

AMAZON 360

THE GROWTH ENGINE FOR AMAZON AGENCIES

THE

AMAZON ACCOUNT MANAGER'S PLAYBOOK

100+ Strategies to Grow, Retain
& Upsell Every Client

100+

Strategies

7

Categories

5

Impact Levels

137

Glossary Terms

How to Use This Playbook

- 1 Prospect Prep** — Before a sales call, scan strategies relevant to the prospect's category and current pain points. Walk in with specific recommendations, not generic pitches.
- 2 Identify Gaps** — Use the Revenue Signal column to spot where brands are bleeding money or leaving growth on the table. Critical-rated strategies are often the fastest close.
- 3 Pitch Expansion** — The Upsell Pathway column maps each strategy to a service you can sell. Use this to expand existing client relationships month over month.
- 4 Onboarding Roadmap** — Prioritize Critical and High strategies in a new client's first 90 days. This builds trust fast and demonstrates immediate ROI.
- 5 Retention Play** — Introduce Medium and Low strategies over time to demonstrate ongoing value. Agencies that continuously surface new opportunities retain clients longer.

Impact Levels

| Level | What It Means | Revenue Signal |
|-----------------|---|--|
| Critical | Revenue at risk or major compliance issue — immediate action needed | High-urgency pain — brand losing money now |
| High | Significant revenue opportunity — should be in every agency's standard playbook | Active growth signal — investing in optimization |
| Medium | Meaningful optimization — good pitch for accounts with specific needs | Optimization gap — leaving revenue on table |
| Low | Value-add — differentiates your agency as thorough and strategic | Value-add play — positions agency as strategic partner |
| New | Emerging opportunity — early adopters gain competitive advantage | Early adopter — receptive to expert guidance |

ADVERTISING & PROMOTIONS

12 Strategies

| Impact | Strategy & Description | Best Fit & Revenue Signal | Upsell Path | # |
|----------|---|--|--|---|
| Critical | <p>Looking for wasted ad spend at the target level with a 15 day lookback criteria New or inexperienced Advertising Specialist tend to wait too long (30 days +) to pause targets that are not producing and this is not good for our overall strategy. Reasons why this is happening: 1...</p> | <p>Should be applied to all Brands</p> <p><i>High-urgency pain — brand losing money now</i></p> | PPC / Ad Audit / Campaign Strategy | 1 |
| Critical | <p>Day Parting Strategists that apply bid modification and want to analyze which certain days and hours of the days are having high orders.</p> | <p>Any brand with a pattern of increased sales/traffic on certain days/times of the week</p> <p><i>High-urgency pain — brand losing money now</i></p> | Promotional Strategy / Seasonal Planning | 2 |
| High | <p>Streaming TV Ads Needs professionally made commercials on brands that they can use</p> | <p>If brand is eligible (check resources for eligibility) / if Brand creatives includes videos</p> <p><i>Active growth signal — investing in optimization</i></p> | Promotional Strategy / Seasonal Planning | 3 |
| High | <p>Campaign reorganization and breakout based on hero keywords - focus towards large impression single focus campaigns Break high conversion/low impression campaigns to own campaign</p> | <p>High impressions, low conversion rate, also if part of the prio ASIN, also check SQP for top searched keyword if not yet targeted Intended for small business owners looking to...</p> <p><i>Active growth signal — investing in optimization</i></p> | PPC / Ad Audit / Campaign Strategy | 4 |
| Medium | <p>Dynamic Ad Spend for Seasonal Sales Brands that are seasonal to use the previous year's data on sales and forecast instead of weekly/monthly reports</p> | <p>Seasonal Brands that require a dynamic ad budget. For example, brands that sell winter clothes.</p> <p><i>Optimization gap — leaving revenue on table</i></p> | PPC / Ad Audit / Campaign Strategy | 5 |
| Medium | <p>Sponsored TV & Video Incentive Program To guide brand managers and all MAG specialists on effectively utilizing Sponsored TV (STV), a self-service ad solution, to enhance brand visibility and engage potential customers through streaming...</p> | <p>1. Brand Strategist Team: This strategy will enable them to leverage Sponsored TV to enhance brand visibility and engagement on streaming TV services. Gaining insights into the ...</p> <p><i>Optimization gap — leaving revenue on table</i></p> | PPC / Ad Audit / Campaign Strategy | 6 |
| Low | <p>Setting Up Top of Search Auto Catch All Campaigns Starting strategy for brands with a wide selection of products to bolster awareness</p> | <p>This is best utilized on brands with a variety of products, but can be used on any brand for low budget brand awareness.</p> <p><i>Value-add play — positions agency as strategic partner</i></p> | Full Account Mgmt / Growth Consulting | 7 |
| Low | <p>Amazon Attribution Links 1. Many brands have social media and can take advantage of these without running ads. 2. Free value add, and you can track performance of these links through the attribution console within the adve...</p> | <p>1. Brands who have their own e-commerce website 2. Brands who have a TikTok account 3. Brands who post on social media from their business account</p> <p><i>Value-add play — positions agency as strategic partner</i></p> | PPC / Ad Audit / Campaign Strategy | 8 |

| Impact | Strategy & Description | Best Fit & Revenue Signal | Upsell Path | # |
|--------|--|--|---------------------------------------|----|
| Low | <p>Amazon Creator Connections</p> <p>Amazon Creator Connections: The newest program designed by Amazon to connect brands with Amazon Creators, one of the world's largest affiliate marketing programs. Affiliate+: The first offering ava...</p> | <p>1. If the Brand is already eligible for Creator Connections - ask permission to create a campaign. 2. If Creator Connections aren't available, create a case to request to have...</p> <p><i>Value-add play — positions agency as strategic partner</i></p> | PPC / Ad Audit / Campaign Strategy | 9 |
| Low | <p>Amazon Affiliates</p> <p>An affiliate marketing program that allows website owners and content creators to create links and earn referral fees when customers click through and buy products from Amazon.com</p> | <p>1. For Brand that have a lot of outside traffic to their websites 2. Free program, and good pitch if the brand is running on autopilot.</p> <p><i>Value-add play — positions agency as strategic partner</i></p> | Attribution / Referral Bonus Setup | 10 |
| New | <p>Product Inserts</p> <p>• This section is to help brands utilize product inserts to engage and connect with shoppers / buyers , or promote on-Amazon sales. • Product inserts is a strategy where an "insert" is added to a p...</p> | <p>Anyone can do this, but you MUST follow Amazon TOS. See Product Insert Rules below ***Product Insert Rules*** DO NOT mention reviews in any way. DO NOT incentivize off-platform ...</p> <p><i>Early adopter — receptive to expert guidance</i></p> | Full Account Mgmt / Growth Consulting | 11 |
| New | <p>Sponsor Display Negative Targeting</p> <p>Sponsor Display allows for negative targeting, where as other brand ads do not. This allows for better segmentation against competitor brands and products that do not convert.</p> | <p>All brands can actively utilize</p> <p><i>Early adopter — receptive to expert guidance</i></p> | PPC / Ad Audit / Campaign Strategy | 12 |

PRICING & PROFITABILITY

13 Strategies

| Impact | Strategy & Description | Best Fit & Revenue Signal | Upsell Path | # |
|----------|---|---|--|----|
| Critical | <p>Aggressive Price Drop To Increase Conversions for 2 Weeks</p> <p>Very similar to the strike-through strategy, however this focuses on dropping the price to be more competitive rather than for the sole purpose of getting a strike-through on the PDP</p> | <p>-Look for areas of opportunity where the competition is priced more aggressively and where we could also drop for the purpose of gaining more sales over a few week's time with a...</p> <p><i>High-urgency pain — brand losing money now</i></p> | Pricing Optimization / Profitability Audit | 13 |
| High | <p>Subscribe & Save Coupons</p> <p>• A coupon specifically for Subscribe and Save first time orders • Great for increasing Organic revenue • Works to win Subscribe & Save buybox on listings with multiple sellers</p> | <p>Must have products enrolled in Subscribe and Save. Must be willing to offer an additional discount for the buyer's first S&S; order</p> <p><i>Active growth signal — investing in optimization</i></p> | Coupon Strategy / Promo Calendar | 14 |
| Medium | <p>Confirm Profit Margins using FBA Calculator</p> <p>1. Brands likely don't always know their profit margins so, use the calculator if you want to confirm with them. You will plug in their landed cost which includes the manufacturing cost plus shippi...</p> | <p>1. Any Brand who does not understand their own profit margins.</p> <p><i>Optimization gap — leaving revenue on table</i></p> | Margin Analysis / Revenue Strategy | 15 |
| Medium | <p>Increase Profits by Increasing Price Slowly</p> <p>1. Products that are lower on the price point compared to the competition but have solid reviews and solid sales already. 2. Products that are lower on margins that the strategist would prefer to i...</p> | <p>1. For new product launches or if a Brand wants to increase the selling price of an existing listing.</p> <p><i>Optimization gap — leaving revenue on table</i></p> | Margin Analysis / Revenue Strategy | 16 |
| Medium | <p>Strike-Through (30 Day Push)</p> <p>1. Adjusting the price down around 15% to get the strike-through and show the older, higher price next to the new, lower price 2. Areas for increasing conversion with price testing to display a bet...</p> | <p>1. ASINs that have more margin that you are able to use a decrease of around 15% to push sales for a few weeks at that lower price point. NOTE: The ASIN must have sold at that h...</p> <p><i>Optimization gap — leaving revenue on table</i></p> | Margin Analysis / Revenue Strategy | 17 |
| Medium | <p>Brand Tailored Promotions</p> <p>1. Target your brand's audiences (At Risk, Cart Abandoners, Brand Followers, Potential New Customers, etc.) 2. Brand Tailored Promotions - Low impact but easy & fast quantifiable returns. Min 10% D...</p> | <p>1. Good strategy pitch for any Brand 2. Brands who have enough Followers to qualify for one of (or all) of the BTP audiences. 3. Any Brand who is eligible for Brand Tailored Pro...</p> <p><i>Optimization gap — leaving revenue on table</i></p> | Full Account Mgmt / Growth Consulting | 18 |
| Medium | <p>Weekend Promotions</p> <p>Pushing weekend promotions for items that are slow movers/at risk of being aged inventory/aged inventory</p> | <p>Any Brand with a trend of increased traffic and sales on weekends</p> <p><i>Optimization gap — leaving revenue on table</i></p> | Promotional Strategy / Seasonal Planning | 19 |

| Impact | Strategy & Description | Best Fit & Revenue Signal | Upsell Path | # |
|--------|---|---|--|----|
| Medium | <p>Discount / Promotion Stacking</p> <p>If you have a brand with aging inventory - or one that has a peak season / is participating in a promotional event - Rather than using a flat discount, stacking promotions/discounts to achieve the ...</p> | <p>Good for Brands with ageing inventory. Also applicable for brands with a peak season, for promotional events</p> <p><i>Optimization gap — leaving revenue on table</i></p> | Full Account Mgmt / Growth Consulting | 20 |
| Low | <p>BOGO Promotions</p> <p>1. Can be used for very slow movers, new product launches, products that are expiring and need to be liquidated quickly, etc. 2. Look for opportunities to cross sell with similar items that the str...</p> | <p>1. Aged Inventory. 2. Slow Inventory. 3. During Prime Day. 4. Holiday Sales.</p> <p><i>Value-add play — positions agency as strategic partner</i></p> | Coupon Strategy / Promo Calendar | 21 |
| New | <p>Price Discounts</p> <p>Create a time-bound campaign in which you can offer discounted prices on your products for up to 30 days and on a limited number of units. Price Discounts for products with a validated reference pr...</p> | <p>May be applied to all brands.</p> <p><i>Early adopter — receptive to expert guidance</i></p> | Promotional Strategy / Seasonal Planning | 22 |
| New | <p>Reorder Coupons - Targeting reordering strategists and for 3rd party sellers</p> <p>You can utilize reorder coupons for both brand registered products and for 3rd party sellers of products</p> | <p>Must have coupons enabled Must have a product eligible for promotions</p> <p><i>Early adopter — receptive to expert guidance</i></p> | Promotional Strategy / Seasonal Planning | 23 |
| New | <p>Dynamic Pricing</p> <p>Change the pricing of top 3 products by 10-20% for 1 to 3 days monthly to increase overall sales and conversion rate on the product. This will boost the normal 90 day ranking for the product. Ex: N...</p> | <p>This can be utilized on any client account and products. Note: Make sure you have client approval.</p> <p><i>Early adopter — receptive to expert guidance</i></p> | Full Account Mgmt / Growth Consulting | 24 |
| New | <p>New Seller Incentive Dashboard</p> <p>Amazon offers a 5% bonus incentive to any new brands on Amazon who get brand registered. They also offer rebates on advertising fees, coupon fees, FBA fees, shipping fees, and Vine.</p> | <p>Must be a new Brand on Amazon (within the past 12 months, ideally within the last 90 days)</p> <p><i>Early adopter — receptive to expert guidance</i></p> | Promotional Strategy / Seasonal Planning | 25 |

MERCHANDISING & CATALOG

24 Strategies

| Impact | Strategy & Description | Best Fit & Revenue Signal | Upsell Path | # |
|----------|--|--|--|----|
| Critical | <p>Remarketing dead / banned products Consider relaunching a former or banned product by removing negative keywords.</p> | <p>Account selling Amazon restricted products</p> <p><i>High-urgency pain — brand losing money now</i></p> | Catalog Mgmt / Listing Optimization | 26 |
| Critical | <p>Sales Dip: Checklist to Fix When sales are down, you can use the checklist</p> | <p>Brands with listings experiencing downtrend in terms of sales performance</p> <p><i>High-urgency pain — brand losing money now</i></p> | Full Account Mgmt / Growth Consulting | 27 |
| Critical | <p>How To Diagnose and Resolve Delayed Disbursement Payouts by Amazon (Account Delayed Payments from Amazon) The Brand owner is not receiving payout from Amazon either due to: Account Health Issues Risk of Deactivation Changes or updates needed for tax/VAT details Banking details and deposit-from permissi...</p> | <p>Any brands having issues regarding delayed payment/disbursement from Amazon, other than reserved funding.</p> <p><i>High-urgency pain — brand losing money now</i></p> | Account Health Mgmt | 28 |
| Critical | <p>Utilize Market Basket Analysis for: Utilize Market Basket Analysis for: • Advertising targets • Virtual Bundle Opportunities • Product Grid (this one has already been pitched previously)</p> | <p>Brands looking to understand complementary purchasing behaviors of their buyers, cross-selling opportunities, and bundling strategies. Inventory management can also benefit from...</p> <p><i>High-urgency pain — brand losing money now</i></p> | Promotional Strategy / Seasonal Planning | 29 |
| High | <p>Launch New Products from the Brand's Website that are NOT Currently Sold on AMZ • Confirm if the Brand owner has a website and search through to confirm if there are products that would make sense to launch on AMZ • Look for variations of what's already selling (ex. a lavender...</p> | <p>Only works if the Brand Owner approves and with good inventory.</p> <p><i>Active growth signal — investing in optimization</i></p> | Catalog Mgmt / Listing Optimization | 30 |
| High | <p>Parentage Creation • Search your account to see what products make sense to go together. Look for small variations such as color • Look for those variations that a customer may choose another style instead of jumping...</p> | <p>For brands with the following (and/or): 1. With messy catalog 2. With very old listings in OOS (Out of Service) for a long time 3. The brand owner has already created new ones 4...</p> <p><i>Active growth signal — investing in optimization</i></p> | Catalog Mgmt / Listing Optimization | 31 |
| High | <p>Demographics 1. (Optimization) Target new demographic, same product, different packaging 2. (Advertising) Demographics: Review demographics and then create ad campaigns to target that audience 3. (Design) Use ...</p> | <p>1. Any brand with a product that could be sold to multiple demographics - - EXAMPLE: A Moon Phase Clock could be sold as both Wall Clock and as an astronomy Tool. 2. Any brand w...</p> <p><i>Active growth signal — investing in optimization</i></p> | Full Account Mgmt / Growth Consulting | 32 |

| Impact | Strategy & Description | Best Fit & Revenue Signal | Upsell Path | # |
|--------|---|--|--|----|
| High | <p>Complimentary Product Launch based on FBT/Market Basket Analysis</p> <p>Suggest launching a new variation. Check what other variations the competitors offer. Verify if the variation has good sales by checking its review share.</p> | <p>Any brand with a product that could be sold in variations - - EXAMPLE: Colors and Sizes, etc.</p> <p><i>Active growth signal — investing in optimization</i></p> | Full Account Mgmt / Growth Consulting | 33 |
| High | <p>Market Basket Analysis for Prime Day + Black Friday</p> <p>Market Basket Analysis to determine multi-tiered discounts for Prime Day + Black Friday OR bundles the client could create in house</p> | <p>Should be applied to all brands</p> <p><i>Active growth signal — investing in optimization</i></p> | Promotional Strategy / Seasonal Planning | 34 |
| High | <p>Outlet Deals</p> <p>• Good for huge discounts out of season, overstock, trying to get some movement on excess inventory • This is a method that will allow products to come up with a discount and appear in the Amazon O...</p> | <p>For brands with aged inventory of more than 300+ days / or with excess inventory with no sales for quite some time. get Brand Owner's approval as prices may be discounted from 3...</p> <p><i>Active growth signal — investing in optimization</i></p> | Promotional Strategy / Seasonal Planning | 35 |
| Medium | <p>Review Automation</p> <p>1. Brands that are struggling with reviews 2. Brand owners who already have either of these softwares but are not using the review automation (H10, FeedbackWhiz)</p> | <p>Any Brand Owner struggling with reviews</p> <p><i>Optimization gap — leaving revenue on table</i></p> | Catalog Mgmt / Listing Optimization | 36 |
| Medium | <p>Brand Based Image to Upsell to Storefront</p> <p>1. New product launches that make sense to cross-sell with other products currently on the account. 2. Lower selling products to increase traffic.</p> | <p>Brand owners who want to differentiate themselves from the competition and showcase brand validity.</p> <p><i>Optimization gap — leaving revenue on table</i></p> | Design / A+ Content / Video | 37 |
| Medium | <p>New Physical Product Bundle Opportunities</p> <p>1. Look through the Market Basket Analysis to confirm what is actually getting bought together on the account 2. Look for easy ways to create the new listing and recycle areas of the stand-alone li...</p> | <p>Advisable for product with high inventory, slow sales</p> <p><i>Optimization gap — leaving revenue on table</i></p> | Catalog Mgmt / Listing Optimization | 38 |
| Medium | <p>Parenting Opportunities (Upsell/Multipacks)</p> <p>1. Gather data by skimming through the orders to see if anything is frequently bought together. Ex. a recipe binder with refill cards. 2. Look through the Market Basket Analysis to confirm what is ...</p> | <p>Brand owners who want to boost traction on slower moving items</p> <p><i>Optimization gap — leaving revenue on table</i></p> | Catalog Mgmt / Listing Optimization | 39 |
| Medium | <p>Unkitting</p> <p>If the brand sells a pack of multi-qty such as a 4-pack of soaps, pitch selling a single soap. Steven is doing this on Age of Sage.</p> | <p>Any brand owner who sells items in multiples that could feasibly be sold solo.</p> <p><i>Optimization gap — leaving revenue on table</i></p> | Catalog Mgmt / Listing Optimization | 40 |

| Impact | Strategy & Description | Best Fit & Revenue Signal | Upsell Path | # |
|--------|--|--|---------------------------------------|----|
| Medium | <p>Understanding Consumer Loyalty Analytics or Customer Segments to run brand tailor promotions</p> <p>Amazon's Customer Loyalty Analytics is a data analysis tool designed to provide insights into customer loyalty and repurchase metrics. It offers a comprehensive view of customer behavior and purcha...</p> | <p>Very useful if the Brand Owner wants a detailed report on sales with regards to customer demographics.</p> <p><i>Optimization gap — leaving revenue on table</i></p> | Full Account Mgmt / Growth Consulting | 41 |
| Medium | <p>Bundle overstock product with high converting product to pushing inventory</p> <p>Can be done through remarketing efforts and can revitalize a dead product for more recurring purchases</p> | <p>Any brand with slow-moving or aging inventory that can sensibly be bundled with another product</p> <p><i>Optimization gap — leaving revenue on table</i></p> | Catalog Mgmt / Listing Optimization | 42 |
| Medium | <p>Utilize Search Catalog Performance to get insights on Virtual Bundle performance</p> <p>To provide guidelines for tracking the performance of virtual bundles on Amazon SC and obtaining relevant sales data.</p> | <p>There should be a virtual bundle listing, low on sales based on Search Catalog Performance data</p> <p><i>Optimization gap — leaving revenue on table</i></p> | PPC / Ad Audit / Campaign Strategy | 43 |
| Low | <p>B2B Discounts</p> <p>1. Areas where ASINs are naturally being purchased in bulk 2. Look for accounts that are thought to be for more business uses such as salons, restaurants, small businesses, etc. 3. Look at the B2B ...</p> | <p>1. Areas where ASINs are naturally being purchased in bulk. 2. Look for accounts that are thought to be for more business uses such as salons, restaurants, small businesses, etc.</p> <p><i>Value-add play — positions agency as strategic partner</i></p> | B2B Strategy / Volume Pricing | 44 |
| Low | <p>Product Recommendations</p> <p>1. Look through the Product Recommendations page to confirm if the recommendations from Amazon are merited 2. Look through the Market Basket Analysis to find products that have been purchased toget...</p> | <p>1. Good for any brand. 2. This is particularly useful if your account is fully optimized. 3. Also useful for Advertising Only services with Brand Owners.</p> <p><i>Value-add play — positions agency as strategic partner</i></p> | Catalog Mgmt / Listing Optimization | 45 |
| Low | <p>Virtual Bundles</p> <p>1. Good for "Buy on Amazon" buttons for websites. 2. IMPORTANT: Can be used in Sponsored Brands campaigns</p> | <p>1. Brand owners who want to push new releases. 2. Encourage sales on slower moving items. 3. Items that are complimentary or can be used together.</p> <p><i>Value-add play — positions agency as strategic partner</i></p> | Catalog Mgmt / Listing Optimization | 46 |
| Low | <p>Add a Size Chart</p> <p>1. Individuals who want to manually update the variations of their listings. 2. Individuals who want to create variations manually.</p> | <p>For brand owners who sell Apparel / Clothing</p> <p><i>Value-add play — positions agency as strategic partner</i></p> | Catalog Mgmt / Listing Optimization | 47 |
| Low | <p>Newer Version Widget</p> <p>Great tool to use when an item is being updated or there is a slight change in design and the seller wants to continue to sell both versions.</p> | <p>Any ASIN that will have a slight improvement or packaging update but is essentially the same item and just a newer version.</p> <p><i>Value-add play — positions agency as strategic partner</i></p> | Catalog Mgmt / Listing Optimization | 48 |

| Impact | Strategy & Description | Best Fit & Revenue Signal | Upsell Path | # |
|--------|--|---|-------------------------------------|----|
| Low | Audit Return Complaints 1. Example: A brand owner complains that his returns were up 30-40%. 2. Pulled the reports for January '23 and January 24' and complaints about the item being "too big" or "too small" were up by ov... | Brand owners with an increasing trend in FBA Customer Returns. <i>Value-add play — positions agency as strategic partner</i> | Catalog Mgmt / Listing Optimization | 49 |

LOGISTICS & FULFILLMENT

14 Strategies

| Impact | Strategy & Description | Best Fit & Revenue Signal | Upsell Path | # |
|-----------------|---|---|--|----|
| Critical | Keeping In Stock (Lost Sales Opportunity Dashboard) <ul style="list-style-type: none"> Brands that are struggling to keep inventory in stock and causing dips in sales that they want to fix Brands who do not have supplier issues with replenishing already flagged but rather, brands... | Brands seeking to resolve sales dips caused by inventory shortages, utilizing insights from the Lost Sales Opportunity Dashboard to prioritize restocking efforts efficiently. No... <i>High-urgency pain — brand losing money now</i> | Catalog Mgmt / Listing Optimization | 50 |
| High | Pitch Shifting Products to FBA <p>Most new Brands are complacent and would prefer to stay in their comfort zones to have total control with their inventory by FBM. Brand Strategists should be able to introduce the opportunity and b...</p> | Brands with smaller products that fit standard shipping sizes, that could be eligible for Prime 2-Day Delivery <i>Active growth signal — investing in optimization</i> | Catalog Mgmt / Listing Optimization | 51 |
| High | Long term storage fees <ul style="list-style-type: none"> Are FBA fees correctly calculated? Possible to resize? Objective: To provide instructions for generating an Aged Inventory Surcharge Report. This aims to guide strategists in accessing and down... | This is intended for Strategists responsible for inventory management, financial analysis, and cost optimization on Seller Central. It is suitable for brands who have access to ... <i>Active growth signal — investing in optimization</i> | Catalog Mgmt / Listing Optimization | 52 |
| Medium | Checking Brand Package Sizes and Pitch New Packaging to see if we are close to a reduced sized tier <p>On top of standard FBA fee audits, check Brand package sizes and pitch new packaging if we are close to a reduced size tier</p> | Brand who has FBA storage and highly recommended if FBA storage fees are high <i>Optimization gap — leaving revenue on table</i> | FBA Strategy / Shipping Cost Reduction | 53 |
| Medium | FBA Fee Audit <ul style="list-style-type: none"> Inconsistent fees for products (look for same product variation with different FBA fees showing) | This is for FBA Brands seeking to uncover & fix inconsistent product fees, ultimately saving money and boosting profitability. <i>Optimization gap — leaving revenue on table</i> | Account Audit / FBA Fee Recovery | 54 |
| Medium | Frequent and/or significant discrepancies in items sent and items received <ul style="list-style-type: none"> Missing / Overage units in a Shipment sent to Amazon, Claim window: No later than 9 months after verified date of delivery to Amazon Inventory > Shipment > Track Shipment > Contents | Essential for Brands managing inventory shipments to Amazon fulfillment centers. It provides a structured approach to handle discrepancies in shipment contents effectively. <i>Optimization gap — leaving revenue on table</i> | Account Audit / FBA Fee Recovery | 55 |
| Medium | Inventory Performance Index <p>Review the IPI Score to ensure your Brand is seeing a healthy performance index for their FBA inventory. Scores of 450 or greater can be deemed healthy. Scores between 400-450 are deemed At Risk. S...</p> | Ensures sustained sales and operational efficiency by proactively managing inventory metrics critical to maintaining a healthy IPI score on Amazon. <i>Optimization gap — leaving revenue on table</i> | Account Audit / FBA Fee Recovery | 56 |

| Impact | Strategy & Description | Best Fit & Revenue Signal | Upsell Path | # |
|--------|---|--|--|----|
| Low | <p>Seller Fulfilled Prime vs. Premium Shipping</p> <p>Seller Fulfilled Prime (SFP) allows brands to display the Prime badge on their listings while fulfilling orders themselves, maintaining high delivery standards. Premium Shipping options can enhance...</p> | <p>Good for high priced FBM and seasonal/slow moving products. PLEASE NOTE that the qualifications to stay enrolled in this program are stringent and the brand will essentially nee...</p> <p><i>Value-add play — positions agency as strategic partner</i></p> | FBA Strategy / Shipping Cost Reduction | 57 |
| Low | <p>Eliminate Barcode Labeling</p> <p>1. This is a good strategy for all Brands 2. This removes Amazon labeling, which can incur additional costs.</p> | <p>. For Brands that need barcode maintenance.</p> <p><i>Value-add play — positions agency as strategic partner</i></p> | FBA Strategy / Shipping Cost Reduction | 58 |
| Low | <p>FBA Fee Calculator + Fee Audit</p> <p>NOTE: THIS IS A MYREFUNDGUY SERVICE AS WELL – WE SHOULD ONLY DO LIGHT AUDITS HERE FOR OUR STRATEGISTS. IF THERE IS A LARGE CATALOG OR WIDESPREAD ISSUES, PLEASE REFER YOUR STRATEGIST TO MYREFUNDGUY</p> | <p>For Brands looking for profit level strategy, or who have recognized incorrect FBA fees on their listings.</p> <p><i>Value-add play — positions agency as strategic partner</i></p> | Margin Analysis / Revenue Strategy | 59 |
| Low | <p>Case Pack Recommendations</p> <p>You can create a new case pack for products under the Add new case packs tab, or add an offer to an existing case pack under the Add new offers tab. Objective: To guide strategists with items purch...</p> | <p>Brands that have items purchased in large quantities</p> <p><i>Value-add play — positions agency as strategic partner</i></p> | Catalog Mgmt / Listing Optimization | 60 |
| Low | <p>Find Product Demand Through Insights</p> <p>The Marketplace Guidance Tool can recommend personalized recommendation. It forecasts future demand for your products in international stores. It looks at each ASIN and gives you personalized advice...</p> | <p>For US Brand Owners</p> <p><i>Value-add play — positions agency as strategic partner</i></p> | Catalog Mgmt / Listing Optimization | 61 |
| New | <p>Recommending FBA Products Based on Low-Price FBA Fees</p> <p>Find products that match current Low-Price FBA fees requirements, or are close to matching the low price FBA fee requirements that you can recommend for Brands to switch from FBM to FBA</p> | <p>Product must be FBM and under or close to \$10</p> <p><i>Early adopter — receptive to expert guidance</i></p> | Full Account Mgmt / Growth Consulting | 62 |
| New | <p>Strategy</p> <p>AWD Ledger Report</p> | <p>Brands who actively utilize AWD for auto replenishment and as their primary warehouse for excess inventory</p> <p><i>Early adopter — receptive to expert guidance</i></p> | New Feature Adoption | 63 |

COMPETITOR RESEARCH & SEO

20 Strategies

| Impact | Strategy & Description | Best Fit & Revenue Signal | Upsell Path | # |
|----------|--|---|-------------------|----|
| Critical | Competitor Check To gauge the overall sales and activity of similar items based on a search term. | A good value add for Advertising Only brands/service agreements, also for Brands who are to launch new products <i>High-urgency pain — brand losing money now</i> | Growth Consulting | 64 |
| Critical | SCP/SQP (Search Query Performance) • ICAP Analysis • Check Top Search Terms, and evaluate WoW/MoM performance (on impressions share, click share) • Select search terms that would be valuable for your SEO strategy • Check main compet... | For additional ads optimization. also utilized for SEO Phase 4 <i>High-urgency pain — brand losing money now</i> | Growth Consulting | 65 |
| Critical | Ensure Premium Features of Products are Clearly Identifiable in Images, Title and Bullets Newer Brands usually couldn't understand why their conversion and sales were so low. They are priced much higher than competition but the product page showed bare minimum and no explanation of metr... | If Images, Title, Bullets and Product Descriptions are not fully optimized. Also if they are newly onboarded Brand <i>High-urgency pain — brand losing money now</i> | Growth Consulting | 66 |
| High | Strike Zone KW Title Updates In this strategy, we replace existing keywords with keywords within striking distance. The goal is to get keywords that are ranked 20-50 to rank 1-19. | When trying to push Brand's specific Keyword's higher organically and it's relevant to the product <i>Active growth signal — investing in optimization</i> | Growth Consulting | 67 |
| High | A/B Split Testing Titles, Bullets, and Product Descriptions are now also available for A/B testing and other new additions including A+ Contents. Testing SEO keywords and contents essential to accounts with high pos... | Opportunities where strategist see options to convert higher with regards to the main image, title, price, A+, etc Different layouts for the main image that will show packaging ... <i>Active growth signal — investing in optimization</i> | Growth Consulting | 68 |
| High | Brand Story (Clickable Links to Cross Sell to PDPs and Store) Brands with creatives in their service agreement which dont have Brand Story yet or may have an existing Brand Story but is not optimized with the functionality to feature an make use of clickabl... | Brands with creative tier service agreement, if URL is not yet available in the brand story A brand story that has no clickable links currently to the PDP or the store Brands th... <i>Active growth signal — investing in optimization</i> | Growth Consulting | 69 |
| High | Adding more KW from SQP to the title of the products For copywriting: Add as many keywords as possible from the SQP to the title of the product. Most people are still relying on the MKL only | Should be applied to all accounts <i>Active growth signal — investing in optimization</i> | Growth Consulting | 70 |
| High | SQP database for data analysis of market share WoW / MoM Create a database to tracks the exact keywords that are leading to the client's product | Should be applied to all accounts <i>Active growth signal — investing in optimization</i> | Growth Consulting | 71 |

| Impact | Strategy & Description | Best Fit & Revenue Signal | Upsell Path | # |
|--------|--|--|---------------------------------------|----|
| High | Premium A+ Content Add to Cart Premium A+ Content has a major upgrade you gotta take advantage of you can now insert Reviews and Add to Carts into A+ content. Review button, add to cart, price. | Brands with premium A+ <i>Active growth signal — investing in optimization</i> | Growth Consulting | 72 |
| High | Helium 10 Profitability Tracker Strategist and Brands can use Helium 10 Market Tracker to : -To manage and sell products -Find keywords -Identify trends -Optimize listings -Streamline advertising campaigns Providing valuable insi... | Brands who have Helium 10 account and wants to track : • COGS • Gross Revenue • Net Profit • Sales Trends • Performance Matrix Inference to listing metrics optimizations inpl... <i>Active growth signal — investing in optimization</i> | Growth Consulting | 73 |
| High | Merchant Spring Profitability Reporting -Channels into a single performance dashboard covering sales trends, pricing, advertising, profitability, and operations. -Analyze trend at daily accuracy | Brands enrolled with Merchant Spring who wants to track : -Total Sales -Heat Map -Sales Insights -Product profit <i>Active growth signal — investing in optimization</i> | Growth Consulting | 74 |
| Medium | Search Query Details Dashboard From the ASIN view: You can delve into a specific ASIN in your catalog and select a search query to see the top 10 products. | Any strategist should be able to get benefit from this. <i>Optimization gap — leaving revenue on table</i> | Full Account Mgmt / Growth Consulting | 75 |
| Medium | Alt-Text With alt-text and meta-description we want to ensure that not only are we creating researched keywords for all the preexisting content (brand store, brand story, and A+); but also we need to make s... | All A+ Content designs for All Brands / Sellers <i>Optimization gap — leaving revenue on table</i> | Growth Consulting | 76 |
| Medium | Crawlable text for clients without design tiers A lot of Brands have their own A+ already, but there are a lot of opportunities to provide crawlable copy to assist with indexing | Brands with existing A+ Content but with no creative tiers subscription <i>Optimization gap — leaving revenue on table</i> | Growth Consulting | 77 |
| Medium | Customer Questions Targeting Review frequent buyer questions on listings to update bullets to be more targeted towards the end consumer who is clicking. Could help with high click low conversion products | Any Brand that consistently receives the same specific questions from buyers <i>Optimization gap — leaving revenue on table</i> | Growth Consulting | 78 |
| Medium | Product Opportunity Explorer Can utilize to review niche trends, competitors, conversion rate - this helps explain sales growth/decreases | Any Brand that is part of a niche or where the Strategist needs to hone in on Amazon trends for a certain product. <i>Optimization gap — leaving revenue on table</i> | Growth Consulting | 79 |
| Low | Shortening Titles Strategist will want to A/B test a longer title vs a shorter title to gather data on if this will be a beneficial switch | ONLY for Brands with dominant market share and high traffic on branded KW <i>Value-add play — positions agency as strategic partner</i> | Growth Consulting | 80 |

| Impact | Strategy & Description | Best Fit & Revenue Signal | Upsell Path | # |
|--------|--|--|-------------------|----|
| Low | <p>Competitor Monitoring Tool</p> <p>1. In most cases, it allows you to see and monitor competitor SEO and Alt Text. 2. This is valuable in two ways - competitor insight for their SEO strategy and to ensure your trademarked terms are ...</p> | <p>Big Seller with major brand awareness who is having competitors draft off his trademarked terms. Please note - we can not report this behavior on behalf of the Brand Owner but w...</p> <p><i>Value-add play — positions agency as strategic partner</i></p> | Growth Consulting | 81 |
| Low | <p>Using Brand Story for Indexing/Ranking</p> <p>If you have Brands which have listing categories without bullets or limited bullets, consider using a tailored brand story for a group of high selling SKUs or highest selling SKUs and use the brand...</p> | <p>Brands in Premium Beauty or any other category with limited or no bullets.</p> <p><i>Value-add play — positions agency as strategic partner</i></p> | Growth Consulting | 82 |
| Low | <p>Audit Mobile vs. Desktop</p> <p>Confirm PDPs for top sellers and what they look like on mobile vs desktop and if there are major differences that we should account for and adjust to showcase better on mobile</p> | <p>Brand with Images, Titles and A+ Contents not appearing as intended or desirable on either or both Mobile and Desktop View with priority for mobile View.</p> <p><i>Value-add play — positions agency as strategic partner</i></p> | Growth Consulting | 83 |

PROGRAMS & EXPANSION

10 Strategies

| Impact | Strategy & Description | Best Fit & Revenue Signal | Upsell Path | # |
|----------|--|--|--|----|
| Critical | <p>Upsell Brand Owners</p> <p>A strategy where Brands on Amazon try to sell an advanced or premium version of the product or service the customer is using or trying to purchase</p> | <p>if KW are not optimized, pitch SEO service / if A+ contents are not optimized, pitch design service, etc. we usually provide value add once to let the strategist see how it work...</p> <p><i>High-urgency pain — brand losing money now</i></p> | Full Account Mgmt / Growth Consulting | 84 |
| High | <p>Vine</p> <p>Brand Strategist pitch which outlines the process for enrolling a product in Amazon Vine and provide guidance on the benefits and requirements of the program. It will also cover the restrictions on...</p> | <p>Product Requirements for Enrollment in Amazon Vine 1. Be brand registered in Amazon Brand Registry. 2. Have fewer than 30 reviews on the product detail page. 3. Have a buyable F...</p> <p><i>Active growth signal — investing in optimization</i></p> | Program Enrollment / Vine / Transparency | 85 |
| High | <p>Remote Fulfillment (formerly known as NARF)</p> <p>What is Amazon Remote Fulfillment An expanded program of North America Remote Fulfillment (also used interchangeably in the industry) lets Brands in the US to sell to Amazon shopper / buyers in Bra...</p> | <p>Requirements for account eligibility: 1. Professional Brand Account registered for FBA in the US and the destination marketplaces 2. North America Unified Account 3. Enabled FBA...</p> <p><i>Active growth signal — investing in optimization</i></p> | Program Enrollment / Vine / Transparency | 86 |
| Medium | <p>Amazon Brand Transparency</p> <p>• Good for accounts with reseller shopper / buyers and/or consistent issues with counterfeiters • When enrolled, strategist will receive transparency codes to stick onto each individual unit • Upon...</p> | <p>Brand registered - Primary use is for brands that are having issues with resellers or counterfeiters</p> <p><i>Optimization gap — leaving revenue on table</i></p> | Program Enrollment / Vine / Transparency | 87 |
| Low | <p>Brand Referral Bonus (Amazon Attribution Program Enrollment)</p> <p>A free, self-service advertising and analytics measurement solution that gives Brands insight into the on-Amazon impact of their marketing strategies across paid and organic non-Amazon channels tha...</p> | <p>This is a free program - all brands will benefit from this program if they are using advertising.</p> <p><i>Value-add play — positions agency as strategic partner</i></p> | Attribution / Referral Bonus Setup | 88 |
| Low | <p>Flexible shopper / buyer Financing (MX Only)</p> <p>1. 0% installments enabled for high price point strategists to increase conversion 2. If a Brand enrolls an ASIN to the Flexible shopper / buyer Financing program and during the enrollment period, ...</p> | <p>For high price point brands who need increased conversion</p> <p><i>Value-add play — positions agency as strategic partner</i></p> | Cash Flow Advisory | 89 |
| Low | <p>Major Credit Card Reward Offer</p> <p>1. Capital One Spark Cash Plus business card. \$1,500 bonus when strategist spends \$20,000 in first 3 months. 2. \$2,500 bonus if brand spends \$250k in first 6 months, for total \$4,000 potential cash ...</p> | <p>For Brand Owners where financing is an issue.</p> <p><i>Value-add play — positions agency as strategic partner</i></p> | Cash Flow Advisory | 90 |

| Impact | Strategy & Description | Best Fit & Revenue Signal | Upsell Path | # |
|--------|---|---|---------------------------------------|----|
| Low | FBA New Selection Program The FBA New Selection Program offers perks such as up to a 10% rebate on sales for brand-registered Brands and fee waivers for new-to-FBA parent ASINs, contingent on having an IPI score of 400 or h... | 1. The program targets brand-registered Brands with an IPI score of 300+, offering fee waivers for new ASINs, free storage, liquidations, and extra benefits. NOTE: This is a fre... <i>Value-add play — positions agency as strategic partner</i> | Catalog Mgmt / Listing Optimization | 91 |
| Low | Walmart Review Accelerator Program The Review Accelerator encourages shoppers/buyers to add authentic reviews to your items, helping your Brand build trust with online shoppers and stand out. 1. Five reviews on Walmart go a long way... | For Brands selling on Walmart struggling to get reviews <i>Value-add play — positions agency as strategic partner</i> | Walmart Expansion / Multi-Channel | 92 |
| New | FSA/HSA Enrollment Outlines the steps required for Brands to check for eligibility, enroll the product, and receive the FSA/HSA eligible badge on Amazon. | Product must be SIG-IS eligible and meet all requirements laid out there <i>Early adopter — receptive to expert guidance</i> | Full Account Mgmt / Growth Consulting | 93 |

CREATIVES & CONTENT

7 Strategies

| Impact | Strategy & Description | Best Fit & Revenue Signal | Upsell Path | # |
|----------|---|---|---------------------------------------|-----|
| Critical | Main Image 1. Main Image CTR Improvements - Use high-quality images, showcase product features, depict real-life use, highlight unique selling points, and continuously test for optimization 2. Add KW to the M... | Brands looking to enhance sales by optimizing main product images with high-quality visuals, clear product demonstrations, and strategic keyword integration to improve visibilit... <i>High-urgency pain — brand losing money now</i> | Main Image Optimization / CTR Audit | 94 |
| High | Before and After Image Showing the effects of using the product would help stand out from the competition as well as increase conversion | Any brand with a product that is meant to improve something tangible - - EXAMPLE: Acne scrub, carpet cleaner, etc. <i>Active growth signal — investing in optimization</i> | Listing Optimization / CRO | 95 |
| Medium | Brand Based Image to Establish Authority (ex. 30 Years in Business, USA Company, etc) 1. Showing an image on most if not all ASINs in the Brand that highlights a unique selling proposition of the entire Brand 2. Something to help stand out from the other Brands that sets the Brand ... | Brands who are wanting to differentiate themselves from the competition and showcase Brand validity <i>Optimization gap — leaving revenue on table</i> | Design / A+ Content / Video | 96 |
| Medium | Videos Videos are a great way to demonstrate the product in use, and can help increase CTR. | 1. Brands with videos included in their design tier. 2. Brands who could potentially be upsold on a video. <i>Optimization gap — leaving revenue on table</i> | Design / A+ Content / Video | 97 |
| Medium | Branding Guidelines Overview of suggested methods for optimizing a Brand's branding: This includes establishing a Brand's Target Audience - - Finding best stock photos for Image Stacks and A+ Content for the Brand - -... | Any Brand with Image Design Tier <i>Optimization gap — leaving revenue on table</i> | Full Account Mgmt / Growth Consulting | 98 |
| Low | Videos on Social Posts 1. To inform and guide the Brand team on utilizing Amazon Profiles and Amazon Posts effectively to grow their Brand on the Amazon platform. 2. To provide clear instructions on the setup process, in... | 1. If creative tier allows videos 2. Strategists can also propose video creation and use this video in Social Posts, as well as other areas of Amazon <i>Value-add play — positions agency as strategic partner</i> | Design / A+ Content / Video | 99 |
| Low | New Product Video Features 1. Amazon Provided Recommendations on Missing Video Types - Link here 2. Brand Association Field - By including Brand Association, you can improve transparency and discoverability. 3. Video Type -... | For Brands with existing Brand Story, Brand Storefront, and Premium A+ content eligible. <i>Value-add play — positions agency as strategic partner</i> | Design / A+ Content / Video | 100 |

Want These Brands On Your Calendar?

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The Math: Amazon 360 vs. Hiring an SDR

| Factor | Hiring an SDR | Amazon 360 |
|------------------|--------------------------|----------------|
| Monthly cost | \$4,500–6,500 | ~\$2,400–3,100 |
| Ramp time | 2–3 months | 7–14 days |
| Per-meeting cost | ~\$700–1,000 | \$175 |
| Risk | Bad hire = \$20k+ wasted | Month-to-month |
| Management | Significant — your time | Zero |