

10 Tips to Dominate the 2019 Holiday Season Checklist

	STEP 1	STEP 2	STEP 3	COMPLETE!
1 Prepare PPC Ads	Create a holiday season campaign with trending keywords	Wait two weeks to evaluate keyword performance and adjust accordingly	Create a higher budget	<input type="checkbox"/>
2 Optimize Your Listing	Add relevant, high-converting <u>keywords</u> to your title, bullet points, and description	Add relevant, high-converting keywords to your backend search terms	Emphasize what separates you from the competition (e.g. exchange policy, satisfaction guarantee, etc.)	<input type="checkbox"/>
3 Use ASIN Plus™	Use the MerchantWords ASIN Plus™ tool to identify strong keywords	Move keywords that aren't performing as well in organic searches to your backend search terms	See what keywords your competitors are using and use them if they apply to your product	<input type="checkbox"/>
4 Include Some Holiday Buzz Keywords	Brainstorm holiday keywords that are applicable to your product (e.g. "gift for him," "gift for her," "stocking stuffer," etc.)	Put those keywords in your backend search terms, product description, and <u>PPC campaigns</u>	Wait two weeks to evaluate keyword performance and adjust accordingly	<input type="checkbox"/>
5 Update Listing Product Photos	Brainstorm holiday scenes and backdrops that suit your product	Get professional photos taken and update your listing	Or use holiday decor to stage your own photoshoot and add the new photos to your listing	<input type="checkbox"/>
6 Don't Forget About Social Media	Write blog content about your product that links back to your Amazon listing	Write social media content about your product that links back to your Amazon listing	Create a special holiday discount code for your social media followers and share	<input type="checkbox"/>
7 Stockpile Inventory	Order inventory early and make sure it gets to an Amazon warehouse in time for <i>Black Friday (11/23)</i>	Mark your calendar for <i>December 1</i> , when the holiday season really picks up on Amazon	Put some inventory in reserve in case you run really successful campaigns, so you don't run out halfway through the season	<input type="checkbox"/>
8 Polish Up Your Customer Service	Remind yourself and your team to always be friendly and fast in <u>customer interaction</u>	Answer questions, reviews, messages, and emails quickly and happily	Remember to ask for reviews from happy customers after they've had a chance to receive and use (or give) your product	<input type="checkbox"/>
9 Speedy Shipping	<u>Ship orders</u> same-day if you can, or next-day at the latest	For FBM, consider including a thank you card in your package for your customer	For FBM, consider including a blank holiday card that can be given to accompany your product	<input type="checkbox"/>
10 Fast and Gracious Returns	Process refunds quickly and graciously, thanking the customer for their time and feedback	Budget for a higher return rate immediately after the holidays	Keep the momentum going by focusing on gift card spending	<input type="checkbox"/>