



Buy with  
prime



**Marketing  
that engages**

*Ideas to fuel your  
ecommerce growth*

## Foreword

In his 2016 shareholder letter, Jeff Bezos said something really insightful – “Consumers are always beautifully, wonderfully dissatisfied.” As a result, brands continue to innovate and serve consumers with endless options when it comes to shopping online, pushing the expectations even higher. 1-2-day deliveries, considered a luxury till few years back, are fast becoming a norm across the industry.

Research from global PR firm Diffusion highlighted in a recent [Fortune article](#) found that 40% of consumers said free shipping is a key motivator for purchases, and 52% said they want easy returns. Couple these shopper expectations with the 10% decline in the number of Americans that plan to purchase from a DTC-brand, and it’s safe to say that ecommerce businesses have their work cut out for them.

To meet shopper expectations, online brands must find fresh ways to engage them and experiment with new innovations to get them to their site. In a survey conducted by Amazon in late 2020, 59% of ecommerce site owners flagged “difficulty driving traffic” to their site as their biggest pain point. So how can online brands meet shoppers where they are and entice them to visit their ecommerce stores?

While there is no one-size-fits-all solution, effective marketing strategies connect shoppers with ecommerce brands in meaningful ways by driving repeat purchases and building brand affinity.

This e-book offers a glimpse into some proven marketing tactics that can help attract new and engaged shoppers, drive higher conversion, tap into emerging trends, and build long-term brand affinity.

**Satish Upadhyay**  
Head of Marketing,  
Buy with Prime



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**Keep reading to learn the latest best practices for cultivating meaningful connections with customers.**



# How to build a brand that stands out from the crowd

*Expert tips on staking out your space in an increasingly competitive ecommerce space*

Brands don't happen overnight. They're slowly and thoughtfully built to stand out and get buy in. In 2023, having a great product or idea isn't enough. When you ask a shopper to trust your ecommerce site over many of the other options out there, you need a strong brand to establish that trust.

At the end of the day, you can't build loyal customers without first building your brand.

The past decade has seen a radical shift in how people shop. The pandemic accelerated trends that were already in motion and further fueled the explosion of direct-to-consumer (DTC) sales. In 2021, nearly 60% of US consumers purchased from a DTC brand at least once, and DTC sales are expected to hit \$175 billion by 2023 compared to \$76 billion in 2018. That means the DTC space is getting more and more crowded, and that it might be more difficult for your ecommerce site to stand out and get buy in.

“

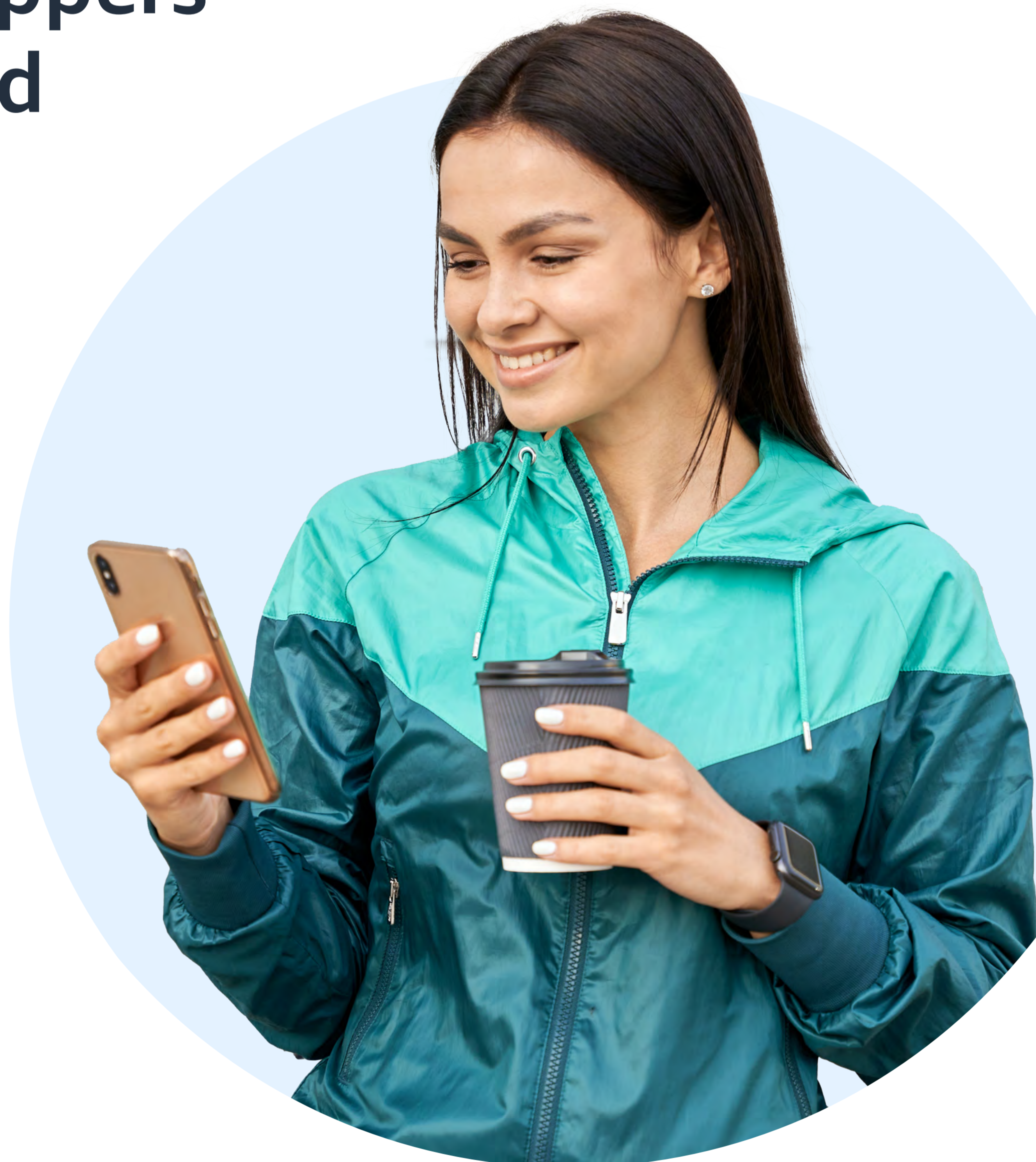
Branding is more important than ever because there's so much out there—it's not just about the product anymore. Being able to connect with customers on a deeper, emotional level and to understand what they want is what brands need to survive and thrive. ”

**Carmen Mosset, Brand Marketing Lead**  
Buy with Prime

According to research conducted by Harvard Business Review, “customers who trust a brand are 88% more likely to buy again,” noting that trusted companies outperform their peers by up to 400% in terms of market value. When you have brand trust, it means shoppers have confidence in your products or services.

**Branding has the power to turn shoppers into customers and customers into fans.**

**So how do you create a brand that helps you form these valuable relationships?**



# Four steps to building a brand consumers love

# 1

## Define your intended audience

### *Who benefits from your products or services?*

You likely developed your business with an ideal customer in mind. For example, when Being, a bath and body line, launched its ecommerce store, the founder needed to decide who she wanted to connect with most. Did her ideal customer care about sustainable packaging? Did they care about natural ingredients? Were they shopping for something accessibly priced? Asking questions like this early on helps determine the brand voice you should use.

"If you're a small DTC brand wanting to grow, get out there and speak to the people who make up your audience," says Mosset, recommending focus groups as a mechanism to do that. "You want to truly get to know them like you would a friend. Find out what they're looking for that they aren't currently getting from other brands."

You can start by looking at your current customers and finding out what their shared characteristics are. Break them down into audience segments if you need to. You can use audience surveys to collect demographic information (for example, age, gender, location, job titles, or hobbies) and psychographic information (such as beliefs or personality). Even if you're looking to expand or change your audience, learning about your current customer base and why they value your brand is important.

# 2

## Focus on brand differentiator

### *So, what sets you apart?*

Maybe the products you sell on your ecommerce site are handmade or come at an unbeatable price point. Finding out what makes your brand different will require doing a competitive analysis to identify the “white space” or unmet needs. Find out what the other brands in your category are doing. Compare your findings to the features that your brand does better, and then lean into those differences.

Think of how many skincare brands there are in the market. They are able to co-exist because they built differentiators into their specific brand identity. For example, one skincare brand might tout that it's organic, another might showcase that its ingredients are sourced from a certain region of the world. Find your unique code and make it a cornerstone of your branding.



# 3

## Tell your brand story

*You can't build a strong brand without storytelling.*

According to the Content Marketing Institute, "stories are what make people decide if they like you, if you understand their needs, and if they want to do business with you." This is a chance to educate shoppers about your company's mission and values. Brands use storytelling to incite emotions and encourage shoppers to interact with them.

Your brand story shouldn't be tucked away on your "About Us" page either. It should be visible across all of your branding channels consistently. Explain to shoppers why you created your product and show the path that leads you there. Talk about the people behind the brand and the challenges overcome and the lessons learned.

"You must dive deep into storytelling to differentiate yourself," says Mosset. She warns against being inauthentic, though, and not to tell a story simply because it sounds good. Shoppers are savvier these days and can sniff out brand stories that aren't genuine, so your brand story should be honest and unique to you.

Mosset adds, "Don't use buzzwords, like 'sustainability,' if they don't actually apply to your brand. Use language that's transparent and earns trust. It's super critical; otherwise, storytelling is not going to help you."

# 4

## Be prepared to evolve

*As your following grows, so should you.*

Building a brand is an ongoing process—not a “set it and forget it” endeavor. The ecommerce landscape is constantly shifting, and your brand needs to be agile. If you see an opportunity for your branding to expand, keep the elements of your brand that are working but continue to refine the rest. If you examine traditional retail brands that have existed for decades, like Levi’s, Pepsi or Chevrolet, you’ll see that they aren’t using the exact same logo or color palette or messaging. They adapt to an evolving audience. “Ideally you want visual and verbal identities that speak not only to your first customer, but also to your millionth customer,” Mosset says. “Even though we can’t see into the future, your customer base will likely evolve over time, so your brand needs to keep up.”

She adds, “That’s why having those direct relationships matters so much. Don’t lose touch with what your customer wants. Be intentional about finding out what elements of your brand can be improved as your customers evolve.”



# SEO strategies to get the right traffic to your site

*Actionable insights from a leading agency to help demystify the art of search engine optimization.*

For merchants with ecommerce sites, search optimization represents one of the biggest opportunities to increase shopper traffic and sales. To gather some insights to help merchants enhance their SEO strategies, Buy with Prime's SEO Marketing Manager Chris Redhead met with Jordan Brannon, President and COO of SEO agency Coalition Technologies.



**Chris Redhead**  
SEO Marketing  
Manager,  
Buy with Prime



**Jordan Brannon**  
President & COO,  
Coalition  
Technologies

Included are Jordan's tips to help you get the most out of your SEO investments.



**What's new in the world of SEO?  
What are some of the top trends you're seeing?**

Jordan Brannon



We're seeing increasing fragmentation of the user search journey. In the early days of SEO, when people were optimizing for search, there weren't many players in the space. Google dominated the market, with different challengers emerging and then eventually fading.

In recent years, there's been an increasing willingness of users to search for products in multiple ways across multiple platforms and devices. It's no longer linear. For example, a shopper might browse products on their mobile device, and then re-engage later on their desktop to make the purchase. Google still dominates for research and discovery, but Amazon is also a leader, and we have emerging platforms playing an increasing role in product discovery, such as TikTok and Pinterest.

Chris Redhead



**What does an effective SEO strategy look like for smaller businesses that lack established brand-recognition?**

Jordan Brannon



Creating a focused keyword strategy is super important. If you're not familiar with other brands in the market, you need to understand what's out there already and find a way to differentiate your brand. We usually recommend narrowly focusing your target keyword list and not spreading your budget too thin.



Jordan Brannon

Be disciplined and don't try to reach for keywords that are too different from your primary target list—instead, look for adjacent keywords. It's not always a good strategy to go against the biggest competitors and the highest-volume keywords. There are lots of great tools to help with this, such as SEM Rush, Screaming Frog, and MOZ, to name a few. Don't miss out on the data that comes from Google, such as from Google Ad Keyword Planner, Search Console, and Google Trends, because they provide exceptional value for budget-conscious brands.

Chris Redhead



As a business begins to build a larger customer base through strong word of mouth, how should its SEO strategy change?



Jordan Brannon

In earlier SEO eras, we talked a lot with our clients about domain authority, which means search engines see your site as trustworthy, structured, and relevant. Establishing domain authority was important to gain exposure in search results for queries relating to your business or your competitors. Today, we point to Google's entity awareness and authority. As your audience grows, start thinking about how you can increase the strength of your entity signals and authority to Google.

Google is smart enough to recognize that not all valuable search content is posted on a single domain, and now connects all of the digital activity relating to your brand into a recognizable entity. An entity can include your brand's social media pages, activity carried out by higher profile employees or influencers, news content, and more. The more these entity signals reinforce your keyword strategy and SEO focus areas, the more you'll see them contribute to your ranking growth.



**How should a business allocate budget to SEO?  
And should that budget change as the business grows?**

Jordan Brannon



It depends on the structure of the business, but generally we recommend more significant spend (often 50% higher than ongoing spend) during the first three months of a site or campaign launch to help clear some of the "one and done" technical onsite work and initial content creation. From there, we typically see a relatively consistent budget allotment for SEO in the first 12-18 months.

If a brand is satisfied with ranking on the terms it initially targeted, and assuming there are no significant changes to its site or industry trends to consider, we sometimes recommend reducing the SEO budget to an "always on" strategy. Any time a brand wants to expand its body of keywords or has a significant change in its website or industry, the business should revise its SEO budget upward.

Chris Redhead



**How much should your SEO strategy change over the course of the year? Should it be tied to specific events and seasonal changes? Or is an effective SEO strategy all about staying consistent?**

Jordan Brannon



We recommend thinking and acting ahead of seasonal changes, because SEO takes time to gain traction. For the Q4 holiday season, start planning in Q2 or at least 90 days ahead. Brands often make marketing strategies temporary and don't redirect older pages. This is a miss, because keeping ranking URLs alive over time to promote new content (e.g. reusing the same URL for Black Friday 2021 and 2022 campaigns) allows a brand to retain the Google cred they've built up.



Jordan Brannon

Most consumer behaviors happen year in and year out and can be planned for, so to work hard to build SEO value in one year then let it go is just silly. I recommend tracking and documenting top performing URLs and then finding ways to reuse them. For instance, refresh an old blog, update a publish date, or revise web page copy, but keep the high-ranking URLs the same.

Chris Redhead



What are the most common SEO questions you get from your clients?



Jordan Brannon

One of the most common questions our clients ask us is how long does SEO take to kick in? The timelines we most often quote are three months for initial SEO work to begin reflecting in search engine's responses to a site, six months for initial meaningful metrics reflecting sustained positive trajectory, and nine to 12 months for meaningful monetization of SEO.

Another common question from clients is why they might be experiencing a dip in rankings. Brands often mistake SEO to be a linear progression to the right marketing outcome, but this misses out on a variety of factors that can and will drive dips in performance. Seasonality, shifts in consumer trends, and larger macroeconomic conditions all play a part in determining SEO outcomes.

Chris Redhead



Are there any "hidden" or lesser-known secrets about SEO best practices that you can share to help merchants build a successful search strategy?



Jordan Brannon

Probably the most "hidden" secret in the SEO industry is that SEO strategies and tactics have not changed that much over the years.



Jordan Brannon

Doing SEO the right way year in and year out is a sustainable marketing practice without much guess work.

I would also consider "hyper optimization" of certain pages for very nuanced terms to be not as widely known. Google spends more time evaluating the sites that already rank for keywords, which creates a bit of a bias against sites that are just getting started. Targeting very nuanced terms with very direct response pages can drive ranking more quickly than targeting more generic terms. I suggest looking for keywords and search queries that are five-plus words long, have a modest amount of search volume, and a strong likelihood of commercial intent by the search user.

An indirect SEO best practice that I recommend is reaching out to local publications with your company's story or background. You can often find local journalists or bloggers who are more interested in sharing local stories, which can improve your likelihood of gaining valuable links that can improve brand exposure in search results.

Chris Redhead



In the context of direct-to-consumer merchants, what are 2-3 actions you'd recommend they take for SEO?



Jordan Brannon

The most important action item is to ensure that each page they'd like to see rank has sufficient copy (that is, more than 250 words) that is uniquely optimized for the keywords they're targeting. I would support that activity by planning a content map for the site, showing which pages relate to other pages by keyword or topic. Ideally, that map is then realized in the site navigation or in internal links from page to page. Finally, I'd look for low-hanging fruit that is negatively impacting page load speed. Specifically, unused apps or tags, and oversized images are big culprits in page speed and can often be corrected with limited technical knowledge.





# Four ways to elevate your marketing and drive conversions

*Learn how Buy with Prime's marketing solutions help your business reach engaged Amazon shoppers and boost interest in your brand.*

59% of ecommerce site owners highlight “difficulty driving traffic” as their biggest pain point.<sup>[1]</sup> And that’s only half the battle — once you’ve attracted potential customers to your site, you need to provide them with a simple, trusted solution for completing their purchase.

Buy with Prime empowers merchants to address both challenges — attracting engaged shoppers to your site through relevant advertising placements and using the trust of Prime in marketing materials, and helping to convert Prime members with fast, free shipping and a seamless checkout experience.

[1] Source: Based on data gathered from an Amazon internal survey conducted Q4 2020

Let's take a look at four ways your business can accelerate growth using marketing solutions specifically designed to help merchants using Buy with Prime.



## Drive shopper interest with the trust of Prime

The Buy with Prime marketing toolkit is a self-service resource that includes the downloadable assets you need to engage Prime members across your marketing channels. Using the Buy with Prime badge in your marketing materials and on product detail pages sends a trusted signal to shoppers that they can enjoy Prime shopping benefits on your site.

Buy with Prime helps you market your products, your way. The toolkit helps you create custom materials that feature your brand alongside the Buy with Prime badge and messaging.



Since adding Buy with Prime, the visibility and overall credibility of our DTC site has increased. We believe it's because of that trust factor. People know what kind of experience they're going to get, so it's a lot easier for them to make that decision to buy the product.



**Santiago, Co-founder**  
Gentle Living



## 2

### **Nurture customer relationships to grow your brand**

With Buy with Prime, you will receive shopper order information, including email addresses for customer orders, which you can use to provide customer service, to customize your newsletters, and to build direct relationships with shoppers.

With Buy with Prime, you control your customers' information.

[Learn more here.](#)



## 3

### **Reach more shoppers on Facebook and Instagram**

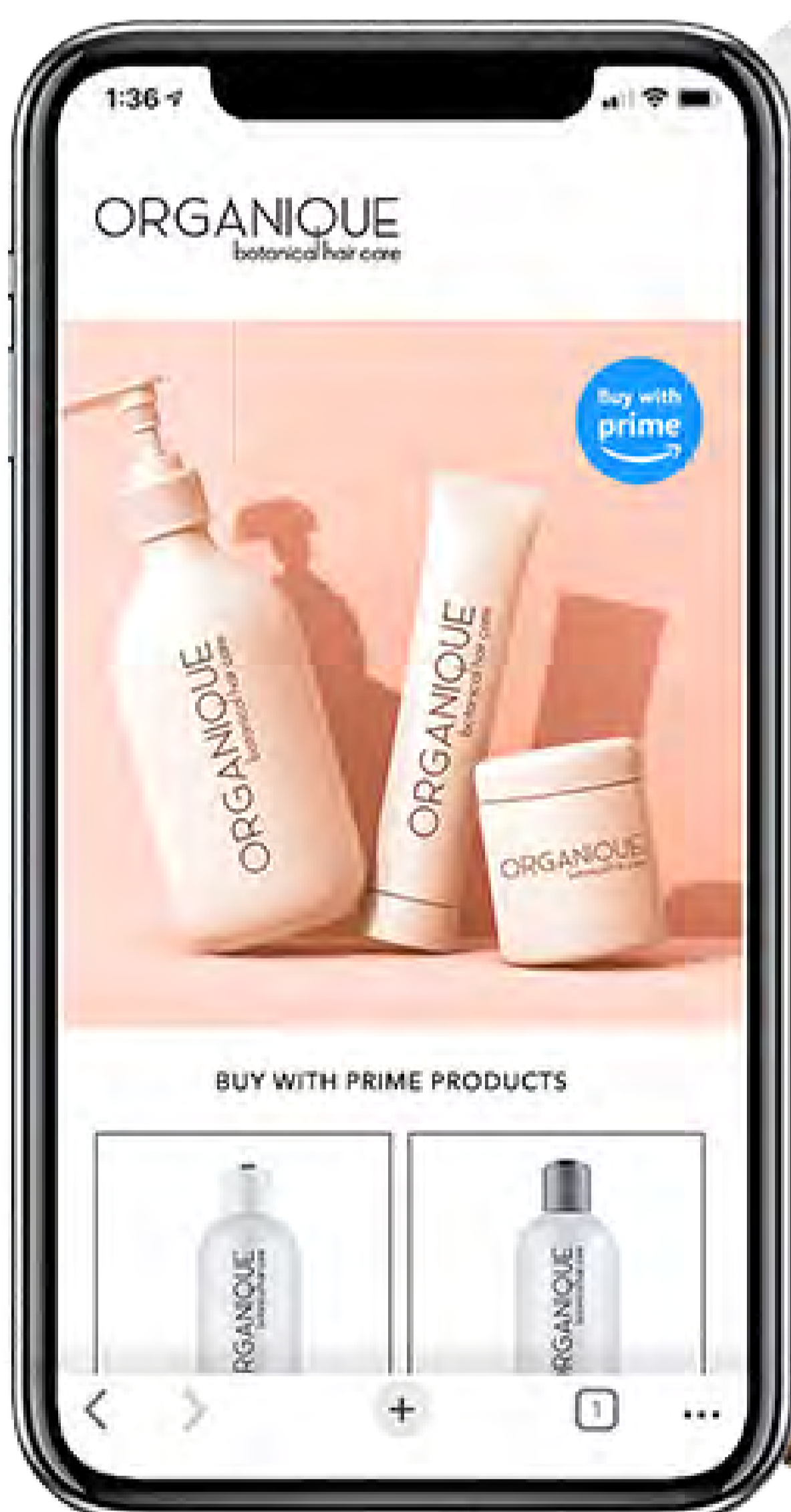
Participating brands have access to co-branded Buy with Prime social media ads, which are funded and managed by Amazon. These co-branded ads feature specific merchants on the Buy with Prime Facebook and Instagram channels. When shoppers click on these ads, they are taken to a Buy with Prime product detail page on the merchant's ecommerce site where they can purchase directly from the merchant using Buy with Prime. Co-branded social media ads are currently available as an invitation-only beta offering.

# 4

## Use social proof to help shoppers make informed decisions

Reviews from Amazon brings the power of Amazon.com reviews to the Buy with Prime PDPs on your ecommerce site. Displaying the trusted and authentic star ratings and individual reviews on your Buy with Prime PDPs can boost shopper confidence and help them make informed decisions. Learn more about Reviews from Amazon.

Buy with Prime offers a new way for you to increase brand visibility, engage with new shoppers, and continue developing relationships with those shoppers.





# Ecommerce trends that can transform your business

*Experts weigh in on six trends impacting the ecommerce business landscape.*

*In 2024, direct-to-consumer (DTC) sales in the US are projected to hit \$212.9 billion.*

It seems like it was only yesterday when the first DTC brand stores began appearing across the web. In 2016, the DTC market was worth a mere \$36.08 billion, but now the market is entering its teenage years, an age of strong feelings and myriad transformations. And there are plenty of great — and scary — changes shaping this ecommerce market segment. But are they what they seem?

Let's take a look at the latest trends and learn what industry-leading experts have to say, so you can decide whether these trends are temporary blemishes you can ignore or if they can help transform your business.

## Competition from traditional retailers



Many DTC startups entered the market as disruptors to offer shoppers a better product — and a better online shopping experience — than traditional retailers. But these days, with less foot traffic in brick-and-mortar stores, established brands are starting to emulate the tech-savvy digital disruptors, so competition in the DTC space is intensifying.

eMarketer experts found that ecommerce sales of established brands have outpaced sales of digital native brands by nearly 4% since 2021, and they expect this trend to continue.



### What does it mean for your business?

While traditional brands often have access to more resources, scalable operations, and larger audiences, DTC merchants don't have any intermediaries between themselves and their customers. They can engage and inspire shoppers directly, offering shoppers a unique experience that they are less likely to find in other online stores.



Brands have a real opportunity to inspire customers through their brand sites. In a world where consumers have more choice than ever about where and how they shop, creating an engaging experience through their DTC channel is something we are hearing more about from the brands we work with.



**Shalina Ganatra,**  
**Head of Commerce Consultancy**  
[Wunderman Thompson Commerce](#)

## Personalization

# 2

U.S. shoppers are diverse and have high expectations for products and experiences tailored to their unique desires. And they want instant gratification – or at least in 1-2 days. Researchers at McKinsey discovered that 71% of consumers expect companies to deliver personalized interactions, and 76% are frustrated when this doesn't happen. Yet, only 15% of retailers say they have fully implemented personalization.



### What does it mean for your business?

Personalization doesn't have to be complicated. Whether it's customized navigation on your ecommerce site for customer segments, regular check-ins and follow-ups asking customers for feedback, machine-learned recommendations for new products, or targeted social commerce, these types of engagements are meant to improve the way shoppers experience your brand and can benefit your bottom line.



Personalization is especially effective at driving repeat engagement and loyalty over time. Recurring interactions create more data from which brands can design ever-more relevant experiences—creating a flywheel effect that generates strong, long-term customer lifetime value and loyalty.



**Authors from McKinsey**  
[Next in Personalization report](#)

## Recommerce

# 3

Recommerce, defined as reselling of previously owned (new and used) products, is on the rise. For instance, secondhand clothing is expected to grow 16 times faster than the broader clothing retail market and reach \$82 billion by 2026. Consumers are embracing recommerce, be it peer-to-peer or brand-to-consumer, because it's viewed as an environmentally-conscious and a more budget-friendly choice.



### What does it mean for your business?

Taking cues from shoppers who look for outlets to reuse and resell, ecommerce businesses can join the new trend. From well-known brands and startups alike, some brands are already reaping rewards from the recommerce movement. It can offer another way to tap into the growing cadre of socially-consciousness shoppers while building relationships with new and existing customers – and potentially fuel growth.



If [DTC] companies can own the recommerce interaction with empowered customers, they can keep their brand at the forefront. This retail trend also aligns with how consumers increasingly prefer to shop. Among the variety of sustainable methods of shopping—including brand-owned recommerce, rentals, subscription boxes, and peer-to-peer marketplaces—65% of consumers across all generations prefer brand-or retailer-operated recommerce.



**Authors from Deloitte**  
[Retail and consumer product trends research](#)



## Buy Now, Pay Later



Buy Now, Pay Later (BNPL) lets shoppers make purchases when they want, while paying for them in a time frame that suits them best. Although this isn't a new trend, it's becoming a payment method of choice for many: About 60% of consumers say they are likely to use BNPL over the next 6-12 months.

With so much interest and little oversight, government agencies are beginning to take notice, and this could lead to more rules and regulations — and a potentially cumbersome process for merchants who want to offer it.



### What does it mean for your business?

Some experts describe BNPL as “a merchant-subsidized credit at point of sale”, but merchants don't have to finance them on their own. For instance, Amazon Pay includes BNPL as a checkout option (in select markets), and there are many other options. According to McKinsey research, merchants see value in this solution, as they can improve cart conversion rates, increase average order value, and attract new, younger shoppers.



We're recommending BNPL for many of our clients. It's a way to expand the options for different types of online shoppers, but options can be a double edge sword. Dig into the data to see which purchasing options shoppers use most frequently, and streamline the options where feasible.



**Fred Lehart**  
Founder & CEO  
[Efelle Creative](#)

## Omni-channel strategy

# 5

Consumers no longer shop in one place or in a linear fashion — they embrace a whole range of channels. The notion of omni-channel shopping is reshaping ecommerce and forcing brands to rethink their customer engagement strategy across devices, time and channels. For example, 77% of millennials and Gen Z shop on social media platforms, and half of them research brands there as well. This means, ecommerce businesses need to consider establishing a presence everywhere their customers are – not just where they think they might be. It's no longer a 'build it and they'll come' ecommerce world.



### What does it mean for your business?

To succeed, it seems, merchants need to offer a consistent, engaging, and personalized experience for shoppers, wherever they are. Perhaps that's one of the reasons why two-thirds of retail leaders surveyed by McKinsey noted this trend as the most significant and the most challenging.



Investing in an omni-channel sales strategy is essential to converting customers at the right moment on the right channel or device. It's more than just tapping into shopper behaviors though. One of the biggest challenges for today's ecommerce businesses is inventory management across multiple channels. With the right tools and integration strategies, the everywhere at once approach can actually simplify operations for SMBs.



**Doug Montgomery**  
Agency Director  
[Efelle Creative](#)

## Marketplaces

# 6

Consumers tend to like a one-stop shop for everything, and that's why they often start their purchasing journey on shopping sites like Amazon.com. In fact, 64% of more than 30,000 global consumers surveyed told Wunderman Thompson researchers that they're excited about being able to order all of their goods through a single retailer. This means, ecommerce businesses need to consider how they can meet those customers in the right marketplace at the right time.



### What does it mean for your business?

Remember the omni-channel trend? You have to be where your existing and prospective customers are. Thriving online brands find ways to deliver known and trusted online shopping experiences that are personalized, relevant, and timely.



You can build brand awareness across the web, but if you're going to be where people buy—people are buying more and more on Amazon—you can expect they'll search your brand name on Amazon, and you want to be on that search page. ”

**Caitlin Strandberg**  
Partner at Lerer Hippeau  
[Interview with Fortune.com](#)



# Power up your promotions to acquire and retain more shoppers

## *Best practices for using Buy with Prime promotions to engage Prime members on your ecommerce site.*

Deals and discounts are a great way to attract new shoppers and build customer loyalty. In the post-pandemic, high-inflation era, promotional discounts are a way to engage cost-conscious shoppers.

According to a [RetailMeNot survey](#), about two-thirds of consumers have made a purchase they hadn't originally planned for because they found a coupon or discount, and 80% said they felt encouraged to make a first-time purchase with a new brand because an offer or discount was available.

Throughout the pandemic, consumers flocked to online stores—a boon for ecommerce businesses. [Research from Digital Commerce 360](#) suggests that the pandemic boosted ecommerce sales in the US by more than \$218 billion from 2020 to 2021. With a compelling promotional marketing strategy, online brands like yours can tap into a new generation of online shoppers.

Consumer preference for deals, coupled with the growth of ecommerce, highlight how setting up promotions can be critical to helping you achieve your business goals.

## Common business goals



### **Goal 1: New customer acquisition and build brand awareness**

You can use coupon code promotions to entice shoppers to visit your online store. This can be done by either featuring the coupon code in an ad or creating unique codes for influencers or other partners that you're working with. Unique codes are a great way to track the success of a particular advertising channel, promotional campaign, or partnership.



### **Goal 2: Spotlight new products**

Promotional codes can be used to encourage shoppers or existing customers to try one of your new products. Because it can take time to gain traction on and build up reviews for a new product on your site, promotions can be used to bridge the gap, allowing shoppers to try out the product at a discount. Promotional discounts can be used as an incentive for shoppers to give products from a new brand a try.

## Common business goals



### **Goal 3: Encourage repeat purchases to retain customers**

Once you acquire a customer's email address, you can build a direct relationship through remarketing engagement emails. There are several ways to acquire customer information from your ecommerce site, two of which include: 1) when a shopper places an order, 2) if a shopper signs up for your newsletter or mailing list. To encourage shoppers to sign up for your newsletter or mailing list, you can offer a promotional code that activates after they validate their email address. For example: They submit their email address on your site and then have to validate it in an automated email they receive.



### **Goal 4: Inventory clear-out**

Promotions are a great way to sell products with excess stock, especially when you have additional inventory after a big campaign or peak shopping season such as the holidays. Running a promotion on overstock inventory not only helps drive more sales, but also helps reduce inventory storage costs.

# Benefits of Buy with Prime promotions

Buy with Prime promotions can help you achieve your business goals by engaging Prime members on your site. Shoppers have different expectations when it comes to deals and discounts, but there are two key types of promotional experiences Prime members will love, including:

## *Inclusivity*

Because Buy with Prime promotions are managed independently, you can duplicate any non-Buy with Prime promotions within merchant console to ensure all shoppers get a consistent experience on your site. This way, orders through Buy with Prime and those through your native checkout offer the same promotional advantages to your shoppers.

## *Exclusivity*

Make Prime members feel special by creating Buy with Prime-specific promotions within merchant console. Create a Buy with Prime collection page featuring a promotion on eligible items. This page makes it easy for Prime members to shop on your site and get the 1-2 day shipping they've come to expect.

## 6 tips for running promotions

### 1 Brand relevancy

Select the type of promotion that works well for your business, such as a dollar discount or a percentage discount. It's important to consider your customer preferences and your product set when setting up promotions. Reviewing past promotion sales information can help you identify the right type of promotion to run.

### 2 Context is key

To make the promotion more powerful, it's important to consider the season. For instance, summer and holiday campaigns come with different consumer expectations than promotions run during other times of the year, so it's good to plan accordingly. Make sure to align your promotion with the retail sales calendar.

### 3 Time-bound promotions

Tapping into the human fear of missing out (a.k.a. FOMO) is an effective marketing strategy that can increase conversions. Limited time offers create a sense of scarcity that drives many online shoppers to make a purchase. There's an urgency that's built into promotions that are available for a "limited time only." Ecommerce automation and personalization firm, Drip, offers some creative ways to drive more online sales with limited time offers.



## 4 Pick your channels wisely

There are several avenues to share your promotions, including website banners, emails, social media ads, SMS messages, and even snail mail. Research from CouponFollow found that about half of survey respondents prefer emails to receive coupons and other promotional information. If you have a coupon-based promotion for specific products, banners on your website or product pages are a good way to show shoppers which products are available for the promotion.

## 5 Tap into influencers

According to a benchmark study from Influencer MarketingHub, 54% of companies working with influencers operate ecommerce stores. Finding the right influencers to help drive awareness of your promotions gives you a way to increase exposure. While influencers can be a great resource for your promotional strategy, it's important to do your research to find the right advocates that are relevant to your brand. Equally important is being transparent about how you're working with influencers to avoid any shopper skepticism.

## 6 Don't let promotional materials linger

Make sure to take down all promotional messaging on your site and remove them from your marketing materials when the promotion is over, especially for time-bound promotions. Outdated messaging on your site and social pages is misleading and can hamper shopper trust in your brand.



**Increase shopper conversion by an average of 25%\* on your site...**

*with fast, free delivery and a checkout experience shoppers know.*

# Grow your business with Buy with Prime

*Drive more sales with a Prime shopping experience on your ecommerce site*

[Sign up for Buy with Prime](#)

\*This data point measures the average increase in shoppers who placed an order when Buy with Prime was an available purchase option versus when it was not, during the same time period.