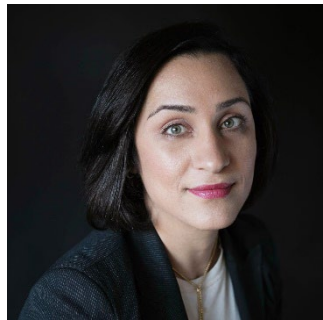


● Selling on Amazon





by

MARYAM GOLABGIR

I have 18 years of digital marketing expertise in Telecommunication, E-Commerce, IPTV, A.I. Development, Broadband, renewable energy and Financial industries. After spending ten years leading marketing teams for various fortune 500 companies, I decided to start Digital Marketing Experts. This marketing agency caters to small to medium size businesses in the Greater Toronto area. As a female entrepreneur, I have gained a unique perspective on the lives of female business owners. I understand the struggle and have learned how to design, execute and measure marketing strategies and customized campaigns for each business.

I believe it is essential to create a sustainable digital marketing strategy which will require a sharp vision and many metrics to accompany digital plans. Our digital expertise is in Social Media Marketing strategies, Website Development, Search Engine Marketing and Optimization, Online Advertising and Video / Mobile Marketing. For more information about our business, you can visit www.digitalmarketingexperts.ca or my LinkedIn profile <https://www.linkedin.com/in/maryamgolabgir>



The most need-to-know trends for anyone looking to understand the consumer mindset in the year ahead

Selling on Amazon Canada: Is It Worth the Effort?

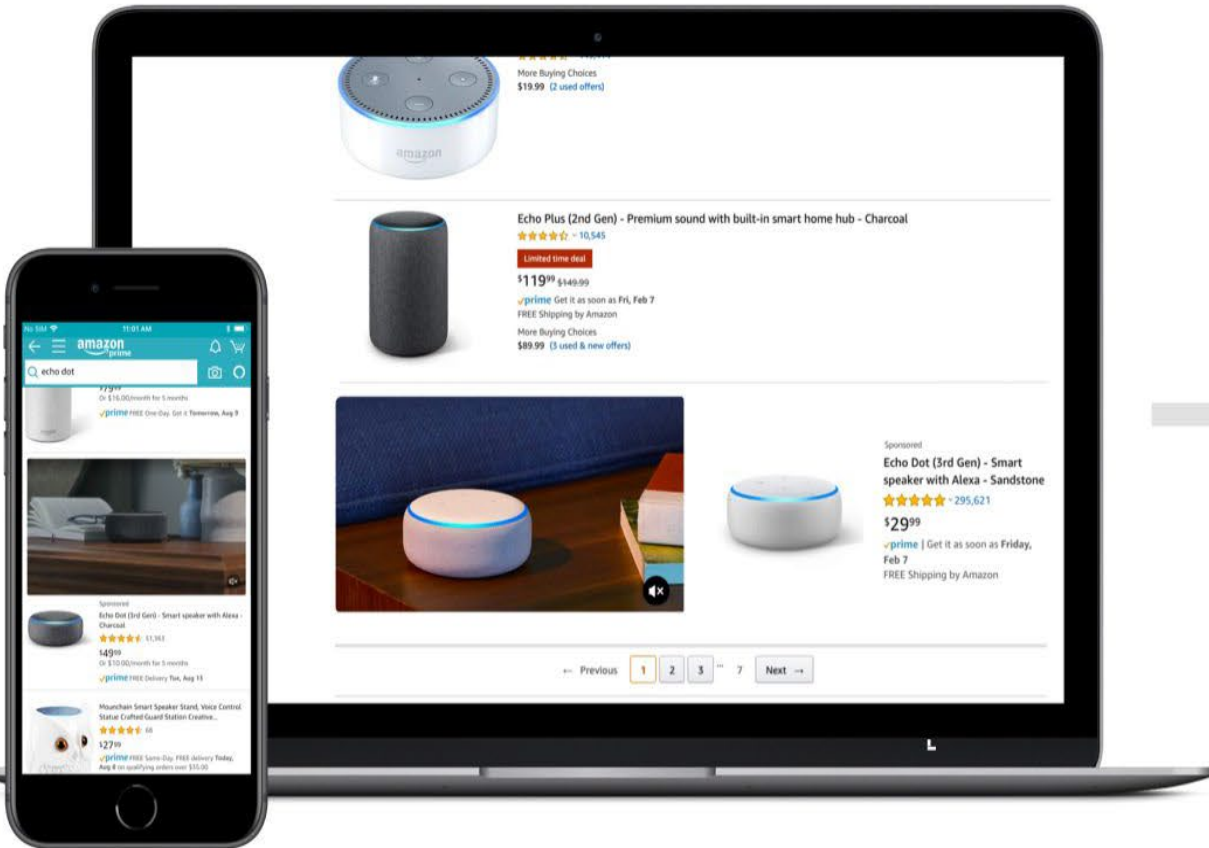
1. Is It Worth The Setup Time?
2. Do I Have Other Sales Channels?
3. Is My Product In Demand?
4. Can My Profit Margins Support Amazon Sales?
5. Am I Okay With People Buying From The Amazon Brand, Not Mine?
6. What Is My End Goal?
7. Can I Afford To Use Fulfillment By Amazon?
8. How Will Amazon Work With My Existing Channel Partners?
9. Do I Want To Build Direct Relationships With My Customers?
10. Do I Have Enough Up-Front Capital?
11. Would I Be Wholly Dependent On Amazon Sales?
12. Will My Product Stand Out?
13. Do I Have A Strong Enough Personal Brand?
14. Can I Scale Up On Amazon?



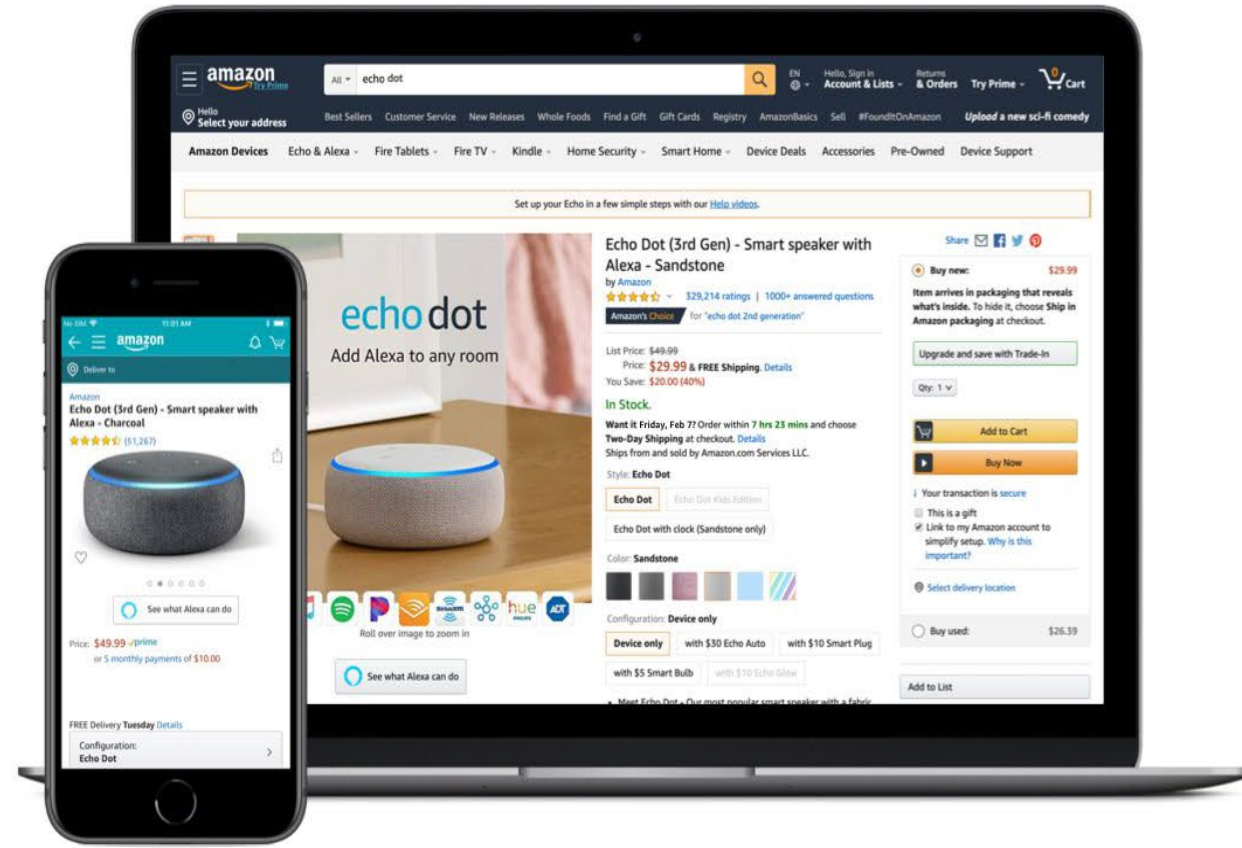
HOW TO SELL ON AMAZON SUCCESSFULLY



Search results



Product detail page



1. Choose wisely which products make sense to be sold through Amazon
2. Customize your marketing strategy for amazon.ca
3. Choose the best-selling products for the Canadian consumer
4. Balance out your product price and demand
5. Prepare your operations, and custom fit them according to Amazon Canada's protocols and standards your operations should run smoothly within Canadian borders.

Benefits of selling in Amazon Canada

In 2019, e-commerce retail trade sales in Canada averaged 1.85 billion Canadian dollars. This figure means approximately 28.1 million Canadians have engaged in online purchasing in the same year.

As per eMarketer, Amazon is the top online selling platform in Canada.

Top-selling items on Amazon Canada

- Electronic accessories
- Light blocking glasses
- Apparels
- LED strip lights
- Books
- Water bottle
- Video games
- Yoga mat
- Office supply
- Beauty items
- Pet items
- Holders
- Paddle board
- Ayurvedic supplements
- Pillows
- Coffee & Tea

Best Sellers in Electronics

#1



Fire TV Stick 4K with Alexa Voice Remote, streaming media player
★★★★☆ 52,503
\$39.99 ✓prime

#2



Echo Dot (3rd Gen) - Smart speaker with Alexa - Charcoal
★★★★☆ 67,822
\$29.99 ✓prime

#3



Fire TV Stick with Alexa Voice Remote, streaming media player
★★★★☆ 44,260
\$39.99 ✓prime

#4



All-new Echo Dot (3rd Gen) - Smart speaker with clock and Alexa - Sandstone
★★★★☆ 67,822
\$39.99 ✓prime

#5



Introducing Echo Show 5 - Compact smart display with Alexa - Charcoal
★★★★☆ 8,376
\$59.99 ✓prime

#6



Echo Dot (3rd Gen) - Smart speaker with Alexa - Sandstone
★★★★☆ 67,822
\$29.99 ✓prime

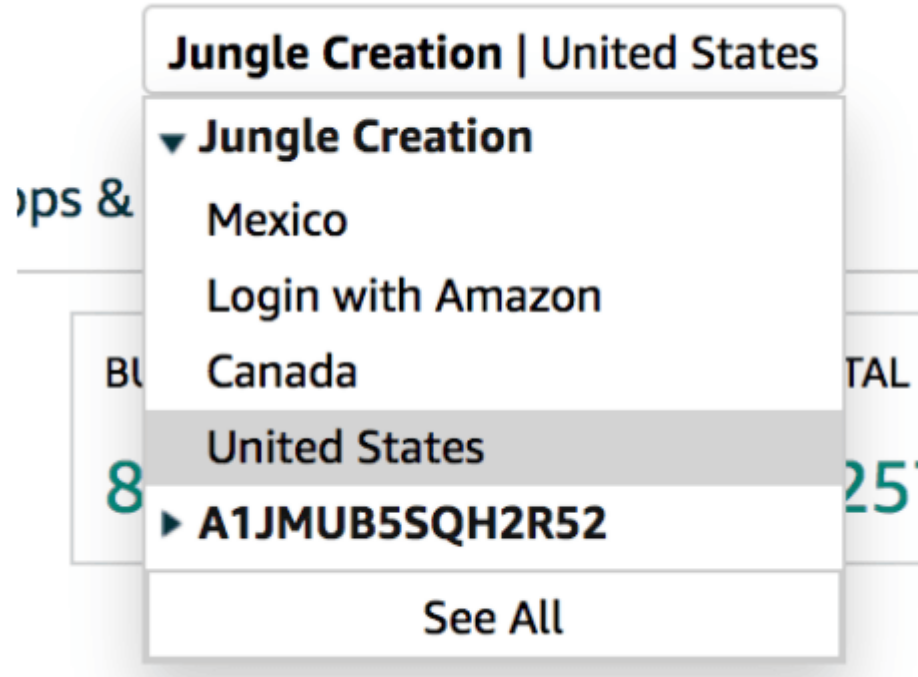
How to sell on Amazon Canada from the US

23% of Canadian marketplace sellers already sell in USA — are you one of them? If not, you should be!

In the past, sellers used to need separate seller accounts to sell in the U.S., Canada, and Mexico. Now, Amazon offers what's called the North American Unified Account, allowing sellers to conveniently switch within Seller Central between the Amazon.com, Amazon.ca, and Amazon.com.mx seller tools.

That way, you can sell in all three marketplaces under one professional seller account — and you'll only need to pay \$39.99 per month to list products in all three countries.

All you need to do is connect your CAD bank account to your USA seller account and use the Amazon Currency Converter for Sellers to route your earnings to your local bank, in your local currency.



What Items Can't be Sold on Amazon?

In general, there are more restrictions for products if a business is going to claim something like organic certification, FDA approval, and dangerous goods. You'll want to carefully consider this before deciding to sell something. Even selling items for babies or consumables can be fraught with more loopholes than many will want to deal with.

The easiest products to sell will be items in ungated categories where you are the brand owner with a registered trademark.





How Much Money Do I Need to Start an Amazon Business?

If you're starting from scratch as a brand-new business with no existing supply chain (like if you're not a former brick-and-mortar seller), your investment will be higher.

But at a basic level, an Amazon Professional selling account will cost you just \$39.99 per month in the US. If you're registering with the Brand Registry, you'll need to register for a trademark for roughly around \$350. This will get the ball rolling on your Amazon account, but you'll also need to source a product, import it, and find a way to get it to customers.

When Do I Get Paid for a Sale?

In general, Amazon professional sellers get paid every two weeks. But this can be complicated by the actual shipping and delivery dates of the products sold in the previous 14-day window. It also may take up to 5 days for the money to appear in your bank account (we recommend setting up direct transfer to expedite this).

Other costs, such as chargebacks or advertising fees, can also result in less money arriving than you expected.



| CATEGORIES | REFERRAL FEE PERCENTAGE | MINIMUM REFERRAL FEE |
|--------------------------------------|---|----------------------|
| Amazon device accessories | 45% | \$0.30 |
| Baby products (excl. apparel) | 8% on items that are \$10.00 or less and 15% | \$0.30 |
| Books | 15% | N/A |
| Camera and photo | 8% | \$0.30 |
| Cell phone devices | 8% | \$0.30 |
| Consumer electronics | 8% | \$0.30 |
| DVD | 15% | N/A |
| Electronics accessories | 15% on the first \$100 of the price and 8% thereafter | \$0.30 |
| Furniture and decor | 15% | \$0.30 |
| Home and garden (incl. pet supplies) | 15% | \$0.30 |
| Kitchen | 15% | \$0.30 |
| Major appliances | 15% on the first \$300 of the price and 8% thereafter | \$0.30 |
| Music | 15% | N/A |
| Musical instruments | 15% | \$0.30 |
| Office products | 15% | \$0.30 |
| Outdoors | 15% | \$0.30 |
| Personal computers | 6% | \$0.30 |
| Software and computer/video games | 15% | N/A |
| Sports (excl. collectables) | 15% | \$0.30 |
| Tools and home improvement | 15%, except 12% for base equipment power tools | \$0.30 |
| Toys and games | 15% | \$0.30 |
| Unlocked cell phones | 8% | \$0.30 |
| Video and DVD | 15% | N/A |
| Video game consoles | 8% | N/A |
| Everything else | 15% | N/A |

Selling on Amazon Prices

1. Monthly subscription fee: Professional sellers (selling more than 40 items a month) pay \$39.99 a month. Individual sellers (selling less than 40 items a month) don't have to pay a monthly subscription fee.

2. Per-item fees: Professional sellers don't have to pay a per-item fee, while individual sellers are charged \$0.99 for each item sold.

3. Shipping fees: For self-fulfilled orders, Amazon shipping rates apply to media products (books, music, video, DVD, software and video games) sold by professionals and to all products sold by individuals. These rates are based on the product category and the shipping service selected by the buyer. For Amazon-fulfilled orders, sellers are charged for fulfilment, storage and optional services, in addition to selling fees.

4. Referral fees: Sellers pay a referral fee on each item sold. Items in several categories have a per-item minimum referral fee, so sellers pay the referral fee or the per-item minimum fee, whichever is more.

5. Variable closing fees: Individuals and professionals pay a variable closing fee for each media item that's sold.

Standard size

| | |
|------------------------|---------------------------------------|
| Small (1 lb. or less) | \$2.41 |
| Large (1 lb. or less) | \$3.19 |
| Large (1 lb. to 2 lb.) | \$4.71 |
| Large (over 2 lb.) | \$4.71 + \$0.38/lb. above first 2 lb. |

Oversize

| | |
|------------------|--|
| Small oversize | \$8.13 + \$0.38/lb. above first 2 lb. |
| Medium oversize | \$9.44 + \$0.38/lb. above first 2 lb. |
| Large oversize | \$73.18 + \$0.79/lb. above first 90 lb. |
| Special oversize | \$137.32 + \$0.91/lb. above first 90 lb. |

Add \$0.40 per unit for clothing items

Selling on Amazon Prices

If you opt for Fulfillment by Amazon (FBA), you will have to pay a series of fees, on top of the charges we already discussed. New FBA US fees, outlined below, came into effect on Feb. 22.

Shipping credits

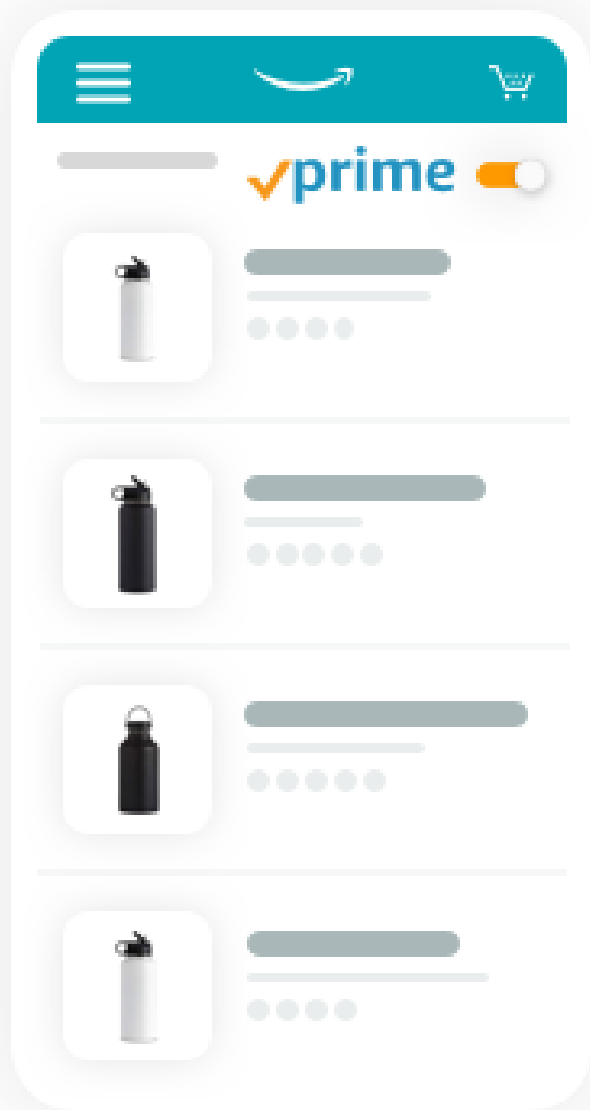
If you're a professional seller fulfilling your own orders, Amazon will pay you a shipping credit on every sale to cover your costs, but it's important to be aware of how much it actually costs to ship your product.

Fulfilled by Merchant Fees (FBM)

Selling through Amazon's Fulfillment by Merchant (FBM) means that while you list your product on Amazon's platform, you are responsible for handling and shipping the product directly to the customer instead of leveraging Amazon's fulfillment centers.

The costs involved in Amazon FBM primarily include the listing fees and referral fees.

Every product listed on Amazon is subject to a referral fee, which is a percentage of the product's sale price, and this percentage varies depending on the product category. Additionally, if you choose the professional selling plan, the monthly subscription fee will apply compared to individual sellers who pay a fee per item sold.



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.

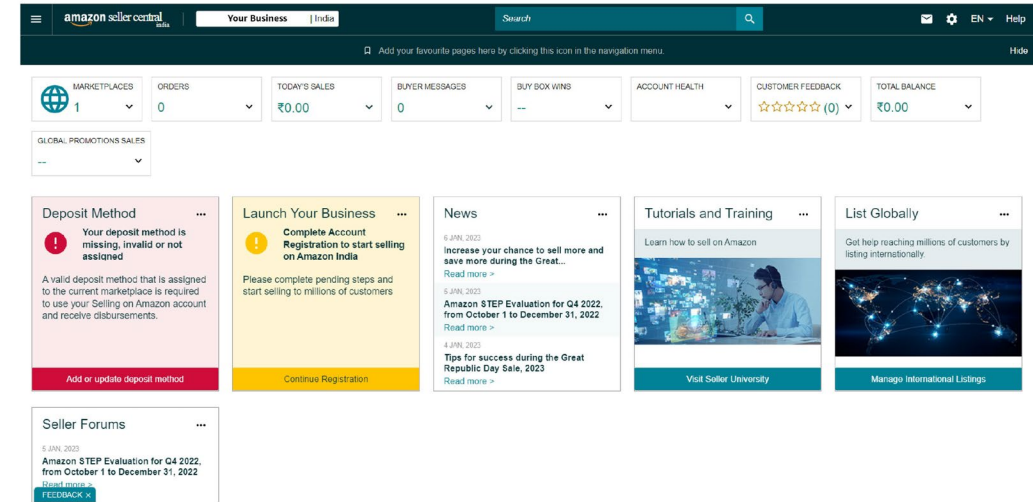
Lots of sellers do both. You can choose whichever method works for your goals.

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

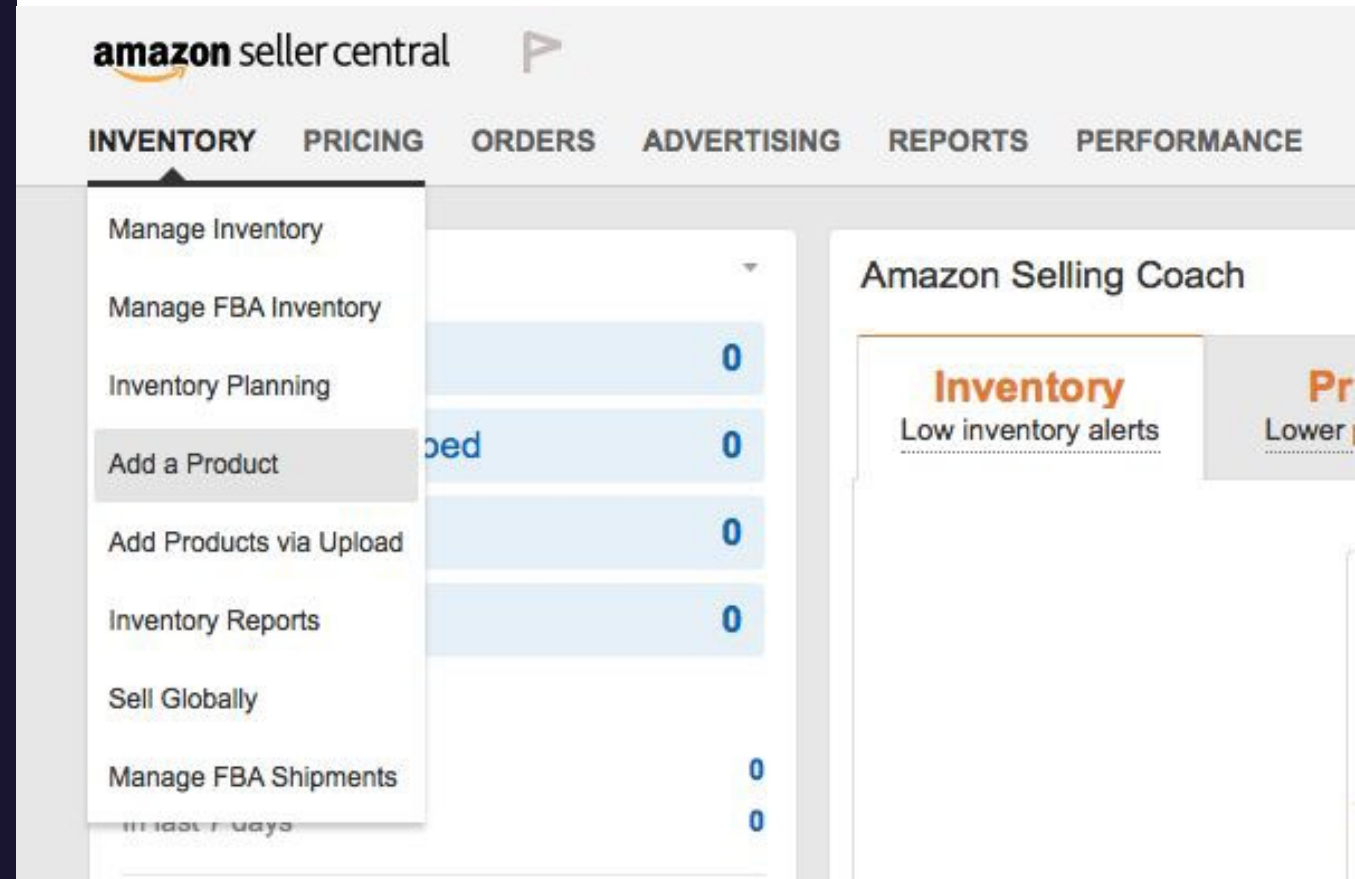


Adding your products

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 selling account, some require approval to sell, and some include products that cannot be sold by third-party sellers.

To sell branded products protected by copyright, trademark, or patent, you must be the legal owner of the brand or an authorized reseller. Log-in to Seller Central to learn more about Amazon's intellectual property policy for sellers.



Product listing details

To start selling a product on Amazon, you'll create a product listing in Seller Central (or via API).

A product listing includes:

- A product identifier, such as GTIN, UPC, ISBN, or EAN to specify the exact item you're selling. You can get a UPC code directly from GS1, or request an exemption.
- A SKU, which is a product ID you create to track your own inventory
- Offer details, including price, product condition, available quantity, and shipping options
- Product details like name, brand, category, description, and images
- Keywords and search terms to help customers find your product

Technical Details

Size: 32-Inch

Brand Name: Vizio

Model: E320-A1

Display Technology: LED

Display Size: 31 inches

Image Aspect Ratio: 16:09



> [See more technical details](#)

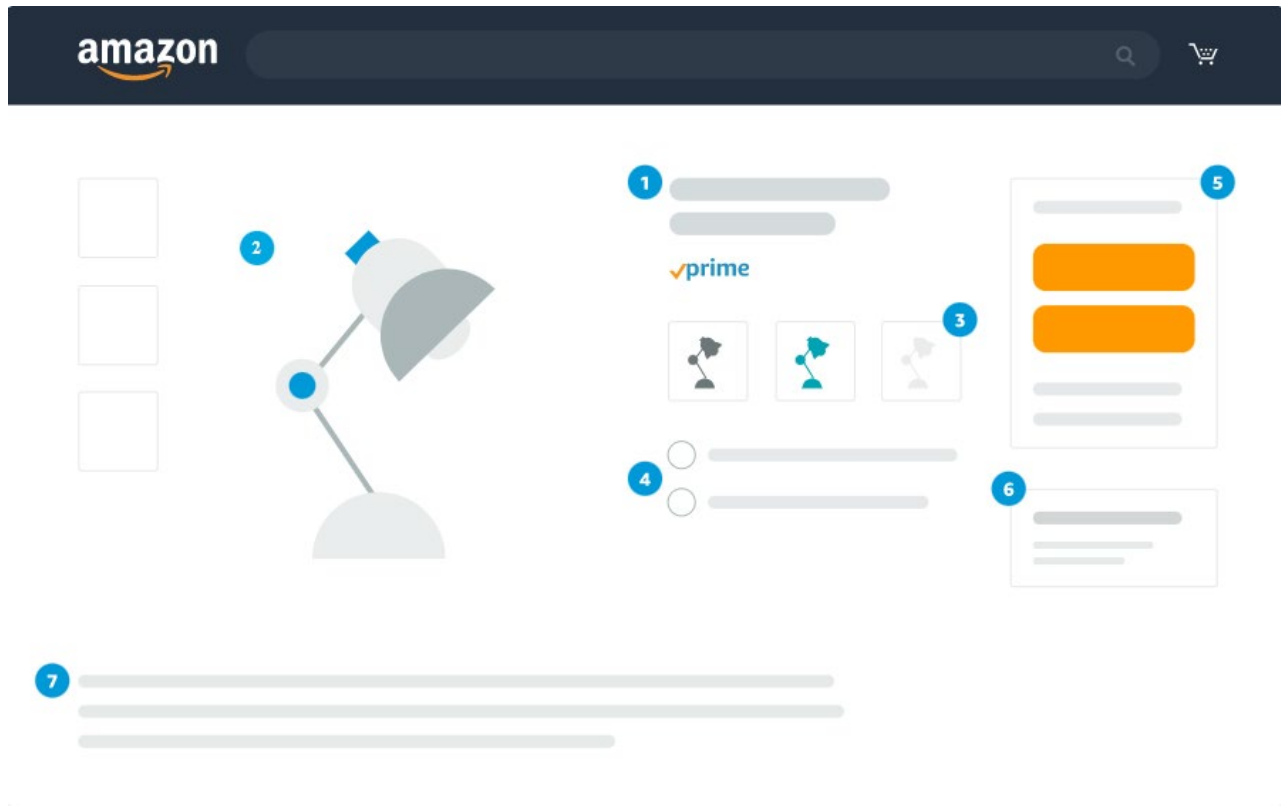
Product Description

Size: 32-Inch

Introducing the new E-series slim frame design. The VIZIO 32-Inch Class LED HDTV is shattering the mold in a way only VIZIO can, with high-quality design and picture at the best value. Enjoy crystal-clear action and eye-popping images with LED technology. A stunningly slim outer frame lets you enjoy TV with a narrower border around the picture for a more immersive experience and lets you maximize the space in your entertainment area by allowing you to fit a larger screen size TV in the same space. Plus, this LED HDTV is up to 50% more energy efficient, to save you even more money. When compared to same size 2012 LCD HDTVs lighted with CCFL technology.

What Other Items Do Customers Buy After Viewing This Item?

-  Samsung UN32EH4003 32-inch 720p 60Hz LED HDTV (Black)
★★★★☆ (577)
[Click to see price](#)
-  VIZIO E320i-A0 32-inch 720p 60Hz LED Smart HDTV
★★★★☆ (1,994)
\$288.00
-  AmazonBasics High-Speed HDMI Cable (6.5 Feet/2.0 Meters) - Supports Ethernet, 3D, and Audio Return ...
★★★★☆ (5,729)
\$5.79



The product detail page

1. Title

200 characters max, capitalize the first letter of every word

2. Images

500 x 500 or 1,000 x 1,000 pixels to increase listing quality

3. Variations

Such as different colors, scents, or sizes

4. Bullet points

Short, descriptive sentences highlighting key features and benefits

5. Featured offer ("Buy Box")

The featured offer on a detail page. Customers can add to their cart or "Buy Now"

6. Other offers

The same product sold by multiple sellers offering a different price, shipping options, etc.

7. Description

Keywords improve the chances that people will find your listing

Attracting customers

Provide fast shipping

Customers often shop products with the Amazon Prime badge, which you can get by using Fulfilment by Amazon (FBA) to ship products from one of our fulfilment centres.



Get it **today**

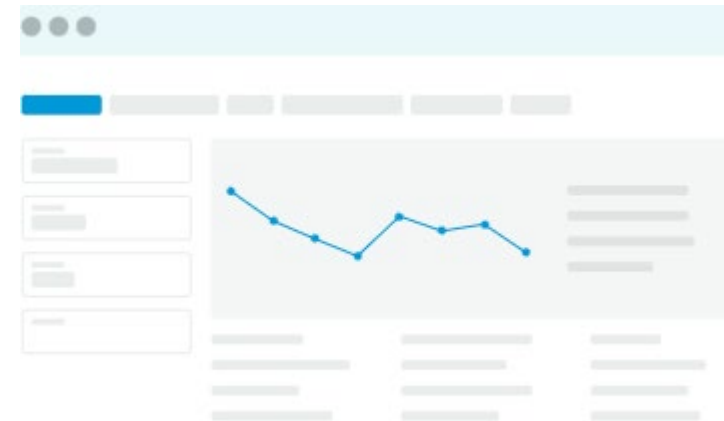
Get it **tomorrow**

Advertise your offers

Help improve visibility of individual products and boost brand awareness by advertising in search results and on product pages. Running a deal or a coupon is another way to promote your products.

Set competitive prices

Many customers shop for the best price. Seller Central tools like automated repricing and bulk pricing for Amazon Business customers can help you stay competitive.



Special offers and product promotions

From the brand

Meet the **BEST THING** you'll ever buy for your pool.

The Best Thing You Ever Bought
The globally recognized Dolphin brand is known for its innovation and quality. It's the most advanced technology in pool care. The Dolphin brand is known for its quality and reliability. It's the most advanced technology in pool care. The Dolphin brand is known for its quality and reliability. It's the most advanced technology in pool care.

The Global Leader Cleaners
Dolphin brand pool cleaners are the world's best.

Product Description

Family Time Uninterrupted

Wall Climbing Capability
Prevents an otherwise clean-to-maintenance pool floor and walls.

Ideal for all pools!
No climbing or tethering. Just push it in and it's done.

People love their Dolphins.
The Best Thing you'll ever buy for your pool!

The Ultimate CLEANING Solution for Every Pool

| | Navibot CC Plus | Navibot CC Navigator | Navibot CC Pro | Navibot CC Plus Wi-Fi | Navibot CC |
|-----------------------|-----------------|-------------------------------|--------------------|-----------------------|--------------------|
| Pool Size | Up to 30' x 16' | Up to 30' x 16' | Up to 30' x 16' | Up to 30' x 16' | Up to 30' x 16' |
| Pool Type | In-Ground | In-Ground | In-Ground | In-Ground | Above or In-Ground |
| Maximum Cleaning | ✓ | ✓ | ✓ | ✓ | ✓ |
| Filter Type | Large Panels | Extra Large Panels | Extra Large Panels | Large Panels | Large Panels |
| Cleaning Time | 2 Hours | 1.5 Hours, 2 Hours, 3.5 Hours | 2 Hours | 2 Hours | 2 Hours |
| Weekly Timer | ✓ | ✓ | ✓ | ✓ | ✓ |
| Auto Reverse | ✓ | ✓ | ✓ | ✓ | ✓ |
| Full Filter Indicator | ✓ | ✓ | ✓ | ✓ | ✓ |
| Remote Cleaning | ✓ | ✓ | ✓ | ✓ | ✓ |
| Smart Phone Connected | ✓ | ✓ | ✓ | ✓ | ✓ |

How long can I leave my Dolphin in the pool?
The Navibot CC Plus can be left in the pool for up to 24 hours. It will automatically return to the dock when the power is cut. It will also return to the dock when the power is cut. It will also return to the dock when the power is cut.

How to use the power supply
The power supply is used to power the robot. It is connected to the robot and the dock. It is used to power the robot and the dock.

How to take the robot out of the pool
To take the robot out of the pool, simply press the power button on the dock. The robot will return to the dock and the power will be cut.

How to store/hall/open the cable
The cable is stored in the dock. It is used to connect the robot to the dock. It is used to connect the robot to the dock.

Navibot CC Plus Packaging List

Specifications:

- Pool Length: Up to 30' x 16'
- Cleaning Coverage: Floor and walls
- Cleaning Cycle Time: 2 Hours
- Pool Surface Type: Clean, Salt, and Hard Surface
- Power Supply: Automatic On/Off, Weekly Schedule
- Cable Length: 30' x 16' x 16'
- Dock Size: 20" x 20"
- Dock Weight: 10 lbs.

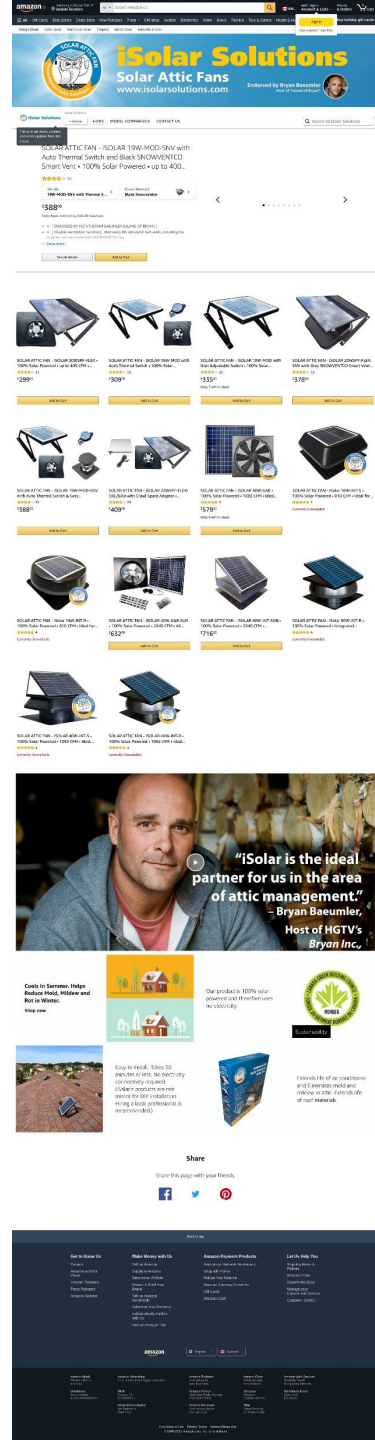
Package:

- 1 x Navibot CC Plus
- 1 x Remote Control
- 1 x Power Supply Unit
- 1 x Filter Cartridge Filter
- 1 x User Manual
- 1 x Quick Start Guide
- 1 x Registration Card

Set up A+ Content

A+ Content is a feature on Amazon that allows sellers to enhance their product detail pages with visually rich content such as images, videos, comparison charts, and more. This can help improve the overall shopping experience for customers and increase sales.

To set up A+ Content, sellers need to have a professional seller account on Amazon and be enrolled in the Amazon Brand Registry. Once they meet these requirements, they can create A+ Content through Amazon's A+ Content Manager.



Setup Amazon Channel

Setting up an Amazon channel typically refers to creating a channel to sell products on Amazon. This involves creating an Amazon seller account, listing products, managing inventory, and fulfilling orders. It is a way for businesses to reach a wider audience and take advantage of Amazon's large customer base.

ANY QUESTIONS?