

Blue Wheel 

# Content Considerations: Amazon Brand Store & Amazon Posts

August 2023



The importance of

# An Amazon Brand Store

Amazon Brand Stores, Posts and creative content are some of the best ways to build brand awareness and to promote customer loyalty on (and off) Amazon.

With Amazon.com adding nearly 700 new sellers daily, ensuring you have an established brand presence is key. Not only does a Brand Store add to your credibility, but it also allows customers a single place to view your full catalog of products, and review your brand's story and mission.

Based on research done by Amazon, 90% of top performers either launched or maintained an existing Store and those with 3+ pages have 83% higher shopper dwell time and 32% higher attributed sales per visitor.

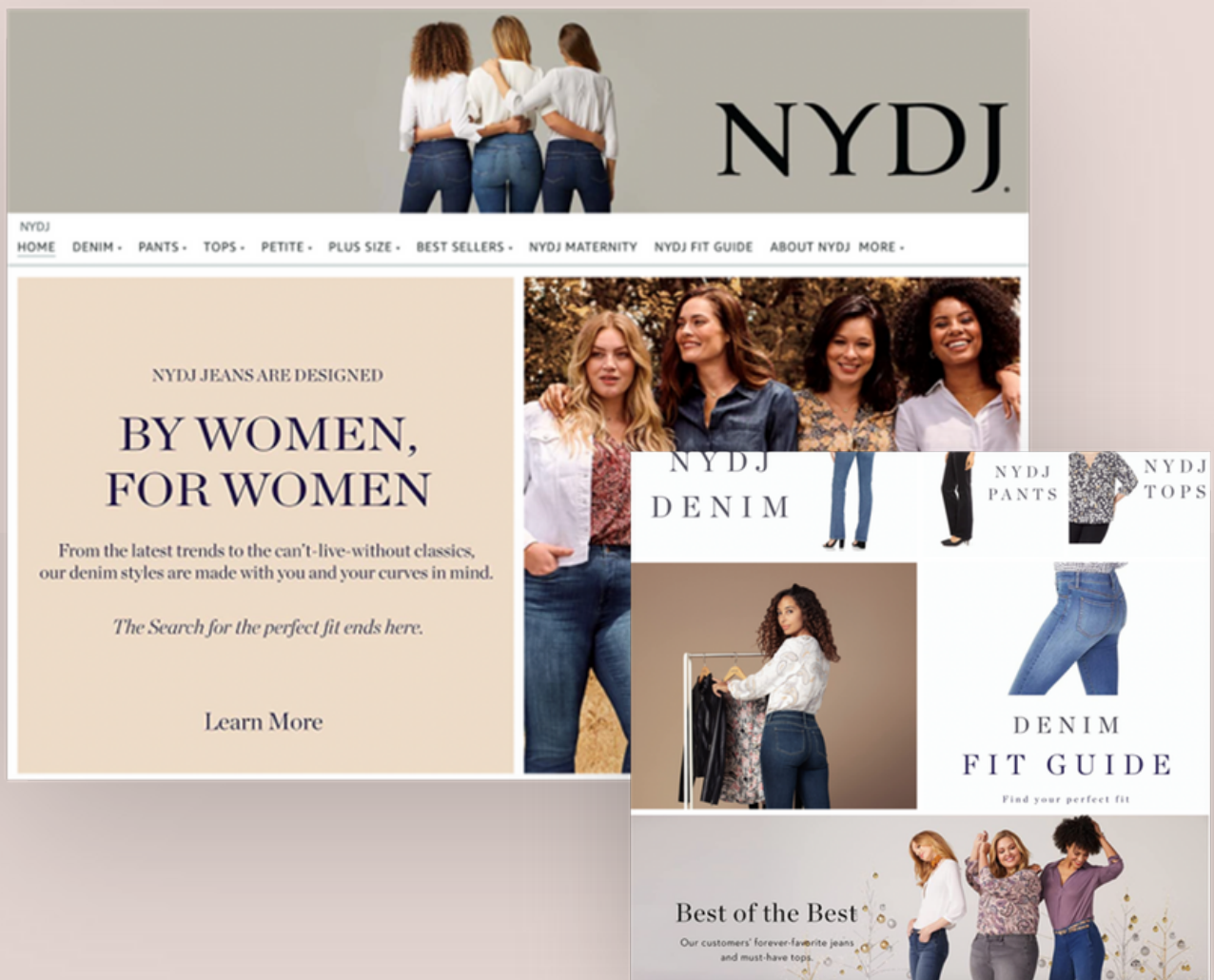
And the best part of Brand Stores? It's a free tool! While it does take time and effort to set up, the impacts of this tool are exponential. Let's take a look at the strategy and potential results of Brand Stores.



Amazon Store best practices

# #1: Quarterly Store Refresh

The Brand Store requires consistent maintenance, and is not a set-and-forget-it branding approach, especially if you are focusing on Sponsored Brand ads. You want to ensure you're updating your images and content appropriately for holidays and seasonality.



Amazon Store best practices

## #2: Add a Follow Banner

Amazon recently added the brand "follow" button to the store home page, so customers are able to follow your store if they choose. The benefits of this follow option is the ability to interact with these customers via email through Amazon with new product releases or potential upsell opportunities.

Adding a top-line "follow" banner will encourage brand loyalty and increase opportunity for conversions when they receive updates to their favorite brands on Amazon.

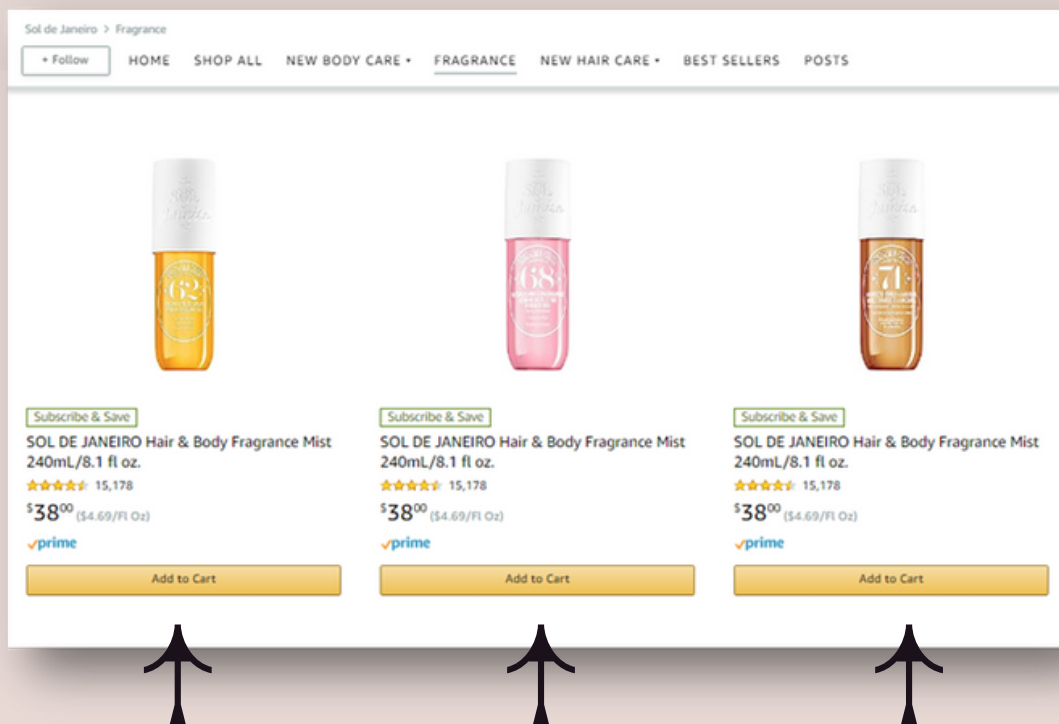


Amazon Store best practices

## #3: Lead With "Add To Cart"

You want your products to be as easily accessible as possible. As few clicks as it takes for your customers to find what they're interested in is key.

When thinking through your store pages strategically, ensure your products are as high up on the pages when they click the tabs so the "add to cart" option is accessible and viewable for a quick and easy purchase decision. Your customers are on your store page for a reason, so the more accessible a product is, the better the chance of conversion. Take note, this is only recommended for products without variations.



Amazon Store best practices

## #4: Test Bundles

An Amazon bundle is a set of single offerings (often called a bundle listing) that are sold together and can be identified by one unique ASIN or UPC. To understand how your customers respond to these offerings requires a bit of testing on the brand's part. To get the best out of your bundles prior to testing, it's critical to use the data from your store page to identify what products may best compliment one another, but that doesn't always mean it's a good idea to pair best sellers.



beautyblender Limited Edition DOUBLE DELIGHT Blend & Cleanse Set, with Original...

★★★★★ 50

\$24<sup>00</sup> (\$24.00/Count)

✓prime

Add to Cart



beautyblender SIGNATURE BLEND Essentials Set, with 2 Limited Edition beautyblender...

★★★★★ 23

\$35<sup>00</sup> (\$35.00/Count)

Add to Cart



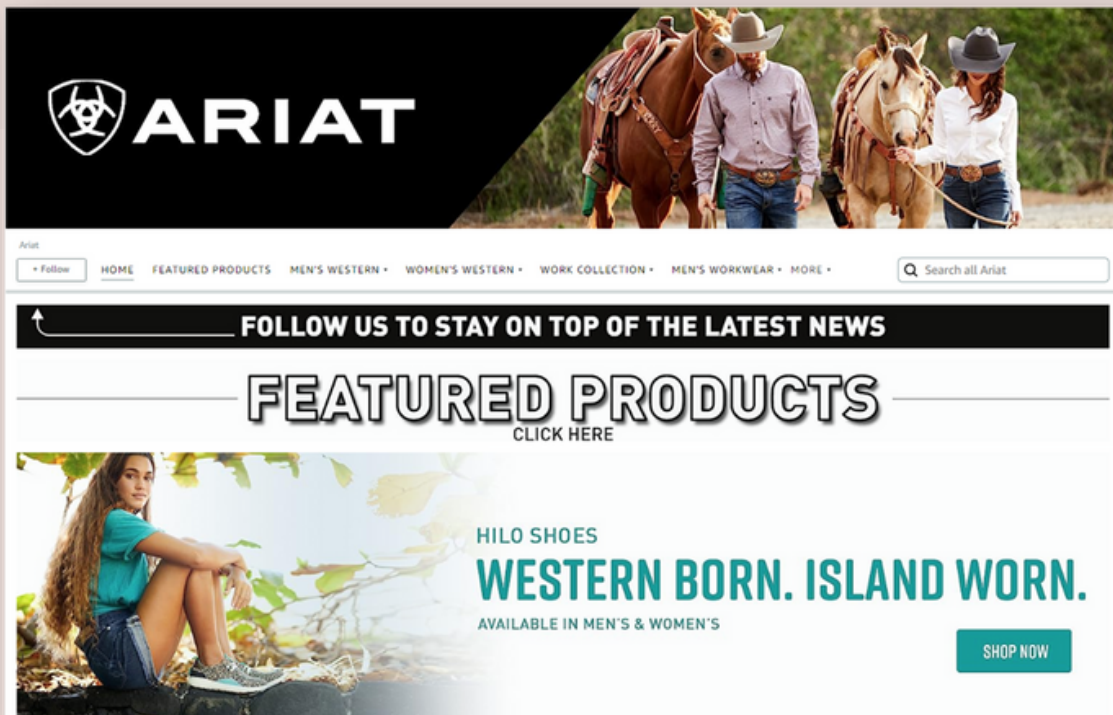
Amazon Store best practices

# #5: Add Store Performance to KPIs

What measurements are impacting your brand's success?

When considering your Brand Store in the mix, it's important to add your Store performance to your overall measurement KPIs. Consider adding the following KPIs to your bucket of success measures.

- Measuring revenue
- Comparing your Amazon Store sales to your total sales
- Organic vs. paid advertising efforts
- Average order value (AOV)
- Conversion rates
- Comparing your PDP performance to your Store

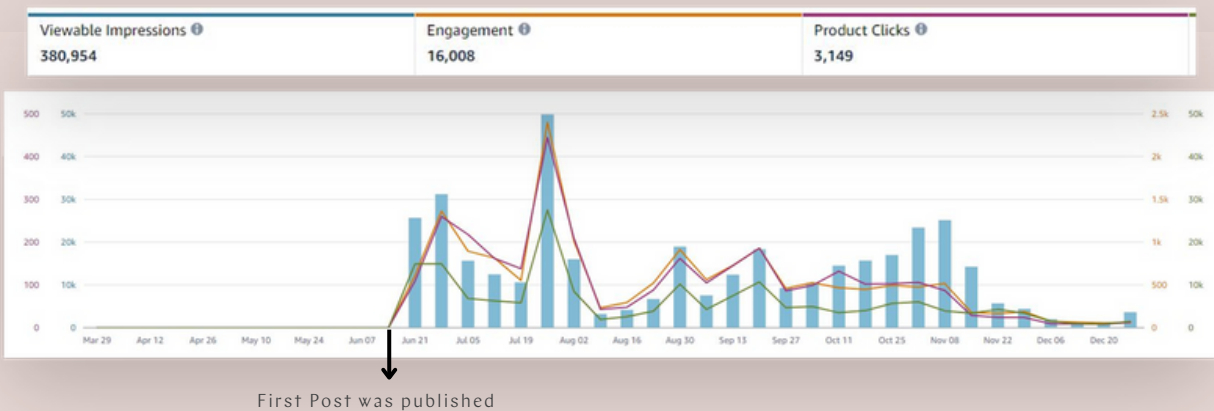
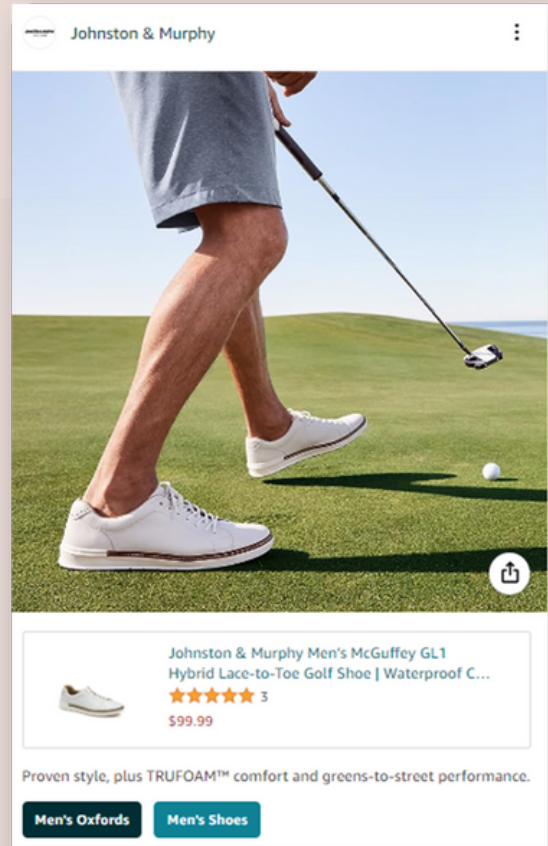


The screenshot shows the Ariat Amazon Store homepage. At the top left is the Ariat logo, a shield with a biohazard symbol, followed by the brand name "ARIAT" in large, bold, white letters. To the right is a photograph of a man and a woman in western attire standing next to two horses. Below the logo and image is a navigation bar with a "Follow" button, a search bar labeled "Search all Ariat", and a list of menu items: HOME, FEATURED PRODUCTS, MEN'S WESTERN, WOMEN'S WESTERN, WORK COLLECTION, MEN'S WORKWEAR, and MORE. Below the navigation bar is a black banner with a white arrow pointing up and the text "FOLLOW US TO STAY ON TOP OF THE LATEST NEWS". Underneath this is a large section titled "FEATURED PRODUCTS" in a bold, outlined font, with "CLICK HERE" in smaller text below it. The featured product is "HILO SHOES" with the tagline "WESTERN BORN. ISLAND WORN." and the note "AVAILABLE IN MEN'S & WOMEN'S". A "SHOP NOW" button is located in the bottom right corner of the featured product section. The background of the featured product section shows a woman sitting on a rock outdoors, wearing the advertised shoes.

# Take advantage of Amazon Posts

Brand-registered sellers who have an Amazon Store are eligible to share branded lifestyle images and product-focused content, similar to sharing on social media platforms such as Instagram or Meta.

Brands can see considerable increase in engagement and clicks to their Brand Store with Posts, which again, poses an opportunity for brands to increase their reach, brand awareness, and customer base.



In this example from one of our brands, the positive impact of Posts can be seen immediately. It's a great opportunity to promote your brand and products on Amazon.



Qualified brands can receive an

# Amazon Account Audit

Content, like advertising, is not a set-it-and-forget-it approach. Every brand, and product, requires a different set of needs and consistent monitoring. If your brand is looking for support to optimize content and product listings, reach out to our team at Blue Wheel. We'd love to learn more about your Amazon approach and determine a strategy to achieve success on Amazon.

Our team is made up of dedicated marketplace specialists who leverage best-in-class software to drive operations, optimize advertising functions, and guide your way through channel growth. Blue Wheel is here to lead the way to scaling and protecting your brand.

If you're interested in working with Blue Wheel, we offer complimentary account audits to qualified brands.

[DISCOVER MORE >](#)

"The Blue Wheel team has been instrumental with helping our business grow through Amazon ad campaigns. Without them, we struggled to increase sessions and impressions with our unique inventory and business strategy. They've allowed me to focus on other key areas to grow the business. Great team to work with!"

Tony Schipani, Rue Gilt Groupe  
Business Operations





# BOLD STRATEGIES FOR BOLD BRANDS



Blue Wheel is an omni-channel marketing and operational partner delivering excellence in digital commerce — from Click to Ship.

## *From Click...*

- Omni-Channel Advertising →
- Influencer Marketing →
- Lifecycle →
- SEO →
- Creative →
- Organic Social Media →

## *To Ship*

- Catalog Management ←
- Fulfillment & Inventory Planning ←
- Customer Service ←
- Marketplace Expansion ←
- Brand Protection ←

