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Editorial guidelines

December 2022

35 **About this document**

36

37 This document provides important guidelines for internal or external contributors
38 to our editorial programming. The objective of this document is to create a
39 common roadmap for our editorial voice, tone and style. Herein the reader will
40 learn about our editorial vision, the different audiences we seek to engage,
41 understand our voice, tone and style, the types of visuals that map to our brand,
42 and general writing best practices.

43

44 These guidelines allow us to be consistent across content formats, including
45 educational articles, partner insights, technical guides, ebooks, merchant
46 spotlights and leadership perspectives, to create a differentiated brand narrative
47 while bringing our content marketing strategy to life.

48

49 I hope you enjoy the read, and feel free to reach out with any questions.

50

51 Sincerely,

52 Kelby Johnson, Content Marketing Manager

53 kelbyjo@amazon.com

54

55	TOC
56	
57	<u>Buy with Prime overview</u>
58	
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71 Buy with Prime overview

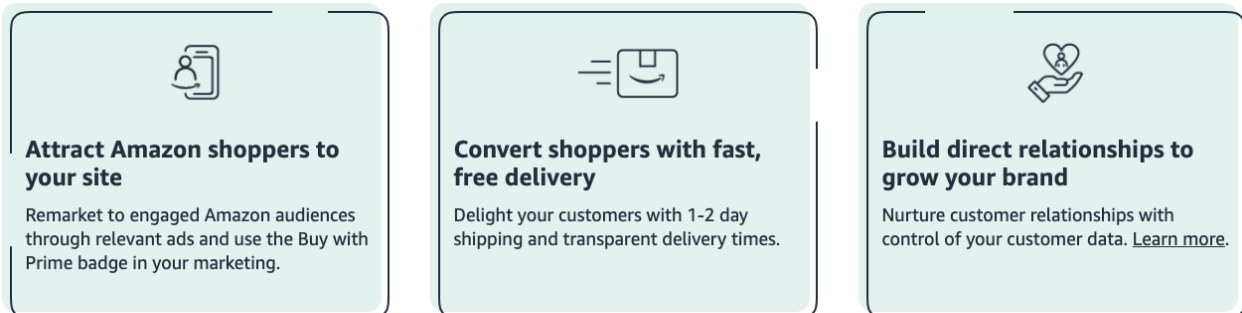
72

73 What is Buy with Prime?

74

75 Buy with Prime is a new way to empower merchants to grow their ecommerce business by
76 attracting and converting shoppers with the Prime promise of fast, free shipping and a checkout
77 experience shoppers know and trust. There are three primary value pillars of Buy with Prime for
78 merchants:

79



80

81

82 [Learn more](#) about Buy with Prime merchant benefits.

83

84 For shoppers, Buy with Prime allows millions of US-based Prime members to shop directly from
85 participating online brands with the trusted experience they expect from Amazon, including
86 fast, free shipping and easy returns. Buy with Prime extends Prime shopping benefits beyond
87 Amazon.com.

88

89 [Learn more](#) about shopper benefits and participating merchants.

90

91

92 Editorial vision

93

94 Transforming online shopping

95

96 The ecommerce industry is at a unique moment of its evolution, and we have an opportunity to
 97 transform the way online brands and shoppers operate in unison. Buy with Prime is the start of
 98 a movement to democratize the convenience and speed that today’s consumers expect when
 99 shopping online. Our writers, internal experts, agency partners and external influencers team
 100 up to tell the stories that inspire online brands to join the movement to disrupt the ecommerce
 101 status quo.

102

103 Our philosophy

104 We’re hunters looking around corners to identify opportunities to connect with merchants,
 105 shoppers and partners through content. We use research to understand the challenges online
 106 brands face, and build provocative narratives around the pain points that get distributed across
 107 marketing channels. We are trust brokers dedicated to building actionable content that helps
 108 our audiences realize the game-changing nature of Buy with Prime.

109

110 We are driven by five brand pillars:

111

Empowerment	Growth	Ease	Flexibility	Diversity
We work hand-in-hand with merchants to provide resources and services that puts them in control of their shopper data and set them up for success.	We bring proven Amazon tools to help merchants tap into the power of familiarity and trust through the promise of Prime.	We take the headache out of running an online business by providing fulfillment and logistic services that get orders to customers faster.	We provide a holistic suite of products that address key merchant pain points such as driving traffic to their sites and turning shoppers into customers.	We support diversity, equity and inclusion by leveling the playing field with tools and resources to help all businesses and customers succeed.

112

113

What we do	How we do it
We address unmet needs to drive demand We build content that is differentiated We educate and inform We raise the bar on what’s possible We provide timely and relevant insights We build upon content best practices <i>We build content that helps merchants grow and entices shoppers to explore.</i>	We engage merchants to identify pain points We ask tough questions to find new angles We use research to inform our roadmap We curate expert advice for every topic We track trends and share our POV We source insights from Amazon partners <i>We look holistically at merchant and shopper experiences to build content that matters.</i>

114

115 Key stakeholders

Team	Description	Engagement (High/Medium/Low)
Content marketing	Drives the integrated editorial roadmap working across teams; main POC for content agency; writes and drives reviews with SMEs and internal stakeholders	H
Copy editing	Responsible for developing the style guidelines (lexicon, grammar), and plays a critical role in the content review process to ensure brand consistency.	H
Design	Primary partner for consulting on and adding design elements such as images, visuals and branding to articles, eBooks, papers, etc.	H
Video production	Responsible for creating video content such as stories, explainer videos and how-to content that will be distributed on the blog, web pages, social and in newsletters.	M
Product marketing	Drives the launch checklist for bringing new products and features to market. Primary POC for developing messaging and assisting with identifying SMEs and partners for editorial content. Main interface with product team	H
Product	Responsible for working with developers, sales and leadership to envision and prioritize new products and features to bring to market. Also serve as SMEs for editorial content.	H
Brand	Creates the guardrails for brand voice, persona, look and feel. Key partner to ensure editorial content is on message and represents the texture of the brand.	M
Social	Primary partner to distribute and boost editorial content on social channels. Key contributor of insights into what topics resonate with our target audiences. Assists in helping to define the topics and themes for the content roadmap.	H
Engagement (events/email)	Primary partner to distribute content via emails (nurture/onboarding) and newsletters. Key source of input on topics/themes that resonate with our target audience gleaned at events.	H
Technical writing	Creates articles that go into the technical specifications and details about the product to help our audiences understand how to set up and use Buy with Prime	H

Digital marketing (acquisition)	Responsible for building and sourcing content that is designed for a primary demand gen channel, that is, the website.	M
Sales and partner teams	Key source of insights to understand what resonates with merchants and partners. These inputs help to define the themes/topics for the content roadmap.	H
Legal	Ensures that our content complies with Amazon and Buy with Prime legal standards and does not put either business at undue legal risk.	M
PR	Provides insights into key industry trends and news events (e.g., acquisitions) that will inform our quick-turn editorial content, while helping to protect Amazon and Buy with Prime from undue PR risk.	M

116 Audience

117

118 Who we are trying to reach

119

120 We build editorial content for our three core audiences that is designed to engage different
 121 types of people at different journey stages. Our vision is to empower merchants, partners and
 122 shoppers to reap the rewards of Prime across the web. Understanding the pain points and
 123 unmet needs of our audiences allows the Buy with Prime editorial team to connect with them
 124 at both the functional and emotional level.

125

126 For merchants

127 We help them understand the business value of adding Buy with Prime to their DTC site.
 128 We do this through a mix of educational, thought leadership, industry perspectives and
 129 storytelling. We empower them to delight their customers with fast, free shipping and
 130 easy returns, and give them a pathway to turn Prime members into their customers. See
 131 (link) to learn more about merchant cohorts.

132

133 For partners

134 We engage agencies, ecommerce service providers and third-party developers to co-
 135 create resources and tools that help merchants grow using Buy with Prime. Partners are
 136 a critical piece to our editorial puzzle because they work directly with merchants and
 137 can help drive Buy with Prime adoption. Importantly, we look to partners to scale and
 138 fill gaps in areas of expertise that inspire and engage merchants.

139

140 For shoppers

141 We help shoppers discover new brands and find new products and services by
 142 showcasing Buy with Prime merchants, while helping them see how Buy with Prime is an
 143 extension of their Prime membership benefits. This editorial lens, over time, will be an
 144 important component to driving merchant adoption of Buy with Prime as more

145 shoppers realize they can get the Prime promise of fast, free shipping and easy returns
146 beyond Amazon.com.
147
148 Our three-pronged customer approach serves as the foundation for the content we create and
149 distribute across marketing channels. We see the uniqueness in each audience segment, and
150 our editorial roadmap is built to inspire them to become Buy with Prime customers and
151 ambassadors.

152 Voice, tone & style

153

154 Our voice, tone, and style are derived from the Buy with Prime brand pillars, as well as from the
155 Amazon brand and established business partners' brand and style guidelines.

156

157 Our editorial personality is one of an informed ecommerce business owner. We put ourselves in
158 the shoes of merchants, partners and shoppers by using research, surveys, interviews and
159 insights from the field. These inputs drive our editorial roadmap that is designed to provide
160 helpful advice across formats and channels. These inputs also help us to find the right editorial
161 contributors steeped in the challenges our audiences face.

162

163 Voice

164

165 Our voice defines the way we communicate with our audiences. Our voice is active and it
166 always starts with the customer – we write to and about them with their passions and
167 challenges in mind.

168

169 Our voice is the manifestation of our brand personality, and the oxygen that brings our
170 “character” to life. When we write, we imagine a spoken conversation between our audience
171 and an approachable partner to help guide them on their journey. To achieve this, we are
172 guided by five key attributes that define our editorial voice:

173

- 174 1. Authentic: We are not corporate robots and don't aggrandize our market-leading
175 position. We're human, empathetic, enthusiastic, and we write in a way that is friendly
176 and approachable (not overly familiar), yet respectful and professional.
- 177 2. Confident: We respect that merchants know what's best for their business; that
178 partners know how to help merchants succeed; that shoppers know their preferences
179 and needs. We are there to be their trusted confidante wherever their online journey
180 takes them.
- 181 3. Optimistic: We lead with the benefits and showcase our excitement to help merchants,
182 partners and shoppers discover and grow. We're problem-solvers working alongside our
183 audiences to help them get what they want/need.
- 184 4. Professional: We speak to merchants in on their own terms and avoid using jargon.
185 We're buttoned-up and respectful, but know when to flex and be more whimsical and
186 accessible when the opportunity arises.
- 187 5. Trustworthy: We're transparent and honest partners, and never hide behind the shield
188 of marketing to make something sound better than it is. We are focused on helping our
189 audiences make the best choices for their unique situation.

190

191 Tone characteristics

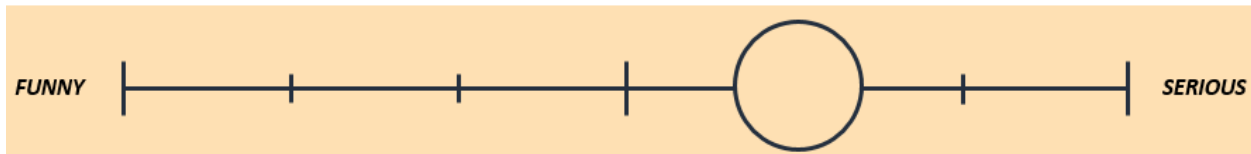
192

193 The tone of our brand represents the emotional undercurrent of our voice. We're realists and
194 know that different contexts – channels, trends, audiences – require us to show up in multiple

195 ways, but our tone is always respectful, approachable and human. The spectrum charts below
 196 demonstrate how our tone manifests in different contexts:

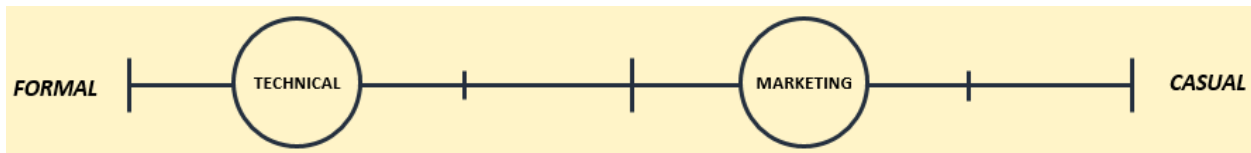
197
 198 **Funny vs. serious**

199 Our business necessitates that the majority of the time we write in a serious tone, but we do
 200 make space for those moments when a well-placed turn of phrase is warranted.



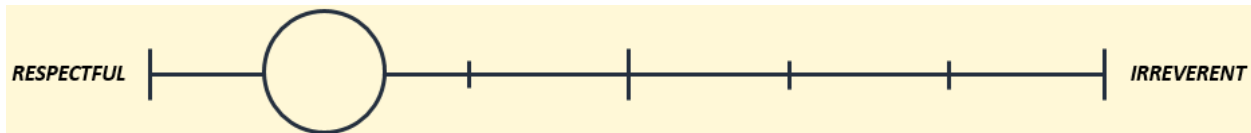
202
 203
 204 **Casual vs. formal**

205 We write as an approachable partner that makes readers feel like we’re speaking directly to
 206 them. Our general editorial content indexes higher on a personal tone, but for more technical
 207 content we lean more towards the formal...but not robotic.



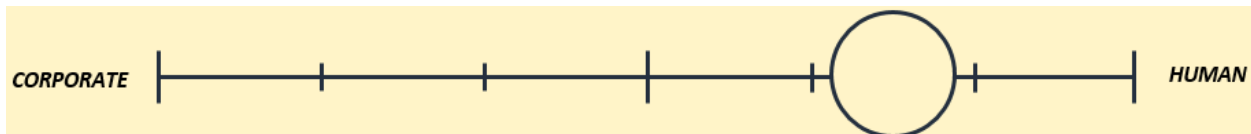
209
 210
 211 **Respectful vs. irreverent**

212 We are always mindful and humble when writing about our merchant pain points. While we
 213 may highlight a pain point in a fun way to show empathy, we are never condescending or
 214 disrespectful.



216
 217
 218 **Corporate vs. human**

219 To connect with our audiences, we need to embrace the human condition. To us, that means
 220 our editorial tone is more casual and uses “real-life” language to protect against being
 221 perceived as a corporate robot.



223
 224 **Style**
 225

226 Our editorial style is derivative form our voice and tone, as well as the proven best practices
227 gleaned from more established Amazon businesses. Below are some important reminders that
228 will ensure we are presenting a consistent style in our editorial programming.
229

Stay educated	To stay tuned into industry trends and the cultural zeitgeist, we are open to learning new things. We make time to read the industry rags, peek in on what our competitors are publishing, and prioritize research reports about merchants and shoppers.
Be specific	Our articles have a clear intent and purpose. When using data or stats, put the numbers in the right context and how they relate to the topic. This helps readers understand what we're trying to convey.
Make it easy	Always appreciate that it's a luxury to have readers consuming our content. So our articles are structured in a way that helps busy readers scan quickly and digest the most important information. We're not in academics; instead, our content breaks up complex topics into digestible chunks.
Be inclusive	Our audiences are diverse, and to build trust we must be diligent in our respect for cultural nuances and accessibility. We always use inclusive terms, and are smart in how we talk about ethnicities, race, genders, age, abilities, and more.
Include links	Keep readers engaged by giving them reference links to other relevant Amazon content as well as reputable external sources.
Use visuals	Images and visuals help bring our content to life. We use a mix of lifestyle and product images, illustrations and icons to drive home key points in our articles. Note: It's important to use alt text for images for accessibility, and in case a visual fails to load on the reader's browser.

230

231 **Visuals**

232

233 **Photography**

234

235 We believe that photographs should feel like real-life moments and speak to the audience the
 236 article seeks to engage. The photos we include in our editorial content send a signal that “we
 237 see you...we get you.” Our audience base is diverse, so our images – like our copy – should
 238 represent that diversity. Some tips for selecting the right photos for articles include:
 239

Diversity	Lighting	Color	Technology
Race, age, ability, gender and identity are intrinsic to our brand. Be mindful of showcasing all walks of life when selecting photos.	Lighting should be open, clear and generally even. Avoid bright hot spots and overly dark interiors.	Prioritize images that evoke a natural quality. Select photos with tones that are generally neutral.	Where relevant, include shots of people shopping on devices. Remember, the technology is never the primary focus.

240

241 Some samples:

242



243

244 Our photos should mirror the empowering, inspiring, driven and transformative nature of our
 245 brand. There are a wide variety of photography categories, but below are four key categories
 246 we use for our editorial content:
 247

Snapshot	Action	Portrait	Merchandise
Focusing on the head and shoulders, snapshots portray a variety of expressions and contexts in which our audience may find themselves. Example: case study testimonial	Action shots highlight our audience segments performing tasks in a natural and composed setting. Example: shopper opening a package with Buy with Prime product	Half or three-quarter length photos can show their business or shopping environment. Example: merchant spotlight story	These photos may include human elements, but are intended to feature products in a compelling way. Example: shelf of merchant products in a blog about product selection

248

249 Some samples:

250



251

252 **Illustrations**

253

254 Illustrations are powerful alternatives to photography to drive home a point and to mix up the
 255 look and feel of our editorial content. We use them as supporting elements product, feature
 256 and service value propositions to life. As representations of the brand, we've developed the
 257 following guidelines to ensure consistency:

258

259

Rounded vs. rigid	Variety in form	Variety in content	Preserve whimsy	Bold colors
We prefer soft edges over sharp corners. To us, this feels more approachable and accessible.	The lines and shapes of our illustrations are varied (even for the same shape) to help differentiate the brand.	We like dynamic over static visuals. For example, a credit card is more static than three circular coins sitting together.	We embrace imperfection in lines and shapes because it gives the visual a more organic feel.	While there's always room for grayscale and muted tones, we like to show off our unique Langué, Artic and Squid In color palette.

260

261 Some samples:

262



263

264 **Writing for Buy with Prime**

265
 266 Writing for a new brand can present some unique challenges, but with some standard
 267 operating procedures these challenges can be easily overcome. This section is designed to help
 268 writers and contributors understand more about our style and the bar for our editorial content.

269
 270 Underpinning our editorial content is the three S philosophy that helps keep us grounded on
 271 what we’re trying to achieve. These include:

- 272
- 273 • **Searchable:** We make content that is easy to discover by search engines. This includes
 274 taking the time to find the right search queries and keywords to inform our narratives.
 275 We also want our content to be found and used internally, so understanding tagging
 276 taxonomies for internal tools like Highspot or Confluence is important.
- 277 • **Shareable:** We build content that compels readers to stop the thumb scroll, consume
 278 the piece and feel good about sharing the content on their social media channels, by
 279 email or through word of mouth.
- 280 • **Subscribe-able:** We create content that inspires and motivates people to want more.
 281 Every asset we publish is designed to provide value to the reader, and we win when we
 282 get them to subscribe to our newsletters or follow our social channels.

283
 284 This mechanism helps us ground ourselves in what we’re trying to achieve with our editorial
 285 content.

286
 287 **Writing guidelines**

288
 289 We embrace the “write it like you say it” philosophy because we believe it brings to life the
 290 humanity behind the brand. The following are a series of writing best practices to which we –
 291 and all our writers, editors and partners – subscribe.

292
 293 **Write like a human**

Use casual, real-life language to come across as more human and less like a corporate robot.	
Do	Don’t
Create a list of items you’re interested in buying.	Create a list of items that you are interested in buying.

294
 295 **Brevity is king**

Help readers find the answer they’re seeking by keeping headlines and paragraphs short and descriptive.	
Do	Don’t
Customize your store pages by changing the color palette.	There are few options for making your store page.

296
 297 **Use active voice**

Passive voice is vague. Test your copy by adding “...by zombies” at the end of a sentence. If it makes sense with zombies, it’s passive.	
Do	Don’t

You're about to delete this item.	This item is about to be deleted (...by zombies).
-----------------------------------	---

298

299 **Use present tense**

Present tense is preferred to keep the content clear for the reader. Past tense and future tense is ok in some instances.	
Do	Don't
Signup is complete	Signup has been completed

300

301 **Speak to the merchants; not for them**

Talking about them when they are the readers is awkward. Address merchants as "you" (second person).	
Do	Don't
Popular brands that you might like. You can set up Buy with Prime in four steps.	Popular brand that we think you might like. Merchants can set up Buy with Prime in four steps.

302

303 **Lead with the customer**

Try to start your sentences by addressing the customer or how they'll benefit – what's in it for them?	
Do	Don't
You save time and money when you use Buy with Prime.	With Buy with Prime, we deliver solutions that help you save time and money.

304

305 **Avoid jargon**

Use simple language and don't assume readers understand – avoid "inside baseball" terms.	
Do	Don't
Small businesses that can move quickly are poised to take advantage of new shopping trends.	Small businesses that show a bias for action are poised to take advantage of new trends in ecommerce.

306

307 **Focus your message**

Lead with the most important, value-added information first – don't bury the lead.	
Do	Don't
Suzi, a Seattle-based fashion designer, grew sales by 15% by using Buy with Prime.	Known as an up-and-comer in the fashion industry, Suzi, from New Mexico, was able to attract new audiences and grew her sales by 15%.

308

309 **Don't overpromise**

Don't speculate or make promises about what our products will do or when new features will be released.	
Do	Don't
Adding Buy with Prime to your DTC site can help you grow your business. Cart building isn't support.	Adding Buy with Prime to your DTC site will grow your business. Cart building will be supported within the next quarter.

310

311 **SEO best practices**

312

313 One of our key goals is to drive discoverability in organic search results. To ensure our content
314 is searchable, we need to be smart about the terms we use to feed search algorithms,
315 specifically [Google's E-A-T](#). The tables below some important SEO best practices.

316

Include	Best practice
Internal/external links	Link to relevant internal Amazon links that add value to the reader/narrative. Doing so can improve authority/rankings for both pages. Linking out to reputable 3 rd party pages that provide additive value can also improve authority/rankings for our content. Use no more than 10 links per 300 words.
Article structure	Use appropriate headers (H1/H2) as well as editing format tools like bold and underlined text to add structure. It’s also important to provide context for the reader in the intro copy to make clear to the reader what the article is about. Google algorithms prioritize well-structured content and use interaction data measured by metrics such as bounce rates, scroll depth and time on page to rank content.
Relevant keywords	Add primary keywords in article headlines, meta title/description, and in the first 200 words of the article for maximum SEO impact. Do your research to find relevant user queries and map the nature of the article to fit user needs (e.g. if query = “how to...”, then create a “how to...” article). Never keyword stuff; target 1-3 primary keywords and use them sparingly throughout the article.

317

Avoid	Best practice
Duplicate content	Duplicating content across multiple pages makes it difficult for search engines to know which page is the authority to serve in search results. If you republish an article – from Buy with Prime or from a relevant Amazon business – without modifications across pages, use a canonical URL to bestow authority to the source of origin.
Thin content	Be comprehensive in the scope of the topic to send signals to search engines that there is depth to the article. Articles under 300 words tend to rank poorly in search results because the algorithms assume it’s lacking detail.
Unstructured content	Structuring content in a logical way using headlines (H1) and sub heads (H2-H3) makes it easier for readers to consume. Moreover, Search algorithms look for logical and structured flows of content to determine value to readers, thus search rankings.

318

319 **Grammar and syntax**

320

321 Every brand has unique preferences, and Buy with Prime is no different. We have a variety of
 322 writers contributing content to our editorial roadmap, and to ensure consistency we’ve
 323 developed the guidelines below:

324

325 **General**

- 326 • **Acronyms and abbreviations:** Spell out terms with the acronym in parentheses in the
 327 first instance, and then use the acronym or abbreviation thereafter. Use judiciously.
 328 Never abbreviate product or service names in external-facing materials.
- 329 • **Adjectives and adverbs:** Use these sparingly. Be explicit, but don’t over hype topical
 330 elements of articles.
- 331 • **Bullet points:** If the bullets include >2 sentences add a period; if they are sentences or
 332 phrases, no periods are necessary.
- 333 • **Capitalization:** We use sentence case for our headlines and body copy. Title case is ok
 334 for proper nouns of company, product or place names.

- 335
- Contractions: These are more concise and conversational – opt for we’re vs. we are or
- 336
- can’t vs. cannot.
- 337
- Decimals and fractions: Spell out fractions in editorial content (two-thirds), and use
- 338
- decimal points when you can’t easily write a number out as a fraction (40.5% or \$5.8
- 339
- million)
- 340
- Emojis and exclamation points: Avoid the former and use the latter sparingly.
- 341
- Italics: Only use for titles of works such as books and movies.
- 342
- Numbers: Spell out anything <10 or if it’s starting a sentence.
- 343
- Percentage: Use the symbol (%) in body copy, and spell out to start a sentence.
- 344
- Point of view: First-person = writer’s perspective (I/we or us/our); second-person =
- 345
- reader focus (you); third-person = other subjects/entities (she/he/they/it).
- 346

347 Punctuation

- 348
- Amperands: Use ‘and’ in narrative copy.
- 349
- Commas: Use when there is a natural pause in a sentence, and in lists (including the
- 350
- serial comma).
- 351
- Colons: Use to offset a list.
- 352
- Dashes: Use hyphen (w/o spaces) to link words into a compound word; use em dash
- 353
- (w/o spaces) on either side of words to offset and emphasize an aside or important
- 354
- details.
- 355
- Ellipses: Use sparingly and never in titles or headers.
- 356
- Periods: Use them inside quotation marks. They go outside parentheses when the
- 357
- parenthetical is part of a larger sentence and inside when the parenthetical stands
- 358
- alone.
- 359
- Use periods
- 360
- On sub copy (not the header)
- 361
- On product descriptions
- 362
- To add emphasis
- 363
- If referencing a quote and the quote has a period
- 364
- If the copy has >1 sentence
- 365
- Don’t use periods
- 366
- In headlines
- 367
- For product names
- 368
- Titles of sections or components
- 369
- On CTAs
- 370
- Quotation marks: Use to refer to words or letters, titles of short works (poems) and
- 371
- direct quotations.
- 372
- Semicolons: Copy shouldn’t be long enough to require semicolons but when necessary,
- 373
- they can be used to combine two sentences.
- 374
- Slash: Use in URLs, file names, code and fractions. Don’t use to indicate options and
- 375
- alternatives.
- 376

377 Lexicon

- 378 • We use “**Amazon account**” instead of “Prime account” when explaining how Prime
- 379 members can check out using Buy with Prime.
- 380 • The **A-to-z Guarantee** protects Amazon shoppers when they buy items sold and fulfilled
- 381 by a third-party seller on Amazon.com.
- 382 • Always spell out **Buy with Prime** as a stand-alone concept or when referring to the
- 383 badge or button.
- 384 • Both “**ecommerce business**” and “direct-to-consumer (DTC)” can be used
- 385 interchangeably.
- 386 • Don’t use platform, and instead use “service,” “product,” “offering,” “experience,”
- 387 “solution,” or “resource” to describe products and services.
- 388 • Lead with “**site**” instead of “store” to differentiate the Buy with Prime solution from
- 389 others offered on Amazon.com.

390

391 Advertising terms to use/avoid

Use	Avoid
Direct relationships, existing audiences sources	Customer relationships
Amazon Ads	Amazon Advertising
Reach, engage, surface	Find, identify, harvest
Audience, consumers, customers	Individual user (or any singular identifier)
Engaged, motivated	Relevant
Discover, browse, look for, shop for, shopping results	Search
Shopping signals, unique insights, ads that appear in relevant shopping results	Search data, shopping data, shopping behavior
Audience	Segment, targeting
Observe, gain insights, use insights	Track, follow, collect, target

392

393 Supply chain

- 394 • **Amazon fulfillment services**: References the full scope of the world’s largest fulfillment
- 395 network with more than 200 fulfillment centers globally.
- 396 • **Amazon Pay**: Fast, secure and easy way for Amazon shoppers to check out on sites using
- 397 shipping and payment information stored in their Amazon account.
- 398 • **Delivery dates**: Use “deliver dates” instead of “delivery times” or “delivery estimates.”
- 399 • **Delivery vs. shipping**: “Delivery” is preferred when talking about Prime benefits of fast,
- 400 free deliver (“shipping” is acceptable to avoid repetition or where it will resonate better
- 401 with shoppers).
- 402 • **Fulfillment by Amazon (FBA)**: FBA provides sellers with extensive fulfillment capabilities
- 403 and logistics network for orders they sell on Amazon – Amazon handles all warehousing,
- 404 packing, shipping, customer service and returns for eligible orders.
- 405 • **Multi-Channel Fulfillment (MCF)**: MCF provides merchants with a fulfillment option for
- 406 their DTC orders, leveraging Amazon’s network of 200 fulfillment centers globally.
- 407 • **One-day and two-day delivery/shipping**: “One-day delivery” and “two-day delivery” are
- 408 only title case when written as an official delivery product such as Free One-Day
- 409 Delivery.

- 410
- 411
- 412
- 413
- 414
- 415
- 416
- 417
- 418
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- 422
- 423
- 424
- 425
- Seller Central: This is a one-stop-shop for Amazon sellers to manage their Amazon.com business, including adding product information, making inventory updates, managing payments and returns and other self-help resources.
 - Note: A Seller Central account is required to set up Buy with Prime so Amazon.com product details can be imported into the Buy with Prime catalog in the merchant console.
 - Abandoned cart: When a shopper adds items to their online shopping cart, but fails to complete the purchase, the cart is considered “abandoned.”
 - Checkout (adj., n), check out (v): Use “check out” as two words when referring to the action (verb) of checking out. Use “checkout” when referring to the idea (noun) of checkout or when modifying another noun (adjective).
 - Average order value: Average sales amount paid by customer per Buy with Prime order.
 - Return rate: Percentage of Buy with Prime-ordered products in automated returns submitted by customers. Shows up in the Analytics section of the Buy with Prime merchant console.

426 **FAQs**

427

428 **How do we know what themes/topics will resonate with customers?** The content team believes the best content
429 starts with research and Insights. Existing VOS research, social listening, search query research and inputs from the
430 Sales and Partner teams will inform the themes/topics we create. These insights will evolve over time, and through
431 our partnership with the research team we will commission new research to stay abreast with seller needs/pain
432 points.

433

434 **What is the anticipated format mix of content?** Out of the gate, we expect the format mix to be 90% text-based
435 and 10% multimedia/visual (explainer videos, infographics). As the product set evolves and additional resourcing
436 secured, we anticipate the mix to shift to 70% text and 30% multimedia/visual. This approach is backed up by data.
437 According to [Hubspot](#), blogging not only leads to 55% more website visitors, but blogs have the potential to
438 capture 434% more indexed pages on Google. Research by [Wyzowl](#) found that 86% of businesses use video as a
439 marketing tool.

440

441 **What is the volume of content to be published at the Buy with Prime launch?** For the Buy with Prime launch, we
442 will publish 8-10 articles on the blog. We are also planning to have 2-3 videos ready to help onboard merchants to
443 Buy with Prime. Additionally, as part of the audit of existing content across Amazon B2B teams, we hope to source
444 >20 assets per quarter that can be repurposed to support the broader brand narrative. As more products/features
445 rollout, we are anticipating a cadence of 2-3 articles per week for planned content. It's worth noting that articles
446 published on the blog will include embeds of relevant videos and PDFs relating to the article topic. We will also
447 institute a quick-turn process (24 hours) to respond to relevant industry trends/news.

448

449 **What role will SEO play in developing assets across formats?** The content will meet with the SEO team bi-weekly.
450 This ongoing collaboration will ensure that we are infusing our editorial content with high-ranking
451 keywords/queries that we can own to raise awareness and preference for the brand.

452

453 **What's the difference between editorial and technical content?** At its core, editorial producers seek to appeal to
454 readers in both a functional and emotional way. Whether video storytelling or SME Q&A blogs, editorial content is
455 generally more upper funnel/higher-level in its narrative. Editorial content is also optimized for search ranking, and
456 this exposure is intended to pique viewer interest to get them to perform some action (visit a website, subscribe to
457 a newsletter). Technical producers seek to simplify the complex and give viewers instructions on how to perform a
458 specific task (setup a DTC website). Technical content often takes the form of help/how to guides, FAQs, white
459 papers, and is generally focused on a product or service that requires a deeper level of understanding of core
460 features/benefits. Both are required and can be used simultaneously in marketing (technical guides embedded in
461 blog articles).

462

463 **What is our strategy for gated content?** Short-term we will identify relevant papers, reports, checklists/templates
464 and guides to license and update with the Buy with Prime brand. We will experiment with gating these curated
465 assets via LinkedIn promotions and on the marketing website to capture merchant emails. Over time, we will

466 partner with the Sales, Partner and Research teams to identify relevant topics to sanction custom research reports,
 467 Webinars, Live events, guidebooks and papers. We'll explore partnerships with academics, industry analysts,
 468 Amazon B2B teams, and ecommerce providers (Shopify) to co-create/co-brand research that can be collectively
 469 gated to capture merchant emails.

470

471 **How will the blog be structured?** We believe that creating a single blog (and eventually resource hub) is the best
 472 approach. Our vision is to create a single destination for merchants, partners, and industry watchers to learn about
 473 Buy with Prime and brand narratives. The centralized blog will provide intuitive navigational filters for different
 474 audiences (for merchants, for partners, for shoppers), topics (logistics, payments, site builder) and formats (blogs,
 475 videos, podcasts, guides). These filters, enabled by universal tagging structure, will make it easy for different
 476 audiences to find relevant content. Each audience filter will have a unique URL that can be bookmarked or used for
 477 RSS distribution. See [Hubspot's Blog menu](#) as an example.

478

479 While separate blogs for different audiences, products or topics may make sense at some point in the future (when
 480 there is a high enough volume of fresh content published weekly), but out of the gate we recommend publishing
 481 editorial content on a single blog will benefit all content creators. Below are some arguments for and against the
 482 single blog approach.

483

Arguments for a single blog	Publishing content a single blog helps establish holistic Expertise-Authority-Trustworthiness for editorial content, improving search rankings.
	A universal tagging taxonomy deployed on a single blog domain can help ensure a consistent visitor experience
	One blog with unique URLs for audience types and topics gives channel owners a single resource to promote
	Building analytics for a centralized blog will simplify performance reporting
	Filters and tags executed on a single blog increases the potential for visitors to explore more content
	A single blog will help ensure brand and narrative consistency
	Enables the showcase of a broad spectrum of SMEs on a single digital destination
	Allows more opportunity for cross-audience/cross-topic content experimentation and format optimization
Arguments against a single blog	A single blog puts the onus on visitors to select their own adventure using filters and search
	Independent, audience-specific blogs make it easier to keep visitors focused
	Standalone blogs for an audience or topic gives content creators more editorial control
	A single blog experience could dilute product messaging for a specific audience
	Standalone blogs ensure my content is featured/gets noticed by more visitors

484

485 **How does the content get distributed across channels?** The blog (and eventually the resource hub) will serve as
 486 the central space for our editorial content. To ensure we are getting the best ROI out of our content investments,
 487 we will partner with discipline leads – email, web, social, PR and sales – to syndicate articles across all merchant
 488 touch points. Blogs will fuel newsletters, be featured on product web pages, used for organic and paid social
 489 promotion, and serve as resources for Sales and other internal teams. We will also atomize larger assets (webinars,

490 research reports, papers, videos) to drive more exposure for our editorial narratives. Learn more from [Digital](#)
491 [Authority](#).

492

493 **How will content from B2B partners be sourced/used for Buy with Prime?** In the short-term, the content team
494 will identify three B2B partners to curate relevant assets (blogs, videos, podcasts, visuals) that support the Buy
495 with Prime narrative. These will be mutually beneficial relationships where content flows both ways (partners ->
496 Buy with Prime -> partners) to establish mutually beneficial relationships. As the Buy with Prime product evolves
497 with new features, we will expand our content partnerships and co-create, publish and measure shared assets.

498

499 **How do we ensure stakeholders contribute to the integrated editorial calendar?** The integrated editorial calendar
500 is critical to ensuring brand consistency, content/campaign visibility and improving ROI of our content investments.
501 We will work individually with discipline experts and channel owners to share the editorial vision, gather
502 preferences and create a simple process for content integration and sharing. Alignment on the editorial calendar
503 will be driven through our twice per month meeting with key stakeholders. This will be a venue to surface concerns
504 and opportunities as the editorial program matures.

505

506 **Who owns the internal and external SME relationships?** Establishing authority is essential to launching the Buy
507 with Prime brand, and SMEs play a critical role. We will lean into existing SME relationships and establish a quid
508 pro quo exchange to engage SMEs. For internal SMEs, we will work through our marketing, PR and product
509 partners to identify and engage the right SMEs for Buy with Prime themes/topics. For external SMEs, we will
510 engage with our social, research and sales teams to identify and engage respected SMEs across a variety of
511 ecommerce topics. The content team will establish a simple interview brief with specific questions to capture SME
512 insights. These interviews will be conducted via email and virtual meeting.

513

514 **What is the cadence for performance reporting and who are the contributors?** In the short-term, the content
515 team will partner with channel owners to create a consolidated monthly update on how editorial content is
516 performing across channels with different audiences. These monthly reports will offer data views, insights on gaps
517 and opportunities per channel/audience, and recommendations on optimization tactics. As we move through the
518 product/feature launch phases, we partner with discipline experts and channel experts to create an always-on,
519 filterable dashboard and make it accessible to approved stakeholders.