What it Takes to Win on Amazon

SHOPPER ENGAGEMENT:

established, well-known
informative experience
Creating a more
sense of control.
increase a shopper's
of interacting with a
they get pleasure out
other. Shoppers are
Entertainment

Paint a Picture

The University of Washington study identified
Creating a Social Shopping

has a negative effect

Keep It Brief

– This

appeals to a shopper's

driver of online sales.

second most critical

informativeness as the

a machine. Surprisingly,

makes shoppers feel
good product page

Social Presence

yet conversational

Content is informative

In use

TRIUMVIRATE

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content26, a Seattle-based digital agency that develops

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providing a branded experience within Amazon.

holds the key to connecting with Amazon shoppers and

The ideal content configuration depends on the product attributes and the brand strength. Here are a few examples:

For these search products, a very conversational style can be

unknown brands need to focus on strengthening the entertaining aspects of their product pages and should consider, for

But there's more to content than brand strength. How shoppers view different products also plays an essential role in the

The University of Washington researchers found that strong brands (those with favorable reputations and high levels of consumer trust)

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What does research show Amazon wants from brands? The

About SAMS

About Content26

Trinity Hartman, Director of Content

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Traditionally, item promotion products have required eye-catching packaging, prominent shelf placement, and engaging in-store

Standout

know your brand

K O W L  Y O U R  B R A N D

creating a social shopping experience

SHOOTER ENGAGEMENT: What It Takes to Win on Amazon

Knowing Your Brand

RECOMMENDATION 1

About SAMS

About Content26

Know Your Brand

RECOMMENDATION 2

Know Your Product

What Amazon Wants

About SAMS

About Content26

understanding what is needed and why. The

know your product

Creating a Social Shopping Experience on Amazon

RECOMMENDATION 3

Product Factors that Affect Content

- 1.

- 2.

- 3.

- 4.

- 5.

- 6.

- 7.

- 8.

- 9.

- 10.

- 11.

- 12.

- 13.

- 14.

- 15.

- 16.

- 17.

- 18.

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