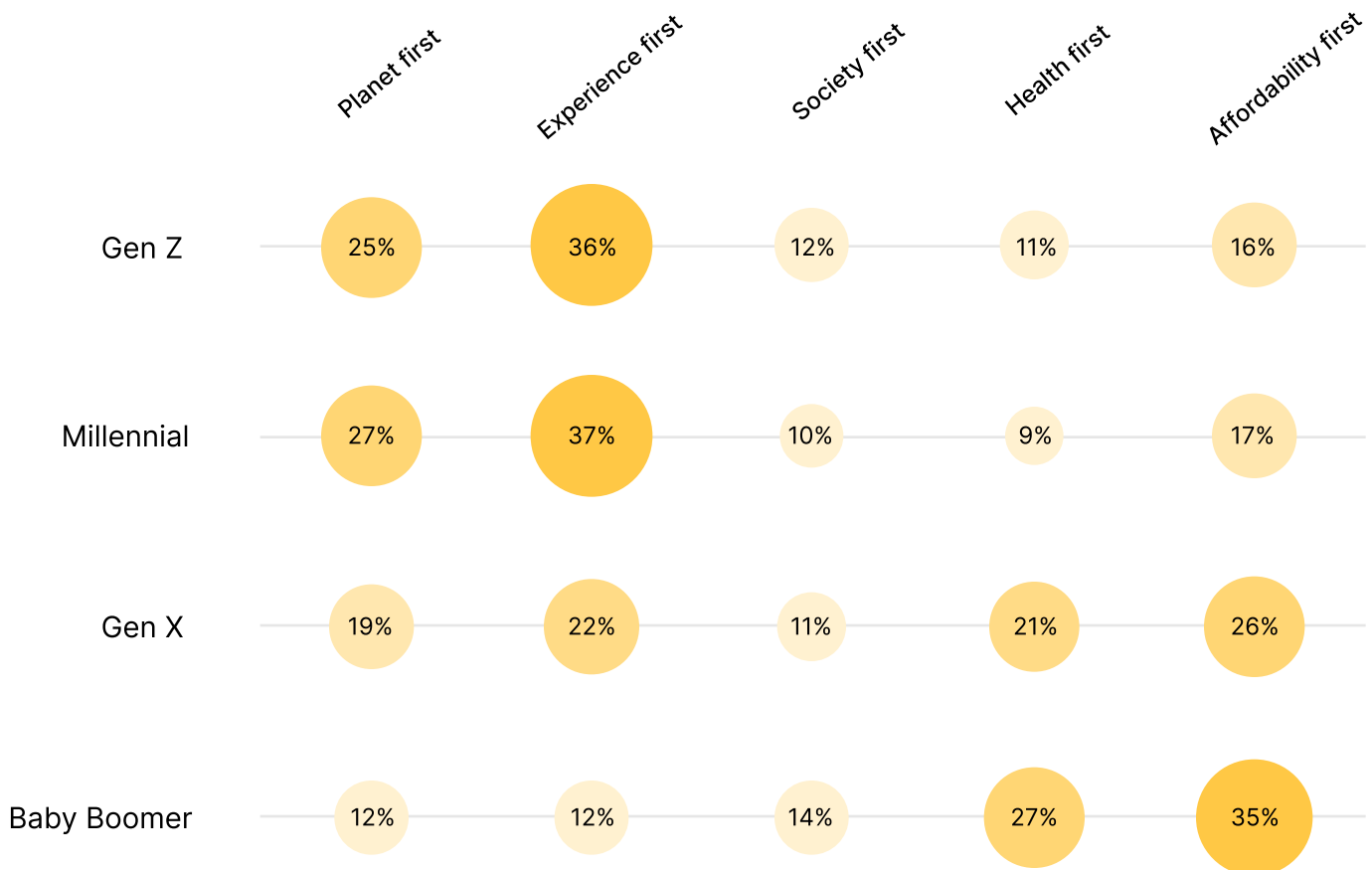


Source: [Bloomberg](#)

Solution: Against this backdrop, you'd better count on products that you have on hand to discount and promote instead of hoping that a shipment arrives in time. Keep a sharp eye on your inventory and be ready to adapt your plans in case of stocking problems or shortages.

2 DECREASING CONSUMER PURCHASING POWER

As inflation gains steam, the U.S. consumers admit that rising costs of goods and services make it hard to afford things. According to the [EY U.S. Future Consumer Index](#), 52 percent of respondents consider price the most crucial purchase criterion, while 42% percent will only buy from brands that align with their values, and provide the gold standard of buyer experience.



Concern #1: With buyers expected to consume less and focus on low-cost products, retailers should take measures to protect their margins.

Solution: Monitor and foster good [reviews from your buyers](#) by offering a positive customer experience. Double-check the information you provide on your product's page, and ensure that you take care of any feedback.

Concern #2: Amazon Prime members will be looking for great deals, so making your products appealing is the top priority.

Solution: Give your customers more ways to save. With Coupons and Prime Exclusive Discounts, online sellers can make their products stand out and increase the click-through rate during the sales event.

3 INCREASED FBA INVENTORY AND STORAGE

Effective April 28, 2022, an [FBA fee surcharge](#) of 5% is implemented on each unit sold, including products purchased before that date. As of now, it averages from a \$0.15 to a \$7.55 increase, depending on product size and category.

A Quick Overview of Amazon FBA Fees

2022 Amazon FBA Monthly Storage Fees:

Standard-size Items

January-September: \$0.83 per cubic foot

October-December: \$2.40 per cubic foot

Oversize Items

January-September: \$0.53 per cubic foot

October-December: \$1.20 per cubic foot

2022 Amazon FBA Dangerous Goods Fulfillment Fees:

- Small standard (6 oz or less to 16 oz) items have a per unit fee of \$3.85 to \$4.16
- Costs for large standard items (6 oz or less to 20 lb) range from \$4.29 to \$6.57 + \$0.30/lb above the first three pounds
- Small oversize (70 lbs or less) costs \$9.66 + \$0.38/lb above the first pound
- The medium oversize (150 lbs or less) fee is \$13.56 + \$0.44/lb above the first pound
- Large oversize (150 lbs or less) costs \$93.94 + \$0.79/lb above the first 90 pounds
- Special oversize (over 150 lbs) costs \$170.74 + \$0.79/lb above the first 90 pounds

Main Concern: With the new fees, online sellers should redo their math to see how far they can discount the products and still make a profit.

Solution: With fees on the rise, Amazon sellers want to keep costs down. Confirm all your product sizes are accurate so you aren't overpaying for shipping or storage. Also, mind the inventory in stock, as large items that take up a lot of space or products that don't sell quickly will incur extra storage costs.

FAQs

1. What are Prime Day eligibility criteria for sellers?

To be eligible for Prime Day [Prime Exclusive Discount](#), sellers should have at least a 4 on their Seller Feedback Rating and offer products with at least a three and half star rating, or no rating. Online sellers with no feedback ratings are also eligible for Amazon Prime Day.

2. Who can access Amazon Prime Day deals?

Amazon Prime Day is a sales event exclusively for Prime members. However, shoppers who have never signed up for Amazon Prime membership before, can get a 30-day free trial that gives them access to the same Prime Day deals as long-time members.

3. How does inflation affect sellers' strategies for Amazon Prime Day 2022?

Due to the current increase of the supply costs, online sellers either avoid aggressive discounting to catch up with their lost margins, or lower their prices to acquire new customers, even at the cost of reduced profit.

How Seller Labs Can Help You With Prime Day Arrangements

Seller Labs PRO comes up with an array of Amazon seller tools enabling you to:

- ☐ Enhance your product reviews management
- ☐ Find profitable keywords for better listing optimization
- ☐ Leverage your inventory
- ☐ Get insightful reports on your Amazon business performance, and more

On top of the robust PRO solution in your corner, our Services team can back you up while developing an efficient Prime Day sales strategy. If you are looking for a way to take the hassle out of your Prime Day preparations, you can reach out to us, and we'll take care of them.

Contact Us



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