

An eBook from Linnworks

# Getting Started on Amazon

How to get the most out of your new Amazon Webstore



# TABLE OF CONTENTS

1. Introduction
2. Amazon: The Reasons Why
  1. The Widest Reach
  2. Opportunities For Business Growth
  3. Working With The Market Leader
3. How To Get The Most Out Of Amazon
  1. Amazon FBA
  2. Promotions
  3. 10 Top Tips
4. A Great Offer to get you started

# Introduction

## Why should you be selling on Amazon?

A quick google search about selling on Amazon is filled with horror stories about the way they treat Merchants, but for many eCommerce companies, expanding onto Amazon is the way owners can take their business to the next level.

In this eBook we will be looking at why you should be selling on Amazon, we will also be exploring some of the lesser-used features that can make selling on Amazon even more of a success for you and your business.

# Amazon: The Reasons Why

# The Widest Reach

More visits, more sales than anyone else

It is widely accepted that Amazon is the market leader in regards to online marketplaces in the UK, Europe and the US. With over 175 million visits to their pages each month in the US alone, they are one of the most searched for and visited sites in the world.

Easily a brand leader, to 'Amazon it' has become a common term, in the same respect that you would 'google' a topic for search, you can 'Amazon' when searching for an item to purchase. Such establishment in popular culture and language truly emphasises Amazon as a true brand leader.

# International Selling

Selling overseas increases your sales.....FACT

Amazon offers a range of tools to help companies sell overseas. By selling on Amazon.co.uk or Amazon.com, your listings can be easily transferred to their international marketplaces such as Amazon.de and Amazon.fr.

Selling overseas is crucial for any expanding ecommerce business and the Linnworks blog has an entire section on their blog dedicated to [Cross Border Trade](#) for those wanting to find out more. .

If you would like to speak to someone directly in the Overseas Selling Team [contact us here](#) and one of the team will be in touch.

# Working With a Market Leader

## The Trust Factor

Not only does working with Amazon bring a massive increase in potential footfall along with increased sales opportunities, It also brings a certain prestige. Buyers trust Amazon merchants to provide a good service, they know that Amazon certified merchants are held to high standards by Amazon, ensuring consistently high quality service on every purchase.

So by working with Amazon, you instantly increase your company's reputation and open up a great marketing asset for your company.

## CHAPTER TWO

# How to Get The Most Out Of Amazon



# Amazon Vendor Central

## Sell Directly To Amazon

For many companies, finding customers who are willing to buy often and in bulk is the dream. Well, Amazon does exactly that, by working with the Amazon Vendor Central System, once accepted on to the system you can sell your products directly to Amazon in bulk which they will then re-sell.

This service is great for manufacturers of unique goods. For more information make sure to take a look this great comparison of [Amazon Seller Central vs Amazon Vendor Central](#).

# Amazon FBA

## Helping You Fulfill Your Orders

Being able to fulfil orders promptly, allows you to fulfil customers expectations effectively. Amazon FBA will give you a platform to do just this, with an array of fulfilment centres positioned globally you can be sure that expectations will be met. Additionally, Amazon hold your stock, protect your ratings and optimise the visibility of your listings.

This Amazon article [highlights the benefits of Amazon FBA](#). If you would like an independent view on selling on Amazon FBA, the guys over at DumbPassiveIncome.com [recently wrote their experience with Amazon FBA](#)

# 10 Tips To Get You Started

1. Customer reviews are everything – proactively ask your customers for them.
2. Work to remove negative reviews – if you get a bad review, fix it!
3. Aim for the [Amazon Buybox](#) – it is proven to increase sales.
4. Sell overseas, it increase the size of your target market.
5. Investigate Amazon FBA, is it right for you?
6. Know your limits, know the rules, understand the marketplace – It will help you avoid any Amazon penalties
7. Listings are crucial - optimise them and make them attractive.
8. Make your listings unique – if your product is yours, use barcodes to protect them.
9. Embrace promotions – Amazon promotions are proven to increase sales traffic, so make sure you are ready for them.
10. Speak to the experts – Linnworks and Amazon are working closely to help any new customers set their stores up and get the most out of them.

# A FREE OFFER TO GET YOU STARTED

## SIGN UP FOR A FREE GETTING STARTED CONSULTANCY

- ✓ Understanding Best Practices
- ✓ Existing and new product Integration
- ✓ Implementation and on-boarding for your new Professional Seller Account
- ✓ On-going support for managing your new Professional Seller Account
- ✓ Additional support and benefits when working with additional Amazon services

[Free Getting Started Consultancy](#)