



Launching your Product on Amazon

Hey, team. It's Mario back here again on Launching Your Product on Amazon.com. All right.

Let's just say you're at the point where you:

- have your social proof,
- your listing is in order, you are fully optimized,
- your pictures are fully optimized,
- you're priced correctly with your competitors, that's really important, and
- you're ready to launch. You really, really need to come up with a plan for this, and don't just jump into this blindly.

Come up with a plan, create a strategy. Very, very important, okay? Now, there's different ways to launch a product, okay? There's not just one way. You can launch a product very many ways. You can run Facebook ads, which is one way, okay?

Run a discount on Facebook. Run the ads through with coupon codes at a discount. You can put a short video in there or some pictures, and run a launch that way, okay?

Now, the other way is do through promotional sites like Viral Launch and Zon Jump, okay? These are websites that are going to launch your product.

They're going to give away your product at 90% discount, okay? Now, why they're doing that is that they need to create sales velocity for you, and in order for you to rank on page one, you need to either sell the same amount or exceed the amount of sales as your competition that's on the first page.

If you're selling barbecue gloves and your competitors on page one are selling 20 a day, you're going to need to give away 20, 25 a day, and exceed them for at least 10 days or more. I would say 10 to 14 days, and then, you'll be ranked to page one, okay?

Once you're on page one, you will be benefiting from those organic sales, so you're going to lose a little bit of money.

I don't like to really say you're going to lose money. I like to look at it as an investment to get you on page one because once you get on page one, if everything else is correct and you have everything else in the background running properly, PPC ads, you have Amazon Marketing Services, some headline searches and stuff like that, I'll explain that soon, to push and jump and keep your position on page one, you're going to need to do those giveaways to achieve page one.

But once you gain momentum and you get those organic sales, you'll be making your money back and you can basically get your investment back, and then start benefiting from the organic sales. That's basically what it's all about, so you want to try to mix everything together.



You want to run PPC ads. You want to run some headline ads through Amazon Marketing Services, which will put you on the head, the header of the page with three of your products, okay?

There's also ways to put your product on your competitor's search page, and so if a customer is searching for barbecue gloves, you can run an ad where if they're looking at your competitor's barbecue gloves, your ad will show up on the side, so you can run that.

Then, you have regular PPC ads, which is normal Pay-Per-Click. You got to basically optimize those as well and find keywords, all right?

It's not cheap, but you're going to want to have to try to get to page one, and this is why when I try to explain my criteria in the beginning when trying to find a product to launch, is where you really need to figure out the competition and the demand, okay?

That's where it all starts, because if you're in a niche where people are selling 5,000 units a day, it's going to be a little expensive to launch that.

Hopefully that makes sense to you guys and why the criteria in the beginning before you even start searching for products is the way it is, because you're going to eventually come to this point where you're going to have to launch it, and it could get expensive.

Now, I've actually gotten one or two of my products on page one just through PPC ads. I have not launched it through any promotional site like Viral Launch, or Zon Jump is another one here, okay? I've actually gotten it with PPC to page one. You really need to do research on that.

You have to gather data for at least 30 days on your PPC campaigns. Review that data. Test different keywords. It takes a little bit of work. Nothing comes for free.

By doing that, I've achieved that for one or two of my products, but not all of them, but I'm still working on trying to perfect that, but I'm getting there little by little.

I've been successful a couple of times. You got to come up with a plan. Which launch platform are you going to use?

Zon Jump and Viral Launch are the two big ones. They're the two big boys on the block, so those are the ones you want to use. There's also little Jungle Scout offers or giveaway site, which is called 'Jump Send', and you can give away products there at any discount.

If you're, let's just say you're on page one and you've successfully launched your product and you're on page one, and you want to keep it, maintain that, what I would do is I would go to a little site like the Zon Jump or Jungle Scout, and I would give away 10 to 15 products a month just to keep the sales velocity going.

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I don't mean giveaway. I would do it like a 70 or a 60% off promotion where maybe you're breaking even, maybe even just losing a couple of bucks, but breaking even sounds a little bit better, so you're not losing money, but you're maintaining that sales velocity.

You're boosting that algorithm, so this way, no one's taking your place on page one, so you got to keep maintenance on that listing, and you really got to check them every day. You're on page one.

You got to check every day. Make sure there's no hijackers on your listing if you're not brand registered yet because that might happen, so you might have to watch out, and run little mini promotions through Jump Send on Jungle Scout. 10, 20 a month, something like that to keep maintain status on page one, and try out some Facebook ads and any type of social media like Pinterest or Instagram.

Those really work really well too. I mean, a lot of people do a lot of different things and they use a lot of different strategies.

It's just basically whatever works best for you and whatever you're comfortable with, but once you do this a couple of times, you'll figure out a way and you'll figure out your own strategy that maybe you can share with the rest of the team here if you've discovered something new.

I mean, I always will if I find something new. I'm always going to get on here and tell you guys about it. That's pretty much about the launch, so I'll see you guys on the next video.

