

Amazon EU Launch Strategies: Sales, Reviews and Beyond



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Sales, Reviews and Beyond

Launching Your Product

Already Selling In The USA?

Follow-up with Previous Buyers

If you already have a list in the USA, follow up with previous buyers.

Users can leave reviews in any marketplace

New SKU In The EU

Reviews

- Attempt to get 1/3 of main competitors reviews.
- Set up Auto-Responders
- User services such as **euPOPclub** to drive initial sales and create brand awareness

Pricing

- Drop pricing to just above break-even (or lower if you can

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New SKU In The EU

PPC Strategy:

- Turn on PPC for your main target Keywords (phrase match)
- Turn on broad match PPC at a much lower bid for all main phrases

The aim here is to drive sales through search terms, not optimize for ACOS or broad reach yet

What NEXT ?

- As rank improves and reviews, start to increase your prices
- Edge up towards target sales price
- Create an auto PPC campaign to find the broad range of keywords that you should target

The BIG Takeaways:

Select Keywords: Select 1-3 keywords that 90% of your buyers will use to search.

Follow up: Ensure that you have a high-quality follow up sequence set up.

Set Pricing Low: Set price just above break even, below your competitors

Heavily target KWs to improve rake: Bid £2 phrase match on the keywords that you want to improve rake on, bid low on any broad match keywords

Slowly increase price as rank increased and reviews start to come in: Make sure you have at least 3 reviews before you start to increase
