

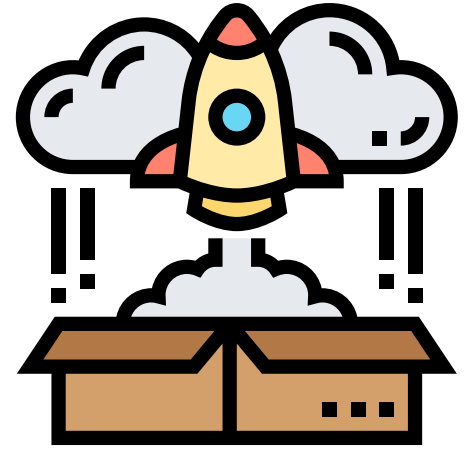
PRODUCT LAUNCH



SHARK LABS
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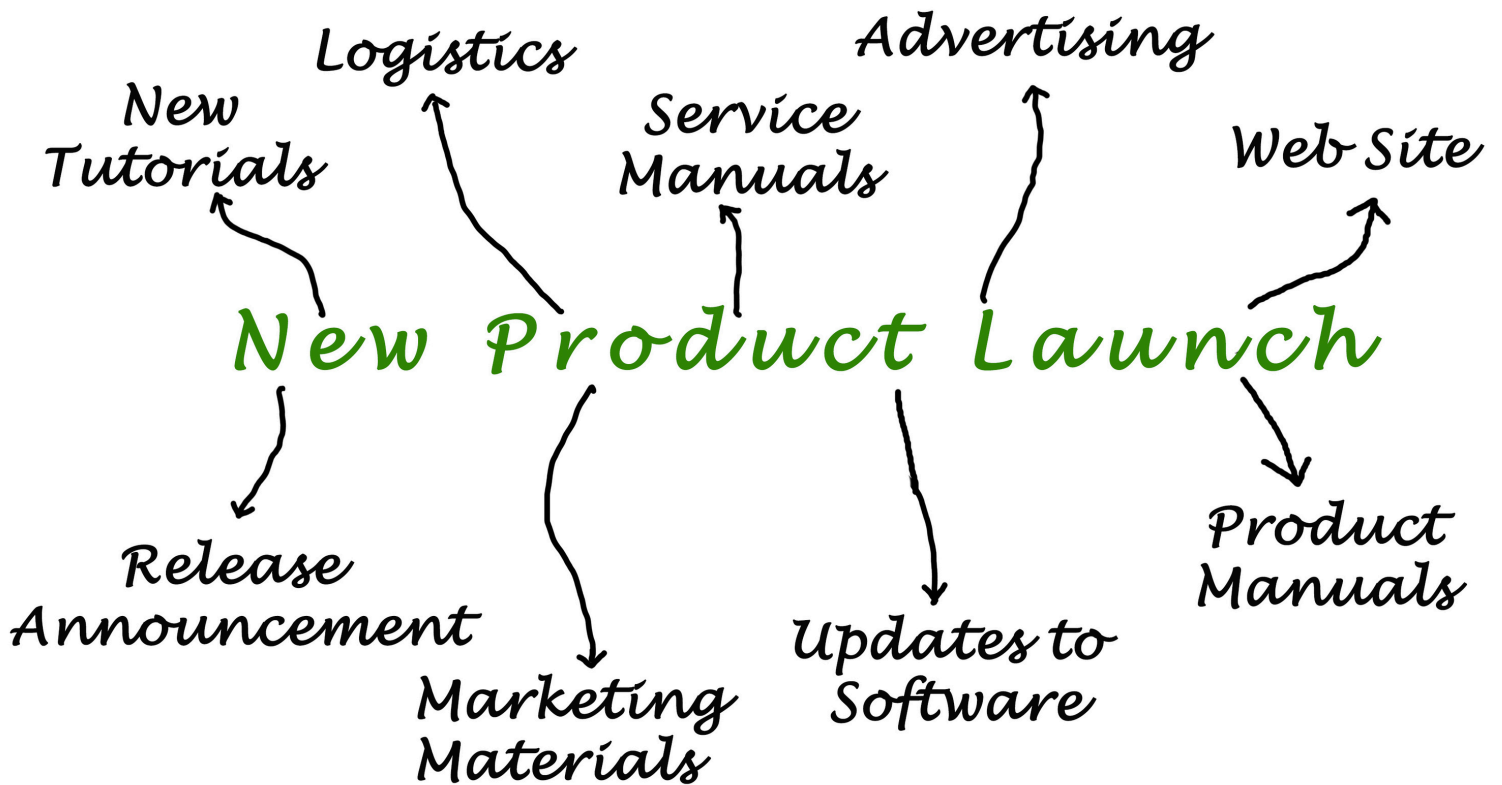
PRODUCT LAUNCH

Conducting a product launch is important if you want to let people know about your products and business. A product release is different from a product launch. A product release is just a company releasing a new product and announcing it to the public. A product launch is more fun and exciting, and usually creates buzz and stirs interests among the general public.



A product launch is not just something internet marketers do. Everyone who has target customers or audience can do a product launch and will benefit from it, especially startups like your business.

REASONS FOR DOING A PRODUCT LAUNCH



Create a cash windfall

For those who do not know, a cash windfall is a sudden increase of income due to a single event, such as a product launch. One popular example is Apple's product launch of their latest iPhone.

Their product launch was extremely successful because people lined up to different stores all over the world to be one of the very first ones to own the new iPhone. Apple experienced a spike in sales several days after the launch of the product because they were able to create hype around their latest gadget for sale, and people participated in the hype and bought iPhones within a few days after its initial release. If your product launch is successful, you will also experience a cash windfall.

Leave a lasting impact

Although the main objective of starting a business is to earn money, you should also want to leave a lasting impact on others, especially the people who patronize your product. You can achieve this if you do a product launch. If you conduct a product launch for your goods made of bamboo, you will be known as that startup company that sells sustainable and eco-friendly products made of bamboo.

Achieve strategic positioning

Conducting a product launch also helps you properly position your business and your products in the market. There is already a lot of businesses selling things made of bamboo, so how can you position your business in such a way that you are not just another business selling bamboo products? You need to make sure that in your product launch, you position your products using the superlative—the “most affordable”, the “most sustainable”, etc.



Gain more customers

If you don't have a product launch for your business, only a few people will know about your business—your family, your friends, your family's friends, your friends' friends, etc. But if you have a product launch, more people will hear and know about you, even those people whom you are not connected with in any way will know about your product. And the more people know about your business and products, the higher your sales potential will be.



Establish your authority

Businesses that have product launches are most often considered the authority in the industry. This is because they are more visible to the general public. Anything that is more visible to the eyes of the public is more likely to have a bigger influence over them. And you can achieve visibility for your business by doing a product launch.

Open doors

Product launches are not only done for your intended customers. Other people who may help you with your business such as other owners of startups, influencers, manufacturers, and so on will also hear about your products. This can also help you build your network or connections that can help you get ahead in your chosen industry.



HOW TO DO A SUCCESSFUL PRODUCT LAUNCH?



Run Facebook Ads

Many successful Amazon sellers use Facebook Ads to boost their rankings on Amazon and also to increase sales, while at the same time creating a network of audience that consists of fans who cannot get enough of your products. Running Facebook Ads is one of the most cost-efficient sources of traffic outside your online selling platform, in this case, Amazon. It is no wonder because there are over 2 billion people who actively use Facebook every month. Facebook Ads are shown to people who are interested in your product or anything related to it. And these same people will most likely be converted as your buyers.

One important thing that you should do is to create a landing page. Do not make the mistake of most sellers who lead traffic directly to their Amazon products. Remember that people who are browsing on Facebook are not looking to buy anything. Besides, there is no way for you to collect your potential customers' contact information if you direct them to your Amazon listing right away. A landing page can do this for you. If you can't capture their email address and they don't buy from you, you will no longer have any way to contact them in the future to make them interested again in buying your product.

Basically, the route of a customer that comes from Facebook should look like this:

Facebook Landing Page (capture email, send promo code) Amazon (sale).

Split testing is also a must when it comes to running ads on Facebook. It is creating different versions of your ad based on your target audience. If you are selling clothes and you have two kinds of audience, one is a mother and the other is an unmarried female, you should use two different pictures or copy according to their different needs. A mother will most likely click on wholesome and practical pictures while a single female will be more interested in something fun and flirty. I go into a lot more details in my book Facebook Advertising

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Create a Facebook fan group

This one is quite popular. If you are an active user of Facebook, you are most likely a member of at least one Facebook group. If you live under a rock and you have no idea what a Facebook group is, it is a page on Facebook regarding a certain topic or interest where a group of people join and interact with each other. There are Facebook groups for people who love to crochet, for people who love Ariana Grande, and so on. You can also create a Facebook group for your business.



This allows you to network, recruit brand ambassadors, establish relationships with customers, support customers who need assistance, and create a community for your business.

Run Amazon ads

The first step that you need to do to run Amazon ads is to create a campaign. Just select a product that you want to advertise, set a budget, and decide on the length of your campaign. For instance, you can set a \$10 budget per day and not set any end date for your campaign so that Amazon users can see your ad anytime. You can either choose automatic or manual targeting that allows you to pick keywords for your products. Automatic targeting is best for beginners. Once you have completed the setup, your sponsored products will be launched immediately. Your ads will then be shown to customers who are searching for your products or related items. When they click on your sponsored product ad, they will be directed to your product listing where they can read the product details and information .



Build an email list

This is one of the key elements of modern marketing. An email list is a collection of your visitors' and customers' email addresses that you can use for marketing. You can send promotions, news, and updates

about your business via email to your existing and potential customers. You cannot just randomly ask people for their email address because that will look a little scam-y. You need to use effective and subtle strategies that will make people give you their email address. One way to do this is to create a personalized CTA or call-to-action for your landing page, blogs, or any write up about your business.

A CTA is something that a visitor of the page has to do, such as “Click on this link to answer a free quiz” or something like that, and then they will be asked to enter their email address to see the results. Product launches are also a great way to get email addresses. You can ask all participants to leave their contact information to register. You can also ask them to register on your website if they want to learn more about your products. Conducting contests, raffles, and giveaways on different social media platforms or during your product launch is also a great way to build your email list.

Do giveaways

There are different ways to do a giveaway. One way to do this is by posting your giveaway event on your Facebook page or group and asking your members or followers to join by simply typing in their email address, tagging their friends, and sharing your page. This is also a way to build your email list. You can also do it by sending out details of your giveaways to your email list. There

is also a lot of websites that you can use to promote your contests and giveaways for free such as the ones below:

- <http://www.giveawaymonkey.com/submit-giveaway/>
- <https://www.theprizefinder.com/upload-competitions>



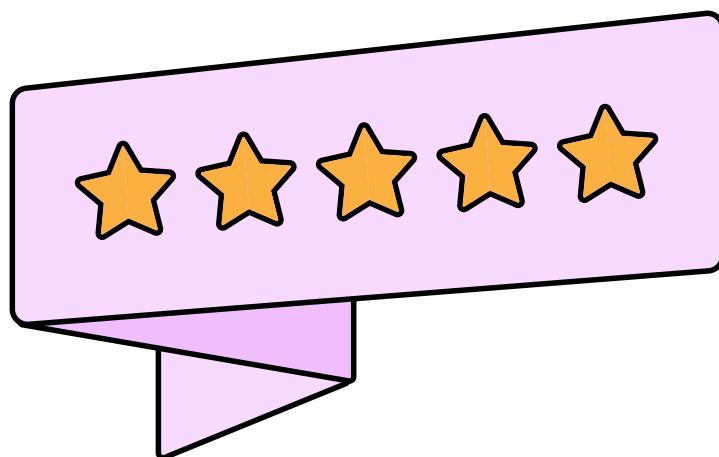
- <http://juliesfreebies.com/giveaway-submission-form/>
- <http://giveawayfrenzy.com/giveaway-submit/>
- <http://www.totallyfreestuff.com/submit.asp?m=13>

All you need to do is to provide the details of your giveaway or contest and once they are live on these sites, you can share them on your Facebook page and group, Instagram page, blogs, and other online platforms.

Get reviews

One reason why you want to conduct a product launch is to let people know about your product and get reviews from them. Having reviews, especially positive ones, is beneficial because people are more confident to buy a product that has a lot of positive reviews. Selling great products is already a given if you want to get positive feedbacks from your customers. But to get them to review your product in the first place is the challenging part. What you can do is to send an email requesting reviews or feedbacks to your email list.

You can also ask your Facebook community to write reviews and leave a rating after using your product. Amazon also offers the Early Reviewer Program for new sellers because they know how difficult it is to obtain a review from your first time buyers. For a fee of \$60 per SKU, Amazon will send an email to those who have already bought your product, offering them an incentive of up to \$3 for writing a review. To be eligible, you have to be a registered seller in the U.S. and your product should cost at least \$15 and up and has less than five reviews at the moment.



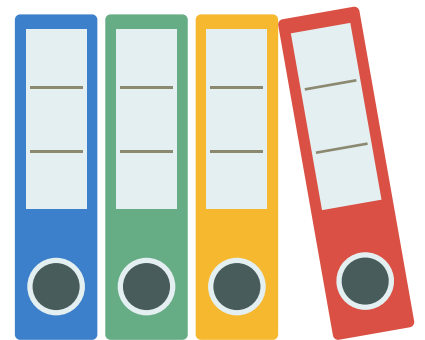
CHOOSING THE RIGHT PHOTOGRAPHER FOR YOUR PRODUCT

For your product launch or your business in general to be successful, you need to have high quality pictures that will encourage people to buy your products. The picture should not only be clear but also accurate and honest. You may have a good DSLR camera, but if you are not a professional photographer, the pictures may still not look quite as good as what you see online. This is why it is better to hire someone who can take professional pictures of your products. You may need to pay extra but at least, your pictures will look amazing.

To choose a photographer, here are the things that you need to consider.

1. Portfolio.

Professional photographers should have a portfolio where you can see their past works and projects with different clients. You will know if their photography style suits your needs. It is best to choose a photographer who has already worked with online sellers previously because they know what needs to be done.



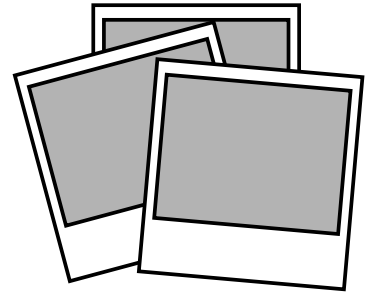
2. Experience.

Ideally, you should hire a photographer that has at least three years of experience taking pictures professionally. Hiring a newbie may be the cheapest option, but it can be risky because you have no idea how they work and what kind of photos they can create.



3. References.

Asking for references is a good way to know more about the photographer from a past client's perspective. You can ask about the photographer's work ethics, honesty, professionalism, and quality of output.



4. Pricing.

Be sure to ask about the pricing before you make any commitment. The pricing should be clarified in advance so that there will be no misunderstanding or surprise expenses in the future. You can either pay per image or per package deal, depending on how many pictures you need.



5. Communication.

The photographer should also be easy to contact. You might have some specific styles in mind and details that you want to highlight about the product, and these are things that you should tell the photographer. You should have the photographer's email address and phone number in case you need to ask or tell them something.



6. Free trial.

You can also ask for a free trial before you decide to hire the photographer's services. This is a great way to learn more about the photographer's creative style and work ethics.



OPTIMIZING PRODUCT LISTINGS TO BOOST SALES

If you want to improve the ranking of your Amazon listing that will make your product more visible to Amazon users, which in turn will increase your sales, you need to know how to optimize your product listing. Amazon product optimization is one of the best things that you can do for your business. There are different ways to do this.

Optimizing keywords

You already know how this works. The use of good keywords is the key to the success of your online business. Put yourself in the shoes of your target customer. If you are planning to buy, say, Disney bed sheets, you will definitely type Disney bed sheets in the search field. As a seller, you should use Disney bed sheets as your keywords. But you can also use additional keywords such as Aladdin bed sheets (or whichever Disney character you have), Disney bedding, Disney bed linen, and so on. These are the relevant keywords for the product that you are selling. If you just put bed sheet in your product listing without the word Disney, your item will not appear when a customer looking for Disney bed sheets searches for the product specifically. Here are some things that you should know when creating your listing:

- Your product title should include the top five keywords.
- You should add generic keywords (or backend keywords) aside from your most relevant keywords that do not exceed 249 bytes.
- You can use keywords in your product description and bullet lists, but make sure that the sentences still flow naturally.
- You can also add keywords (men/women) to make sure that you reach your target buyers.

OPTIMIZING PRODUCT LISTINGS TO BOOST SALES

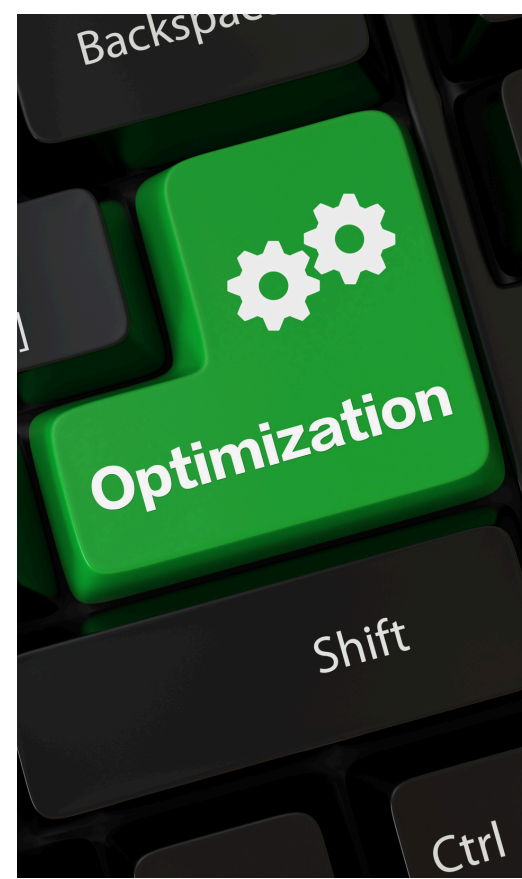
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Optimizing the content

Keyword optimization ensures that your product appears in the search results when the customer types relevant and related keywords. Optimizing your content, on the other hand, will make your target customer click on your listing. To improve your content, you need to focus on these three important points:

- Product information,
- Product texts and
- Images.

Product text and information overlap because they are both about the write up or description of the product. Product information is about the details that a buyer needs to know about the product such as the dimension, weight, material used, features, and so on. The advantages or benefits should also be included. The product text, on the other hand, is the way you present it to the customer. All these details and information should be presented in such a way that they are easy to read and understand. You can present some of the information in bullet points and be sure to be as straightforward and concise.



The images that you use for your product listing should also be optimized. After all, this is the first thing that the customers see in the search results. You need to post one main image and additional images. The main image should show the core product as clearly as possible. It should have a white background and occupy 85% of the image frame. You can add more pictures for the accessories, packaging, demonstrative graphics, important features, environments, and so on

Avoid duplicate content

One common mistake that online sellers make is using the same content in all their online selling platforms. Duplicate content is a big no-no because search engines will see this and think that you are copying content when both are just written by the same person—you. You should use a different write up for your Amazon listings, a different one for your own website, and so on.



ANATOMY OF A PRODUCT LISTING

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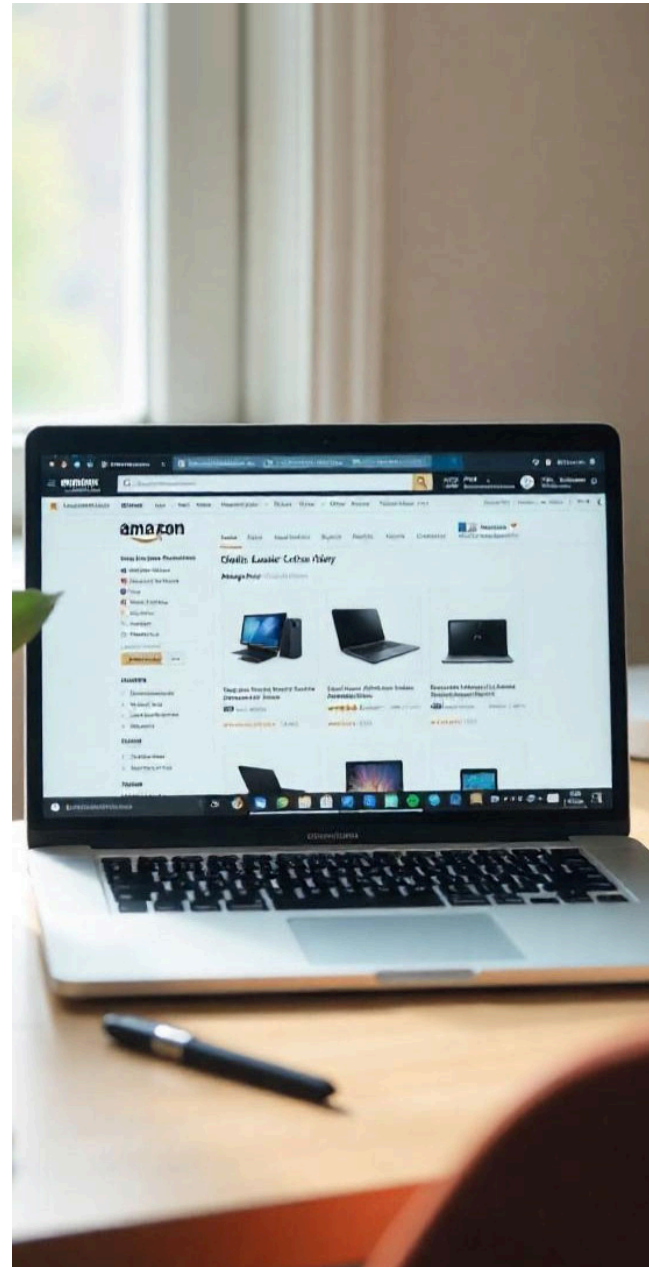
a) Product title

Amazon gives you a 250-character limit or about 50 words to write your product title. You need to use it wisely by making sure that all the words are important. When writing the product title, you have to keep in mind that you are writing for humans, not robots. Amazon may be using algorithms but these algorithms are still based on the search patterns and behaviors of humans.

You should also consider adding at least one key element or a benefit that sets your product apart from the products sold by your competitors. For example, you can add keywords like biodegradable or eco-friendly. And remember that the keywords that you put in the title are more important than the words in the description because this is what the algorithm is looking into, so choose your words carefully. Make sure the keywords in your title are relevant to your product.

b) Product photos

Amazon gives you a 250-character limit or about 50 words to write your product title. You need to use it wisely by making sure that all the words are important. When writing the product title, you have to keep in mind that you are writing for humans, not robots. Amazon may be using algorithms but these algorithms are still based on the search patterns and behaviors of humans. You should also consider adding at least one key element or a benefit that sets your product apart from the products sold by your competitors. For example, you can add keywords like biodegradable or eco-friendly. And remember that the keywords that you put in the title are more important than the words in the description because this is what the algorithm is looking into, so choose your words carefully. Make sure the keywords in your title are relevant to your product.



c) Important features

The character limit of this part of your listing is around 240 words or 1000 characters. It is best to write a bulleted list because no one likes reading a text heavy paragraph. You should have at least five bullets

and the most important features should be at the very top of the list.

d) Description

This is where you can write in sentences but you should still make sure that your paragraphs are not too long. You can elaborate on the features that you already have in your bulleted list and add more important details about the product. The limit is 2000 characters including spaces, which is about 300 words.

Amazon Advertising (AA)

Amazon Advertising (formally called Amazon Marketing Services, AMS) is a system or a set of online tools that help sellers drive traffic to their listings. This was touched briefly while discussing how to run ads on Amazon and you already know that there are two types—automatic and manual. Basically, manual targeting depends a lot on you as the seller. You have to do some research and define your target keywords yourself. Automatic AA, on the other hand, is much simpler and easier because you leave everything to Amazon. All you have to do is to set it up.

Whether you are using manual or automatic, you can still get the same kinds of benefits. The first one is that you improve your visibility to potential customers by improving your ranking using relevant keywords. It also helps increase your sales at a faster rate, which makes Amazon more willing to promote your products. After all, Amazon will be more than happy to help sellers who have fast moving items.



Using AA ads search report to your advantage

Did you know that you can check how well your keywords performed in the actual searches? All you need to do is to download the data that will give you valuable insight about your keywords.

You can pull out account-level data and also choose dates that you want to study in the past 90 days. This way, you will see what makes your campaigns successful or not. For example, if you see a significant increase in sales in the past two weeks, you can pull out the data from that time frame and check out how customers reached your listings in terms of the keywords that they used. You can also determine which keywords do not work. This way, you can use the effective keywords and discard the ineffective ones in your future listings.



Testing different price points

Pricing is not as easy as adding a few dollars to the original cost to earn a profit. There are so many other factors that affect pricing and have nothing to do with how much has been spent making the product. The demand, for instance, hikes up the price. Just look at hotel rates and airfare. The price of your product also will dictate its perceived value. For instance, if you are selling a pen for a dollar, people will think it is just an ordinary pen. But if you are selling it for \$100, people will think that there must be something special about that pen. And of course it should have something special about it. Maybe it is gold-plated or it was a designer pen. You cannot simply increase the price without a valid reason to do so. The price of your product gives people an idea about the quality. So be sure that your product meets their expectation.

To decide on your products' pricing point, you need to conduct a competition analysis. This means that you have to research on your competitors' prices. How much are they selling the same product? Are people buying them? This is important, especially if there is a lot of other vendors selling the same thing. It is difficult to increase your price because buyers will surely pick the cheaper option if the items are just identical.

You can either sell something unique which no one has ever sold before so that you can dictate the pricing of the product in the market. Or you can add value to your product and make it stand out. You can also do some simple manipulations such as using a different picture or name. If you find in your research that the same product that you are selling range from \$5 to \$10, you might want to price yours at \$7. People will not go to the cheapest one because they will think there is a catch or maybe the quality is too low. They will also not buy the expensive one because they can find cheaper options. They will surely go for the mid-priced item because it meets all their needs.

You can also try split testing on Amazon. You can do this by tweaking certain parts of your listing to know which ones give you the highest sales. You can change the product title, the bullet points in your product description, the images, and of course, the price. For example, on the first couple of months, you can set the price of your pen at \$1 each. The next couple of months, you can change the price at \$1.50 each. After conducting your split testing, check which period gives you the highest number of sales.

When doing split testing, you should be patient because it may not tell you anything right away, especially if you are not making a lot of sales. If you only have one or two sales, you do not have enough data to work with. You should also avoid running too many tests at once because it will be hard to know what's working and what's not.

Remember that the price of the product is one of the major factors that help consumers decide what product to buy. This is why you have to choose the right pricing point for your goods.