

fulfillment by **amazon**

Holiday Communications Toolkit



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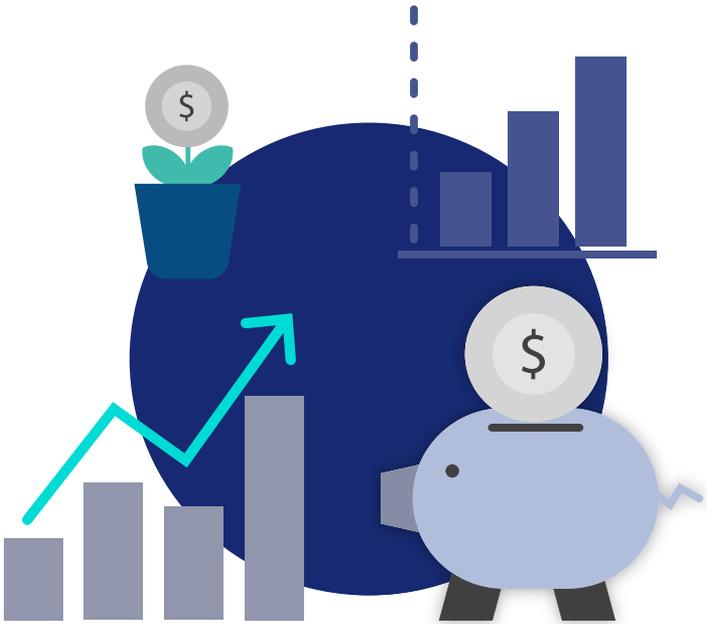
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What is the Holiday Communications Toolkit?

The Holiday Communications Toolkit has been designed to help you drive traffic to your Amazon product pages and promote deals this holiday. This toolkit provides email and social media best practices and starter content to begin crafting your holiday marketing strategy.

Use the sample email and social media content in their entirety or modify to fit your brand. The toolkit provides guidance on when and where to use each content sample, including specific guidance for Black Friday (November 24, 2017) and Cyber Monday (November 27, 2017).



TIP

Customers will begin holiday shopping soon, so October is a great time to start building buzz around your products.



Image guidance

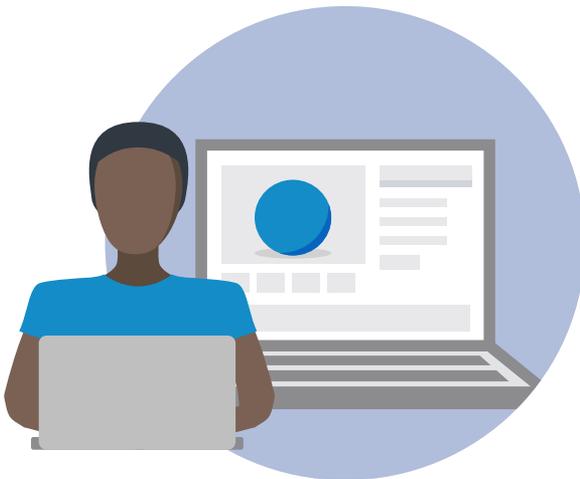
High-quality images help grab your customers' attention. As you promote your products this holiday season through email and social media, make sure your product images and designs are front and center. Images to include may be your own product photography, your logo, and other branding elements.

Choose images that are clear, easy to understand, information-rich, and attractive. Images are very compelling to customers, so quality matters.



TIP

When sending emails, we recommend hyperlinking images back to your Amazon product page to drive traffic and increase your chances of making sales.



Email samples and best practices

When emailing customers about your products, keep these best practices in mind.

- **Don't overcommunicate:** Try not to send your customers too many emails in a short time frame.
- **Make the message yours:** We've called out a few sections below for you to update with your company name and website. You can also add images to further personalize your message and make your brand stand out.
- **Have a clear subject line:** Lengthy subject lines may not be viewed by your customers in their entirety. For example, some mobile phones' subject lines cut off after 35 characters. Keep your subject line short and to the point, and put the most important information first.



TIP

Position your holiday offer or call to action at the beginning of your subject line where it is most likely to be seen. This will ensure that your core message is viewed independent of character limits on different devices.



Black Friday through Cyber Monday

Sample email

Leading up to Black Friday and Cyber Monday – Get customers excited to buy from you	
When to send	Leading up to Black Friday – November 17-23
Subject line	Black Friday and Cyber Monday deals from <company name>
Body	<p>November 24 is Black Friday and November 27 is Cyber Monday – don't miss out on deals from <company name> on Amazon! <If offering discounts, add to end of this sentence.></p> <p>Now is the best time of year to get great deals on <your products> while they're still in stock and to beat the last-minute holiday rush.</p> <p><Include short, compelling descriptions of a few key products, images, links to Amazon product listings, and any discounts you might be offering.></p> <p>Follow us on Facebook <link to your Facebook page> and Twitter <link to your Twitter page> for exciting sale information and to check out what's new from <company name>.</p> <p>Happy shopping!</p>

Holiday shopping season

Sample email

Holiday shopping – Build excitement for the holidays and remind customers to shop early	
When to send	Throughout the holiday season
Subject line	Stay on top of your holiday shopping!
Body	<p>There's no better time than now to do your holiday shopping this year! <Company name> has lots of great gift ideas on Amazon. Don't wait too long to find the perfect holiday presents!</p> <p><Include short, compelling descriptions of a few key products, images, links to Amazon product listings, and any discounts you might be offering.></p> <p>Follow us on Facebook <link to your Facebook page> and Twitter <link to your Twitter page> to keep an eye out for great savings and to check out all our <your products>.</p> <p>Happy holidays!</p>

Social media best practices

- **Consider timing:** Post when your customers are most likely to be active and online, such as earlier in the morning, at lunchtime, and after work hours.
- **Use hashtags:** Hashtags (#) help customers find your posts on social platforms like Twitter and Facebook. Hashtags are especially important on Twitter. We've suggested a couple of hashtags to get you started, but try taking advantage of trending hashtags or even starting your own. Read more about hashtags on [Twitter](#) and [Facebook](#).
- **Think about images:** Some social platforms, including Facebook, will automatically import an image from your page if you include a hyperlink in your post. Double-check that the image is one you want to include. If an image is not automatically generated, as with Twitter, upload one of your own. See the image guidance section above for more tips.
- **Remember character limits:** Twitter posts must be 140 characters or fewer, including hashtags and hyperlinks. You might need to adjust the messages we've included in the toolkit, depending on the length of your company name and other details you add, like videos or images.



TIP

Facebook and Twitter both accommodate content beyond text. This toolkit provides guidance on text-based posts only, but you can read more about dynamic content on [Twitter](#) and [Facebook](#).

Sample Facebook posts

Posting on Facebook is a great way to tell customers about your products and drive traffic to your Amazon page. The examples below can be customized to promote your products.

See Facebook's business-post [best practices](#) for more information.



Company name
23 hrs · 🌐

Black Friday is November 24! <Company name> has great deals on Amazon, including on our popular cat print socks (back in stock!). Get up to 30% off of our best-selling coffee cat socks for the cat lover in your life. They're the purrrfect gift! #BlackFriday #AmazonSeller #socklovers



**Up to
30% off**

Women's Cotton Geometric Cat Face Socks
Type: Socks Gender: Women Material: Cotton Size: One Style: Multicolor
AMAZON.COM

 Write a comment...  

Black Friday

Sample posts

Post #1: Leading up to Black Friday	
When to post	Leading up to Black Friday – November 17-23
Post content	<p>Black Friday is November 24! <Company name> has great deals on Amazon, including <one of your products>.</p> <p><Include short, compelling descriptions of a product you want to feature, an image, a link to its Amazon product listing, and any discounts you might be offering.></p> <p>#BlackFriday #AmazonSeller</p>

Post #2: Black Friday

When to post	Black Friday – November 24
Post content	<p>It's Black Friday! Shop early and don't miss out on our <your products> on Amazon!</p> <p><Include short, compelling descriptions of a few key products, images, links to Amazon product listings, and any discounts you might be offering.></p> <p>#BlackFriday #AmazonSeller</p>

Cyber Monday

Sample posts

Post #1: Leading up to Cyber Monday

When to post	November 26, the day prior to Cyber Monday
Post content	<p>Missed out on Black Friday? Don't worry, Cyber Monday is tomorrow! <Company name> has amazing gifts for sale on Amazon.</p> <p>Shop a great selection of products from <company name> and get them in time for the holidays. <Include short, compelling descriptions of a few key products, images, links to Amazon product listings, and any discounts you might be offering.></p> <p>#CyberMonday #AmazonSeller</p>

Post #2: Cyber Monday

When to post	Cyber Monday – November 27
Post content	<p>It's Cyber Monday! Check out <company name> for great gift ideas on Amazon. Shop early and don't miss out on our <your products>!</p> <p><Include short, compelling descriptions of a few key products, images, links to Amazon product listings, and any discounts you might be offering.></p> <p>#CyberMonday #AmazonSeller</p>

Holiday shopping season

Sample posts

Post #1: Holiday shopping – Build excitement for the holidays and remind customers to shop early

When to post	Throughout the holiday season
Post content	Get a head start on your holiday shopping this year! <Company name> has lots of great gift ideas on Amazon. Don't wait too long to find the perfect holiday presents. Happy shopping! <Link to your Amazon product listings.> #AmazonSeller

Post #2: Holiday shopping – Remind customers to shop

When to post	Throughout the holiday season
Post content	Get gifts there on time! Time is running out to find the perfect presents before Christmas. Check out <company name> on Amazon for gift ideas. <Link to your Amazon product listings.> #AmazonSeller

Post #3: Holiday shopping – Remind customers to shop

When to post	Throughout the holiday season
Post content	<One of your products> makes a great gift and you can get it fast with Amazon Prime shipping. Order today before it's too late! <Include short, compelling descriptions of a product you want to feature, an image, a link to its Amazon product listing, and any discounts you might be offering.> #AmazonSeller



Sample Twitter posts

Posting on Twitter is a great way to alert customers to your holiday deals. Creating tweets like the examples below will help you get the word out.

Remember, Twitter posts have a 140-character limit.

See Twitter's business-post [best practices](#) for more information.



Black Friday

Sample tweets

Tweet #1: Leading up to Black Friday	
When to post	Leading up to Black Friday – November 17-23
Post content	#BlackFriday is coming! Shop <company name> on Amazon. #AmazonSeller <Link to your Amazon product listings.>
Tweet #2: Leading up to Black Friday	
When to post	Leading up to Black Friday – November 17-23
Post content	Visit <company name> on Amazon this #BlackFriday! #AmazonSeller <Link to your Amazon product listings.>

Tweet #3: Black Friday

When to post	Black Friday – November 24
Post content	It's #BlackFriday! Get a jump on holiday shopping with our <your product>: <link to your Amazon product listing.> #AmazonSeller

Tweet #4: Black Friday

When to post	Black Friday – November 24
Post content	Happy #BlackFriday! Check us out for great deals on Amazon: <link to your Amazon product listings.> #AmazonSeller

Cyber Monday

Sample tweets

Tweet #1: Leading up to Cyber Monday

When to post	November 26, the day prior to Cyber Monday
Post content	Missed Black Friday? See our #CyberMonday deals! <Link to your Amazon product listings.> #AmazonSeller

Tweet #2: Leading up to Cyber Monday

When to post	November 26, the day prior to Cyber Monday
Post content	Remember to shop for <your products> tomorrow on #CyberMonday! <Link to your Amazon product listings.> #AmazonSeller

Tweet #3: Cyber Monday

When to post	Cyber Monday – November 27
Post content	It's #CyberMonday! Shop now for great deals on <your products>! <Link to your Amazon product listings.> #AmazonSeller

Tweet #4: Cyber Monday

When to post	Cyber Monday – November 27
Post content	Get a head start on holiday shopping by visiting us on Amazon! <Link to your Amazon product listings.> #CyberMonday #AmazonSeller

Holiday shopping season

Sample tweets

Tweet #1: Holiday shopping – Build excitement for the holidays and remind customers to shop early

When to post	Throughout the holiday season
Post content	<Your products> make great presents! Shop now to get gifts under the tree! <Link to your Amazon product listings.> #AmazonSeller

Tweet #2: Holiday shopping – Remind customers to shop

When to post	Throughout the holiday season
Post content	Last-minute holiday shopping? Visit <company name> for great ideas! <Link to your Amazon product listings.> #AmazonSeller

Tweet #3: Holiday shopping – Remind customers to shop

When to post	Throughout the holiday season
Post content	Last-minute gifts? Visit us on Amazon and finish your Christmas shopping. <Link to your Amazon product listings.> #AmazonSeller



What else can I do to promote my business?

Advertise on Amazon

There are two pay-per-click [advertising solutions](#) to promote your products on Amazon.

Sponsored Products appear in highly visible placements such as page one of search results and on product detail pages, and help promote individual listings and drive sales.

Registered brand owners can use **Headline Search Ads** to increase the visibility of a brand's product lines with ads that appear above search results. Both ad products can help increase exposure to millions of holiday shoppers.



TIP

Customers begin holiday shopping early. To gain insights on what customers are searching for and to learn which ads are most effective at driving clicks and sales, **start advertising early in the holiday season**. This will give you time to adjust your strategy before key shopping dates.

Start advertising now



For more tips on having
your best holiday sales
season yet, please visit

amazon.com/fba-holiday-readiness

Thank you for selling
on Amazon.

