



## Preparation Checklist



**Participate in the conversation** on Twitter, Instagram, Pinterest, and Facebook around #PrimeDay to start talking about sales or promotions you will run.



**Consider using paid social ads** to promote your participation in Amazon Prime day and bring in customer who may not be familiar with your company or products.



**Assess inventory levels** to decide which items could be most impactful and easy to ship quickly, and make sure you're fully stocked.



**Create exclusive Prime Day product bundles** to increase items per ticket and get more of your products in the hands of customers.



With Amazon Prime, **free shipping will be on customers' minds**, so consider offering it (even if just for this limited time).



Make sure you **have a shipping platform in place** and that it is robust enough to let you handle a potentially massive influx of orders to process and ship.



**Build your reputation with a follow-up communication strategy** to request feedback on the experience with you as a seller, as well as increase product reviews.



**Respond to reviews quickly** and professionally—this is your opportunity to build relationships with new customers in a positive way, right from the onset.



**Customize packing slips** with calls-to-action to follow you on social (without links) to continue building your audience through your social channels.



**Plan a debrief after Prime Day** to assess any increase in sales, revenue gained, and new customers acquired to decide if it was a successful endeavor.

Start a free trial of ShippingEasy at [shippingeasy.com](https://www.shippingeasy.com)