

# primeday Playbook:

## Your eCommerce Seller's Guide to Winning Big



Prime Day isn't just another sales event – it's a gold rush for eCommerce sellers. Imagine a tidal wave of Amazon shoppers ready to snag deals. With strategic planning and the right tools, you can turn Prime Day into a profit bonanza for your business. Let's get you equipped with everything you need to know before Amazon Prime Day 2024!

### 1. Prime Day: A Seller's Paradise



**What is it?** A massive sales event exclusively on Amazon Marketplace for Amazon Prime members, boasting deals across various product categories.

**When is it?** Typically held in July, but the exact date can vary. (Don't worry – [Onramp Funds](#) is on top of it! Keep an eye out for our announcement once Amazon releases the official date.)

**Why is it important?** Prime Day is a goldmine for sellers with increased traffic and sales. In fact, 59% of consumers start their online product searches on Amazon, making it a prime location to reach new audiences. Prime Day consistently breaks sales records, reaching an estimated \$12 billion worldwide in 2023. With careful preparation and strategic marketing, you can position your business to win big during this sales frenzy.

#### How Consumers Begin their Online Product Searches



**#ProTip**  
**Compete Beyond Amazon.** Offer competitive prices on your own website during Prime Day to encourage direct sales and potentially higher profit margins.

### 2. Prepping for Prime Day Success

**Goal Setting:** Prime Day is all about strategic planning. Here are some key goals to consider...

**Inventory Management: 2 words: Don't. Stockout.** Utilize Amazon's restock tools and meet cutoff times well in advance. This top goal comes from the experience of many disappointed sellers we've seen in our years in eCommerce—so make sure you have plenty of inventory for the busy season and don't let shipping delays catch you by surprise.



Even if your products reach the Amazon warehouse early, processing and check-in can take a detour during peak seasons, sometimes lasting a week or two. Meet those cut-off times well in advance and avoid a stockout snafu!

**Marketing Campaigns for Awareness:** Create targeted marketing campaigns (email, social media, pay-per-click) to educate current and potential customers about your products and Prime Day discounts.



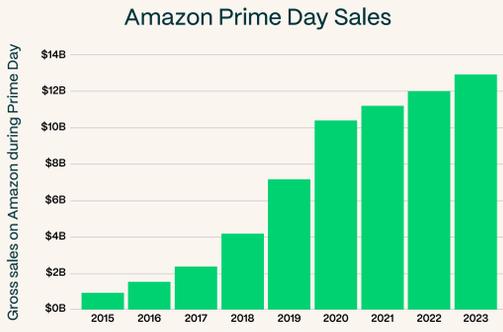
To maximize reach, have these marketing campaigns prepped and ready to launch the moment the date is announced (typically 4–6 weeks before). This way, you can capitalize on the pre-event excitement and hit the ground running when Prime Day arrives.

**#ProTip**  
**Prime Day Pre-Launch Review Blitz.** In the weeks leading up to Prime Day, encourage satisfied customers to leave positive reviews on your Amazon listings. This can boost trust and buying confidence during the sales rush, giving you an edge over competitors. Remember to follow Amazon's guidelines for review solicitation.

### 3. Product Selection and Pricing

**Choosing Your Champions:** Select a mix of top sellers and slow movers to discount strategically. This can help clear out stagnant inventory while boosting sales of popular items.

**Price is Right:** Utilize repricing software to monitor competitor pricing and ensure you stay competitive. Consider offering different deal options like Lightning Deals, Bundles, or Prime Day Exclusive Deals.



### 4. Marketing and Customer Engagement

**Spread the Word:** Utilize email marketing, social media platforms, educational content (blogs, videos), and paid media to spread awareness about your Prime Day deals.

**Listing Optimization:** Optimize your product listings with high-quality images, keyword-rich descriptions, and A+ content to grab attention during the sales rush. Talking to experts at [Eva Commerce](#) could be a good place to start.



**Stand Out from the Crowd:** Most online sellers advertise during Prime Day. Make your offers unique and consider offering additional benefits like free expedited shipping or extended warranties.

**The Power of Reviews:** Encourage positive reviews within Amazon's guidelines to build trust with potential buyers.

**#ProTip**  
**Leverage the Halo Effect.** Prime Day isn't just about Amazon sales. The excitement often spills over to other online retailers. Consider offering competitive prices on your own website during Prime Day to capture additional sales. Don't forget to explore cart abandonment software to win back potential customers during this peak sales period.

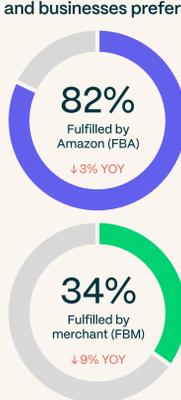
### 5. Prime Day and Beyond

**Financial Planning:** Secure financing to cover inventory purchases, potential surges in ad spend, and freight costs.

**Fulfillment Options:** Consider the benefits of Fulfillment by Amazon (FBA) for faster delivery during the sales rush.

**Customer Focus & Retention:** Customer responses and personalization can go a long way. Prioritize speedy replies and even personalize orders with notes and special packaging to turn first-timers into loyal customers. 5-star reviews are the sweetest treats after Prime Day!

Which fulfillment methods do Amazon sellers, brands, and businesses prefer?



**Post-Prime Day Analysis:** Review your performance and identify areas for improvement. Analyze metrics like sales growth, stockouts, and customer engagement. Study what worked, what didn't, and what can be improved. It's never too early to begin preparing for the next Prime Day.

By following these steps and strategically planning for Prime Day, you can maximize your sales and reach new heights!