

 GARZINI

HOW TO SUCCESSFULLY LAUNCH A PRODUCT ON AMAZON?

www.garzini.com





WHO IS ALREADY SELLING ON AMAZON?

EXPECTATION



REALITY



YOUR JOB AS A SELLER

**CONVINCE YOUR CUSTOMER
THAT THEY HAVE FOUND
THE RIGHT ITEM
AS QUICKLY AS POSSIBLE**

HOW?

- RESEARCH
- FUNDAMENTALS
- LAUNCH PLAN
- KEEP THE MOMENTUM GOING

RESEARCH

AWARENESS FUNNEL

✘ Problem

"My bulky wallet is uncomfortable"

✔ Solution

"Design a unique slim wallet"

✔ Product

"GARZINI Magic Wallet"

RESEARCH

✓ Product

“GARZINI Magic Wallet”

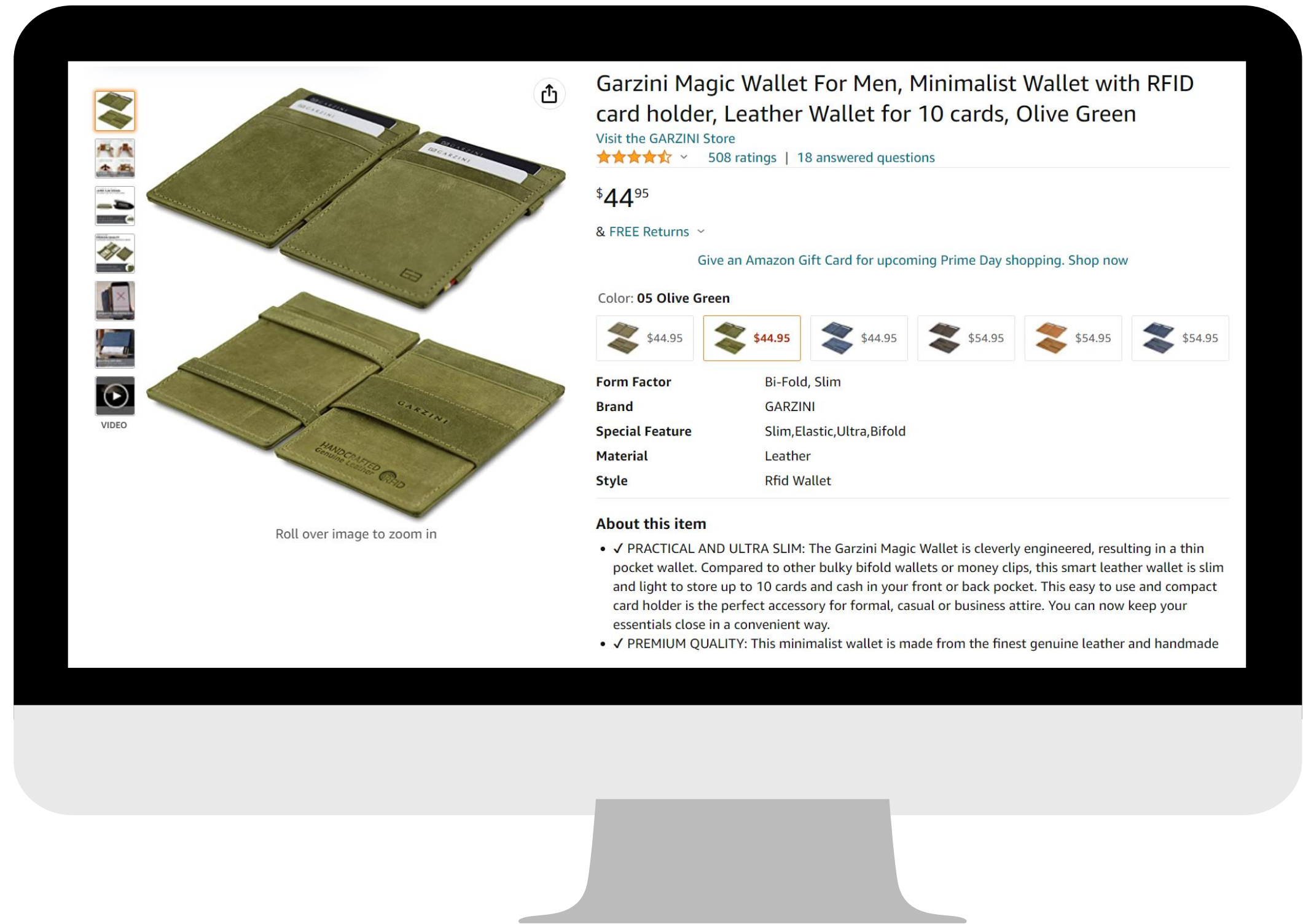
⚠ Search Volume?

⚠ Competition – price, reviews, how to differentiate?

⚠ Potential to make money?

FUNDAMENTALS

- Images and video
- Title and bullet points
- Reviews



FUNDAMENTALS



NO MORE BULKY WALLETS
SUPER SLIM DESIGN
Fits easily in you front or back pocket



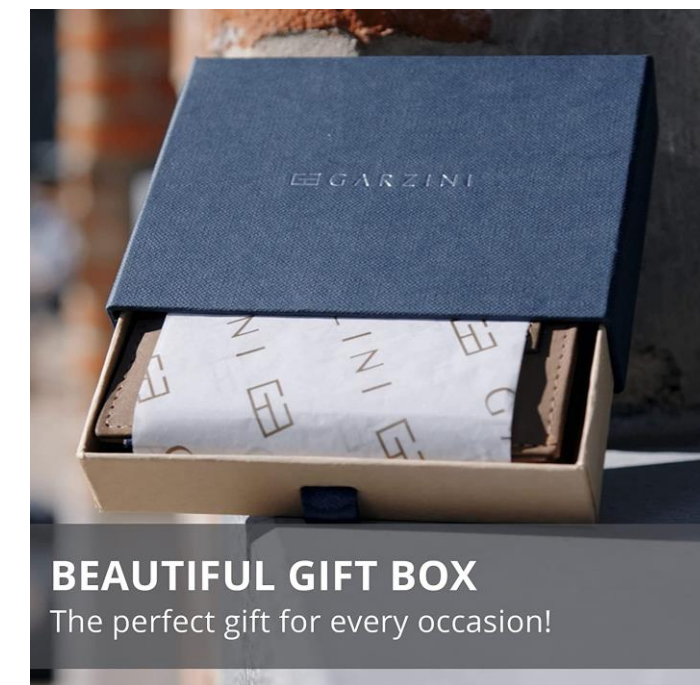
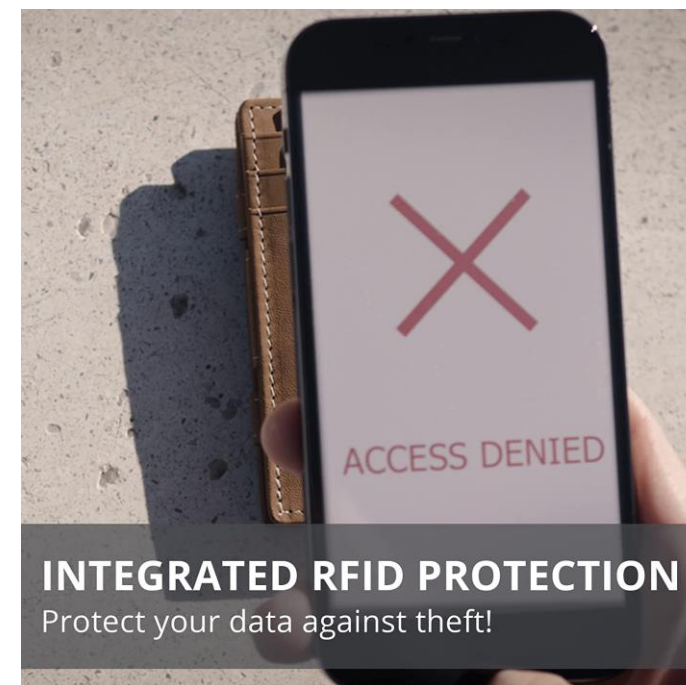
Holds up to 10 cards
Easy access to your bank & ID cards



BUILD TO LAST
PREMIUM QUALITY
Handmade with great attention to detail



Strengthened leather straps
Strong and reinforced stitching



- Use your **own branding**
- Add your **USPs**
- Word your USPs as **benefits**
- Show the product **in use**
- **Use** a video, scrollstopper

FUNDAMENTALS



**IMPROVE YOUR
RANKING BY PUTTING
THE RIGHT KEYWORDS
IN YOUR TITLE**



Roll over image to zoom in



Garzini Magic Wallet For Men, Minimalist Wallet with RFID card holder, Leather Wallet for 10 cards, Olive Green

Visit the GARZINI Store

★★★★★ 508 ratings | 18 answered questions

\$44⁹⁵

& FREE Returns

Give an Amazon Gift Card for upcoming Prime Day shopping. Shop now

Color: 05 Olive Green

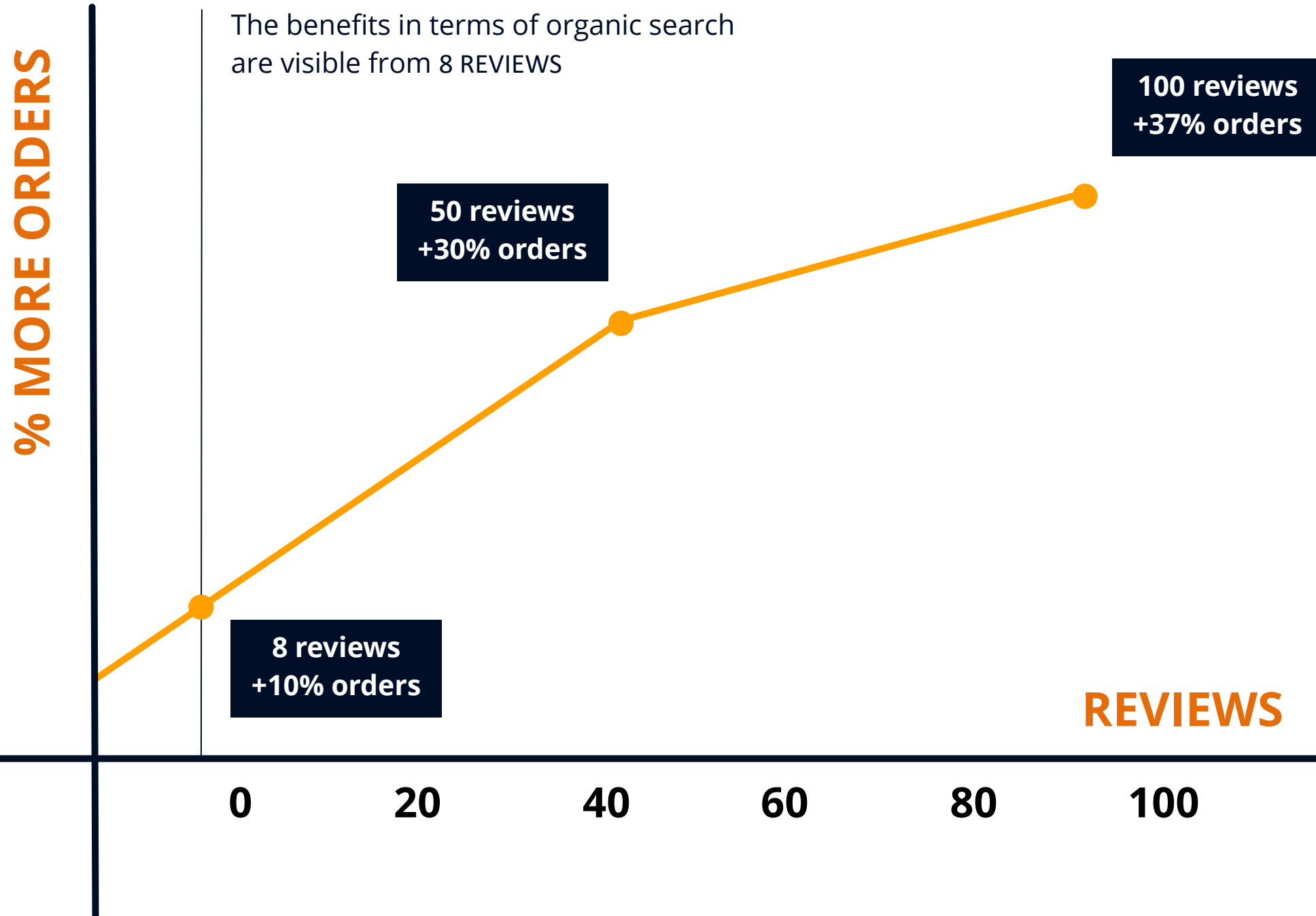


Form Factor	Bi-Fold, Slim
Brand	GARZINI
Special Feature	Slim,Elastic,Ultra,Bifold
Material	Leather
Style	Rfid Wallet

About this item

- ✓ **PRACTICAL AND ULTRA SLIM:** The Garzini Magic Wallet is cleverly engineered, resulting in a thin pocket wallet. Compared to other bulky bifold wallets or money clips, this smart leather wallet is slim and light to store up to 10 cards and cash in your front or back pocket. This easy to use and compact card holder is the perfect accessory for formal, casual or business attire. You can now keep your essentials close in a convenient way.
- ✓ **PREMIUM QUALITY:** This minimalist wallet is made from the finest genuine leather and handmade

FUNDAMENTALS



Make use of the
Amazon Vine
Program to get
your first
reviews.



Perfect Moment **VINE VOICE**

★★★★★ **Not Your Usual Mattress**

September 24, 2018

Size: King | Style Name: 12-Inch | [Vine Customer Review of Free Product \(What's this?\)](#)

This Memory Foam Mattress moves with me when I turn, roll or sit. I feel like I'm on a water bed, without all the splashing and rocking. I recommend this mattress to anyone at all. Even folks who need a firm mattress will enjoy this because it adjusts to your body. This is just not the usual mattress, this is heavenly.

11 people found this helpful

Helpful

Not Helpful

Comment

Report abuse

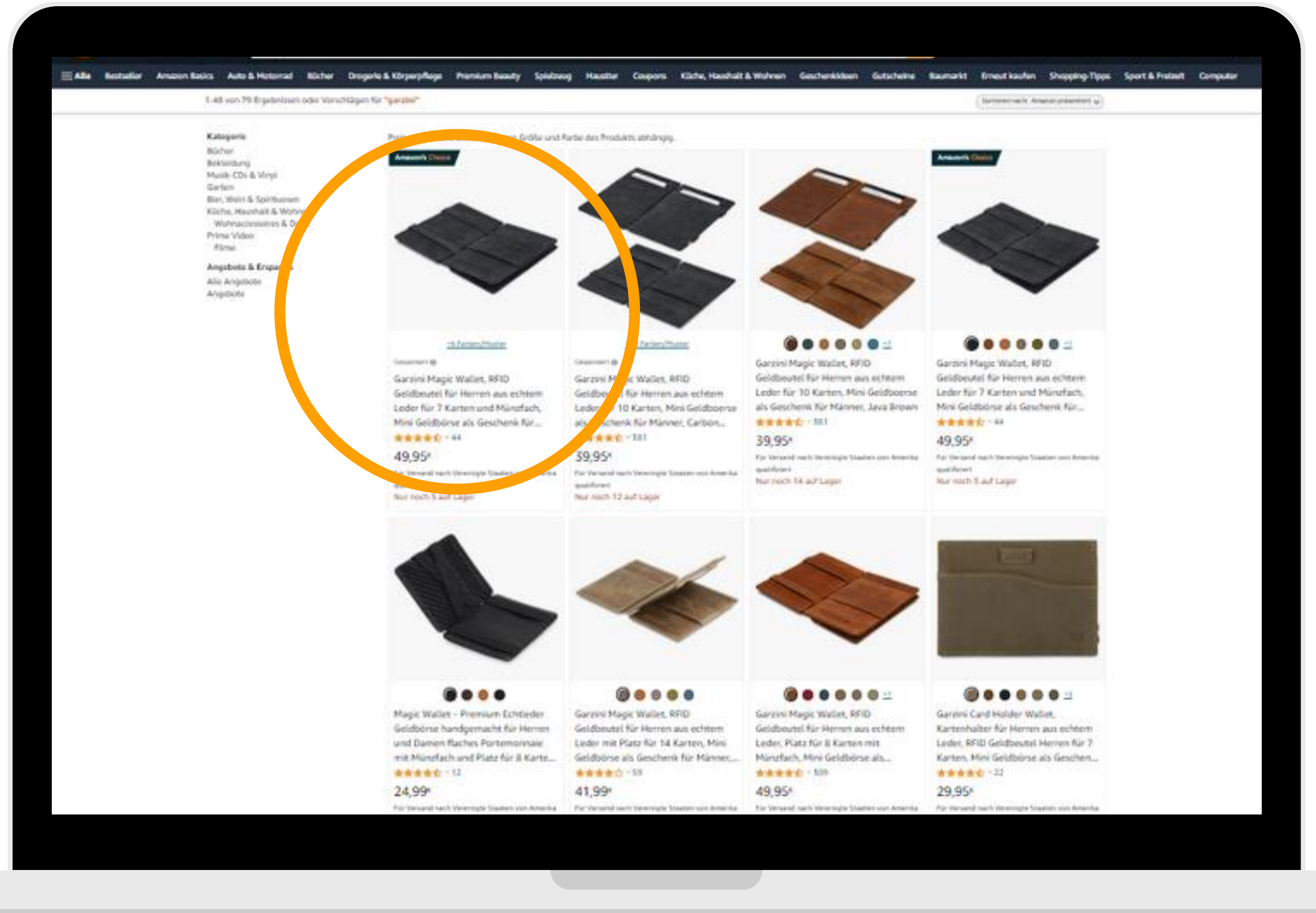
LAUNCH

A 3 STEP APPROACH

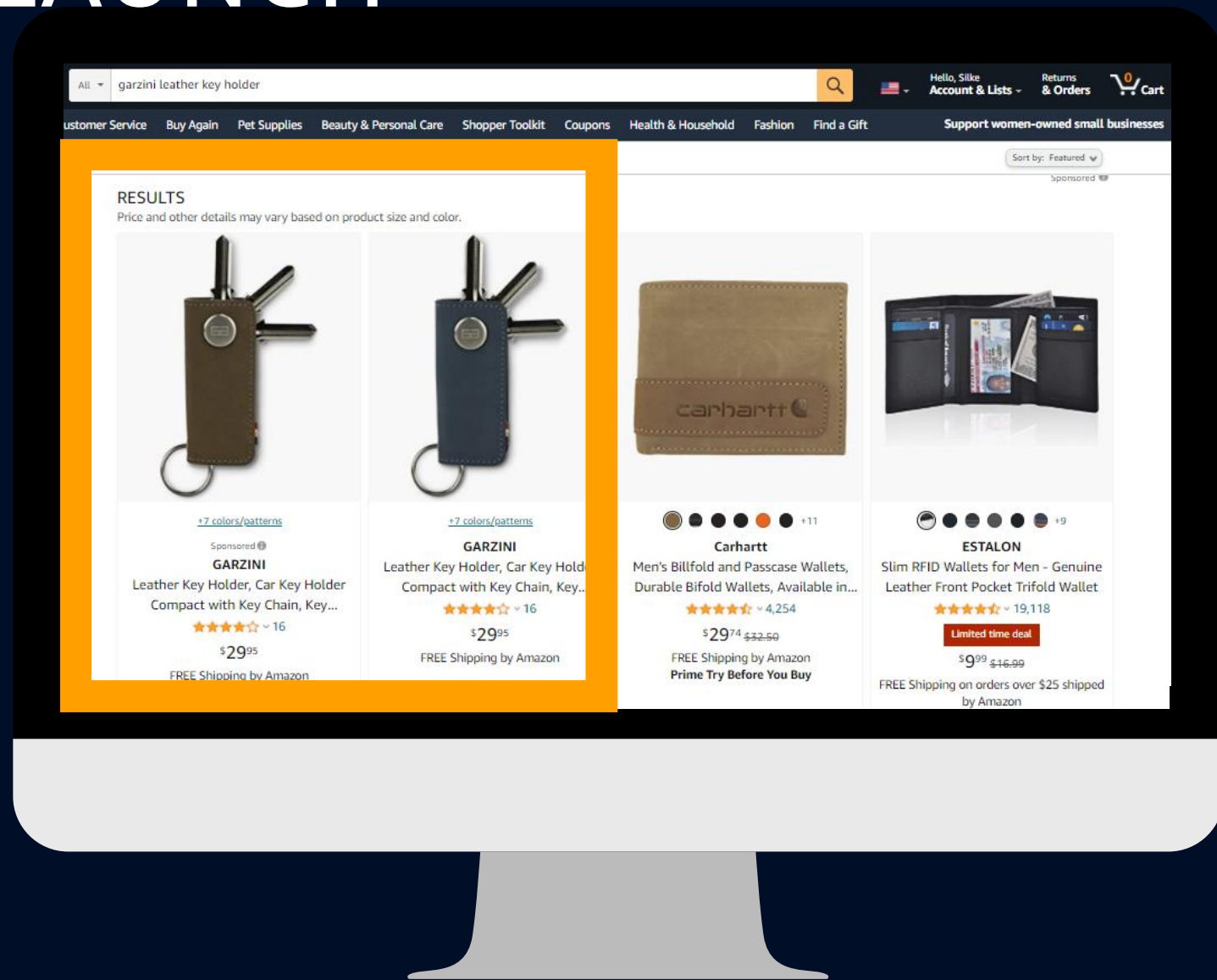
- Sponsored products / Sponsored brands / Sponsored video
- Search find buy
- External traffic

LAUNCH

35%
of amazon
shoppers click on
the first product
featured on a
search page

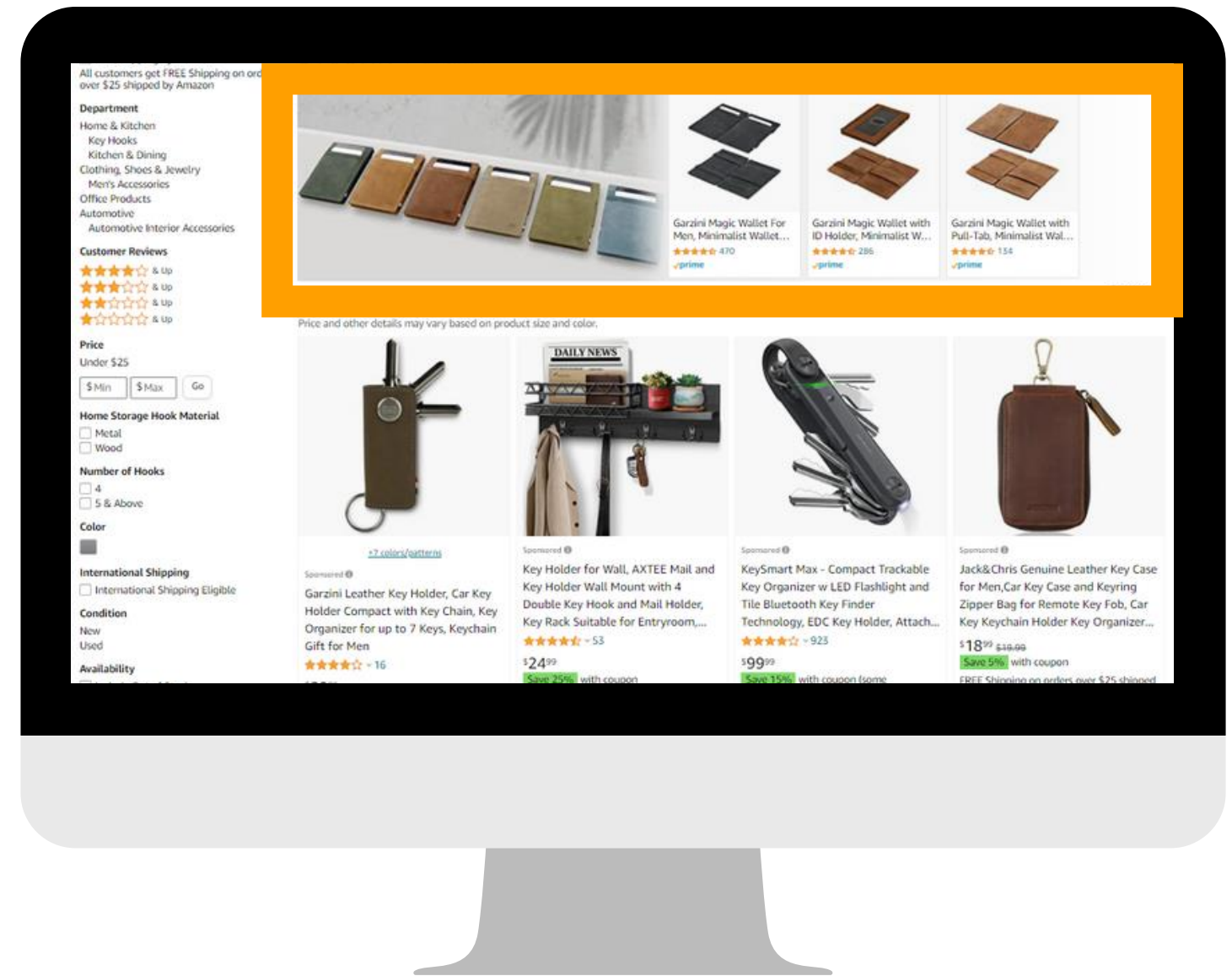


LAUNCH



SPONSORED PRODUCTS

Target by **keyword** and **pay per click**.
Appear **within search results** and on the
detail page.







SPONSORED BRANDS

Target by **keyword** and **pay per click**.
Appear at the top of the page **above the
search results**.

LAUNCH



SPONSORED VIDEO





			
<p>Garzini Magic Wallet with Pull-Tab, Minimalist Wallet with RFID card holder, Leather Wallet for 12 cards, Brushed Brown</p> <p>★★★★☆ ~ 130</p> <p>\$64⁹⁵</p> <p>Ships to Belgium</p> <p>Only 3 left in stock - order soon.</p>	<p>Garzini Magic Wallet For Men, Minimalist Wallet with RFID card holder, Leather Wallet for 10 cards, Raven Black</p> <p>★★★★☆ ~ 446</p> <p>\$54⁹⁵</p> <p>Ships to Belgium</p>	<p>Garzini Magic Wallet with ID Window, Minimalist Wallet with RFID card holder, Leather Wallet for 8 cards, Raven Black</p> <p>★★★★☆ ~ 271</p> <p>\$59⁹⁵</p> <p>Ships to Belgium</p>	<p>Garzini Spacious Magic Wallet with ID Window, Wallet with RFID card holder, Leather Wallet for 14 cards, Cognac Brown</p> <p>★★★★☆ ~ 24</p> <p>\$45⁵⁰</p> <p>Ships to Belgium</p> <p>Only 2 left in stock - order soon.</p>



Garzini

SECURE MAGIC WALLET SYSTEM

	<p>Sponsored</p> <p>Garzini Magic Wallet with ID Window, Minimalist Wallet with RFID card holder, Leather Wallet...</p> <p>★★★★☆ ~ 271</p> <p>\$59⁹⁵</p> <p>\$10.21 shipping</p>
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<p>Garzini Magic Wallet with coin pocket, Minimalist Wallet with RFID card holder, Leather Wallet for 7 cards, Raven Black</p> <p>\$45⁵⁰</p> <p>Ships to Belgium</p> <p>Only 3 left in stock - order soon.</p>	<p>Garzini Spacious Magic Wallet with coin pocket and ID Window, Minimalist Wallet with RFID card holder, Leather Wallet for 11 cards, Cognac Brown</p> <p>★★★★☆ ~ 45</p> <p>\$52⁵⁰</p> <p>Ships to Belgium</p> <p>Only 2 left in stock - order soon.</p>	<p>Hunterson Magic Wallet, Minimalist wallet for Men with RFID card holder, Leather wallet for 8 cards, Black</p> <p>★★★★☆ ~ 363</p> <p>\$34⁹⁵</p> <p>Ships to Belgium</p>	<p>SERMAN BRANDS - Wallets for Men Slim Mens leather RFID Blocking Minimalist Card Front Pocket Bifold Travel Thin</p> <p>★★★★☆ ~ 4,760</p> <p>\$25⁴⁹ 49.99</p> <p>Ships to Belgium</p>

LAUNCH

SEARCH

Search....



FIND



BUY



LAUNCH

The landing page features the Garzini logo at the top left. A central banner displays the product name 'CLEVERLY CARRY YOUR KEYS' with a sub-headline 'with our Garzini Key Holder'. The price is listed as '\$20.96' with a crossed-out original price of '\$29.95'. A 'CLAIM COUPON' button is prominent. A 'SALE ENDS IN' timer shows 00 Days, 14 Hours, 34 Mins, and 20 Sec. The product image is a brown leather key holder with a silver ring. Text below the image reads 'PREMIUM QUALITY SIMPLE AND ELEGANT' and lists features: 'Reinforced leather and ring', 'Stainless steel closure', and 'Handmade with great attention to detail'. A '30% OFF' badge is in the top left of the product area. At the bottom left, it says 'available at amazon' and '5 COUPONS LEFT 45 COUPONS USED'. A carousel of images is at the bottom.

LANDING PAGES

The Facebook ad shows the Garzini profile and a sponsored post. The text reads 'Cleverly carry your Keys with the Garzini Key Holder 🗝️ Now 30% off on Amazon!'. The video thumbnail shows a person's hands holding the key holder. A '30% OFF' badge is in the top left of the video. The video text says 'a clever way to organize your keys'. The ad includes a link 'HTTPS://GARZINI.COM Claim your coupon 🗝️' and a 'DOWNLOAD' button. Engagement icons for Like, Comment, and Share are at the bottom.

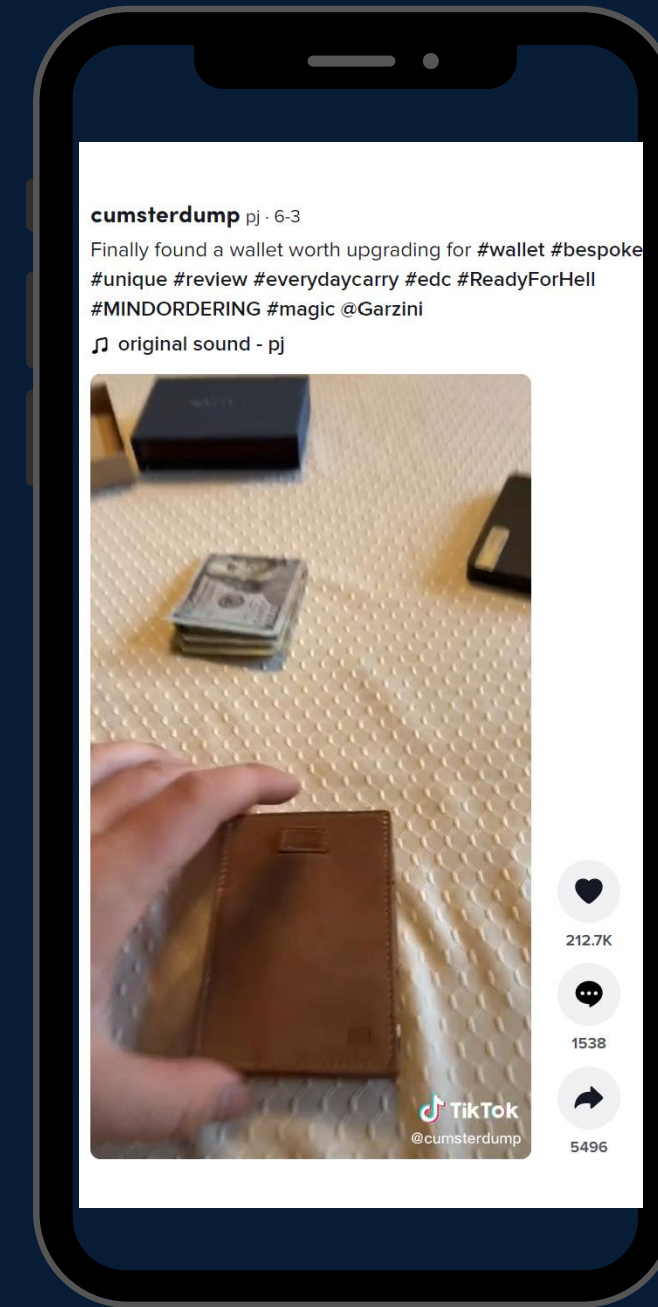
The Facebook ad shows the Garzini profile and a sponsored post. The text reads 'Cleverly carry your Keys with the Garzini Key Holder 🗝️ Now 30% off on Amazon!'. The video thumbnail shows the key holder on a car's ignition. A '30% OFF' badge is in the top left of the video. The video text says 'a clever way to organize your keys'. The ad includes a link 'HTTPS://GARZINI.COM Claim your coupon 🗝️' and a 'SHOP NOW' button. Engagement icons for Like, Comment, and Share are at the bottom.

FACEBOOK CAMPAIGNS

LAUNCH



EMAIL CAMPAIGNS



INFLUENCERS

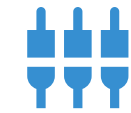
LAUNCH

Amazon loves external traffic and will reward your listing with a higher ranking

- The perfect way to **boost your sales** if you're just starting out or if you're in a more competitive product category
- Strengthen your **brand image**
- External traffic data is **easy to monitor** and track through Amazon Attribution

KEEP THE MOMENTUM GOING

Make sure to have a process in place to manage your stock levels



Minimize excess inventory



Optimize sell through rate



Follow up on **reviews**



Q&A

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