

20.25K USD
Sales today so far

1383
Units today so far

49
27.93K USD
Sales today



THE KONECTOR
We connect People with Profits

AMAZON

PRE-LAUNCH

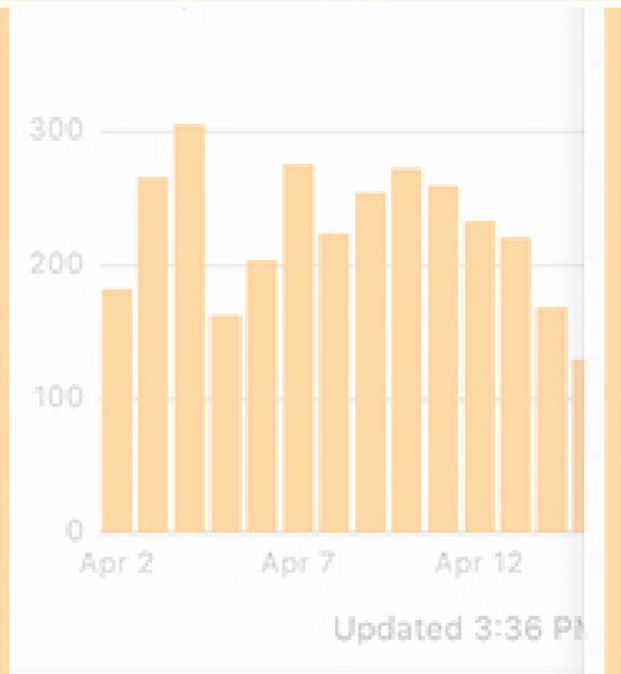
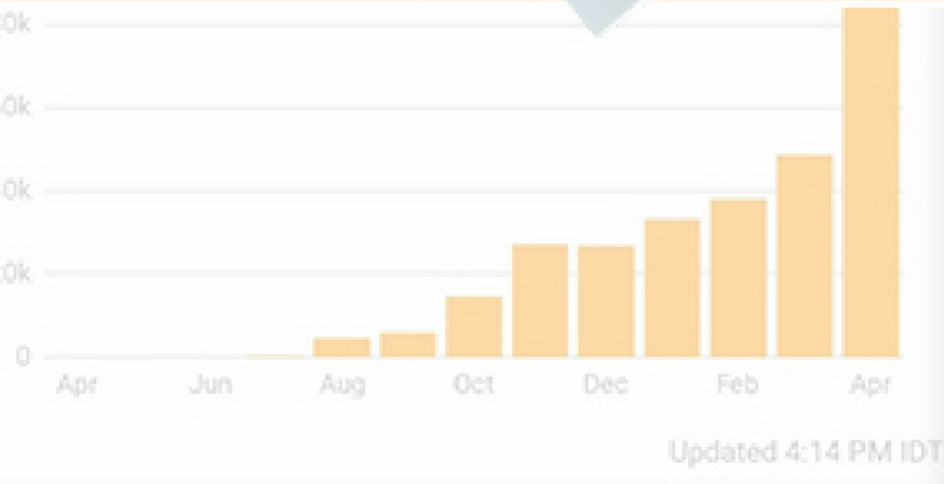
OPTIMIZATION

TOTAL REVENUE @
US\$815,991

TOTAL REVENUE @
US\$977

AVERAGE PRICE @
US\$34

AVERAGE BSR @
55,517



Global sales today
25 USD

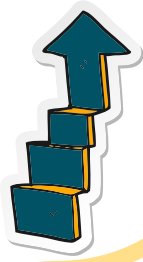
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The pre-launch phase of an Amazon private label is crucial for success on the platform. It involves activities such as content optimization, brand registration, high-quality images, Enhanced Brand Content (EBC), and a product video.

Content optimization ensures better discoverability by strategically incorporating keywords. Brand registration provides protection and access to exclusive features. High-quality images and EBC enhance product presentation, while a product video engages customers. By focusing on these activities, you can maximize visibility and conversions for your Amazon private label.

In summary, the pre-launch phase of an Amazon private label involves key steps to optimize content, register the brand, create high-quality images, utilize EBC, and include a product video. These activities help improve discoverability, protect the brand, enhance presentation, and engage customers. By incorporating these strategies, you can lay a solid foundation and increase your chances of success on Amazon.





STEPS INVOLVED IN PRE-LAUNCH



BRAND REGISTRATION

The second pre-launch step for an Amazon private label product is brand registration through Amazon's Brand Registry program, providing enhanced brand protection tools and control over product listings, content, and combating counterfeits



CONTENT OPTIMIZATION

Pre-launch content optimization for an Amazon private label product involves keyword research, strategic keyword placement, image optimization, and highlighting product features to improve visibility and conversions



IMAGES & VIDEO OPTIMIZATION

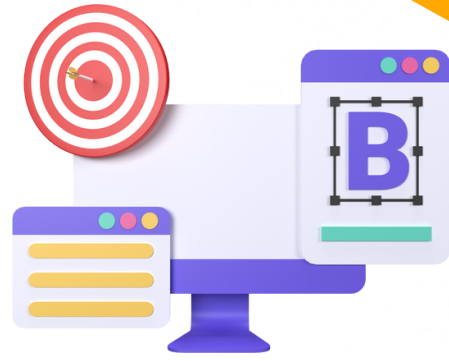
Image and video optimization include selecting high-quality visuals, optimizing file names, using relevant alt tags and descriptions, and adhering to Amazon's guidelines to enhance product presentation and customer engagement.



EBC CONTENT

EBC (Enhanced Brand Content) is a crucial pre-launch step for an Amazon private label product, allowing sellers to create visually appealing and informative content that showcases their brand story, unique product features, and builds customer trust

BRAND REGISTRATION



Here is the step-by-step procedure we follow from registering a trademark to the Amazon BR application:

- Register your trademark with the relevant intellectual property office. (USPTO)
- Prepare brand documentation, including trademark registration certificate and brand logo.
- Get pictures from the supplier with your brand logo on your packaging and product images





- Provide brand details, such as brand name, trademark registration number, and product category.
- Verify your brand by submitting any requested additional information.
- Submit the brand registration application through the Amazon Brand Registry portal.
- Wait for approval, which may take days or weeks.
- Access brand management tools upon approval to control product listings, content, and counterfeits.

[Enroll your brand](#) > Brand Applications

Brand Applications

Enroll new brands and intellectual properties. Check the status of their enrollment.

[What should I do if my application expired?](#) ▶

Brand Applications						Create Application
Case ID	Image	Brand	Registration details	Status	Actions	
13205302521		HomeItstly	United States - United States Patent and Trademark Office - USPTO 98034805	 Pending Review	Copy	

Showing 1 of 1 rows

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5 items per page

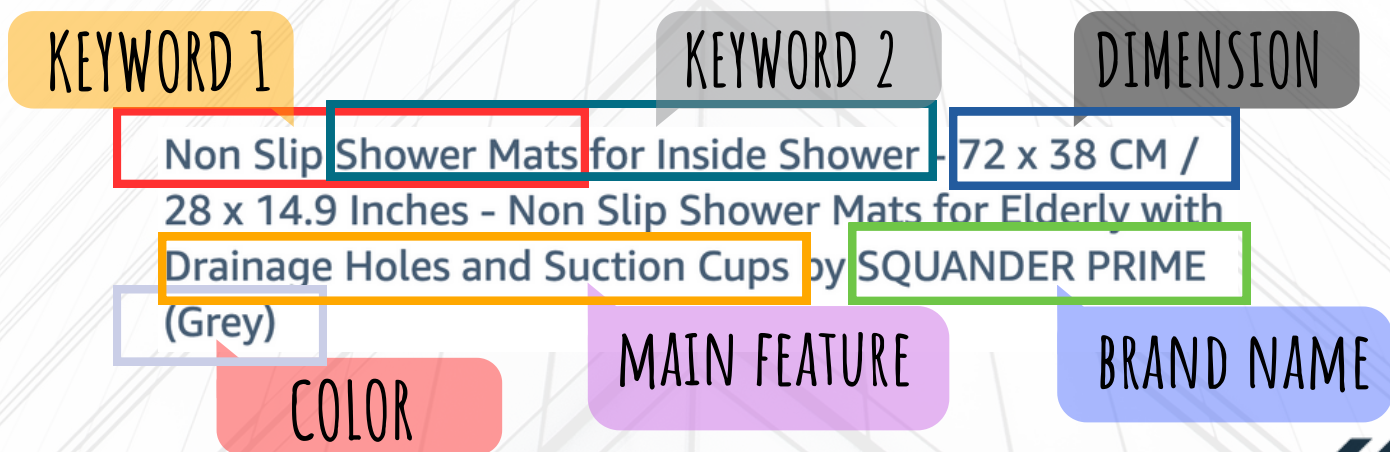


CONTENT OPTIMIZATION



Here is the step-by-step procedure we follow for content optimization which includes keyword research, writing listing copy and index those keywords to rank on amazon algorithm

- Conduct thorough keyword research using Amazon's Keyword Research tool or Helium 10 & Data dive.
- The second step is to fill out the buyer intent sheet to understand the gap customers are facing and how we can take advantage of that.
- Then we do a detailed review analysis of top sellers to know what are the main focus points for buyers to confirm before purchasing that particular product
- Optimize the product title by incorporating targeted keywords naturally while maintaining a concise, informative, and compelling format i.e.





- Craft persuasive bullet points that highlight key features, benefits, and unique selling points of your product, incorporating relevant keywords organically for customer appeal. i.e.

About this item

- Our **Non Slip Shower Mats** for elderly are made from TPE material, which is non-toxic and free from harmful chemicals, making it safe for children, elders, and pets. TPE has no unpleasant chemical smell or odor, making it a great choice for those with sensitive noses
- **ANTI SLIP & ANTI MOULD:** This bath mat non slip has soft, lightly textured surfaces that help feet get a solid grip and provide 100% safety against slips and falls. Make sure to put bath shower mat under sun for ten minutes every week to **reduced mold and mildew growth**
- **DRAINAGE HOLES:** The **shower mat non-slip** is designed with numerous small holes on the upper surface, to prevent water from becoming trapped under the non-slip mat surface which prevents the shower mat to produce any odor
- **EASY TO CLEAN:** Hang shower mats over the tub or shower door after each use. This will help it to dry quickly. You can also wash it in washing machine with regular detergent. Never place a rubber mat in the dryer, just hang them outside for air dry
- **WIDE APPLICATION:** Our **non-slip shower mat** is suitable for everyone—adults, children, the elderly, pregnant women, and pets. This **shower mats** is a great choice to use at bathrooms, bathtubs, gyms, and spas, etc.

It is important that you bullet must have

- Two keywords each bullet
- Quality Assurance
- Wide application ideas
- Solution to problems
- Answer the concerns

- Create a detailed and persuasive product description that addresses customer pain points, emphasizes product benefits, and incorporates keywords seamlessly for readability and search optimization.
- Utilize backend search terms in the Amazon Seller Central backend section to include additional relevant keywords that may not fit within the visible product content.



IMAGES, VIDEO AND EBC OPTIMIZATION



- Optimize product images by using high-quality visuals that accurately showcase the product from various angles, compressing and formatting images properly for optimal loading speed, and including descriptive file names and alt tags for improved search visibility. To have a peek at our listing and so far launched product images, [Click here](#) !!
- We believe in crafting all the scenes and scenarios representing the product features in fully from every angle in the video to maximize the conversion. To have a peek at our listing and so far launched product images, [Click here](#) !!
- Leverage Enhanced Brand Content (EBC) if available (as it can only be done for registered brand accounts) to create visually appealing and informative content that showcases your brand story, unique features, and benefits, while incorporating keywords naturally within the content. To have a peek at our listing and so far launched product images, [Click here](#) !!



Next Step!



- The next step after the arrival of your stock at Amazon is to initiate Pay-Per-Click (PPC) advertising campaigns.
- PPC is important because it allows you to drive targeted traffic to your product listing, increase visibility, and generate initial sales momentum. By strategically bidding on relevant keywords and optimizing your PPC campaigns, you can improve product discoverability, gather valuable data on customer behavior, and optimize your listing further based on performance insights.
- Ultimately, PPC can help boost sales, increase brand exposure, and accelerate the overall success of your product on Amazon.





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