

The Ins and Outs of Online Marketplaces

10 Point Checklist

Elizabeth Marsten

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.



Marketing Speak

HOSTED BY **STEPHAN SPENCER**



“Amazon is creating more opportunities for the smaller players and mid-large size players.”

ELIZABETH MARSTEN

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Rip off and duplicate—reverse engineer what the competition is targeting in terms of products and where they might source those products.
- Don't sell the exact same thing on Amazon that I have on my website. It is better to have unique assortments between the two. What you have on Amazon should be your bestsellers and things that move fast, so they don't take up storage inventory and cost.
- Know and understand where my audience is. Research who my audience is and what they need using market research. Then, align my products with them.
- Provide my customer with what they're looking for at a great price and fast. That leads to a good customer experience, and a good customer experience will always get my customers to come back.
- Be in Amazon's Buy Box. 95% of people click the Buy Box button rather than go to the little tiny link underneath that says, "These other sellers."
- Have Prime eligibility. Do the paperwork and show Amazon that I can qualify to hit the performance metrics over time. Example: Getting the item to the customer in a two-day window.
- Take advantage of the buyer's intent. Search for the right keywords these buyers tend to use when looking for products on Amazon.
- Implement ways to stand out from the competition. Amazon is an app for everyone and the market can sometimes be oversaturated. Setting myself apart from the rest is a huge advantage.
- Pay close attention to my inventory and manage it properly. Monitor how sellable a product is in the market.
- Follow Elizabeth Marsten on [Twitter](#) and [LinkedIn](#) to get in touch with her. Also, check out her column about retail media in [Adweek](#).