



S4 Campfire 5/2/2020

Underperforming Listings

Time Stamps

12min mark Infographics
20min mark Photos
24min mark Naming photos
28min mark Short tail keywords

Chat File:

00:09:27 Robyn Stuart: Good evening everyone!
00:10:36 Chis: Florian makes any background look good!
00:11:00 Daisy dela Cruz: Hello Everyone!
00:11:18 Julie Neil: Hello Everyone :)
00:13:13 Neale & Di Tayler: What coupon specifics exactly?
00:13:29 Zoe & Dave Patterson: I didn't hear what Florian said... can anyone repeat it?
00:13:29 Matt: i couldn't really hear what florian said
00:13:46 Berlin Ciputra: us too 😞
00:13:50 simonelehane:hey guys I couldn't hear either..
00:14:02 Fiona Burgess: We use coupons however people don't always claim them at checkout- so we end up with the full sale price.
00:14:10 Rosie: Use a coupon Florian said using dollar value not percentage off value
00:14:10 Mike & Mary: Apply coupons to your listings
00:14:26 Berlin Ciputra: 👍
00:14:28 petina: sound is not great
00:14:43 Matt: thanks Kat
00:14:56 Zoe & Dave Patterson: Coupons. Ok, thanks guys.
00:15:07 Monika's Phone: we had our best month in December without coupons.
00:15:15 Helene Tate: Florian, should we limit it to a certain number per customer?
00:15:32 Helene Tate: That is, a certain number of coupons per customer?
00:16:05 Jane Birdsall: The sound is not great and we are missing "pearls of wisdom"
00:16:21 Alex Freshwater: sound is fine here
00:16:40 Tani Knight: I agree. I have my volume up heaps to hear.
00:16:42 Neale & Di Tayler: Kat, get them to hold the mike. May not work but funny hey!
00:16:47 Mike Vaughan: sound is fine here too

00:17:00 Muna Muna: yeah sound is not too good
00:17:28 Berlin Ciputra: yes, maybe ask them to hold it like a microphone
00:17:42 Berlin Ciputra: 🗣️
00:18:03 Robyn Stuart: Sound is fine for us
00:18:15 Helene Tate: thanks
00:18:17 Mike Vaughan: I limit to one per customer, only because I've had people buying a bunch and selling them on Amazon Canada
00:18:36 Zheng Chong: I don't think the zoom session is using that microphone on the table
00:18:57 Matt: Zheng dropping truth bombs
00:22:18 Jamie Paros: lose ranking using emojis
00:22:23 Neale & Di Tayler: yep, better
00:22:30 Fiona Soutter: yes - better now
00:22:36 Neale & Di Tayler: Can they sign?
00:22:37 Georgia Watt: Audio perfect here fwiw
00:22:41 Simone: it's perfect for me
00:22:43 Chis: All good team!!
00:22:44 Rosie: What did Graeme say?
00:22:46 Ian Bird: Fine
00:22:47 Nathan Emanuel: keep it going all good!
00:22:51 Terry & Marion: Audio okay
00:22:51 Mike & Mary: A bit patchy
00:22:54 Jane Leadbeater: Audio fine here
00:22:56 Matt: it chops a bit
00:22:59 Zoe & Dave Patterson: Still not great
00:23:05 Marisa: Perfect!
00:23:06 Fiona Burgess: Big take away for me from a campfire last year, pretty sure it was a campfire, is that when listing features, important to also draw out the benefits for people. Do all the thinking for them by spelling out why that feature is important.
00:23:13 Fiona Burgess: Jamie - didn't know this, thanks@
00:23:25 Mike Vaughan: Read this recently about writing product descriptions for Shopify. But the info is the same:
00:23:26 Mike Vaughan: <https://www.shopify.com.au/blog/8211159-9-simple-ways-to-write-product-descriptions-that-sell>
00:23:26 Yvonne Drazic: I didn't dare, not game to go against TOS
00:23:42 Alex Freshwater: thank you Mike
00:24:39 Robyn Stuart: Baby grabbed the phone!
00:24:54 Rosie: Thanks Mike
00:24:55 petina: thanks Mike
00:25:25 CHERRY: Cannot hear what is the 3rd point
00:25:33 Zoe & Dave Patterson: What was the Cris's last point? Was it infographics?
00:26:12 petina: struggling to hear too
00:26:32 Fiona Burgess: Yep we've used fiverr for infographics

00:26:37 Simone: yes Zoe Picture with text

00:26:46 Zoe & Dave Patterson: Thanks Simone x

00:26:58 Matt: i tend to agree with Zheng, I don't think that mic is that one Zoom is using

00:27:46 nikki & jamie mendham: way better

00:30:14 Simone: All suppliers we've been to all have light boxes with white backgrounds. get them to shoot the product in there

00:30:34 Robyn Stuart: Great tip Florian

00:30:47 Georgia Watt: We used Upwork to get our photos recoloured for our new variation... best \$50 we've spent.

00:31:01 stephanie anderson: I took some lifestyle shots at IKEA with my Samsung and will get fiverr or upwork to edit them :-)

00:31:25 Sylvia Breuer: Great tip Steph

00:31:27 Fiona Soutter: Awesome idea, Stephanie

00:31:31 Andres & Lupita!: I LOVE that tip Stephanie!!! THANK YOU!!

00:31:31 Robyn Stuart: GREAT idea Stephanie .. instant location

00:31:32 Simone: omg such a great idea Stephanie

00:31:42 Tani Knight: Stephanie, that's the best!

00:31:48 Yvonne Drazic: Yes, that was a stroke of genius, Steph, they look amazing :)

00:32:19 Tracy & Tony Modrono: They certainly do look amazing. Steph did such a great job on them!!

00:32:31 petina: brilliant idea Stephanie thanks for sharing

00:32:31 Rosie: Wow, Steph! Awesome idea

00:32:32 stephanie anderson: thanks guys ;-)

00:33:12 Sally Willms: Can also use photographers in China to save on postage

00:34:24 RoseDeMichele: Graeme - is that for EBC only or all images? Thx

00:35:12 Nick Steiner: Yes, I've done that with our photos.

00:35:14 stephanie anderson: I think Amazon asks for your ASIN number to be in the photo file name

00:35:26 Fiona Soutter: Yes - I read that too, Steph

00:35:45 Sylvia Breuer: This metadata is used for visually impaired customers

00:36:03 RoseDeMichele: ahh...i get it the file name! awesome tip!

00:36:14 Chris Pickering: Clever!

00:36:19 Mike & Mary: You're welcome :o)

00:36:21 Alex Freshwater: also if for whatever reason the image doesn't show like no html, it will have the file name showing

00:37:53 Jamie Paros: 100% Google show your photos. It's a must loading your images with SEO meta data. Having seen any evidence with us yet that Amazon strip that from our photos yet.

00:38:01 Mike Vaughan: I always use keywords for product images.. just in case. You get IMG tags for EBC images in addition

00:38:16 Jamie Paros: *havent seen any evidence.

00:38:26 Mike Vaughan: What Jamie said

00:38:41 stephanie anderson: Thank you Jamie and Mike (x2)

00:39:15 Yvonne Drazic: I had no idea the image names could be important. Will upload my photos with new names. Who knows, maybe I can sell a few more of those pesky P100 things...

00:39:17 Fiona Burgess: Thanks guys - awesome

00:39:32 Mike & Mary: When you change your title, you force Amazon to re-index your listings

00:39:53 Mike & Mary: Best to make small changes at a time

00:40:15 Robyn Stuart: When we search for our product on google - the images come up with the kw's as well as the other links

00:40:17 Terry & Marion: Great tip

00:40:28 Fiona Burgess: Anyone looking to make changes - Graeme talked about this in last weeks campfire if you haven't listened yet (about how to make changes to your listing)

00:40:30 Andres & Lupita!: Great advise Graeme!! Thanks

00:40:55 Marisa: Graeme, how often do you tweak your listings keywords ? How often is infrequently?

00:41:12 Chris Pickering: The Facebook event page blocks questions

00:41:21 Rosie: Facebook was not open for questions - its blocking questions

00:41:26 Robyn Stuart: Questions on this chat guys

00:42:20 Tim & Jackie Jones: Shouldn't your image be saved with your asin number before uploading your image

00:42:46 Katrina Marwood: Sorry guys, I have changed the facebook settings

00:43:28 Andres & Lupita!: Thanks Kat!

00:43:48 Nathan Emanuel: Similar as Sally, but if you have two products that can sell together, is it possible to create a deal if both are bought together, or is that only something that Amazon creates as "frequently bought"...

00:43:50 Georgia Watt: Thanks Kat - just posted in the FB group

00:44:03 sally fasano: do it on social and tag each other as well

00:44:19 Mike Vaughan: And advertise on their ASIN too. I like it

00:44:31 Kate: Hey Guys, Question for the group..... you mentioned the Amazon Choice badge..... does anyone know how Amazon award this and what the criteria are or is this one of the Amazon mystery's?

00:45:38 Mark Di Paola: Sounds like a great opportunity to be a little different Sally

00:45:59 Rosie: Amazon mystery to me Kate - we get the badge then it's gone!

00:46:17 Marnie Tsakonakos: Hi, is anyone part of Amazon buy my products to sell globally?

00:46:36 Sylvia Breuer: If you have EBC you can include photos of your entire range

00:46:48 sally fasano: I cross promote my own in photography and bullets already and target my ASINS

00:47:21 stephanie anderson: great discussion! Getting so much out of this.

00:48:08 Zheng Chong: you might be able to do a facebook/instagram promo to purchase both products at discount in order to drive traffic to get the result Florian was talking about

00:48:35 Alex Freshwater: Bec Fischer video from December Platinum Press also covers this - how often to tweak based on data

00:49:54 Yvonne Drazic: Just curious, I found my listing translated into Spanish on Amazon Mexico. Any thoughts? Is that something Amazon does routinely?

00:50:11 Simone: brilliant Wayne thanks so much

00:51:37 Robyn Stuart: Legends! Congratulations!

00:51:38 Fiona Burgess: That's awesome girls!

00:51:43 Rosie: Well done girls

00:51:44 Mike & Mary: Congrats girls!

00:51:58 Julie Neil: Well done Girls!

00:52:04 Tracy & Tony Modrono: Well done girls! :)

00:52:11 Kate: Well done girls! so awesome!

00:52:24 Sylvia Breuer: Blows my mind - I have a 14- and 12-year old here...

00:53:09 Devina Hardjadinata: that's great results!! and not just for 12yo and 14yo. good work girls!

00:53:13 Sharyn Frank: Our 14 year old saw the girls on Adam's CPC and got very excited about the YE program coming up

00:54:38 leanne rozon: Hi Graeme, if you start putting long tail KW in title are they better to be in the exact order or can they be separate throughout the title and still work as effectively

00:55:55 Robyn Stuart: That's dot dot dot BRILLIANT! Wayne

00:55:56 Marisa: Great idea Wayne!!

00:55:58 Fiona Burgess: Yep - we've used a top review in a photo. Can't tell you definite outcomes of that. But the photo looks good

00:56:10 Mike Vaughan: reviews make good content for Insta too!

00:56:12 Sally Willms: Love that Wayne!

00:56:23 Georgia Watt: Yep, we do that. Had a great uplift since doing so. Use them on social too.

00:56:54 Jamie Paros: No mystery for the Amazon Choice badge Kate. It's all about that particular keyword, your sales, cvr and relevancy in your listing when Amazon check the sale relevance against your listing.

00:57:13 Jamie Paros: For that keyword.

00:57:50 Jamie Paros: If you get it one day and not the next, it's because you haven't made enough sales for that keyword to hold the badge

00:58:21 Kate: Ok, cool, thanks Jamie, really helpful to know. I was surprised to see that we had it on our product yesterday and we've only been live 2 months

00:58:59 Fiona Burgess: Georgia we've had similar results with 5 variations. We have used swatches, but the one that shows as the main image remains our best seller

00:59:23 Fiona Burgess: We launched them at the same time though

00:59:35 Rosie: Thanks Jamie

00:59:50 Jamie Paros: Yep that's cool. theirs over 60 amazon badge for relevant keywords in our niche. we monitor it and who else has them, we can then make attempts to slowly beat them

01:00:25 Jamie Paros: also target asin ppc campaigns against them

01:01:03 Yvonne Drazic: Congrats on the choice batch, Kate! :)

01:01:31 Yvonne Drazic: *badge

01:01:53 Kate: Good strategy Jamie!

01:01:59 Kate: Thanks Yvonne!

01:02:23 Fiona Burgess: We've also put bigger coupons on the variations not selling as well to encourage buyers who are on the fence

01:02:34 Ben Feng: Georgia have you checked the session numbers and conversation rate on both products from the Business reports, that might tell you where the problem is

01:05:09 Georgia Watt: Hi Ben, 1,689 sessions of the original vs 244 of the new colour after a month.

01:05:18 Chris Pickering: That mic again

01:05:31 Tani Knight: yep

01:06:31 Georgia Watt: Have a ratio of 10 sales of the existing to 1 of the new, so session count is relative to the conversion rate.

01:06:43 Ben Feng: How's the conversation rate compared to the old one? If it is the same, it might be the discoverability of the item

01:07:13 Karen: Graeme can you please advise what your target: sessions, clicks and conversion rates are please? I know you've discussed them before. Thank you

01:07:21 Georgia Watt: Yep, spot on. Yet, smashing it out on PPC and discounted the price to grab attention.

01:07:24 Ben Feng: I would look at the PPC and track the keyword ranking of your new and old products

01:07:47 Chris Pickering: Hey mark!!

01:07:52 Georgia Watt: Just tried Coupons instead of discounting after Florian's feedback this evening too.

01:08:20 Fiona Burgess: Joan we have also used infographics to show how our product is superior to competitors, or how we meet the problems that competitor products have. I.e. extra grip so you won't slip during your yoga session, if competitors have reviews saying that customers are slipping on their yoga mats

01:08:53 sally fasano: some great tips tonight

01:09:12 Nathan Emanuel: Awesome session guys and gals! Sorry, resubmitting - Similar as Sally, but if you have two products that can sell together, is it possible to create a deal if both are bought together, or is that only something that Amazon creates as "frequently bought"...