

FAQs about promoting a listing

Please download this document and keep it to hand. These are all of the most common questions that students have about this part of the process

Q. Can I get my friends and family to post a review on my listing?

A. Yes, but if Amazon detects any connection between your seller account and the customer account of the reviewer, they will remove the review. A connection could be something like logging in from the same IP. Or if several reviewers have shared the same IP to log into their customer account. Even historically. In other words Amazon might make a connection from an activity that happened several months ago.

Q. I've heard that Amazon even makes a connection between my seller account and my Facebook friends. Is this true?

A. No, this is not true. The connection needs to be through Amazon.

Q. I heard that if somebody buys my product at more than 50% off and then leaves a review, the review will not have the 'verified' badge. Is this true?

A. Sometimes yes. However, a review is a review and a lot of customers don't even notice whether the review is 'verified' or not.

Q. Can I email my customers and ask them to post a review?

A. Yes, this is not against Amazon's policies (see the lecture 'How to Multiply Your Reviews' in Section 5). However, a lot of customers have opted out of receiving emails from sellers. In fact as many as 50% have now opted out. Another way to do this is to include an insert inside the packaging of your product, asking customers to spare two minutes and post a review.

Q. If I run a sale and my BSR starts to increase, how do I know if it's increased enough?

A. See what happens after the sale stops. Are you getting organic sales? If so, wait to see if your sales and BSR keep increasing. If they don't or if you are not getting organic sales, you may need to run another sale. Every listing is different and it's often a case of trial and error until you reach where you want to be with the listing.

Q. Do I need a Professional account to create coupon codes or run Amazon PPC campaigns?

A. Yes

Q. I'm running an Amazon PPC campaign, but the cost per click seems very high if I want my listing to show on page 1 for the most popular keywords. Is this normal?

A. For high demand products, the most popular keywords can be expensive. However, if you are prepared to spend a bit of money in the beginning, PPC can be a great way to help get your listing moving up the rankings. As soon as possible (but wait 7 days) tweak the campaign (as shown in the lesson) so that you are at least breaking even.

Q. Should I run PPC on a permanent basis?

A. In general, PPC can be switched off once you have your listing to the point where it is making regular organic sales. However, there may be some keywords with a really good AcOS. Therefore it can make sense to leave them running on an ongoing basis. After all, profit is profit, regardless of how the sale is generated!

Q. Is there any other way to help kick start my listing?

A. We have our own Facebook group that could be helpful.

<https://www.facebook.com/groups/234200507144555/>

Q. I set up a sale but now my product is showing as an 'add-on' item. How do I fix this?

A. Amazon sometimes puts very low priced items into the 'add-on' program, which means that your product cannot be purchased alone, but needs to be purchased along with other items. This is because otherwise Amazon would make a loss when one of your items is sold and shipped to the customer.

The only way to fix the issue is to raise the selling price. There is no set threshold below which your product will be displayed as an add-on. Sometimes you can price as low as \$7 and your product does not display as an add-on. Other times it can happen if you drop your price below \$10.

Q. There are services that will run a promotion for me at 90% off and they have a database of people who will buy my product. Are these services worth paying for?

A. Generally no. You will get a spike of sales and your BSR will shoot up, but rarely do rankings stick after running these kinds of promotions because they happen too fast and the discount is too steep.