



AMAZON MARKETING PROGRAM MODULE I

SETTING UP AMAZON 16 HOURS

TRAINING DESCRIPTION:

This training is designed to address challenges faced by businesses looking to offer their products for purchase in the Amazon marketplace. Companies will be able to effectively list their products on the platform and acquire new customers that would otherwise be out of reach. Participants will learn how to successfully navigate the Amazon marketplace. This training will include interactive conferencing, and On-Site training.

TRAINING OBJECTIVE:

The Amazon Marketing Program is designed to teach participants the necessary skills, tools, and approaches to using the Amazon platform to sell your products. This training will focus on all the required steps to prepare and list your products on the platform and determine whether Fulfilled by Amazon (FBA) or Fulfilled by Merchant (FBM) is the right approach to the platform for your business.

SKILL ATTAINMENT:

Participants will gain proficiency in setting up, launching, and managing product listings on the Amazon platform. They will also learn the necessary skills related to product keyword analysis, product pricing strategies, and product listing development.

TRAINING CONTENT:

Training includes:

- The pros and cons of FBA and FBM and right sizing for your company
- Gs1 barcode requirements and setup
- Necessary brand and product trademarking
- Product keyword research and implementation
- Development of product listings including photography requirements
- Researching competitors and setting prices
- Amazon Brand Registry and other Amazon-based resources
- Requesting and responding to reviews

* The specific training objects offered may vary based upon the strategic needs of the company.