



Maintaining your BSR after Launch

Hey, guys. Mario here again on a quick video on maintaining your BSR, keeping your sales rank going, keeping your position on page one after you've launched, after you've achieved page one status and you're getting good organic sales from page one.

Now that doesn't mean just leave it alone and forget about it. You got to try to maintain your BSR and maintain your sales velocity. Okay? What I like to do is as you can see, I'm here on Jump Send, which is one of Jungle Scout's many services.

Basically what this does is you can either come on here as a buyer or you can come here as a seller.

Now as a seller, what you're going to do is you're going to give little promotions away once a month, maybe twice a month. Okay? What you can do to maintain your BSR is run a little promotion every two weeks and give away maybe 10 items. Okay? That will actually also depends on how many you're selling per day and per week. Okay? That number's going to depend.

If you're selling let's just say 10 a day, right, and you're selling 300 a month, I would give away anywhere between 5 and 10 every two weeks. What I mean is not give away, but discount it at a price where you're breaking even.

This way you're not losing any money, but you're maintaining your BSR and you're keeping it as low as possible and you're keeping your rank on page one so nobody takes you away from that page one ranking. Okay?

That's really, really important to keep maintaining that and keep a maintenance on that listing. Okay? What you'll do is you'll come here. You'll run a promotion. You can pick 50% off. You can do 30% off. I mean to be honest with you, I would go 50% or more.

Even if you want to stick with 50% and 60% off, I think it's a pretty good price where you can break even. People will buy your products. You can also get reviews from this too.

The people that buy here are not required to leave reviews, but some people are really happy with your product and getting it at a discount. It will help to boost your percentage of getting reviews and that's really important social proof.

I mean we discussed it in one of the videos before on how important it is to have product reviews and social proof on your product. This is a good way of maintaining BSR and also upping the percentage on how many people or buyers are going to leave a product review. Now remember, never ask for one in exchange for a discount.

That's totally against Amazon's terms of services, but you can say, "Hey, listen, if you like our product, we would appreciate it to leave an honest review on what you think about it. We really would appreciate that." You can say things like that.

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You just cannot say, "Giving it to you at a discount, please leave us a review for that." That's a big no-no. You're going to get yourself suspended for that, and we don't want that. We don't want to ruin all the hard work you've done.

There's many different sites that do this. Okay? The one I like is Jump Send because it's Jungle Scout and I trust this company. They're really good.

We all use their Chrome Extension for product research. Like I said, just come on here. Give away 10 - 15 a month at a discount where you're breaking even. Maybe even making a few bucks. In turn, that's going to help you maintain your BSR. Try to get it a little bit lower.

Maintaining your spot on page one and at the same time, hopefully getting you a few extra reviews in the process. It's a win-win for everyone. That's how you're going to maintain it.

You can also maintain it if you run good marketing ads on Facebook or Pinterest or Instagram if you do any of that. Okay? Casey's the expert on that stuff. You can run little discounts on that, and you can just put it on social media.

You can do both. You can run a few discounts on here and social media. You want to drive as much traffic as possible to your listing to maintain your status on page one.

We all know that page one is where all the organic sales are. All the money you've spent on advertising, on PPC, on AMS, on Facebook, on everything, is all going to come back to you with organic sales.

That's where you make the money. You do not want to lose that position. All right? That's just a couple of tips and tricks that I use to maintain my status on page one. All right? I'll see you guys on the next video.

 **Mario**