

The Naughty and Nice Amazon Ecommerce Checklist

Make Your List (and Check It Twice) for a Successful Holiday Season



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Your brand has an enormous opportunity this holiday season to stand out — and stay on the “nice” list. This ecommerce checklist for Amazon highlights some of the most important tips for a successful holiday season.

NAUGHTY	NICE
Do you have low inventory on your best-selling items? Don't get caught making this mistake, and take steps to ensure your inventory is ready for the holiday season.	Is your product copy ready for the holidays? Do update your copy, including backend keywords, every three to six months.
Don't rely solely on Fulfillment by Amazon (FBA). Do set up Fulfillment By Merchant (FBM) listings as a backup to FBA to avoid running out of stock.	Are you using enhanced content? Do add product-specific A+ content — especially for your best-selling items — to boost conversion.
Do you lack insight into your margins? Don't ignore this critical information. Learn your margins by item, which will help you understand whether pay-per-click (PPC) or AMS make sense for each product.	Are you leveraging your brand content? Do add video advertising content to help your brand stand out on Amazon.
Are you aware of the status of your listings? Don't go into the holiday season with suspended listings or listings losing the buy box. Ensure you know why and resolve these issues as soon as possible.	Are your strategies aligned? Do Synchronize your storefront, Amazon Marketing Services (AMS), and promotion strategies to ensure consistency.



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Salsify Commerce Experience Management (CommerceXM) platform could help your brand advance your commerce strategy to win on the digital shelf.

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