

— STRATEGIES —

TO INCREASE SALE ON

amazon



SAUMIC CRAFT

E-BOOK

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WHAT IS AMAZON ?

Amazon is the largest e-commerce platform, which helps sellers to sell their products to more than 200 million customers.

Amazon is one of the most trusted e-commerce platforms, both from the perspective of buyers and sellers. It is the easiest e-commerce platform for sellers to sell their products to millions of customers from the first day they start their business and list their products on Amazon.



Amazon is an American-based company that was started by Jeff Bezos on July 5, 1994. It allows sellers not only to sell in India but worldwide. The total revenue of the company in the financial year 2022 was 513.98 billion dollars.

BENEFITS OF SELLING ON AMAZON

Selling on Amazon offers several benefits to individuals and businesses looking to reach a large online customer base and leverage Amazon's e-commerce infrastructure. Here are some of the key benefits:

- **Vast Customer Base** - Amazon has a massive and global customer base, giving sellers access to millions of potential buyers from various regions and demographics. Not only can you sell only in your region but worldwide after listing your products on Amazon.
- **Returns** - The product return ratio of Amazon.in is very low compared to other e-commerce platforms like Flipkart, Meesho, etc. On Amazon.com, the return ratio is even lower, or you can say negligible. This makes Amazon the most profitable e-commerce site.
- **Payments** - The payments for the goods sold will reflect on your seller account on the same day and be disbursed in your account within 14 days. Amazon handles the payment process, reducing the hassle of setting up your own payment gateway.

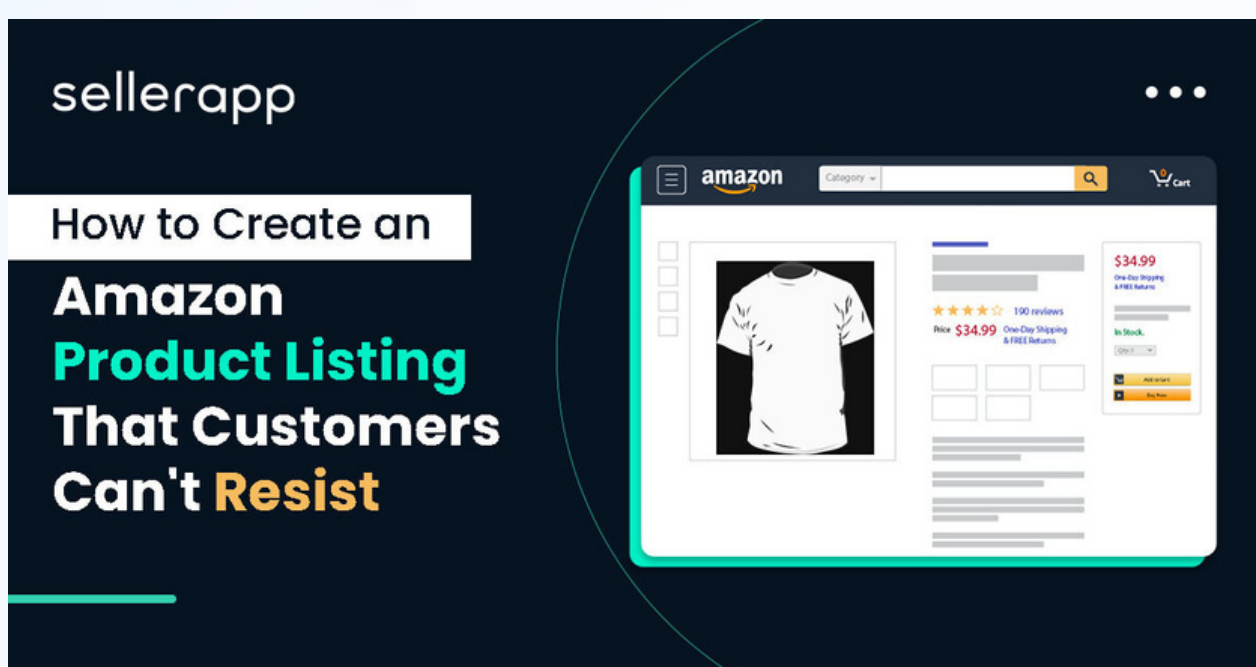


4 FACTORS THAT EFFECT YOUR SALES ON AMAZON

1. Product Selection



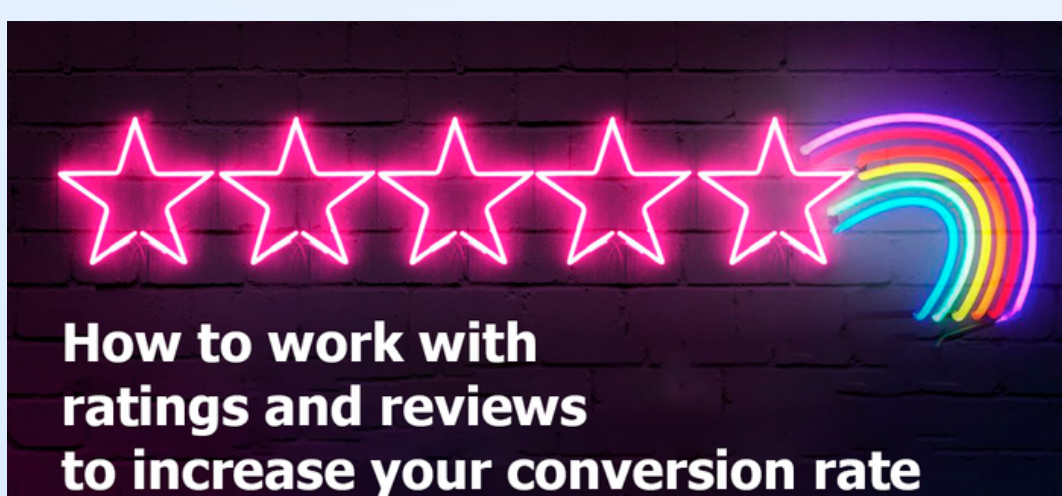
2. Listings



3. Ratings Reviews And Conversion Rate



4. Advertisement and promotions



1. Product Selection

The most important factor that determines the growth of your e-commerce business is **PRODUCTS** that you have selected to sell on Amazon. You should never select the following products to sell on Amazon:



Below are the Niche which should avoided while selecting products:

- **Products in which competition is already very high**, as your business'll be stuck in price war with competitors and you won't be able to scale with less margins.

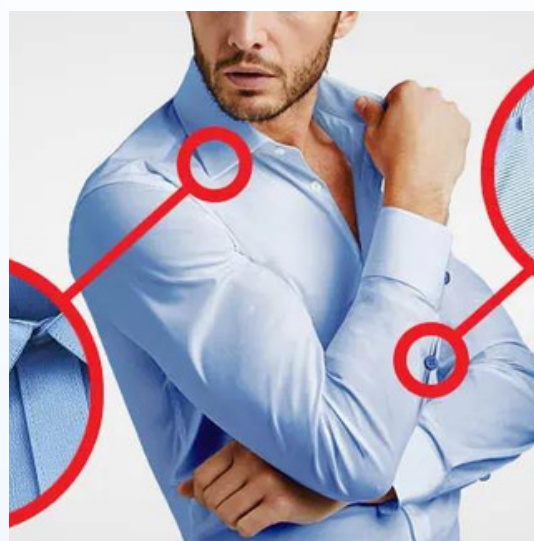


Lifestyle Products:

This includes **Kurtis, Shoes, Shirts, etc.** Most of the readers would be amazed that why we are denying to sell lifestyle products despite their huge demands.

The reason is simple:

- **There is very high competition in this category**, though you will get orders, but margins in this category are not there.
- **The return ratio in this category is the highest**, as there are many reasons customers can return these types of products like:
- **Size issue, Quality issue, Color which customers is expecting is slightly .**



different Sometimes customers also use these products for 1 or 2 parties and functions and then return them as the return period in these categories is 30 Days, unlike other categories in which return time period is 7 - 10 Days.

Fragile Products:

- Products which are **FRAGILE Like Glass products** should be avoided as despite best packaging, they break in transit during shipping to customers.



Products which are less in demand and high in supply should be avoided.

HOW SAUMIC CRAFT HELPS IN PRODUCT SELECTION

Saumic Craft offers a wide range of Indian Handicrafts products to all the associated sellers which are handmade, high in demand and very less in supply as most of the designs are created in-house by our designing team.



Products offered by us include:



Wooden handicrafts



Marble handicrafts



Rajasthani handicrafts



Polyresin Idols



Handmade paintings



Digital Wall Paintings

And many more...

WIDE RANGE - We have more than **85,000+ SKUs**, and we are increasing **500+ SKU's every month** according to the market trends.

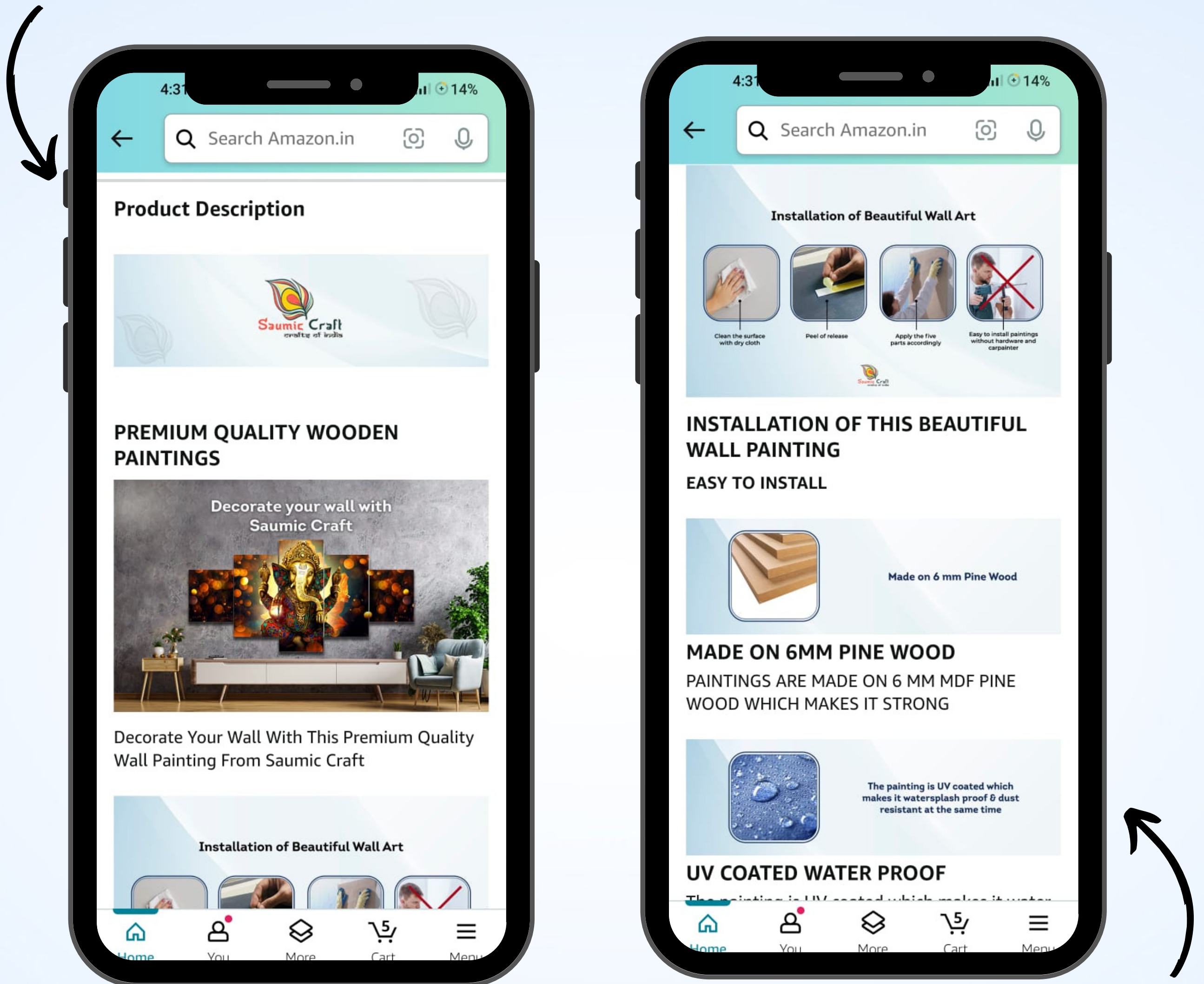
RETURN RATIO - The return ratio of our products is less than **2%**, and most of the products we offer are non-returnable.

COMPETITION - The competition in our category is negligible (very low). As we manufacture different products that are **very high in demand**, but the supply is very low.

UNBREAKABLE - Products that we manufacture are mostly **unbreakable**, and we also ship our products in solid 5-ply corrugated boxes that prevent in-transit damage during shipping.

2. Listings

The **second most important factor** that helps you increase your sales is the quality of listings. Listings play a vital role in your Amazon store. Let us understand why listing is important for increasing sales with a simple example.



Listings are the way you present your products in front of your customers who, after visiting your online store, buy your products. Just like an offline store, the presentation of your products online is important to attract customers to make a purchase.

There are five key factors that determine your listing quality dashboard:

A. PRODUCT PHOTOGRAPHY -

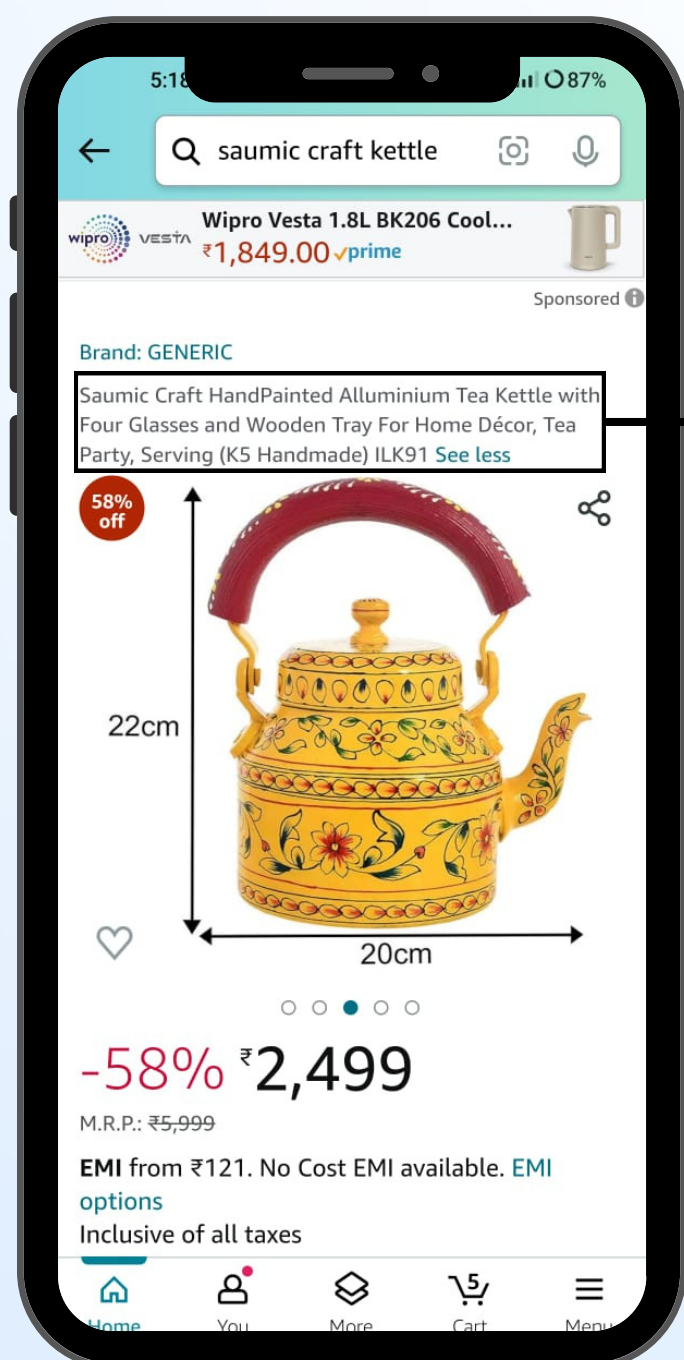
Product photography is the key factor that determines the **quality of your listing**. Since customers can't physically touch the products online, the only way to judge them is by seeing the



pictures/videos uploaded by sellers. The old Hindi saying justifies this, "**Jo dikhta hai, vo bikta hai**" (**What is seen, sells**) You should upload at least five images of the product showing every angle, size, usage (if required), and the material from which the product is made (if required).

B. TITLE -

The title is the second thing that customers read before purchasing the product. It defines the overall product. Key factors to keep in mind before writing the title of products are:

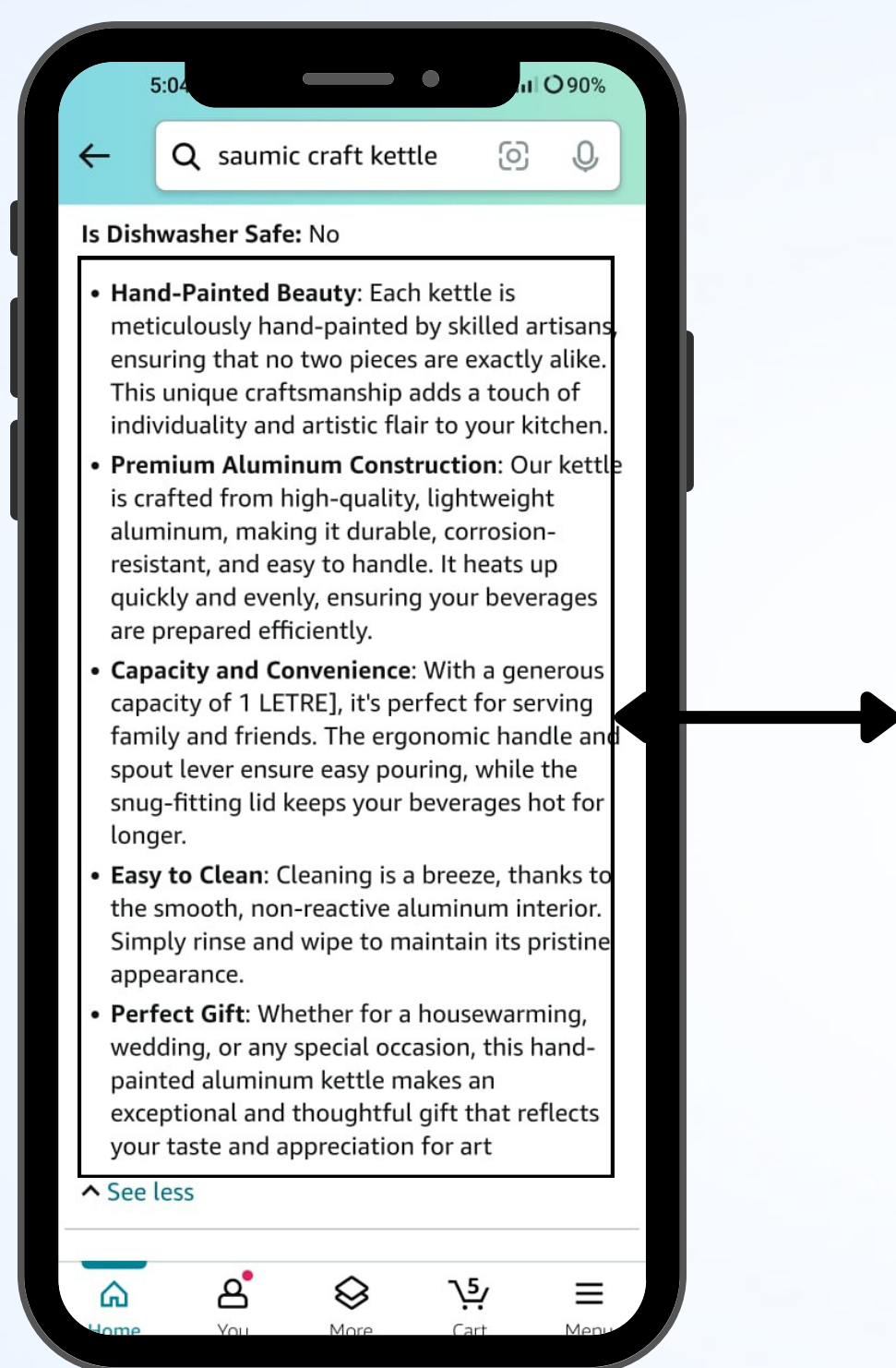


Saumic Craft HandPainted Alluminium Tea Kettle with Four Glasses and Wooden Tray For Home Décor, Tea Party, Serving (K5 Handmade) ILK91 [See less](#)

- The title should clearly specify your product **specifications**.
- The title should clearly specify the **color** of the product.
- The title should specify the **size** of the product.
- The title should specify 1-2 **uses** of the product.

C. BULLET POINTS -

Bullet points allow you to write additional information about your products. You can add up to **five bullet points** in your listing. Bullet points should be **specific, short, and crisp**.

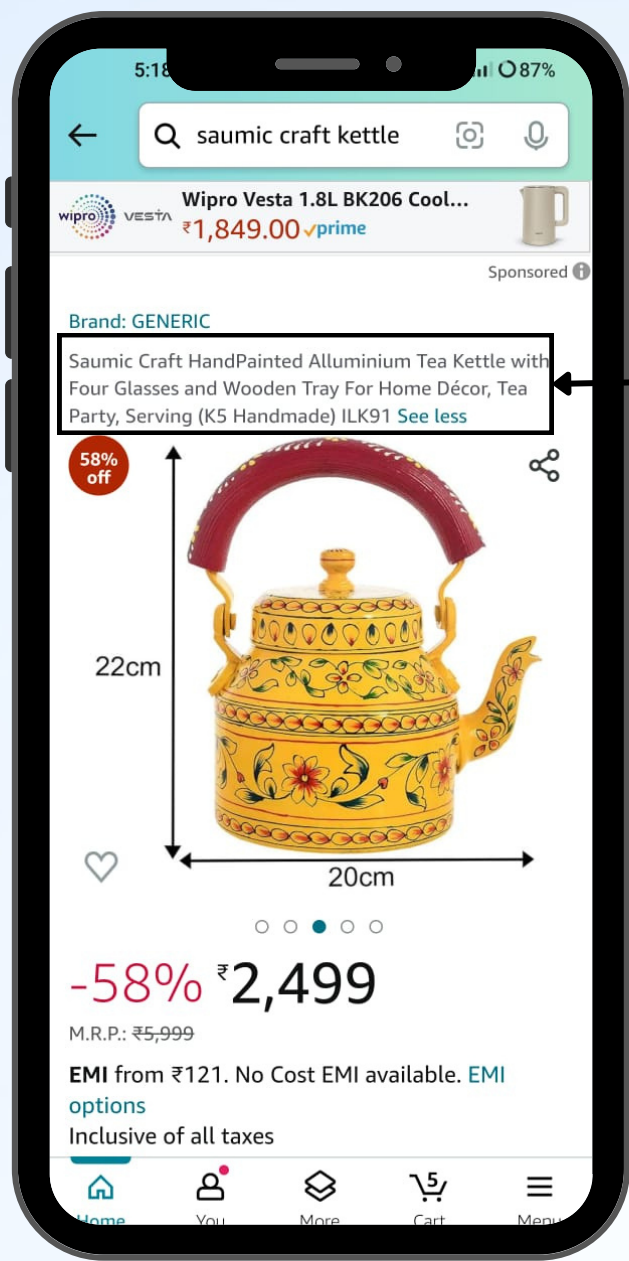


- **Hand-Painted Beauty:** Each kettle is meticulously hand-painted by skilled artisans, ensuring that no two pieces are exactly alike. This unique craftsmanship adds a touch of individuality and artistic flair to your kitchen.
- **Premium Aluminum Construction:** Our kettle is crafted from high-quality, lightweight aluminum, making it durable, corrosion-resistant, and easy to handle. It heats up quickly and evenly, ensuring your beverages are prepared efficiently.
- **Capacity and Convenience:** With a generous capacity of 1 LITRE], it's perfect for serving family and friends. The ergonomic handle and spout lever ensure easy pouring, while the snug-fitting lid keeps your beverages hot for longer.
- **Easy to Clean:** Cleaning is a breeze, thanks to the smooth, non-reactive aluminum interior. Simply rinse and wipe to maintain its pristine appearance.
- **Perfect Gift:** Whether for a housewarming, wedding, or any special occasion, this hand-painted aluminum kettle makes an exceptional and thoughtful gift that reflects your taste and appreciation for art

They should also include the most important keywords on which you have to rank your products, as according to Amazon's algorithm, **products are ranked based on the words included in the title and keywords**.

D. Keywords

Keywords refer to the words on which you want to rank your products on Amazon. In simple terms, **keywords are the words on which you want Amazon to show your products on top when a buyer searches for them on Amazon.** If we include all the top-ranked keywords in our listing, the Amazon algorithm helps our products rank higher for those keywords.



Saumic Craft HandPainted Aluminium Tea Kettle with Four Glasses and Wooden Tray For Home Décor, Tea Party, Serving (K5 Handmade) ILK91 [See less](#)

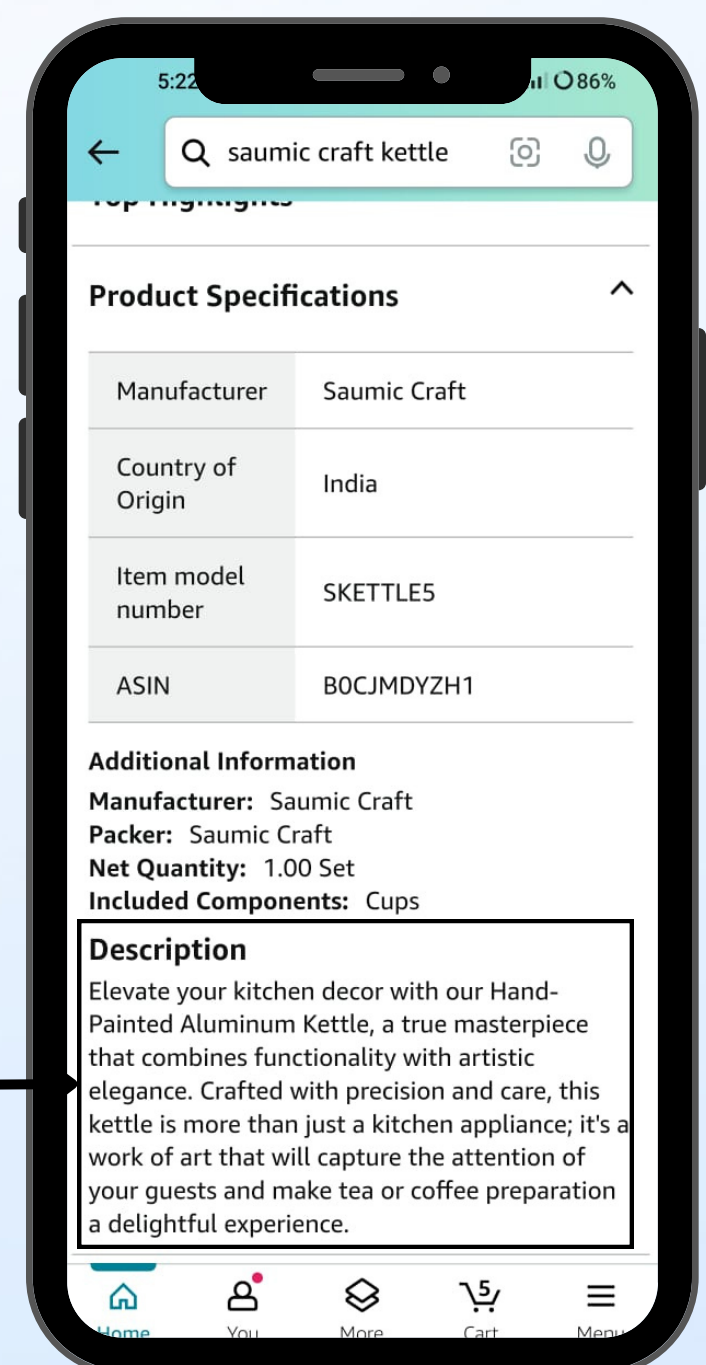
E. Description -

The product description appears at the bottom of your listing page.

- The description includes **additional features** of the product.
- Any precautions to be taken while using the product.
- And **warranty** information if applicable.

Description

Elevate your kitchen decor with our Hand-Painted Aluminum Kettle, a true masterpiece that combines functionality with artistic elegance. Crafted with precision and care, this kettle is more than just a kitchen appliance; it's a work of art that will capture the attention of your guests and make tea or coffee preparation a delightful experience.



3. Ratings Reviews And Conversion Rate

3.a) Ratings And Reviews

Ratings and reviews appear at the bottom of listings and play a vital role in increasing your sales. Ratings define whether customers like your product or not, and it is recommended to have ratings above 3.7 stars. Ratings help more buyers learn about your products, and Amazon's algorithm also promotes and pushes your product listings to the top, increasing sales. As sales increase, more people review your product, creating a loop of increasing sales and reviews.



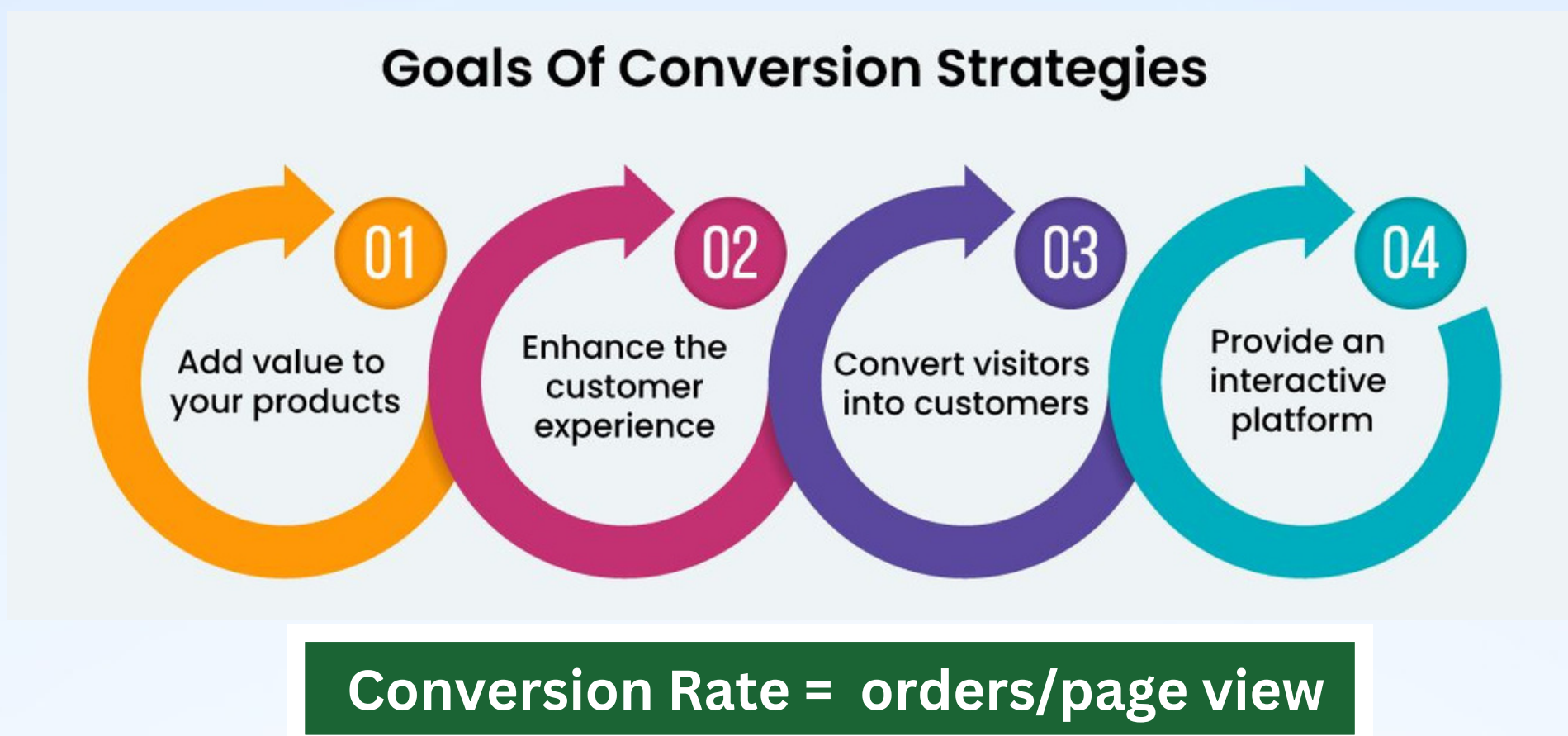
Product ratings can be increased in the following ways:

- **Supplying good quality products:** When you provide **high-quality products**, buyers are more likely to give good ratings.
- **Proper packaging:** The packaging of your products plays a vital role in increasing ratings. Ensuring that your products are well-packaged and protected during shipping can leave a positive impression on customers.
- **Offering free gifts:** Including a free gift in every package can also help increase ratings. Customers appreciate the extra value and are more inclined to leave positive reviews.
- **Including a thank you card:** Adding a thank you card in every package can facilitate buyers and create a positive impression. This gesture can encourage customers to leave ratings and reviews for your products.

By implementing these strategies, you can increase your product ratings and ultimately boost your sales.

3.b) Conversion Rate

The Conversion Rate is the ratio between the number of sales and the number of visitors to your listings.



Why is CR important?

The Conversion Rate is an important factor in regards to your organic ranking. Increasing your CR tells the algorithm that your product is popular as it converts a higher percentage of shoppers into buyers.

It is in Amazon's own self-interest to boost your product in higher search engine results because then Amazon can make more money from the commission on your sales. The algorithm rewards you with higher organic rankings, which further boosts your sales.

Saumic Craft helps in increasing Ratings, Reviews, and Conversion Rate through various strategies:

- **Product Quality:** The main factor in increasing ratings and conversion rate is providing good quality products to customers. **Saumic Craft manufactures all products in-house and has a strong quality check process at each step of production, ensuring the delivery of the best quality products to customers.**
- **Product Packaging and Personalisation:** Packaging also plays a vital role in increasing customer satisfaction and ratings. The packaging gives the first impression of your products to customers. **At Saumic Craft, all products are packed in 5 Ply Polycorrugated boxes, ensuring product safety during shipping and preventing in-transit damage. Moreover, a Thank You card and support contact number are included in every parcel to give customers a premium feel and attract them to give your shop good reviews and 5-star ratings.**
- **Value for Money:** It is often observed that when customers feel they are getting more value than the amount they paid for the product, **it increases ratings and reviews. Saumic Craft understands the importance of providing value for money. Some sellers overlook this point and sell their products at higher rates than the value they provide, leading to negative ratings and reviews. This, in turn, decreases sales and may even result in listing deactivation by Amazon.**

By focusing on these aspects, Saumic Craft aims to increase

- **Customer satisfaction**
- **Ratings**
- **Reviews**

ultimately, the conversion rate for your listings.

4 . Advertising & Promotions

Advertising on amazon be done in two types:

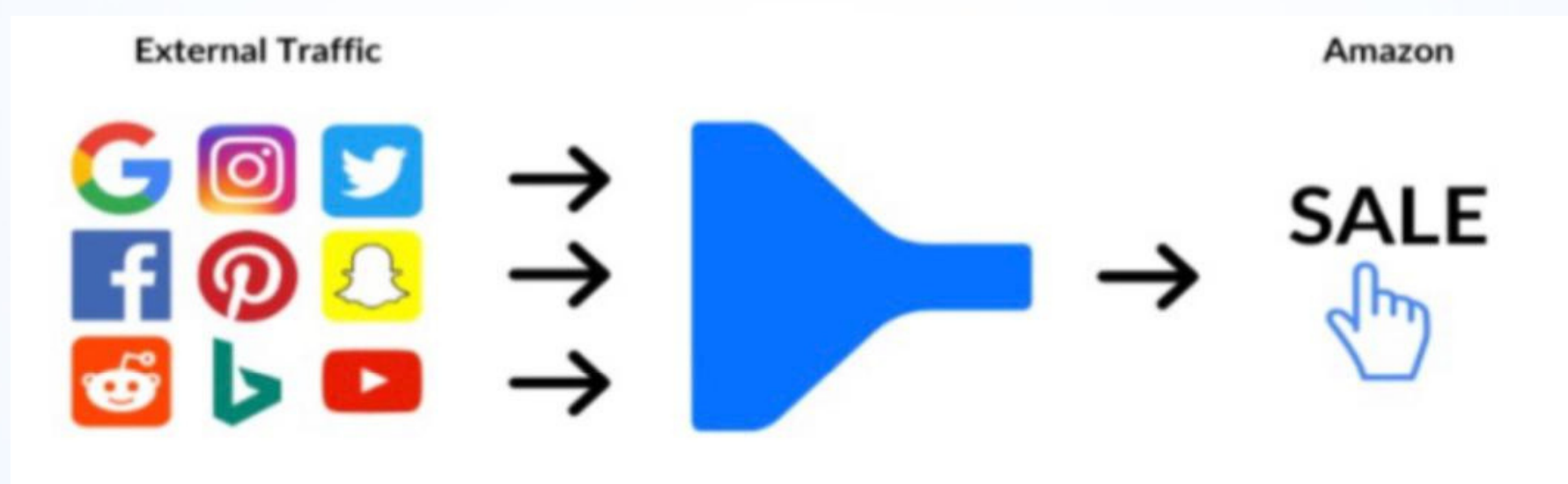
- Amazon PPC Which is Paid ADS
- Social Media Cross Promotion Which is Free

Both types of advertising are required to increase your sales on Amazon. Amazon PPC is a very detailed concept which we have covered in our 4-day workshop.

We will here explain in detail about social media cross-promotion, which is absolutely free but can skyrocket your sales if you use the strategy explained below.

Social media cross-promotion:

Social media cross-promotion means creating an external traffic sales funnel. It is very simple- you can take the link of your listing and promote it on different social media platforms like WhatsApp, Telegram, Facebook, Snapchat, Instagram, etc.



The benefits of this strategy are that if people click on the link and visit your Amazon store, even if they don't buy the product, the algorithm will give a higher ranking to your product. The reason is simple - as the traffic increases on your Amazon store, the Amazon algorithm finds that there is something interesting on your store that's why buyers are coming to your store through external sources.

How Saumic Craft Helps In ADVERTISING AND PROMOTIONS

We have 8 proven strategies explained in detail in our course. Additionally, we help all the sellers to promote their store through external links on different platforms such as WhatsApp, Telegram, Facebook, Snapchat, Instagram, etc. We also assist our sellers in running coupons on their listings to attract buyers to buy from them instead of competitors.

AUTOMATING YOUR AMAZON BUSINESS WITH SAUMIC CRAFT

Automating means running your business on autopilot with systems, allowing you to scale with less effort and time. We help sellers automate their business journey by providing weekly and monthly checkpoints for their Amazon account, along with simple strategies to follow every 14 days. This enables them to streamline their business and reduce manual labor.



- So, the first step for automation is Listings
- After listing when we run ADS it leads to sales
- After sales customer can give ratings and reviews to your products
- Increase in ratings helps in increasing your sales and the loop goes on...

This is how easy you can automate with us as all the operational activities like

- Account opening
- Listings
- Order processing
- Product Packaging
- Dispatching
- Will be done from our end.

Some Additional Terms To Understand

Amazon B2B

Amazon B2B Is a business platform in which Sellers get bulk orders from a single buyer, We help all the sellers to enroll for B2B Also .

Case Studies:

Case study 1

Case study 2

Our motive is simple:

We want to create a community where all sellers benefit from our knowledge and can scale their businesses with us without significant investment. That's why we don't charge our sellers on a monthly basis; instead, we only have a one-time fee, which includes providing our sellers with lifetime support. The motive behind this model is to create an environment for all the sellers where they can help each other and unite under one roof, making it easier to grow their businesses.

Thank you



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