

DIGITAL MARKETING TRAINING



SEO



MARKET ANALYSIS



SOCIAL MEDIA



VIDEO MARKETING



ADVERTISING CAMPAIGN



PAY PER CLICK



www.DigitalMarketingExperts.ca



My Name is

Maryam Golabgir (Chief Amazement Officer of Digital Marketing Experts)

Maryam Golabgir is a digital marketing veteran with over 17 years of experience. She has worked in the Telecommunications, E-commerce, IPTV, A.I. Development, Broadband Alliance, and Financial industries. Maryam has worked with many B2B and B2C clients across many industries such as Sheridan Communications, Group of Gold Line, McFees Constructions, Snapd, Niche Decor, Roxborough Realty Group, Clifton Blake Asset Management, Ontario College of Social Workers and Social Service Workers and the Ontario Motor Vehicle Industry Council (OMVIC), among others.

Maryam believes creating a sustainable digital marketing strategy will require a sharp vision and loads of metrics to accompany digital plans. Maryam's digital expertise is in Social Media Marketing strategies, Website Development, Search Engine Marketing and Optimization, Online Advertising and Video / Mobile Marketing.





Message us anytime you want...

Maryam's Contact information:

Email: maryam.golabgir@digitalmarketingexperts.ca

Office: 416-848-7692 Mobile: 416-629-9876

Website: www.digitalmarketingexperts.ca

Facebook: @DigitalMarketingExperts

Twitter: @eforblog

LinkedIn: /maryamgolabgir/

LIKE

TWEET

PHO

RIEND





**Have you considered Amazon? Let us talk
about why you should**







Amazon has made its marketplace welcoming for newcomers. New sellers will find a platform where it takes only minutes to sign up, and a few more minutes beyond that to get product listings live on the site.





Sellers also need a clear understanding of what it takes to have a realistic chance of being successful on Amazon.



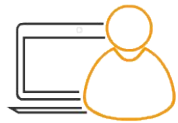


In a battle of margins and trying to differentiate in a meaningful way, sellers may end up working harder and harder each year to generate the same top line sales, and possibly not the same bottom line revenue.





Things You Need To Consider When Deciding To Sell On Amazon:



**Register your
global Amazon
account**



**Provide your
product
details**



**Start
selling
internationally**



- **The "Buy Box"** is the box on a product detail page where customers can begin the purchasing process by adding items to their shopping carts.
- Competitive pricing, competitive offers, a history as an Amazon merchant and more seller reviews can all help you get a position in the Buy Box.
- **Fulfillment by Amazon** is a program where you send your items for sale to one of the many Amazon fulfillment centers to be stocked. Customers buy those products from you, and Amazon will ship them.



These are the types of merchants that perform particularly well on Amazon:

- Merchants selling unique-to-them products.
- Merchants who sell hobby or niche products.
- Merchants selling refurbished or used products.



- **Why should I associate one of my products with an Amazon product that's already listed?**
 - * Products can be listed only once in the Amazon catalog, so if you make a duplicate listing it will be deleted.
- **Why can't I use certain shipping methods at first?**
 - * Certain shipping methods — such as two-day shipping — have to be earned by new merchants.
- **Why aren't I being compensated correctly for shipping?**
 - * Amazon determines how much they think it should cost to ship a product based on a number of factors.



- **How can I increase the number of reviews on my Seller account?**

* When selling on Amazon, reviews are critical. Providing a great product and shopping experience is a great place to start, but you can also follow-up with customers to increase your number of Amazon seller reviews.

- **Are there any policies I should look over before I start selling on Amazon?**

* Yes.



Pros and Cons of Selling on Amazon vs Your Own Site





Selling on Amazon: Pros

amazon





Sales

If you've played by Amazon's rules and listed your products in line with Amazon's guidelines, then sales and revenue are sure to increase when using Amazon.

Amazon's product cataloguing system, ensures that your inventory ends up being the most appropriate location for an Amazon user to find your product.

Your business will also benefit from the huge investment Amazon put into paid Google search.





Customer Acquisition

The best thing about online marketplaces is that users don't use them to search for a specific brand – they use them because they're looking for a specific product. This raises your chances of attracting new and unique customers because the likelihood of them 'discovering' your business is increased

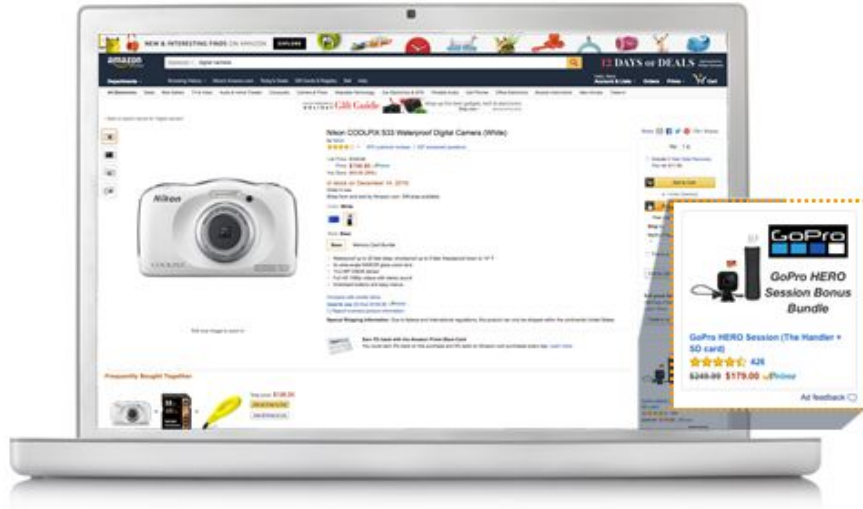




Selling on Amazon: Cons

amazon





Competition

A no-brainer when it comes to Amazon is that the competition will be sky-high. Amazon is one of the biggest players in its field, so there may be thousands of other sellers that your business will have to compete with.





The screenshot shows an Amazon search results page for 'baby care'. A red oval highlights a section of sponsored products at the top of the results. Below this, several other sponsored products are visible, including a baby monitor, a diaper bag, and a play mat. The page includes navigation elements like the Amazon logo, search bar, and various filters on the left side.

amazon.com baby care

1-16 of over 200,000 results for 'baby care' Report a search issue

Show results for

Baby Products
Baby Gyms & Playmats
Baby Grooming & Health Kits
Baby Playards
Baby Care Products
Baby Care Gift Sets
Soft Baby Carriers
Health & Household
Baby & Child Care Products
Baby Bathing Products

Books
Baby & Toddler Parenting
Parenting
Parenting & Family Reference
Pediatric Psychology & Neuroanatomy
Apps & Games
Kids
Baby Reading Cards
See All 24 Departments

Refine by

Subscribe & Save
 Subscribe & Save Eligible

Amazon Prime
 Prime

Eligible for Free Shipping
 Free Shipping by Amazon

Party
 prime pantry

Prime Wardrobe
 prime wardrobe

JACK & JILL
SPONSORED BY JACK & JILL
Caring for your little ones has never been easier.
Show now

Jack & Jill Diapers, Size 4T, 162 count
★★★★☆ 246
prime

Jack & Jill Baby Sunscreen Cream, All Natural, SPF 30
★★★★☆ 252
prime

Jack & Jill Baby Sunscreen Cream, All Natural, SPF 60
★★★★☆ 341
prime

SPONSORED BY
iBaby WiFi Baby Monitor M7 Lite. Smart Baby Care System 1080p Video Camera with Wi-Fi Speakers, Thousands of Lullabies & Bed Stories, Growing Timeline, Motion & Sound Alerts for Android and iOS by iBaby
\$149⁹⁹ \$179.95
prime
FREE Shipping on eligible orders
★★★★★ 24

SPONSORED BY
Baby Diaper Bag Backpack, Baby Bag, Multi-Function Waterproof Travel Nappy Bag for Baby Care, Large Capacity, Durable and by ASHARKY
\$28⁹⁹
prime
FREE Shipping on eligible orders
★★★★★ 20
Save 10% with coupon

Baby Care Play Mat (Large, Busy Farm) by Baby Care
\$119⁹⁵
★★★★★ 415

Lack of control

Although your revenue is sure to increase by being on Amazon, it does come at a cost. Regardless of whether you have a professional account or you opt for FBA (Fulfilment by Amazon), you'll still be faced with fees. It's definitely worth doing your research on your Amazon fee plan before setting up your marketplace account.





Fees

By signing up to a marketplace, you must abide by its rules. Amazon focuses on the products, not the sellers. This means that you have very limited means to showcase your brand presence.



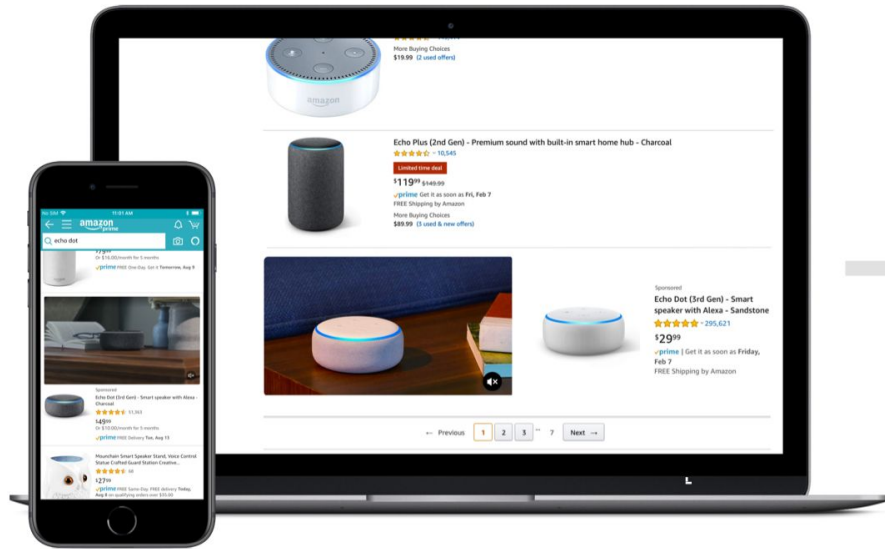


Selling on Own Site: Pros

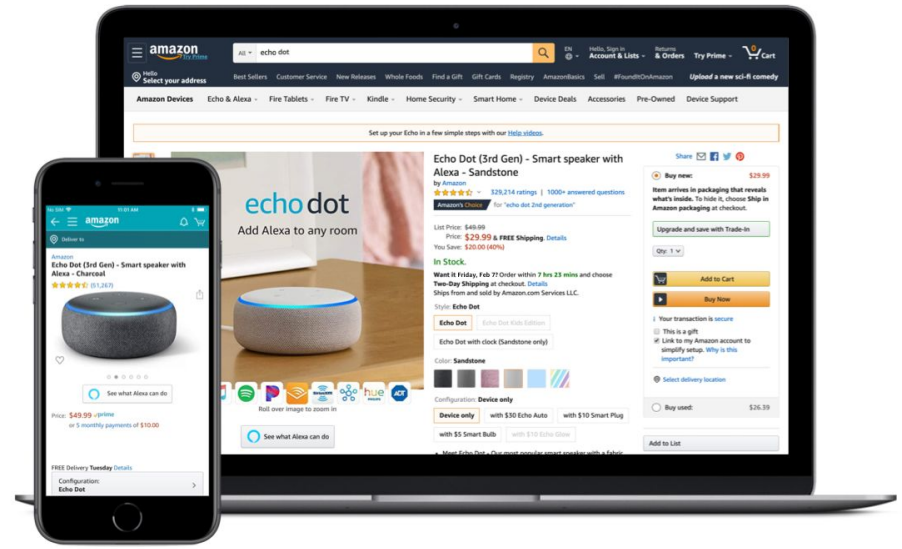
amazon



Search results



Product detail page



Control

It's your website, so you control it: from content, to design, right down to where your Twitter icon sits. It's not just the display you'll have control over, either, because you'll have the say on how, when, and where you present your products.





It's all about you

Unlike Amazon, your website is all about you and your ecommerce business. Using your site as the go-to place for consumers to buy from your business will help reduce customer distraction. There aren't any 'others viewed this' or 'today's deal', because the site user will solely be exposed to only your products.





Referrals

When you buy something from a marketplace and someone asks where you got it from, what do you say? The majority of people say the name of the marketplace, not the actual seller. When consumers buy through your website, you're more likely to get more referrals as your brand presence is higher.





Selling on Own Site: Cons

amazon





Less Reach

Marketplaces help to enhance your reach and product visibility. By focusing on your website (and only your website), you are cutting out a huge market that you could be targeting – not just locally, but internationally as well. Marketplaces give you the far reach that your website can't.

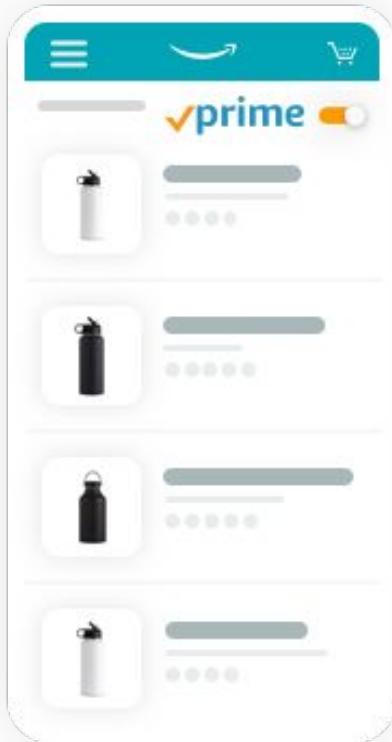




Credibility

Amazon has a great reputation and is trusted by many retailers. If your ecommerce site is relatively new, niche, or not well-known, consumers may doubt your credibility and shop elsewhere, from sites they know and trust. Marketplaces are a great way to counteract this issue, as they already have trusted relationships with global audiences.





Consider your selling strategy

Resellers find popular products that already exist and offer them in Amazon's stores.

Brand owners manufacture their own products—or source goods to sell under a private label—to offer shoppers unique selection.

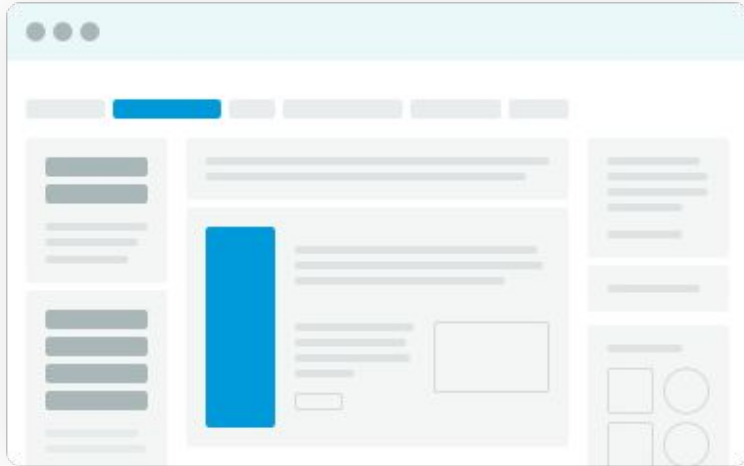
Lots of sellers do both. You can choose whichever method works for your goals. If you plan to sell your own brand on Amazon, we have lots of resources and tools to help.





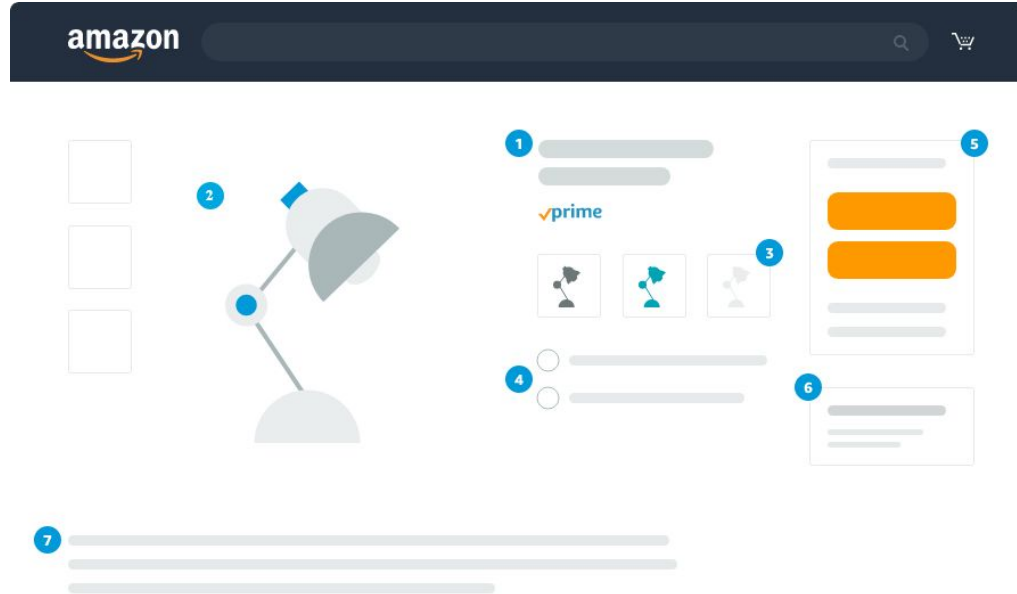
Create an Amazon seller account

You can use your customer account to start selling, or you can create a new Amazon seller account with your business email. Before you sign up, make sure you're ready with the following:



- Business email address or Amazon customer account
- Chargeable credit card
- Government ID (identity verification protects sellers and customers)
- Tax information
- Phone number
- A bank account where Amazon can send you proceeds from your sales





Adding your products

What can you sell on Amazon? It depends on the product, the category, and the brand.

Some categories are open to all sellers, some require a Professional seller account, some require approval to sell, and some include products that cannot be sold by third-party sellers.





Questions?

We're happy to help!





We are here to serve you.



www.DigitalMarketingExperts.ca