

Amazon Adventures

Staring Down “Earth’s Biggest Bookstore”

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What is Amazon?

- Annual sales: \$10 Billion
- International units: UK, Germany, France, Japan, China (45% of sales)
- 275 acre fulfillment warehouse
- 14,000 employees

Accessing Amazon's Markets

- Amazon Advantage
 - Become an official supplier
- Amazon Associates
- Amazon Connect
- Amazon Marketplace
- Advanced Tactics

Amazon Advantage Program

- List new items by ISBN in their catalog
- Requires a 55% discount (ouch!)
 - Exceptions for 501(c)3 charities and textbooks
- Complete control over “item details”
 - Pictures, Search Inside, professional reviews
- New items only (no used books)
- They order weekly (or less) as needed
- Pays 90 days after sale

Amazon Associates Program

- Anyone can join – no fees
- Sophisticated ads and links to place in your online content
- Commissions vary a lot: 4 to 6% of List Price
- Pros
 - Customers trust Amazon
- Cons
 - There are millions of Associate sites already
 - You make 50 cents on a \$20 book sale

Amazon Connect Program

- Free blog space for ANY author
- Publisher must validate your login
- You can feed up to 5 external blogs to feed into your Amazon blog
- Easy to insert “buy” links into the text
- Nice neighborhood

Amazon Marketplace Program

- Sell new and used copies of your stuff
- Compete with yourself or your publisher
- “Regular”: 99 cents/sale + 6-15% commission
- “Pro”: \$40/mo. + 6-15% commission
- Listings stay up for 60 days
- Gives a feel for what the real “going price” is of your products

Amazon Mechanical Turk

- Special site www.mturk.com
- Get people to review your books on their blogs, talk about your site, link to your articles etc.
- You set the commission for each action: typically 25 cents to 2 bucks

Advanced Campaign Tactics

- On the product page itself
 - Update product info
 - Upload a video review
 - “Tag” it with keywords (at least 8 to 10)
 - “Suggest a search”
- In The Wild
 - Create a “So you’d like to...” list
 - Create “Listmania!” lists
 - Develop your online profile & social networking
 - Approach reviewers who have reviewed similar books