Amazon Marketing Services User Guide

Contents

amazonmarketingservices

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Register Your Brand

How do I…?

Register a brand

1. On http://ams.amazon.in/, click the "Register Your Brand link" and sign in.

2. Choose Brand or Publisher, complete the registration form and click the "Submit" button.

3. We immediately send you an email message confirming receipt of your registration request.

4. In your confirmation email, click the URL to verify your email address. If you are registering as an agency, please be sure your brand contact is aware they will need to verify their email address as well.

5. Amazon Marketing Services will verify the contact information provided and process your registration request. Upon completion, an email response is sent to you (and to the brand owner, if you are registering as an agency representative).

Add Additional Users and Brands

You can invite as many users as you like to edit and administer your AMS account.

How do I…?

Add a new brand

Register an additional brand

To register a new brand, repeat the registration and verification process above for each additional brand you want to register.

1. On http://ams.amazon.in/, click the brand drop-down menu on the top navigation bar. Then click **Add new brand**. The drop-down menu for account management is just to the left of Analytics in the top navigation.

2. Complete the Registration form.

3. We immediately send you an email message confirming receipt of your registration request.

4. In your confirmation email, click the URL to verify your email address. If you are registering as an agency, please be sure your brand contact is aware they will need to verify their email address too.

5. Amazon Marketing Services will verify the contact information provided and process your registration request. Upon completion, an email response is sent to you (and to the brand owner, if you are registering as an agency representative).

Add a brand user to AMS

1. On http://ams.amazon.in/, click the brand drop-down menu on the top navigation bar, and then click **Manage Users**. The drop-down menu for account management is just to the left of Analytics in the top navigation.

2. Click **Invite a new user** to assign a user to a brand.

3. In the **Invite a new user** window, enter the name and email address for the new user, and assign the access level you want this new user to have.

   - **Admin** status: Full access is granted: the ability to add, remove, and change Amazon Page content, create or edit advertising campaigns, view Amazon Analytics metrics, and manage user permissions

   - **Editor** status: Access is limited to just the ability to add, remove, and change Amazon Page content, create or edit advertising campaigns and view Amazon Analytics metrics

4. Click **Invite user**.

Change the permission level for a brand user

1. On the top navigation bar, click the brand menu, and then click **Manage Users**.

2. On the **Manage Users** page, locate the name of the user whose access level you want to change.

3. On the row for that user, click to select the appropriate access level in the **Access** box.

Remove a brand user

1. On the top navigation bar, click the drop-down brand menu, and then click **Manage Users**.

2. On the **Manage Users** page, locate the name of the user to be removed.

3. On the row for that user, click **Delete** in the **Actions** column.

Remove yourself from an AMS brand

1. Above the top navigation bar, click your **Account** button.

2. On your **Account** page, find the brand you want to remove yourself from.

3. Click **Remove self from brand**.

   NOTE: You cannot remove yourself from a brand if you are the only Admin-level user. Assign Admin access to another user before deleting yourself from a brand.

Notify Amazon if your brand is being infringed

Amazon respects the intellectual property rights of others. If you are a brand owner and believe your intellectual property is being infringed, please send a notice following the steps for Notice and Procedure for Making Claims of Right Infringements.

Amazon Pages

You design your Amazon Page by uploading different creative assets, using tools called widgets, to define your showcased products. In two of the templates you can integrate your Amazon Page with your Facebook brand page. And with Amazon Analytics, you'll be able to view relevant performance data of your Amazon Page. Learn the basics about building and using your Amazon Page here.

Begin working with an Amazon Page

Create an Amazon Page

1. Sign into Amazon Marketing Services at ams.amazon.in.

2. Select the button **Create your page.**

3. Add content to your page following the instructions below.

Create additional Amazon Pages, if relevant

You are only allowed 1 Amazon Page per brand.

Change the look of your Amazon Page

You can update the content of each widget section, or you can change the entire look of your page.

Work with an upgraded Page

There are two types of Pages, basic and upgraded; both are free. Some brands are eligible for an upgraded Page based on catalogue data. Whenever possible, the AMS team will provide you with the option to upgrade your Page. If an upgrade is possible for your brand, you will be notified on your dashboard. An upgraded Page has these additional features:

a. All Products Template

b. Automated widgets (*Best-Selling* and *Recommended for You*)

c. Amazon Brand Page is eligible to be found in search results (when customers search for a brand name)

Change the template for your upgraded Amazon Page

1. In the Page Editor, click **Change Template** on the left navigation bar.

2. On the **Select Template** page, click the template you want, and then click **Next**.

    •   The Merchandising with Text template allows a visual header (hero) plus up to four merchandising widgets and a text description. This template is best for providing a brand message statement.

    •   The All Products template allows a hero plus two merchandising widgets, and will show all of your products at the bottom of the page, with filters to refine the list on the left. This template is best for showcasing a wide range of products,

Add content to an Amazon Page with widgets

Add a Hero image

1. Upload the page's visual header. This is referred to as a Hero. The purpose of your Hero image is to represent your brand and convey its identity more fully than words can do alone. A hero may be a photograph, another art form, or a more complex image that incorporates text and other design elements. Impactful Hero images incorporate a great image, logo and ideally a tagline.

   The Hero can be:

   - Simple - a high resolution image in JPG, GIF, or PNG format. Larger images can be cropped when setting up the Hero.

   - Product – Pick a product to highlight at the top of the page; includes **Add to Basket** button and customer reviews.

   - Video – a video file may be added that is less than 10 minutes in length, less than a gigabyte in size, and must be in AVI, MOV, M4V, MPG, or MP4 format.

2. In the Page Editor, click in the Hero Widget box. Click to select the Hero widget you want, and then click Continue.

3. Click the Upload Image button. Browse to the image file you want to use, and then click Open.

4. In the Add Hero window, drag the image around within the box to select the portion that you want.

5. Set the background colour of your Hero. You must choose a colour that will blend in with the background behind the hero image when the when the customer expands their browser window beyond 980 pixels wide. The default colour is orange, so you will need to select a background colour to match or blend with your image. Use the Preview button to ensure the background colour works with your image. The background colour of your Hero is a hexadecimal number. (You can find this using a tool such as Photoshop Elements or via free web-based tools.)

   When using the Video Hero:

   - Select the **Upload video** button, choose your video; once the video is uploaded the file will begin encoding.

   - Click **Save** to continue.

   When using the Product Hero:

   - Click **Search for product** to insert a product from your catalogue.

   - In the **Add a product** window, enter a product name, ASIN, or category to identify the product you want to display, and then click **Search**.

   - Click to select the product you want to add to your hero image

   *To change the image you have selected, click **Edit** at the top of the **Hero Widget** box and repeat steps 2 through 5.*

   Best practice: Be sure to incorporate your brand messaging in your hero image, whether in words, with your logo, or in a combination of these and other elements.

Add a Merchandising Widget

The purpose of Merchandising Widgets is to display a curated selection of your products or other Amazon.in links.

Amazon Pages currently offer five types of Merchandising widgets. The Featured Products, Featured Links and Collection widgets display products and links chosen by you to align with the brand message you want to convey. The Best Sellers and Recommended widgets (only available for Upgraded pages) are automatically generated based on data collected by Amazon.

1. In the Page Editor, click in a **Merchandising Widget** box.

Click to select the Merchandising widget you want.

If you select either **Featured products** or **Featured links**, then follow the instructions for your choice below.

Feature

A. Featured Products

The products that you add with this widget always include an image of the product, its title (truncated to two lines), the list price and selling price, any customer review stars, other relevant product information, and the Add to Basket button.

What you'll need:

A product name, brand name, category, ASIN (Amazon Standard Identification Number), or any relevant words to find the products you want to display.

1. In the Page Editor, click in a **Merchandising Widget** box. Click the **Featured Products** box, and then click **Continue**.

2. In the text box at the top, enter a heading to describe this set of products, up to 60 characters long.

3. Click an available **Add product** box. Enter the relevant words to search on, for results at Amazon.in.

4. Click the **Select** button for the product you want to include, and the product appears in one of the **Merchandising Widget** boxes.

5. To add additional products within this widget, click another available **Add product** box, and repeat step 4.

   You can add up to five products; you must add at least three products.

   To edit these products, you can:

   Change a product, by clicking the pencil icon at the top of the product.

   Change the order of a product, by clicking the slider icon and dragging the product.

   Delete a product, by clicking the **X** icon.

6. Click **Save**.

Best practice: Highlight the theme of your selections by writing a few vivid words as the headline.

B. Featured Links

With this widget, you'll find and link URLs (web addresses) from Amazon.in to your Amazon Page. Presenting a group of links is useful for developing a theme across products, events, and promotions for your brand.

What you'll need:

Amazon.in URLs (web addresses) for the links you want
For each link: a JPG, GIF, or PNG image that that is 120 pixels wide and 120 pixels high, with a maximum file size of 10 megabytes each.

1. In the Page Editor, click in a **Merchandising Widget** box. Click the **Featured links** box, and then click **Continue**.

2. In the text box at the top, enter a heading to describe this set of links, up to 60 characters long.

3. Click an available **Add link** box. In the **Add a link** window, enter a name for this link.

4. In your web browser, open a new page or tab and go to Amazon.in. Find the page that you want, and copy the URL (web address) of that page. Return to your Amazon Page tab/page, and paste the URL into the **Enter an existing Amazon.in URL** box.

5. Click **Choose a file** to upload an image for your link from your computer. In the **Open** window, click the image you want, and then click **Open**.

6. When the image appears, if it includes a crop box, drag it to select the area you want.

7. Click **Save** and the image appears in the **Merchandising Widget** box, with the heading you entered in step 3.

To add an additional category, click another available **Add link** box, and repeat steps 3 through 7. (You can add up to five links.)

To edit these link boxes, you can:

Change a link, by clicking the pencil icon at the top of the link box.

Change the order of a link box, by clicking the slider icon and dragging the link box.

Delete a link box, by clicking the **X** icon.

8. Click **Save**.

Best practice: Coordinate the overall heading from step 2 with the individual link headings from step 3 to strengthen the theme of your selections.

C. Collection Widget

This widget enables you to put together a collection of multiple products that customers can add to their baskets with just a few clicks. This is great for featuring a set of products that are commonly bought together.

1. In the Page Editor, click in a Merchandising Widget box.

2. Click on the **Collection Widget** box, and then click **Continue**.

3. In the text box at the top, enter a heading to describe this set of products, up to 60 characters long.

4. Click an available **Add product** box.

5. Enter the relevant words to search on, for results at Amazon.in.

6. Click the Select button for the product you want to include, and the product appears in one of the **Merchandising Widget** boxes.

7. To add an additional product within this widget box, click another available **Add product box**, and repeat steps 5 and 6.

D. Recommendations Widget (upgraded pages only)

This widget automatically displays up to seven of your products based on the shopping habits of the current customer.

1. In the Page Editor, click in a Merchandising Widget box.

2. Click on the **Recommendations Widget** box, and then click **Continue**.

E. Best-Sellers Widget (upgraded pages only)

This widget automatically displays up to seven of your best-selling products.

3. In the Page Editor, click in a Merchandising Widget box.

4. Click on the **Best-Sellers Widget** box, and then click **Continue**.

Add a Brand Description (non-upgraded pages only)

This text widget allows you to add more information about your brand, a time-based event or a current campaign..

1. In the Page Editor, click **Edit** at the top of the Brand Description widget.

2. Overwrite the sample text with your own title and text.

3. When your text is finished, click **Preview** to check it.

4. Click **Save** when it looks correct.

Display all the products in your catalogue – upgraded pages only

Upgraded pages are able to show all of the products for your brand available in the catalogue. To include access to all the products that are available at Amazon.in for your brand, choose the All Products template for your page when creating your Amazon Page. Within the Page Editor select the All Products widget, which automatically displays all products in your catalogue.

Add social media buttons to your page

Add a Facebook Like button to your Amazon Page

Adding a Like button allows visitors to your Amazon Page to like your Facebook brand page, and encourages them to add your brand to their list of likes on their Facebook profile. When you add this button, it also displays the number of Facebook likes your Amazon Page has accumulated.

At the top of the Page Editor, click **Add Like Button**. In the Facebook URL box, type the URL of your Facebook account, and then click **Save**.

Remove the Facebook Like button from your Amazon Page

At the top of the Page Editor, click the edit icon in the Facebook Like button area, and then click **Save**.

Add a Twitter Follow button to your Amazon Page

A 'Follow' button links back to your Twitter page, and allows visitors to your Amazon Page to follow your Twitter stream directly from your Amazon Page. It also displays the number of Twitter followers your Amazon Page has accumulated.

At the top of the Page Editor, click **Add Follow Button**. In the Twitter user box, type the name of your Twitter account, and then click **Save**.

Remove the Twitter Follow button from your Amazon Page

At the top of the Page Editor, click the edit icon in the Twitter Follow button area, and then click **Save**.

Publish your Amazon Page

In the Page Editor, complete the steps for customizing your Amazon Page.

At the top right corner of the Page Editor, click **Preview**.

Check that your page looks the way you want it, and then click **Publish**.

Your page goes into the processing queue. This process usually takes 24 hours, but may take up to 3 days.

Evaluate the performance of your Amazon Page

24 hours after your Amazon Page has gone live, you can view data that compares views to considerations and purchases, and more.

On the top navigation bar, click **Analytics**. On the **Page Performance** page, review the performance data about what visitors to your Amazon Page did with your products and links.

Have Questions?

Please read our FAQs for answers to the most frequently asked questions: http://ams.amazon.in/faq

If you still need assistance after reading our FAQs, please submit a "Contact Us' form. The link is found at the bottom of the page. Please remember to include your brand name(s) when you submit the Contact Us form.