

Winning Multi-Dimensional Amazon Product Launches in the AI Era | Webinar Recap

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TL;DR: Successfully launching a product means winning across inter-linked elements at once: keywords, personalized results, Alexa and Sparky, off-retailer agents, and paid media. Amanda Wolff of ProductWind shared the importance of understanding where a product fits in its category, writing for shoppers and AI simultaneously, using creators in efficient ways, and timing advertising onsite and off. The good news is that many of the recommendations require little in the way of direct costs.

3 minute read

New product launches have always been unforgiving on the digital shelf. A new ASIN starts with no reviews, no sales history, and no keyword rank, and it competes against established products that have all three. That cold start problem is not new, and neither is the short runway retailers give a product to prove itself.

What has changed is the multi-dimensional nature of what it takes to successfully launch a product. Keywords, personalized results, Alexa and Sparky recommendations, off-retailer agents like ChatGPT, and paid media all matter. We welcomed Amanda Wolff, CMO of ProductWind, to walk through how brands can evolve their product launch strategies to meet the unique needs of these inter-linked elements.

The framework she shared emphasizes the need to methodically focus on understanding where a product fits in the category, specific tips to speak to both shoppers and AI, how to use creators in unique ways, and when it pays to start advertising onsite and off.

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