

Kick Starting Your Sales Part 2 Promoting Your Sale

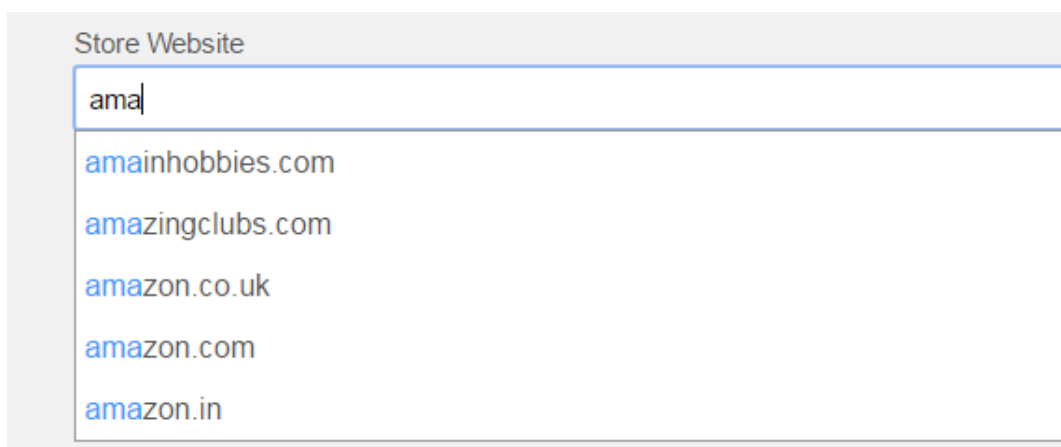
Once you have your sale set up, it's time to promote it. The plan is to get as much exposure as possible and as quickly as possible.

Step 1 – *this is only for Amazon.co.uk, Amazon.com or Amazon.in. If you are selling on a different Amazon marketplace, skip this step – update, Amazon.ca has also now been added.*

Go to 'Retail Me Not' <https://www.retailmenot.com>

Scroll down the footer and click on 'Submit a Coupon'

Start typing 'amazon' into the box and select the relevant Amazon marketplace

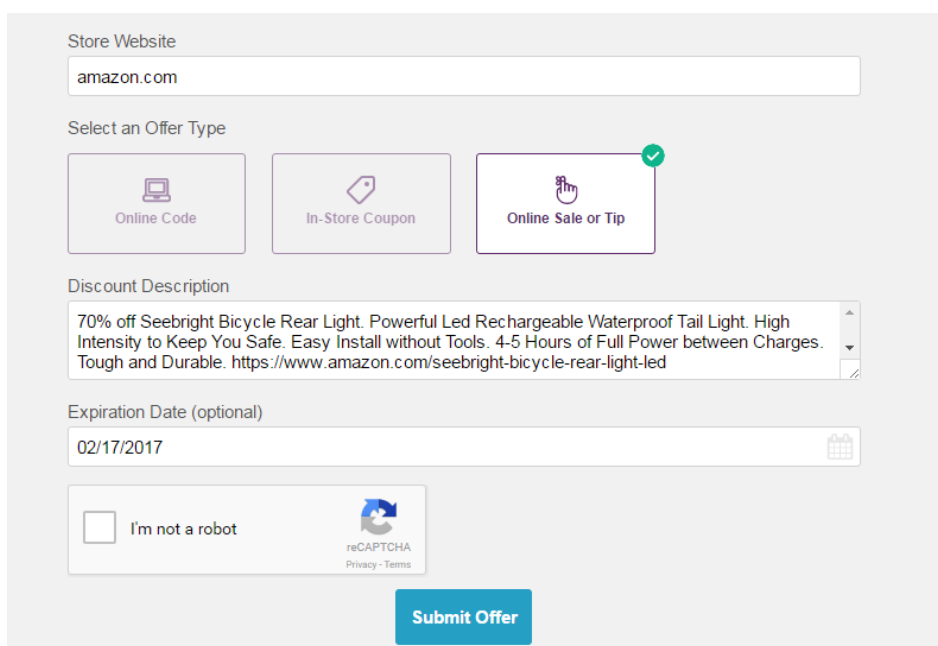


Store Website

ama

- amainhobbies.com
- amazingclubs.com
- amazon.co.uk
- amazon.com
- amazon.in

Select 'Online Sale or Tip' and enter a description beginning with the % off. The best description to use is the actual title of the listing. Enter your end date and Submit.



Store Website

amazon.com

Select an Offer Type

☐ Online Code

☐ In-Store Coupon

☒ Online Sale or Tip

Discount Description

70% off Seebright Bicycle Rear Light. Powerful Led Rechargeable Waterproof Tail Light. High Intensity to Keep You Safe. Easy Install without Tools. 4-5 Hours of Full Power between Charges. Tough and Durable. <https://www.amazon.com/seebright-bicycle-rear-light-led>

Expiration Date (optional)

02/17/2017

☐ I'm not a robot

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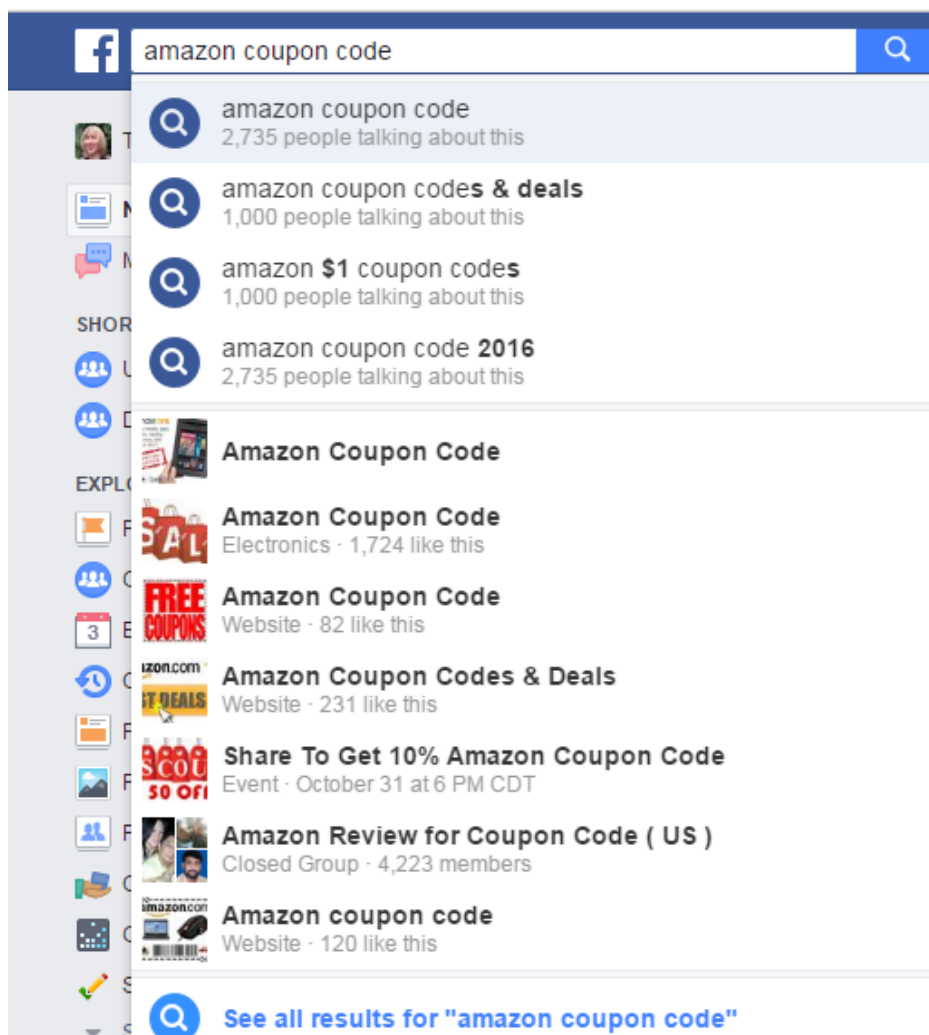
Privacy - Terms

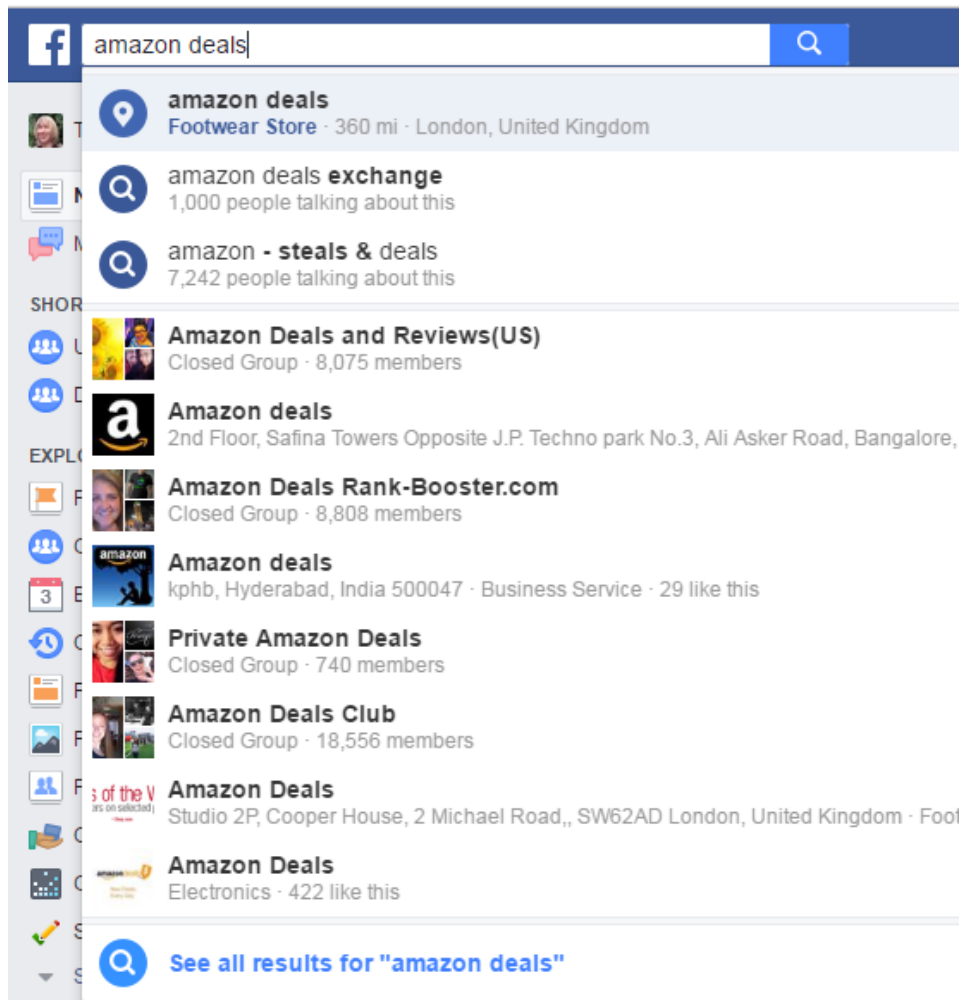
Submit Offer

It can take a few days for your offer to be approved and go live on the website. However, as long as your sale is for no less than one week, there will still be time for your offer to run on Retail Me Not.

Step 2 – Facebook Groups

Go to Facebook and locate some 'Amazon discount' groups by searching for 'amazon deals', 'amazon coupon codes', 'amazon discounts'. This can be very effective because these groups are frequented by users who are looking for great deals and coupons for Amazon products.





Visit the groups and join the ones that have the most members. If the group has rules, be sure to follow them. Look at other posts in the group to see what people are doing and follow suit.

Step 3 – Online Classifieds

Advertise your sale in some of the bigger free online classified websites.

<http://www.craigslist.org> (mostly only applicable to US residents because you need a US phone number)

<https://www.gumtree.com> (for the UK)

<http://www.olx.com>

<https://www.donedeal.ie> (for Ireland because a lot of residents in Ireland order from Amazon.co.uk, however you must be a resident of Ireland to use this website)

<http://www.kijiji.ca> (for Canada)

This is not a full list by any means, but start with these bigger classified sites and if you have time, go to Google and get some more!

NOTE, creating and promoting **coupon codes** is no longer included in this section of the course and here's why:

It has become more and more difficult to get your coupon codes accepted on the 'deal' sites. Retail Me Not **will** still accept them, however, in my experience sales have always worked better than coupons on Retail Me Not.

Secondly, a sale will give you more exposure because it's not limited to only the people who have a coupon code.

Thirdly, you cannot create coupon codes with the Individual seller account and right now it's not necessary for you to upgrade and pay a monthly subscription for the Pro account.

If you DO wish to learn how to create a coupon, please look in the 'Important Lessons and Resources' section of the course!

Coming up... How to protect your inventory while running a sale