



eComEngine



# Private Label 101

**Amazon Private Label 101:**  
From Development to Marketing

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## Introduction

Have you considered creating an Amazon private-label product? Whether you're just dipping your toes into the water or looking to streamline your product development process, the advice in this eBook can help.

Some Amazon sellers enter the marketplace with a unique private-label product, while others become interested in developing products after reselling or wholesaling items on behalf of others. Private labeling can be quite lucrative. It also allows merchants to own the Buy Box and have more control over branding. Additionally, it can be a catalyst for growth in the eCommerce space.

In this eBook, you'll find helpful insights on everything from determining your opportunity in the market to driving sales and beyond. Good luck!

**-The eComEngine Team**

## Chapter 1: Measuring Your Opportunity

As the Amazon marketplace becomes more and more crowded, sellers who develop their own private labels and/or brands can have a competitive edge.

There are a few different versions of this:

1. Pick a top-selling product, find a private-label manufacturer to create a competing product, and slap your brand on it.
2. Find an up-and-coming product niche and create your own version of the product with your own design, features, and brand.
3. Create a totally new product that solves a problem in a unique way and create a whole brand message with a distinctive selling proposition.

These three methods have all worked for sellers to one degree or another, with the easiest to execute obviously being the first method, and the hardest the third. Your return on investment will also vary by method and the quality of execution. Which is right for you depends on your resources, talents, and interests, as well as which product niche you are focusing on and your existing competition.

### Do Your Homework

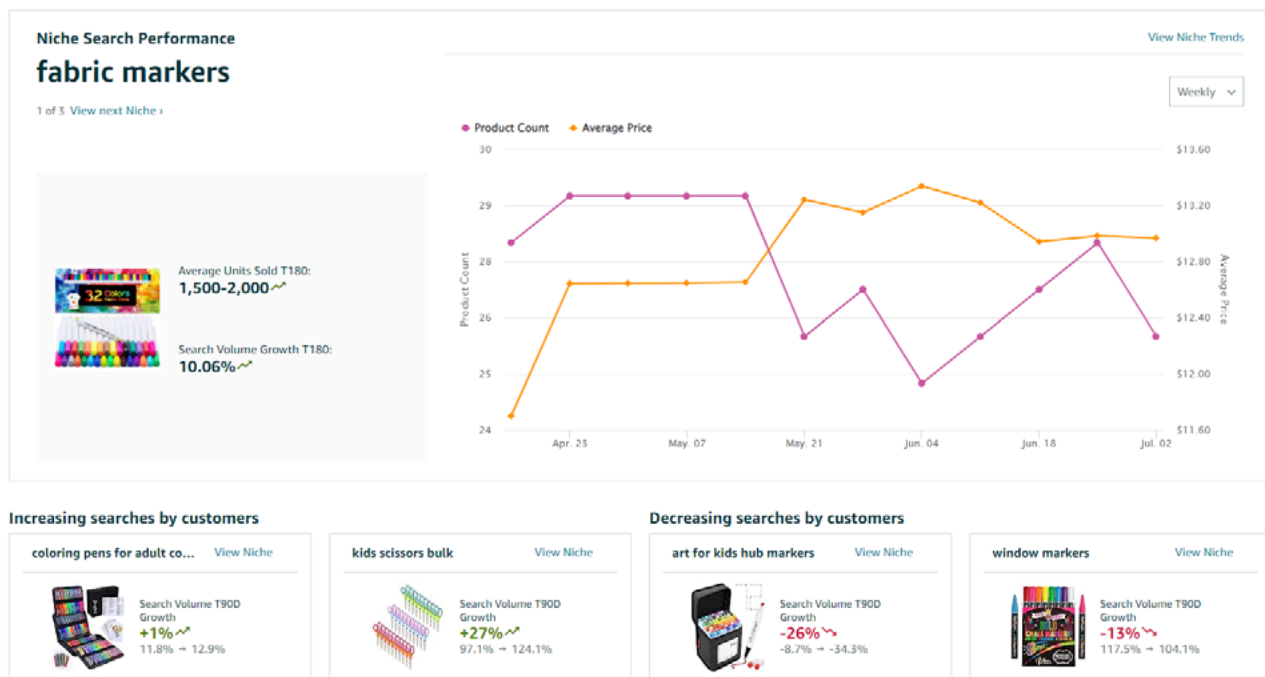
When it comes to choosing your opportunity for an Amazon private label product, don't fall into the trap of "everyone is selling Product X, I should too!" While you can get lucky with this approach, without proper research you may be setting yourself up for thin margins, high competition, and slow-moving inventory.

Instead, do your homework and ensure you are getting in early on the product life cycle. You want to see increasing demand and room for more competition. Even better, determine if you can offer something unique that customers will like more than what is currently on the market.

So, how do you best size up the opportunity? Start with the data Amazon provides you. You can use the [Product Opportunity Explorer](#) in Seller Central to learn about search demand, market share, and much more. Don't underestimate this valuable (and free!) tool. Here's an example of the niche search performance page:

### Example Niches from your Categories in United States

Get started by exploring example niches in Categories you currently sell in, or by searching or browsing above.



And here are some of the niche details you can find here, including average selling price, total ratings, and the average number of sellers on the listing. It's a great way to get an understanding of the competitive landscape for a product you're thinking about selling.







# Amazon Private Label 101: From Development to Marketing

## Niche Details

Learn more about this niche and its potential for new products.

Last updated on 7/6/2023

[Request a Metric](#)

 <b>fabric markers</b> In United States <small>Is this Niche helpful?   </small>	Store <b>United States</b>	Search Volume** <b>1,023,575</b>	Search Volume Growth* <b>10.06%</b>
	# of Top Clicked Products*** <b>26</b>	Average Price** <b>\$12.97</b>	Average Units Sold** <b>3,000-4,000</b>

\*Data refers to the past 180 days.

\*\*Data refers to the past 360 days.

\*\*\*Niches include the top products that cumulatively received 90% of clicks after customers entered any search term in the niche.

[Products](#) [Search Terms](#) [Insights](#) [Trends](#) [Customer Review Insights](#)

### Top Clicked Products when customers searched for "fabric markers"

Product Name (NEW - Click product for additional metrics and insights)	Brand	Category	Launch Date	Click Count	Click Share (Past 180 days)	Average Selling Price (Past 360 days)	Total Ratings	Average Customer Rating	Average BSR	Average # of Sellers and Vendors (Past 360 days)
 sunacme Fabric Markers Pen 32 Colors Permanent Fabric Paint Pens Art Markers Set - Fine Tip Child Safe & Non-Toxic for Canvas Bags T-Shirts Sneakers	sunacme	Fabric Decorating/Fabric & Textile Paints	1/2020	53,620	14.5%	\$12.67	2,652	4.5	3	5

There are also a number of software platforms that will aggregate this for you, or you can do a manual search yourself on the Amazon marketplace. Enter the main search term for whatever product idea you have. Use the most common term you think customers would use to search for this product. Now take a look at the first page of search results. Since only about 30% of shoppers go past this page, you want to see what it will take to compete on this page for your main term.

## What to Evaluate

Take a look at the following information:

- Price
- Product reviews
- Sales rank

Let's take a look at each of these in detail.

### Price

How is the competition priced on the first page? Is this a price you can compete with and still maintain strong margins? Even better, will you be able to enter the market at a lower price than the competition? Use the [FBA calculator](#) with an ASIN for a similar product to determine what your FBA fees may be and factor these costs into your margin analysis. After all fees and cost of goods, do you have enough margin to cover overhead and turn a profit for your Amazon private label product?

Also, look up historical pricing using the Product Opportunity Explorer in Seller Central. Find out if pricing has been stable or if there has been volatility or a steady decrease indicating price wars or slowing demand.

### Sales Rank

Amazon's [best seller rank](#) is an indication of recent sales velocity. The lower the rank, the more products have been sold in recent days. What constitutes a “good” sales rank will vary by category. The Product Opportunity Explorer provides detailed information about recent sales for your niche. Rankings can change daily, sometimes dramatically, so it's good to look at the ranking history for trends.

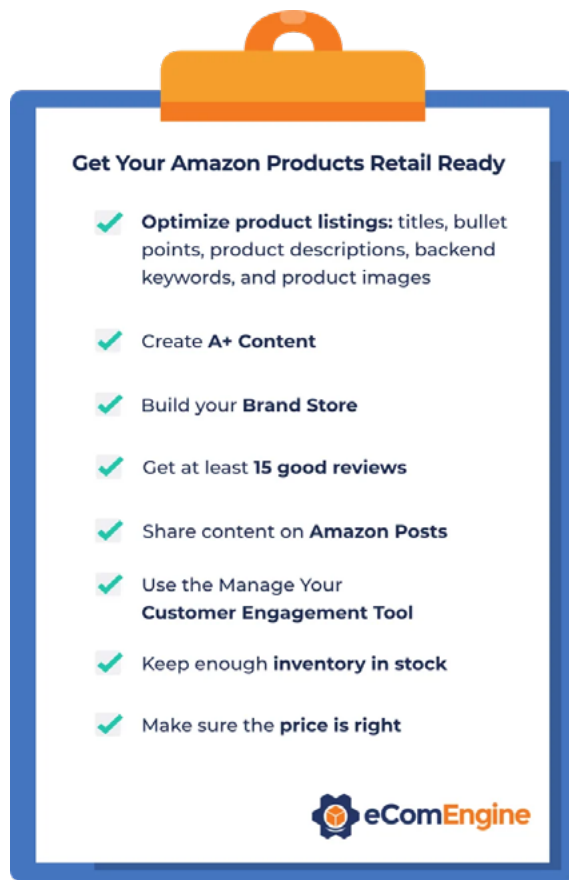
Using Amazon sales rank to estimate daily and monthly sales, you can now size up your opportunity. If all the sellers on the first page of search results have estimated sales of 5 units per day each, is that enough volume to support your costs? Is demand expected to increase? Can you do something different that will create more demand for your private-label product? Conversely, if they are each selling 100 units per day, keep in mind that in order to get ranked alongside these sellers on the first page, you will need to somehow start generating comparable sales first.

Another point to consider: are all sellers ranking about the same, or is one dominating the category? What are they doing that is setting them apart from the competition? Can you do something similar or better to set you apart?

### Product Reviews

How many [product reviews](#) do the first page products have? A low number may indicate either low sales volume or that the product is new to market. A very high number may indicate high sales velocity or that it has been on the market for some time.

You will know which by cross-checking against sales rank. If there are few reviews (less than 200-300) and you are seeing an increase in demand (sales velocity), this may be a younger niche that will be easier to enter with an opportunity to grow.



Too many reviews (1,000+) indicate that these are very established sellers with products further into the product life cycle and the niche will be harder to break into. Demand may also be due to start decreasing.

Be conscious of the star rating. If a product drops below 3.5 stars, it will lose traction in the Amazon algorithm and be ineligible for certain marketing and ad placements. A big part of building a good star rating is ensuring customer questions are answered in a timely manner and that customers have all the details they need through [A+ Content](#) and basic content (pack sizes, color options, how to use the item, batteries required, etc).

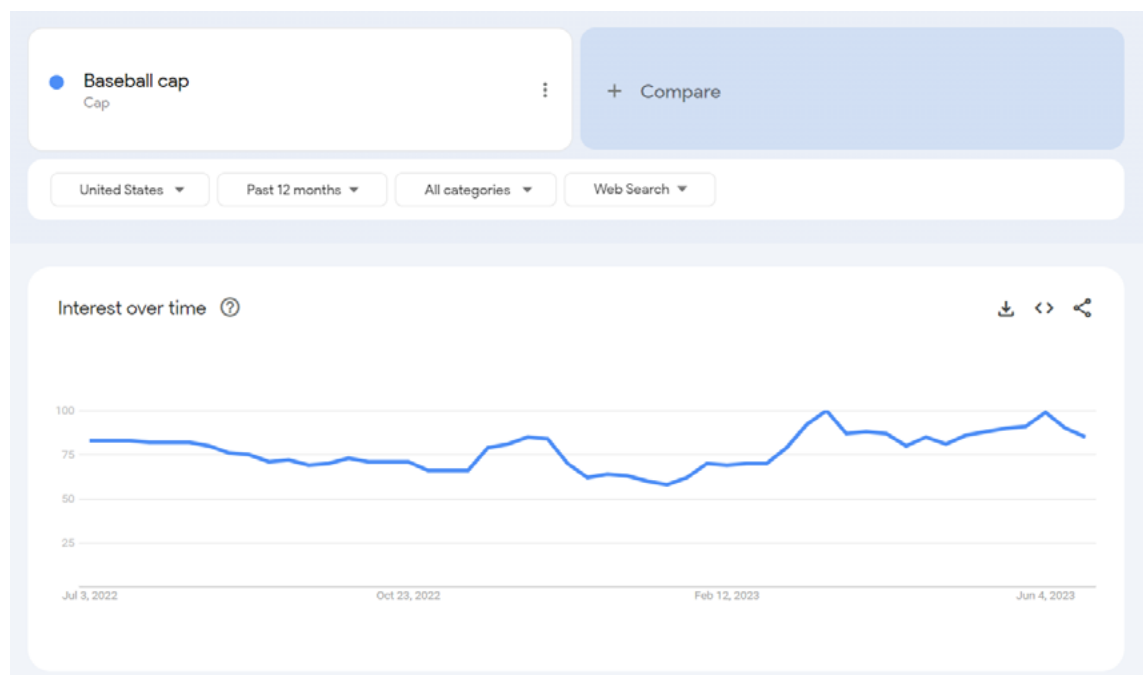


This type of information can reduce returns and increase the likelihood of positive product ratings.

Sellers cannot hope to create a listing and climb the bestseller rankings a few minutes later. A proper Amazon listing must be set up correctly and contain crucial information to inform customers enough that they will add the item to their cart and actually complete checkout. [Retail readiness](#) on Amazon isn't about advertising or traffic, but about marketing your item correctly in the first place.

### Google Trends

One non-Amazon tool that can help determine where a product idea is in the product life cycle is the Google Trends tool. This tool can be a good indicator of changes in interest and demand over time. You simply type in a search term and it will show you the relative volume of searches performed for that term over time.



This is just a sampling of some of the data you can pull to help you size the market for your next big idea. The two things you really want to be concerned with are:

- Where are we in the trend or product life cycle?
- Is there room for another offering?

If you have determined that demand will continue to increase and there is still little competition, the next step is to get your brand and private label product produced and onto Amazon.

## Chapter 2: Choosing a Product Development Strategy

There are three main ways to create private label products, some more difficult or more profitable than others. Here's what they are and how to approach your brand positioning on Amazon.

### 1. Amazon Private Labeling

The term [private label](#) gets thrown around quite a bit. Let's talk about what it really means. A common definition of private label is, "a retailer's name, as used on a product sold by the retailer but manufactured by another company." This essentially means that one company puts in all the work to research, design, and produce a product. Retailers then purchase it from the manufacturer and sell it under their own brand or label. There has been a big influx of private label products on the Amazon marketplace over the past few years, and it has resulted in many sellers all essentially selling the same product under different brands. The Vitamin C serum niche is a good example of this.

This is probably the easiest way to get started with your own brand, but without careful research, it can be the most difficult to really grow. You are basically buying someone else's product and reselling it. Quite possibly, so are a few hundred other sellers, so you have to be smart about which niche you get into and how you differentiate your brand.

## 2. Differentiating

This is the next step beyond basic private labeling. Instead of just buying whatever the manufacturer has to sell, you work with them to create new features to differentiate the product from other brands.

Some manufacturers can easily tweak a product that they already produce so you are not designing from the ground up, just making some changes. This could be adding new features, sizes, or other benefits that similar products do not have.

While this requires more research and development, it will set you apart from similar items and give customers a reason to buy from you instead of a competitor. One way to explore how to differentiate your product is to read product reviews for existing products. What are customers complaining about? What features are they asking for?

The Amazon marketplace is a treasure trove of ideas. Look for [popular products](#) that seem to be selling well despite having a less than four-star review. This is a good indicator that there is demand, but customers just aren't thrilled with what is currently available.

## 3. Developing a New Product

This will take the most time, expertise, and money, but it can also have the biggest return if it is well executed. This can range from inventing something that doesn't exist yet to taking an existing product and totally reinventing it. You work with a manufacturer using your own designs and ideas, not being constrained to choosing from the range of products they mass produce. Again, you can get ideas from product reviews, watching market trends, or by taking advantage of new technologies.

As an example, one industry that is always changing is health and wellness. New trends in exercise, diet, and updates in medical research can lead to whole new niches for products not invented yet. In technology, there is the smart home and solar trend that has exploded over the last year with new ideas. Being at the forefront of trends like these can be very profitable.

Start with an industry you know well. Be sure you can offer insight into how to develop something truly unique that customers will want to buy.

### Brand Positioning

No matter which approach you choose, you'll still need to create your own [brand positioning](#). Simply coming up with a catchy name and sharp logo is not going to cut it long term. What makes you different, better, special and why should customers buy from you vs. someone else? What problem do you solve for them in a way that is better than any other brand? Unique selling or value proposition is another name for this.

Don't shortcut this step and just create a brand that looks cute. Create one with a story and a unique solution for buyers. Define your target audience and create a message that will specifically appeal to them. And no, "all men and women ages 20-65" is not a great target audience. Think smaller and more specific and create messaging that will speak to a very specific demographic.

Know your options and opportunities when choosing an Amazon private label strategy. Select one that matches your capabilities and interests. Do your homework on existing trends and competition. Don't forget to put thought into the branding, as well. Private labeling can be a profitable venture if done thoughtfully instead of just following the next get-rich-quick scheme.

## Chapter 3: Introduction to Amazon Brand Registry

If you're not already brand-registered on Amazon, it's definitely worth considering. At its core, [Amazon Brand Registry](#) is a service that provides tools to help you protect your brand's intellectual property. It also makes it easier to find and report IP violations to Amazon. However, there are a variety of other features and benefits available to assist you with discoverability, improving conversions, and building customer loyalty.



Brand-registered sellers also get exclusive access to features designed to help build and increase brand presence on Amazon. Being enrolled in Brand Registry allows brands to access detailed analytics and other information to help increase sales and continue to provide a better experience for Amazon customers.

Amazon Brand Registry was initially introduced in 2017 to help brands protect their trademarks and intellectual property.

Counterfeit products, fake reviews, and other challenges are still an issue for brands as well as for Amazon, but Brand Registry continues to add sophisticated features to help brands protect their presence on the platform.

### How to Enroll Your Brand

Before you get started, make sure you know the Amazon Brand Registry requirements and have all of the information you need to provide to Amazon.

You'll need to include an active registered [trademark](#) or a pending trademark application in each country where you want to enroll. Your trademark should be a text-based mark or an image-based mark with words, numbers, or letters. Trademark text must match the brand name included on your application. If you have an image-based trademark, be sure to upload a copy of the image exactly as it looks on your trademark record.

Your Amazon Brand Registry trademark should also appear on your products or packaging. You'll also need to review all country-specific trademark requirements.

Sign in to Seller Central and enroll in Brand Registry by clicking Enroll now on the eligibility page.

Then you'll need to provide your brand name which has an active registered trademark that appears on your products or packaging. You'll also include your brand's trademark registration number from the Intellectual Property office. You can enroll in Amazon Brand Registry without a trademark if you're currently waiting for your trademark to be registered with a trademark office. You'll need to provide the application number from the office in your Amazon Brand Registry application.

Provide the list of [product categories](#) your brand should be listed in.

After your Brand Registry application is submitted to Amazon, it will verify that you are the Rights Owner for the brand trademark. Amazon will also send a verification code to a contact that meets its requirements. You'll need to get the code to send back to Amazon to complete your Brand Registry enrollment. After your information has been verified, you'll have access to Brand Registry features to help protect your brand.



## Amazon IP Accelerator

If you're interested in the Brand Registry but don't have a registered trademark, Amazon's [IP Accelerator program](#) may be a good option for you. IP Accelerator connects brands with trusted Amazon-vetted IP law firms that offer trademark registration services at competitive, pre-negotiated rates that cover a single brand for a single class of goods or services.

Additional fees will apply for other services, and service fees will apply. For example, a high-level brand search of Trademark Office records for relevant pending applications or registrations will cost you \$650. You can receive a comprehensive brand review, including Trademark Office records and unregistered uses, for \$1,800. Keep in mind that you may also work with law firms participating in IP Accelerator for other IP-related services like filing design patents or copyright applications.

Trademark registration is a lengthy process that can take months or even years to complete. However, once Amazon sees that a trademark application has been filed, you'll receive an invitation to the Brand Registry and can begin receiving brand protections. In this way, it's essentially a fast track to the Brand Registry.

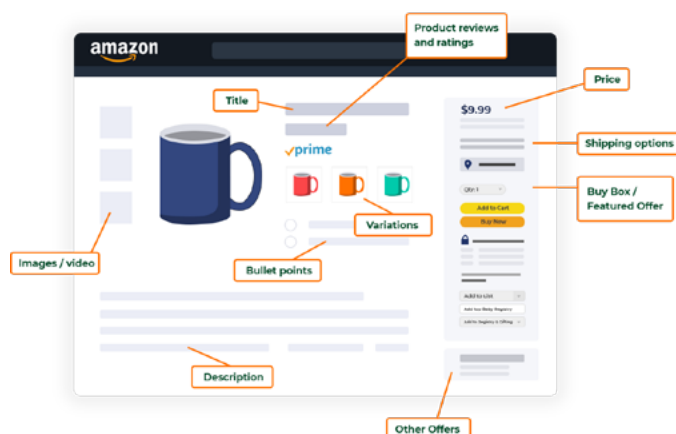
## Chapter 4: Amazon Product Listing Optimization

You have spent time researching product niches, identifying opportunities, and sourcing or developing the perfect product to sell under your own brand. The next challenge is to get it launched and sold on the Amazon marketplace. With millions of products for sale, you need to have a clear launch strategy that will set you apart from the competition.

Optimizing your product listings is the foundation for any Amazon strategy.

### Amazon Product Listing Optimization

Before anything else, make sure you spend time crafting a high-quality product page for your Amazon private label product. No amount of marketing dollars will compensate for a poorly created product page. You are competing against so many products on the Amazon marketplace. You have to make your page stand out and convince the customer to buy.



The front-end or customer-facing product pages consist of:

- Images
- Title
- Price
- Bullets
- Description
- A+ Content

Back-end data includes search terms and other fields, such as Interest, Target Audience, and many more, depending on your category. These are usually found on the same tab as the search term fields.

**Related Reading:** [Amazon Listing Guide](#)

## Don't Forget About Keyword Research

Before writing anything, do your keyword research. This can be as simple as brainstorming all the search terms someone may use to find your product, or more in-depth using third-party tools to estimate the search-term volume and provide a long list of related keywords. The Amazon Product Opportunity Explorer is very useful for identifying terms within your niche and how they are performing.

Your title, bullets, description, and search term fields are all indexed for search. Make sure you know what the most important and relevant keywords are for your product.

## What to Optimize

Here is a quick overview of the different fields you need to optimize for search and conversion.

**Images:** You should have six to nine high-quality [product images](#) for your Amazon product listing. The first one should be of the product only and on a white background. The others should be different angles of your product and some lifestyle images showing the product in use. Remember, customers can't pick up your product to examine it, so give them plenty of images to review. You can add a video to your listing after you've been selling on Amazon for at least three months.

**Related Reading:** [Amazon Product Video Guidelines](#)

**Title:** This is the most important field for keywords, but don't use so many keywords in your title that you make it hard to read or you risk confusing customers. I like the format: Brand name > Product name > Attributes > Uses > Variation (size, color if applicable).  
for at least three months.

You can use the attributes and uses part of this to make sure you hit two or three of your most important keywords. For example “Acme Vitamin C Serum with Hyaluronic Acid and Vitamin E - Anti Aging Formula for Wrinkle Free, Younger Skin (2oz)”

**Price:** Do your homework here. Not only should you be making a profit that will allow your company to grow, but you also need to make sure that your Amazon private label product is [priced competitively](#). You can price below and be seen as the low-priced option, stay in the same range as other products or you can price higher to communicate higher quality or more benefits. Remember, if you use the higher-priced tactic, explain to your customers why your product is worth the higher purchase price.

**Bullets:** This is the first thing customers browsing from a computer will see. It is also what mobile customers click on for a quick overview. Again, use your keywords here, but don't keyword stuff. Copy should be focused primarily on describing and selling the product to the customer. Focus on features and benefits and make sure you give the customer a clear explanation of what the product is or does. Keep it easy to read. You'll have a chance to go more in-depth in the description.

**Description:** This is a more thorough explanation of your product. Make sure it is well written and covers any details you didn't have room for in the bullets. You can use basic HTML formatting to create paragraphs and lists, perhaps using bold formatting to highlight important features.

**A+ Content:** If you are brand registered you have access to A+ Content which helps your listing stand out. This is a great way to incorporate images into your product description and really grab the customer's attention. Using graphics to point out product features and benefits can have a much bigger impact than copy alone.

**Search Terms:** Amazon only indexes 250 bytes for search. If you enter more, you run the risk of none of the keywords indexing. It's not a lot of space, so make sure that you have keywords in your front end and use this space for anything that does not fit naturally into your copy.

**Other Attributes:** Don't neglect all the other back-end fields that the Amazon platform provides. This varies by category and includes basic things like color, size, and material, and often target audience, intended use, and more. Remember that the more data you provide to Amazon, the more information it will have on your product, and the more likely you'll be found for various search terms.

### Why It Matters

Creating a keyword-rich, high-quality Amazon product listing will set you up for more traffic and a higher conversion rate. A well-optimized product page is the most basic part of any solid Amazon strategy. Without this step, promotion and marketing efforts will not reach their potential, and ad dollars will be wasted.

While we're discussing the importance of your product listings, it's worth mentioning that you'll need to monitor your listings in addition to keeping the content up to date. Amazon sellers battle constant threats from competitors, hijackers, and even Amazon's own algorithms. To protect your products, you have to check each listing every day to make sure the images and language are still correct. If you'd prefer to automate this process, you can sign up for [FeedbackFive](#) to get access to a [suite of Amazon listing alerts](#), including search suppression, hijacking, and flagged as "adult" notifications.

## Chapter 5: 5 Tips for Improving Amazon Review Quality

We all like to hear nice things being said about us, but when it comes to your Amazon business, what matters most is substance. Whether it's your product page, reviews, or the emails you send to your customers, the focus should always be on quality.

By showing that you take pride in your reputation, brand, and ability to provide great customer service, you will show Amazon that you take your role on the marketplace seriously while setting yourself apart from the competition.

In this article, we'll share five tips for what you can do as a seller to improve Amazon review quality. Many shoppers rely on reviews to make decisions, so the better your reviews, the more likely you are to make a sale.

### 1) Amazon Review Quality Starts with Your Listing

There are several fields on your product page where you can describe your products. If you happen to sell a lot of items, it might be tempting to rush through the process without really giving it the attention that it deserves.

Remember that your customers don't have the ability to pick things up and examine them as they would in a retail store. They are relying fully on the information that you provide. Take the opportunity to be as descriptive as possible in order to maximize customer satisfaction and reduce the number of returns.experience.





Keep in mind that your product title and hero image will be displayed in Amazon's search results. They are prominently featured along with your average review rating, price, and how soon the item can be delivered to the customer. Having a good average review rating shows potential buyers that other customers have purchased your product and had a positive experience.

Make sure that buyers have realistic expectations so that there are no surprises when they receive their order. This provides a better experience for your customers. Having a quality listing can also increase the odds that any reviews you receive will be favorable. Take high-quality photos and consider including videos and/or A+ Content. Provide instructions for care, especially if your product requires special handling. Go above and beyond so that your listing content is as useful as possible for buyers.

In June 2023, Amazon began allowing all sellers, even those who are not brand-registered, to include videos in their product listings. However, non-Brand Registry sellers must have sold on Amazon for at least three months before being able to add a video.

## 2) Review Quality Matters, So Monitor It

Think about any time you've purchased something online. More than likely, you looked at how many stars it received and whether people seemed satisfied with the products and services. This has become part of the normal retail experience as more and more consumers have turned to eCommerce.

“This blow dryer is cool.” “Great shop!” “Nice people!” These are positive statements, but they don’t really say too much. The blow dryer might be really cool, for example, but in what ways? If potential buyers see these types of messages, they will be looking for more information. This is another reason it’s important to include detailed and up-to-date content on your Amazon listings.

In many cases, you may receive a simple star writing (also called a one-tap review) instead of a written comment. These ratings add up and impact your overall Amazon review quality, but they won’t give you much insight beyond whether a customer liked or didn’t like your product.

You can [monitor your ASINs](#) with FeedbackFive to easily see all one-tap ratings and written reviews in a central location. Drill down by ASIN to get a better understanding of how your products are perceived. Employing a regular review monitoring process is a crucial way to improve Amazon review quality. By taking the time to understand what needs improvement and what customers love about your product, you can make changes to your listing, product, packaging, and more to keep your items relevant and appealing to your ideal audience.

Want even more details about how customers feel about your product? One way to encourage your customers to be more descriptive is by tailoring your Amazon review requests.

### 3) Send Better Review Requests

One well-crafted email can be more impactful than countless poorly written ones. Think of every interaction as an opportunity to improve customer service, build your brand, and earn loyal customers.

There are many factors to consider when creating an Amazon review request email. How soon after an order is received should you send a message? What should it say? How can you improve the odds of the buyer actually opening your email? What can you do to make sure your message is compliant with Amazon's review policies?

Fortunately, we've compiled great resources to help you answer all of these questions. If you just want to talk to an expert about your review strategy and what to say in your Amazon requests, schedule a free 15-minute [Amazon product review consultation](#). If you're already reasonably familiar with Amazon review policies, this [quick refresher](#) might be exactly what you're looking for.

If you're concerned about Amazon review compliance or prefer a simple (and proven!) solution, you can automate the [Amazon Request a Review message](#) right from FeedbackFive. You get world-class features like detailed product review analytics and alerts for new reviews along with confidence that your review request has been tested millions of times by Amazon. The Request a Review message gets results, and it's easy to manage timing, exclude certain orders or ASINs, and more with FeedbackFive.

If you prefer to create a more tailored review request, be sure to familiarize yourself with current communication and review policies. For example, you cannot ask buyers to leave positive reviews, so keep your request as objective as possible. Including language like, "We really value your opinion! Please tell us what you thought of our product." in your review request might just help you get buyers to elaborate instead of simply leaving a one-tap rating.

You can create SKU-specific messages or requests that match your branding as templates in FeedbackFive. Simply set your scheduling and campaign preferences and enjoy the power of automation! Your buyers will receive customized messages from you and you'll start seeing new reviews rolling in after just a few minutes of setup. Remember, we're always here to help! We even offer personalized onboarding to make the process as smooth as possible for you.

### 4) Manage Your Online Presence

There seems to be a new social media platform popping up every day, making it hard to catch up. It's tempting to create an account on all of them in hopes of reaching the masses, but that could actually hurt your business and your review quality.

Determine your target audience and find out which platforms they use. For example, TikTok and Instagram are great for millennials and younger consumers, while Facebook tends to be an older crowd. Twitter is great if you want to do promotions, live chats, or engage in painful political battles. (Avoid that last one!)

By focusing on the social media platforms your target audience prefers, you can make sure that they are properly managed and that the branding is consistent across all of them (and your Amazon presence). An abandoned social media account won't make a good impression, so only create profiles that can be kept fresh and current.

Plus, keeping your branding consistent makes it easier for shoppers to research your company and boosts confidence in your products, which can also help improve your Amazon review quality. Want to know more about how to use social media to build your brand on and off Amazon? Check out this [Amazon social media guide](#)!

## 5) Automate What You Can

Running a business is time-consuming. If you spread yourself too thin, quality can suffer. It can be really hard to know where to focus your attention. When it comes to improving your Amazon review quality, automating review requests with FeedbackFive allows you to focus on what's really important – providing a quality experience for your customers.

## Chapter 6: Driving Initial Sales for Your Private Label Product

Amazon does not offer an “if you build it, they will come” platform. You have to drive that initial traffic for your private-label product. Amazon's search engine is primarily based on sales and conversion rates. Don't expect to be ranking well for your primary keywords without any sales history.

So how can you drive that initial traffic? There are several options to do this using Amazon tools, off-Amazon marketing, and third-party services.

### Amazon PPC

Amazon pay per click (PPC) advertising has become the foundation of any Amazon marketing strategy.

A quick search on Amazon shows why these ads are so powerful. For some searches, they are the only listings visible above the fold. In the screenshot below, you can see that the headline search ad creates a banner ad across the top of search results and the next two placements are sponsored product ads. Scrolling past these I finally get to the organic search results.

So, if you want to maximize visibility for your private label products in Amazon search, invest in Amazon PPC advertising. Once advertising is running, you can then use the search term reports to find out exactly what search terms are working well for your product. You can then use those search terms to further optimize your product page and fine-tune your targeting.

**Related Reading:** [6 Mistakes to Avoid with Your Amazon PPC Advertising](#)

## Off-Amazon Marketing

With Amazon PPC ads becoming more and more competitive, using that tactic alone may not get you the results you need. If that is the case for your product, it's time to invest in some off-Amazon marketing.

There are so many options to drive traffic to the Amazon marketplace. Some will be better suited to your product and brand than others. With any of these options, you need to keep in mind that the goal is not just to send waves of traffic over to your listings, but to send high-converting traffic or customers ready to buy. To do that you need to give potential customers a good reason to buy, usually through promotions. Here are some ways to do that.

## Influencer Marketing

User-generated video marketing is becoming a powerful way to drive sales. In fact, a whole industry around influencer marketing has popped up. Amazon has even gotten on board, creating tools for influencers to create a page on Amazon showcasing the products they endorse.



Find an influencer who fits your product type and has a sizable audience on TikTok, YouTube, Facebook, Pinterest, etc. Don't be surprised if the influencer asks for a fee plus the cost of shipping them a free product to shoot the video with. Give them a coupon code or custom URL from Amazon with a nice discount to post with the video review, and you'll get high-converting traffic coming to your product pages.

**Related Reading:** [\*Influencer Marketing: Get Your Amazon Products Noticed\*](#)

## Social Media

Many sellers look to social media groups and advertising to bring in initial sales. Just be sure to keep your advertising tightly targeted so that you are not spending money advertising to customers who are not interested in your type of product. Be sure to include a percent-off coupon and consider driving that ad traffic to an intermediate landing page where you educate them on your product, and perhaps grab an email address in exchange for the coupon code. Using a landing page like this will help keep the window shoppers off your Amazon page (which drives down conversion rates) and will allow you to start building email lists for future marketing efforts.

With these tactics, especially any PPC or social media advertising, it's best to hire professionals to help you if you are not already knowledgeable on how to use these platforms. Poorly constructed campaigns will end up spending a lot of money with few results. Look for someone who has plenty of experience under their belt and is an expert in that specific type of advertising. For example, you don't want your Facebook ad agency managing your Sponsored Product ads or vice versa. The two platforms are totally different, and expertise in one area does not translate to the other.

## Market Your Private Label Products

The saying “you have to spend money to make money” is especially true with Amazon product launches. Customers simply will not find your listing unless you invest in some solid marketing strategies to build brand awareness and drive sales. Don’t overlook this important step and be sure to build some marketing dollars into your budget when planning new product launches.

## Chapter 7: Expanding Your Private Label Product Line

So, you have researched, developed, and successfully launched your private-label product on the Amazon marketplace. What’s next?

The biggest mistake sellers make is stopping with their initial private-label product and not moving on to working on the next one. Each product has its own life cycle consisting of four phases: introduction, growth, maturity, and decline. It’s good practice to start working on the next big idea shortly after your first launch to ensure you have new Amazon private label products ready before your initial product hits the declining state.

There are a few ways to begin expanding your new private-label brand. These can include iterations of your existing product, including improvements to the original, designing complementary products or even launching a whole new product line in a new niche. I’ll explore each of these methods in-depth below.

## Improving Upon an Existing Product

This strategy is the simplest way to begin expanding your product line. It can include offering new flavors, colors, sizes, etc. You could also start finding ways to improve your existing product, with better ingredients, new features, and so on. As the marketplace changes, new competitors pop up and consumer needs evolve. It's important to continue to improve on your original offer.

One of the best ways to determine how to improve and expand is by analyzing your product reviews. Product reviews offer a wealth of information and provide extremely valuable feedback. Customers will tell you what they like, what they don't like, what features they use, and what features are lacking. Look at competitor pages as well and find out what consumers are saying there. Find something that others are not offering but that customers are looking for and use that to create a new product variation or an upgraded version.

## Complementary Products

This is another natural strategy for expansion. What products go well with yours? For example, if you sell phone chargers, add phone cases, screen protectors, etc. If you sell resistance bands, consider adding other exercise equipment that would go well with the bands. This is a great way to start creating brand loyalty and bring customers back to buy more after their initial purchase. You may also want to consider [creating bundles](#) or kits with related products.

Again, you can look at Amazon reviews and competitor listings to find out what customers want and what products they buy together. Another great source is the “frequently bought together” section of the Amazon product page. This will tell you exactly what customers buy with your products. Take a look at product reviews for that item and figure out how you can improve upon it.

## New Niches in Your Category

The last expansion strategy would be to start selling in a new niche and expand your customer base. Staying within the same general product category will keep the branding more cohesive and leverage any experience you have already had in that category. For example, if you sell dog toys, you could stay within the pet category and start offering fish supplies.

Use the same strategy here that you used to initially launch your brand. Look for opportunities in the marketplace with high demand and low competition where you can easily differentiate yourself. Also, be sure you cater to your strengths and experience. If you sell rubber dog toys, glass fish bowls will require a different type of product development and sourcing and will require a bigger leap than another product made of rubber.

## Get Started With Your Next Private Label Product on Amazon

Don't be lulled into a false sense of security with the success of your initial product launch. Some sellers enjoy amazing success with a particular product, then wonder what happened a couple of years later when sales begin to decline. Your best seller this year will likely not be a bestseller next year. So get right back to work and find your next big revenue generator.

## About eComEngine

eComEngine's software tools fuel thousands of Amazon sellers all over the world, many of whom have developed their own private label products.

Build and protect your seller reputation with [FeedbackFive](#) and simplify FBA inventory management with [RestockPro](#).

