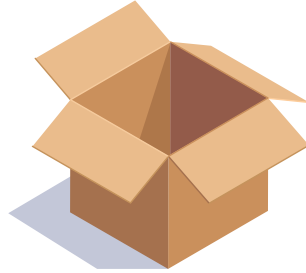


# PREP FOR primeday

(EVEN IF YOU DON'T SELL ON AMAZON)



- Participate in the conversation** on Twitter, Instagram, and Facebook around #PrimeDay to start talking about sales or promotions you will run
- Check inventory levels** to see what you can put on sale without running into any stock supply issues
- With Amazon Prime, **free shipping will be on customers' minds**, so consider offering free shipping (possibly after a certain threshold)
- Segment your customers** based on SKUs they've previously purchased so you can target them with personalized offers
- Email your customers** (they are statistically more willing to purchase!), to inform them of the deals you're making available
- Create a list of customers** who haven't purchased in a while and use your Prime Day flash sales specifically to re-engage them
- Consider rewarding your top customers** with first-access or exclusive deals to show them you appreciate their consistent business
- Have a plan to **maintain the relationship** with new customers after Prime Day to turn them into repeat customers

